

Name of the subject: Strategic management in tourism and hospitality		
Teacher(s): Olja Munitlak Ivanović, Svetlana Vukosav		
Status of the subject: Elective course		
Number of ECTS points: 15		
Condition: -		
Goal of the subject The aim of the course is for students to master modern tools and concepts of strategic management, which will enable them to achieve optimal financial results in the business of tourism and hotel companies, achieve competitive advantage in the market and strategic positioning of tourist destinations. Also, they will be trained for independent scientific research, and to achieve good business positions in the market of tourism and hospitality, destination management companies, as well as to apply the acquired knowledge in the development of strategic documents in this area, and for which purpose they will be necessary knowledge of independent scientific research work in this field.		
Outcome of the subject Students will be trained for independent scientific research in this area, for the application of knowledge in strategic management in tourism and hotel companies, strategic management of tourist destinations, and the development of strategic documents related to tourism development. In that sense, students will be able to notice modern trends in the development of international tourism and hospitality, actively monitor and adapt to changes in the tertiary market of tourism and hospitality; monitor trends in the development of strategic management (new techniques in the implementation of the strategic management process); make strategic plans; develop a strategic way of thinking and correctly interpret events in the service market.		
Content of the subject <i>Theoretical lectures:</i> Defining concepts and techniques of strategic management in tourism and hospitality (portfolio matrix, gap analysis, life cycle concept, etc.). The first step in the process of strategic management - analysis of the environment in which companies and tourist destinations operate or exist (PEST analysis, structural environment, analysis of strategic groups, analysis of competitors, capability analysis, analysis of internal and external stakeholders of the company, strategic planning of tourist destination development, change analysis on the side of tourist supply and demand). The second step consists of directing the tourist-catering company and the tourist destination through definition, vision of the mission and goals, with special reference to the orientation of the hotel company towards the strategic development of the entire tourist destination. The third step defines the strategies that the company and the tourist destination will apply in business, ie development, the selection of an adequate strategic instrument and technique, and the final formulation of such a strategic mix which will harmonize and achieve common development goals of hotel companies and the tourist destination as a whole. The key next steps are the implementation of the formulated strategy and its continuous and timely control. Application of modern concepts of strategic management in tourism and hospitality through a series of international standards, total quality management, benchmarking, a learning organization and the core competencies of the organization. <i>Practical lectures:</i> Working with data collected in the field or in practice, and their practical connection and shaping through the development of a strategic plan of hotel and tourism companies and a strategic plan for the development of a tourist destination. Tasks and problems and their solution in case studies. The results of practical classes will be presented in the form of a project paper.		
Recommended literature Munitlak Ivanović, O. (2009): Strategijski menadžment, Educons Univerzitet, Sremska Kamenica. Вукосав, С. (2016): Стратегијски менаџмент угоститељско-туристичких предузећа, уџбеник, ПМФ, Департман за географију, туризам и хотелијерство, Нови Сад Moutinho, L. ed. (2018): Strategic Management in Tourism, 3rd edition, CABI tourism texts Cerović, S. (2020): Strategijski menadžment u turizmu, Univerzitet Singidunum, Beograd. Evans, N., Campbell, D., & Stonehouse., G. (2003): Strategic Management for Travel and Tourism, CABI tourism texts Recommended doctoral dissertations, master's theses, by the mentor, in the field of strategic management in tourism and hospitality. Relevant internet sites and scientific papers with contemporary problems related to management, tourism and hospitality.		
Number of active classes	Theory:	Practice: *
Methods of delivering lectures: Lectures, individual consultations, project paper.		
Evaluation of knowledge (maximum number of points 100) Seminar paper 50 points Oral exam 50 points		
Ways of testing the knowledge may vary: (written tests, oral exam, project presentation, seminars ets.....		
* preparation of a project paper is mandatory		