

Study programme: Bachelor with Honours in Tourism			
Level: Bachelor			
Course title: Psychology of tourism (T105)			
Lecturer: PhD Tamara Jovanović, PhD Sanja Kovačić			
Status: elective			
ECTS: 5			
Requirements: none			
Learning objectives			
To supply future managers of tourism with the basic knowledge about categories, motivation and behaviour of tourists and about the ways of successfully communicating with the users of tourism services.			
Learning outcomes			
Acquired and interconnected knowledge about basic concepts of psychology of tourism necessary for professional and competent performing of the role of tourism managers.			
Syllabus			
<i>Theoretical and Practical instruction</i>			
Psychology of tourism – introduction; Categories of tourists (by age, gender, social status and education); Interests and motivation of different categories of tourists; Psychological aspects of tourist behaviour; Possible problems in communicating with different categories of tourists and ways of dealing with these problems constructively.			
Literature			
1. Čomić, Đ. (1990): <i>Psihologija turizma, Turistička štampa, Beograd</i>			
2. Rot, N. i Radonjić, S. <i>Psihologija</i> . ZUNS, Beograd, 2007. (str. 159 – 196, 265 – 287)			
3. Valrabenštajn, K. <i>Odabrane teme iz psihologije turizma</i> . Autorizovana skripta, PMF, UNS			
Weekly teaching load 3 (45)			Other:
Lectures: 2	Exercises: 1	Other forms of teaching:	Student research:
Teaching methodology			
Plenary sessions and practical workshops with smaller groups of students.			
Grading method (maximal number of points 100)			
Pre-exam obligations	points	Final exam	points
Active participation in lectures	0-5	Written exam	
Practical instruction	0-5	Oral exam	30-45
Colloquia	20-40	
Seminar(s)	0-5		