

**Faculty of Tourism and Hospitality / Turizam i hotelijerstvo / Menadžment putničkih agencija**

Prerequisites	Does not have
Aims	Introducing students with: travel agencies, travel agency resources, sustainable development of travel agencies, marketing mix of travel agencies, development of travel agencies in Montenegro, competitiveness of travel agencies, analysis of travel agency environment, and strategic management of travel agencies.
Lecturer / Teaching assistant	Prof. dr Aleksa Š. Vučetić
Metdod	: Lectures and exercises in education, consultations, regular and remedial colloquium, and final and remedial final exam.
Week 1, lectures	Introducing students to the course and methods of teaching and assessment
Week 1, exercises	Introducing students to the course and methods of teaching and assessment
Week 2, lectures	Travel agencies in Montenegro and the European Union
Week 2, exercises	Travel agencies in Montenegro and the European Union
Week 3, lectures	Human resources, fixed and current assets of travel agencies
Week 3, exercises	Human resources, fixed and current assets of travel agencies
Week 4, lectures	Natural and social resources of travel agencies
Week 4, exercises	Natural and social resources of travel agencies
Week 5, lectures	Environmental and economic sustainability of travel agencies
Week 5, exercises	Environmental and economic sustainability of travel agencies
Week 6, lectures	Cultural, social and sustainability protection of travel agency clients
Week 6, exercises	Cultural, social and sustainability protection of travel agency clients
Week 7, lectures	Colloquium and remedial colloquium
Week 7, exercises	Colloquium and remedial colloquium
Week 8, lectures	Service offers of travel agencies
Week 8, exercises	Service offers of travel agencies
Week 9, lectures	Service offers and prices of travel agency service offer
Week 9, exercises	Service offers and prices of travel agency service offer
Week 10, lectures	Promotion, distribution and image of travel agencies' service offer
Week 10, exercises	Promotion, distribution and image of travel agencies' service offer
Week 11, lectures	Investments periods and travel agencies
Week 11, exercises	Investments periods and travel agencies
Week 12, lectures	Concept, factors, models and indicators of competitiveness of travel agencies and management models
Week 12, exercises	Concept, factors, models and indicators of competitiveness of travel agencies and management models
Week 13, lectures	Analysis of internal and external environment and strategic management of travel agencies
Week 13, exercises	Analysis of internal and external environment and strategic management of travel agencies
Week 14, lectures	Renewal of teaching materials and introduction to the final exam
Week 14, exercises	Renewal of teaching materials and introduction to the final exam
Week 15, lectures	Final exam and remedial final exam
Week 15, exercises	Final exam and remedial final exam
Student obligations	Students are required to attend classes and exercises, do a colloquium and final exam.
Consultations	After the lecturers
Workload	6 ETCS x 40/30 = 8 hours Structure: - 2 hours and 15 minutes of lecturing - 1 hours and 30 minutes of exercises - 4 hours and 15 minutes of individual work, including consultations
Literature	

Examination methods	Colloquium - 50 points and final exam - 50 points. The passing grade is obtained with 50 points.
Special remarks	The colloquium consists of 50 questions that are scored with +1 points. The final exam consists of 50 questions that are scored with +1 points.
Comment	It does not have
Learning outcomes	Ability to: analysis of basic concepts related to agency passengers; identifying the resources of travel agencies; identification and application of five dimensions of travel agency sustainability; creating a marketing mix of travel agencies; historical analyzes of the development of travel agencies in a specific tourism destination; understanding of basic concepts related to the competitiveness of travel agencies; analyzing the internal and external environment of travel agencies; and strategic management of travel agency