

TOURISM (5 ECTS)

This course is a mix of lectures and case studies. The topics discussed on lectures will be covered with the continuous usage of various examples from the real world, through homework, seminars, and similar. There is a possibility of different ad hoc quizzes during the semester to see if the knowledge presented on the lectures was learnt. Students are required to come prepared on the class and read all the materials ahead. Class participation is strongly encouraged and welcomed as a best method of student knowledge comprehension. Students will be also examined during the lectures with different questions regarding the topics covered. They are also encouraged to listen to the dialogues from their colleagues. Communication with students is encouraged. We are always open for all questions, suggestions from the students in the lecture halls and through other means of communication: e-mail, Blackboard, phone and consultations. Students can also expect several guest lecturers from the marketing business practice.