

Modernization and Harmonization of Tourism Study Programmes in Serbia,
544543- TEMPUS-1-2013-1-RS-TEMPUS-JPCR



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Tempus Programme
of the European Union





WORK PACKAGE	2
WP Type	2.5.

University of Kragujevac

Faculty of Hotel Management and Tourism in Vrnjačka Banja

REPORT ON DEVELOPMENT OF TEACHING MATERIAL

Authors:	
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November 2016.

Vrnjačka Banja

Project task:

2.5. Development of teaching material

Description of project task:

UNIKG will design contemporary teaching material, such as text books, presentations, case studies and other teaching material, on the basis of previously conducted training courses performed by experts from EU partner institutions. EU experts will review the designed material and provide suggestions and comments. The aim is to obtain teaching material of high quality in compliance with EU standards.

Description of outcomes:

UNIKG has published 14 text books which follow contemporary subjects in the field of tourism, management and economy. These books will be used within existing, but also within newly accredited study programmes and distributed to students free of charge. This report is the result of joint work of staff at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac.

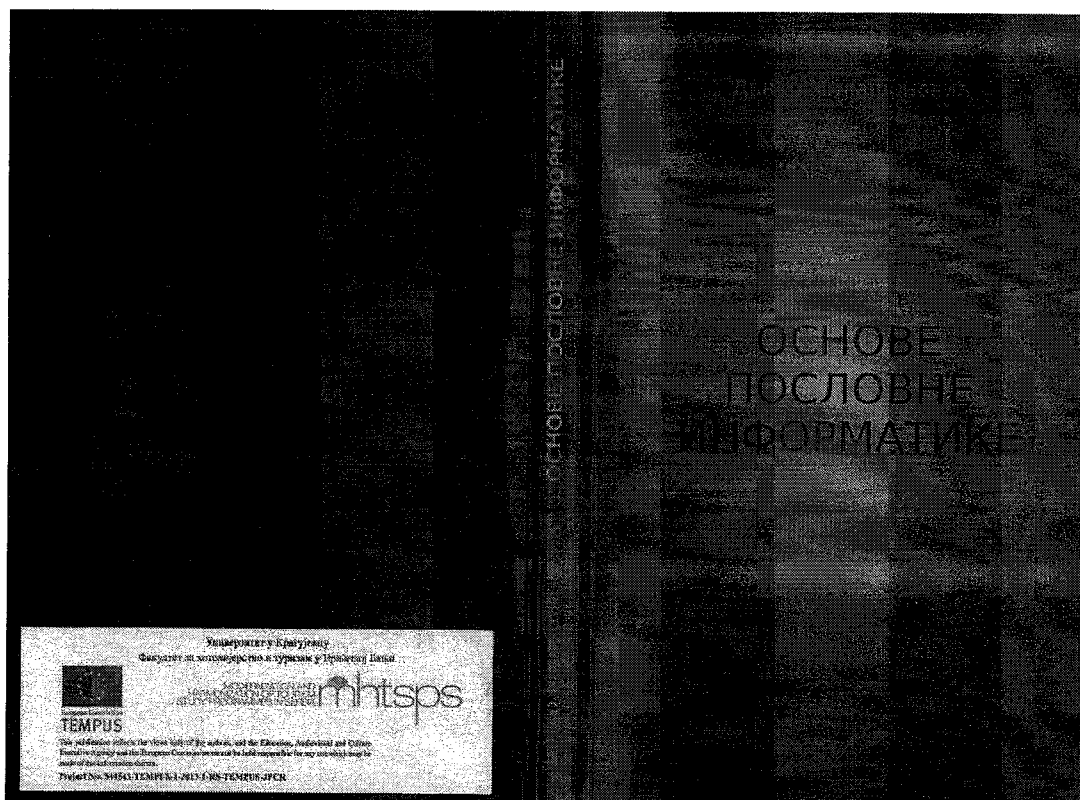
Modernization and Harmonization of Tourism Study Programmes in Serbia,
544543- TEMPUS-1-2013-1-RS-TEMPUS-JPCR

Title: Basis of Business Informatics

Author: Danko Milašinović, Ph.D.

Year of publishing: 2014

Volume: 300



Title: Types and Trends of Health Tourism

Author: Sandra Živanović, Ph.D.

Year of publishing: 2015

Volume: 300

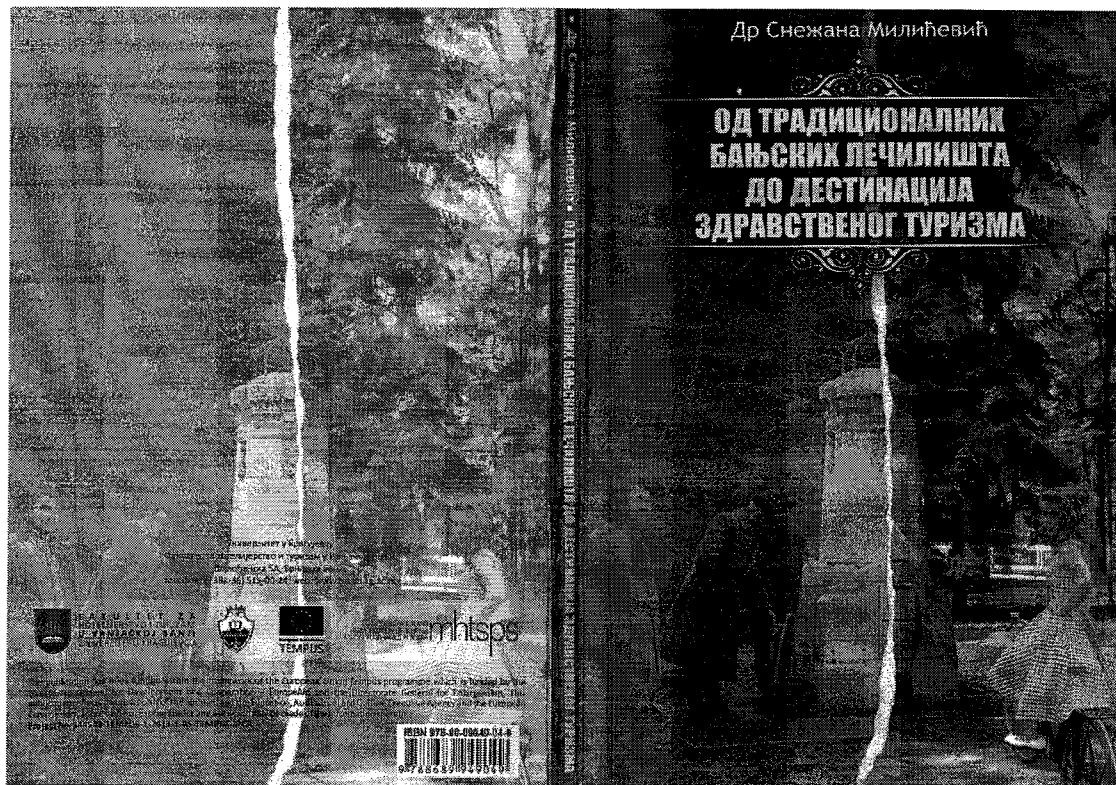


Title: From Traditional Spas to Health Tourism Destinations

Author: Snežana Milićević, Ph.D.

Year of publishing: 2015

Volume: 300



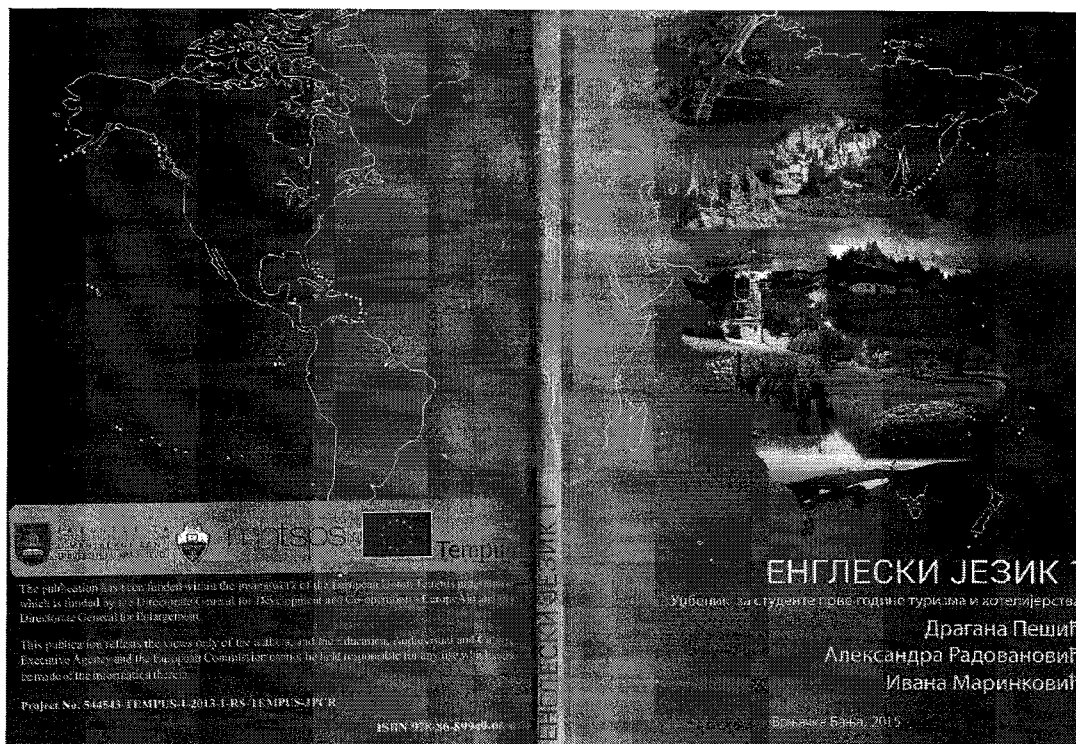
Modernization and Harmonization of Tourism Study Programmes in Serbia,
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Title: English Language 1

Authors: Dragana Pešić, MA, Aleksandra Radovanović, MA, Ivana Marinković, MA

Year of publishing: 2015

Volume: 300

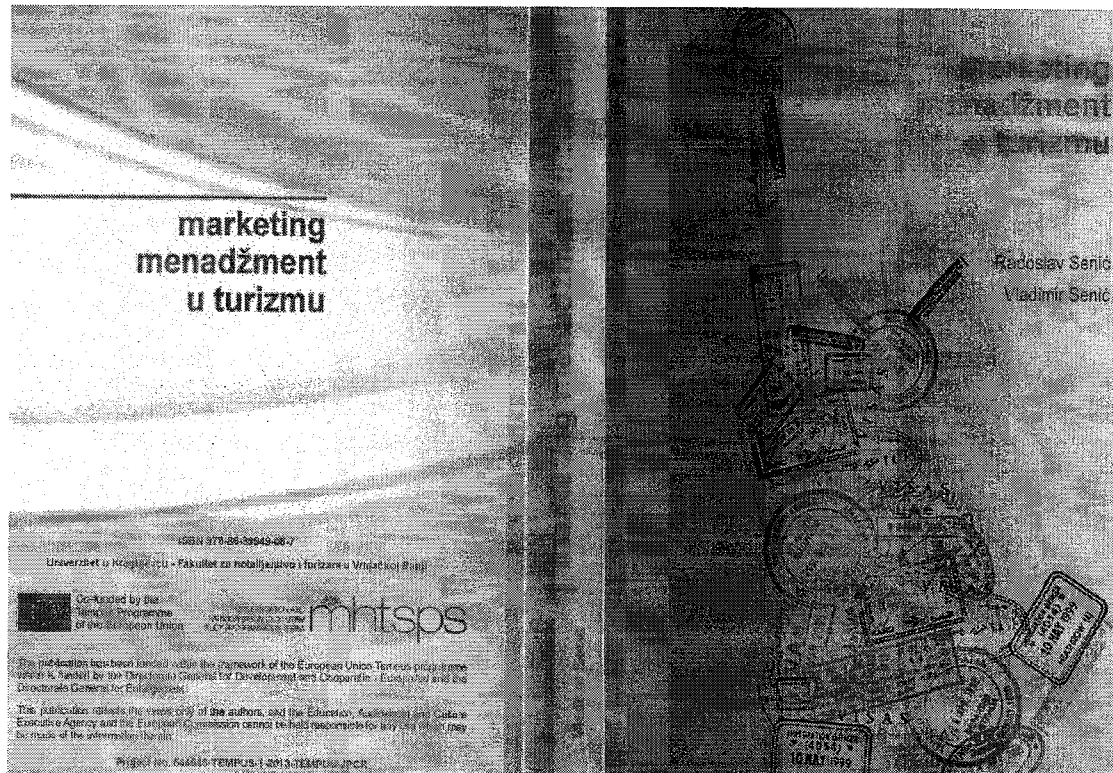


Title: Marketing Management in Tourism

Authors: Radoslav Senić, Ph.D, Vladimir Senić, Ph.D.

Year of publishing: 2016

Volume: 300

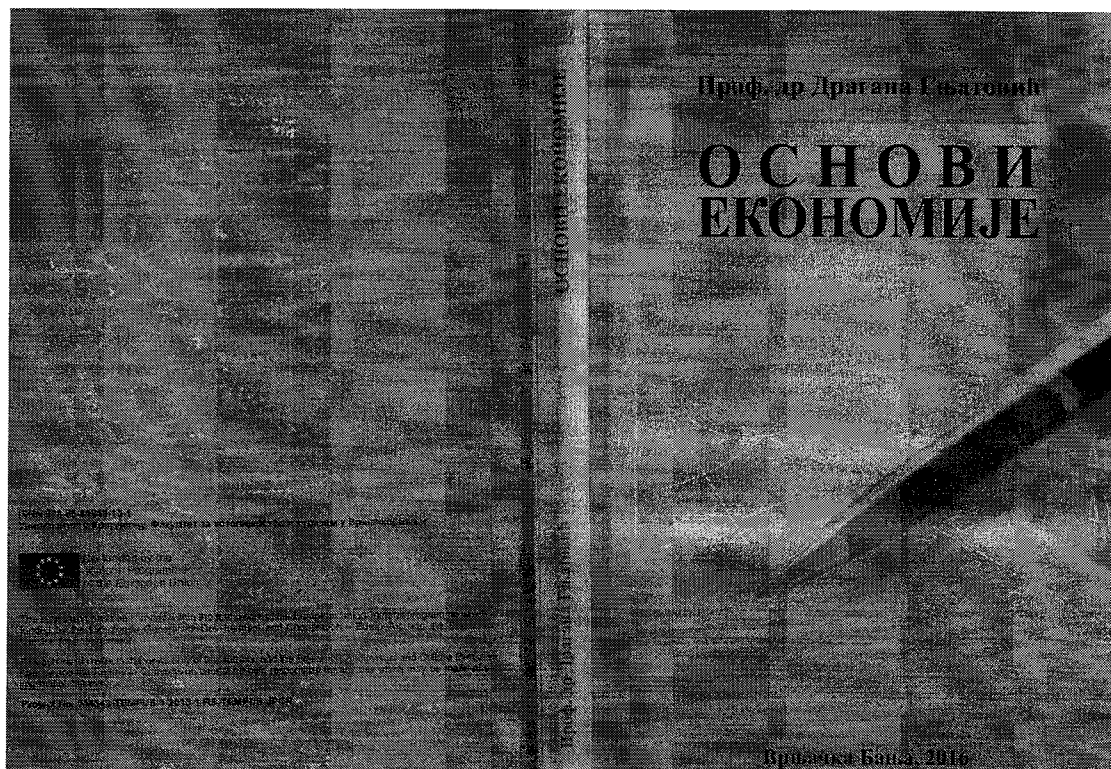


Title: Basics of Economics

Author: Dragana Gnjatović, Ph.D.

Year of publishing: 2016

Volume: 460



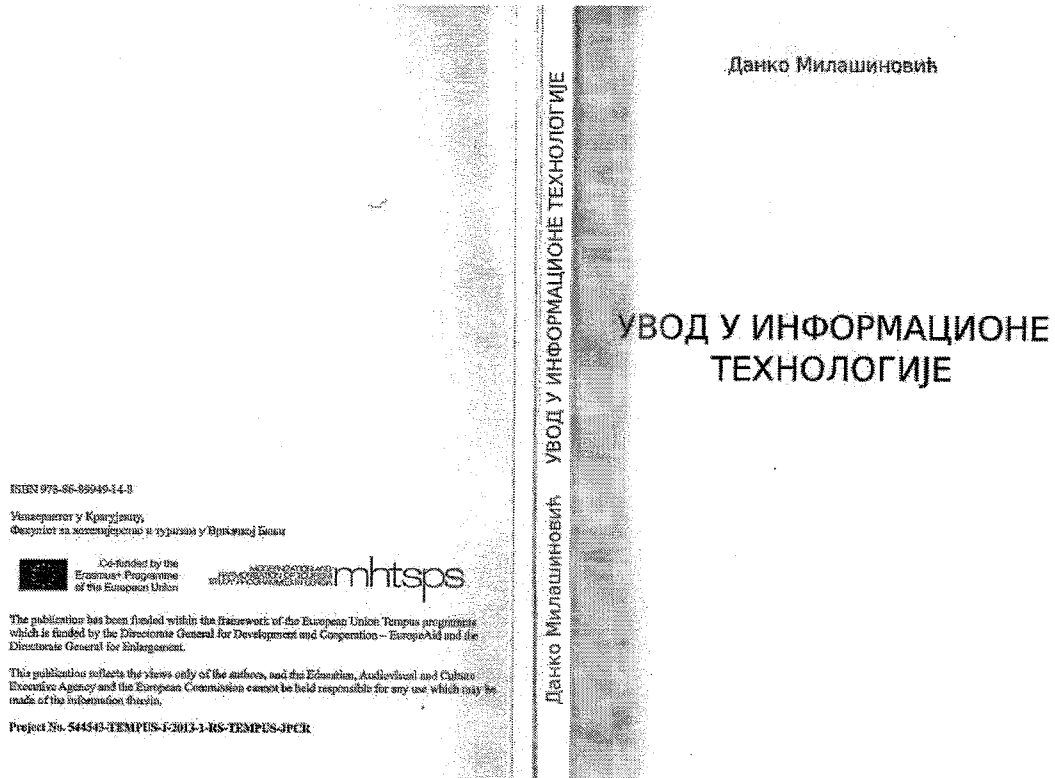
Modernization and Harmonization of Tourism Study Programmes in Serbia,
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Title: Introduction to Information technologies

Author: Danko Milašinović, Ph.D.

Year of publishing: 2016

Volume: 300



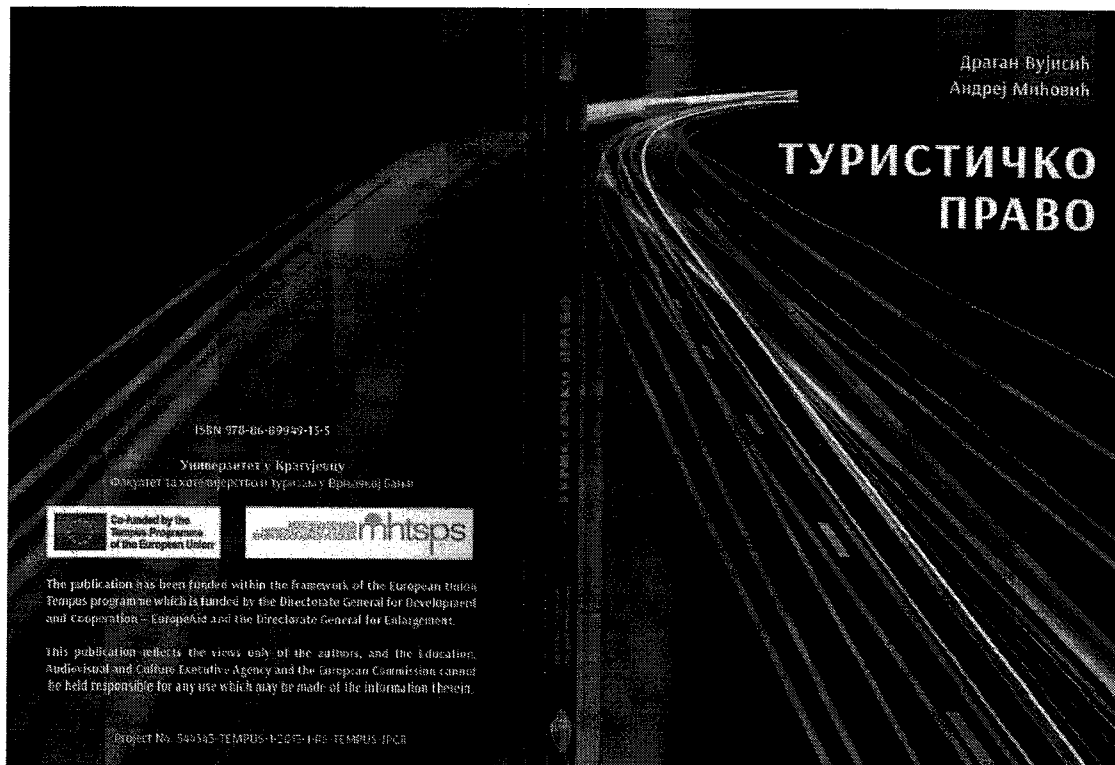
Modernization and Harmonization of Tourism Study Programmes in Serbia,
544543- TEMPUS-1-2013-1-RS-TEMPUS-JPCR

Title: Tourism Law

Authors: Dragan Vujisić, Ph.D., Andrej Mićović, Ph.D.

Year of publishing: 2016

Volume: 150

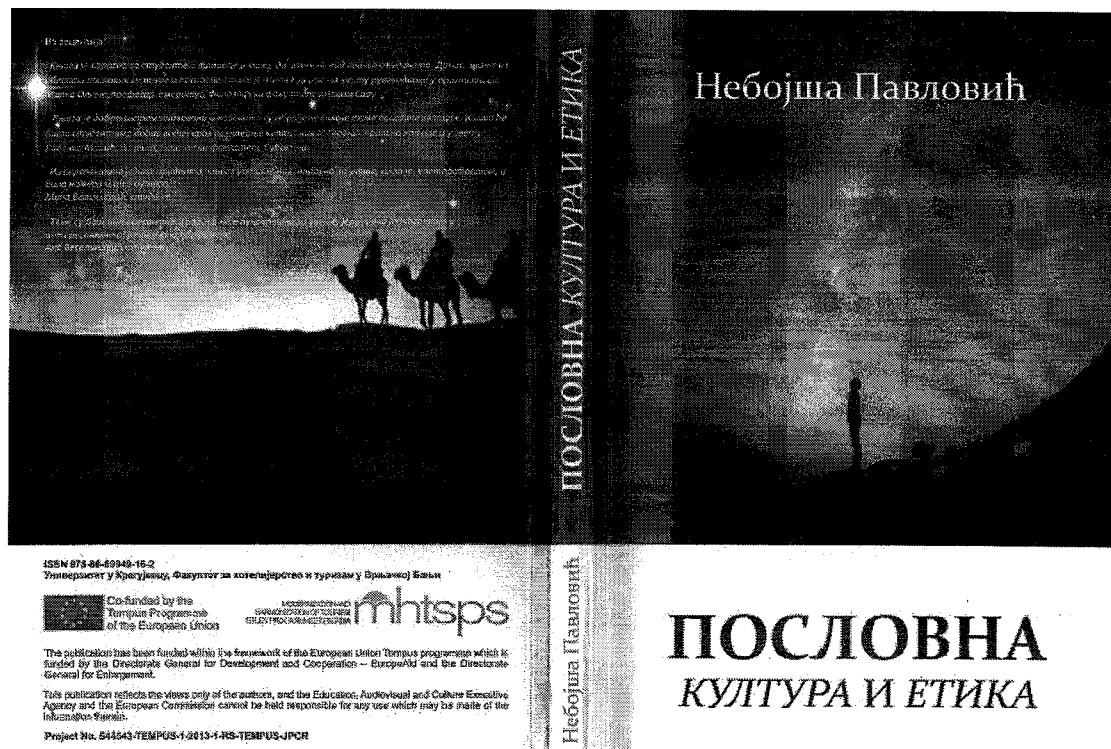


Title: Business Culture and Ethics

Author: Nebojša Pavlović, Ph.D.

Year of publishing: 2016

Volume: 300

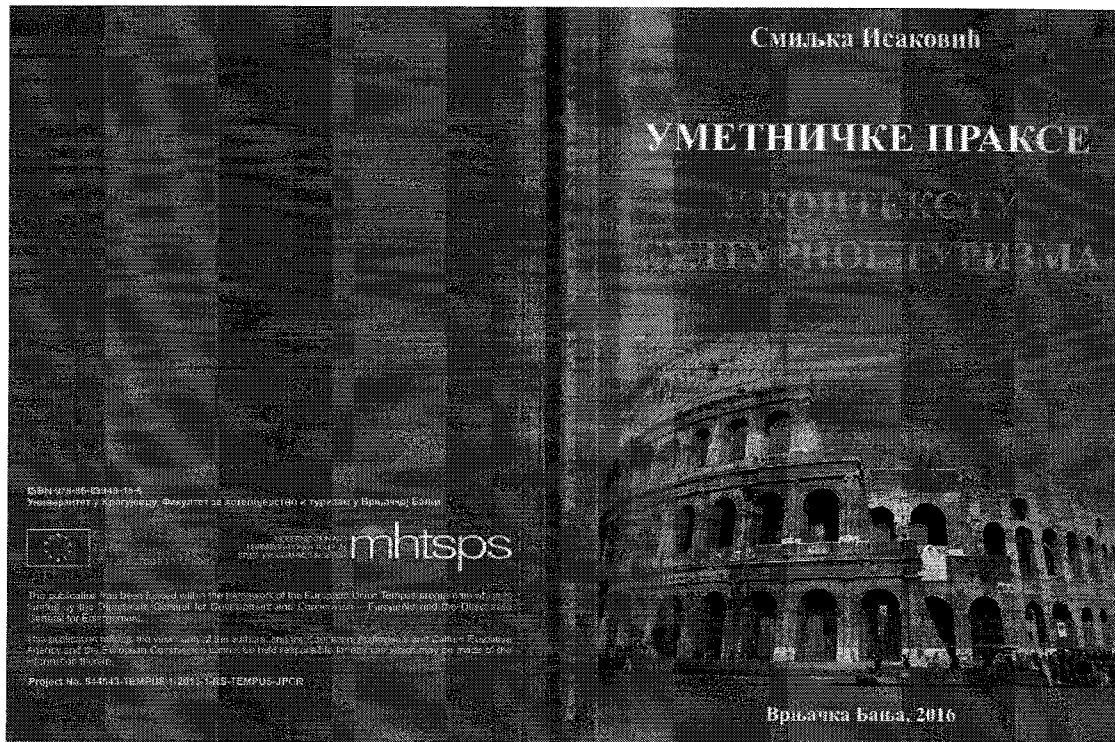


Title: Art Practices in Context of Cultural Tourism

Author: Smiljka Isaković, Ph.D.

Year of publishing: 2016

Volume: 300

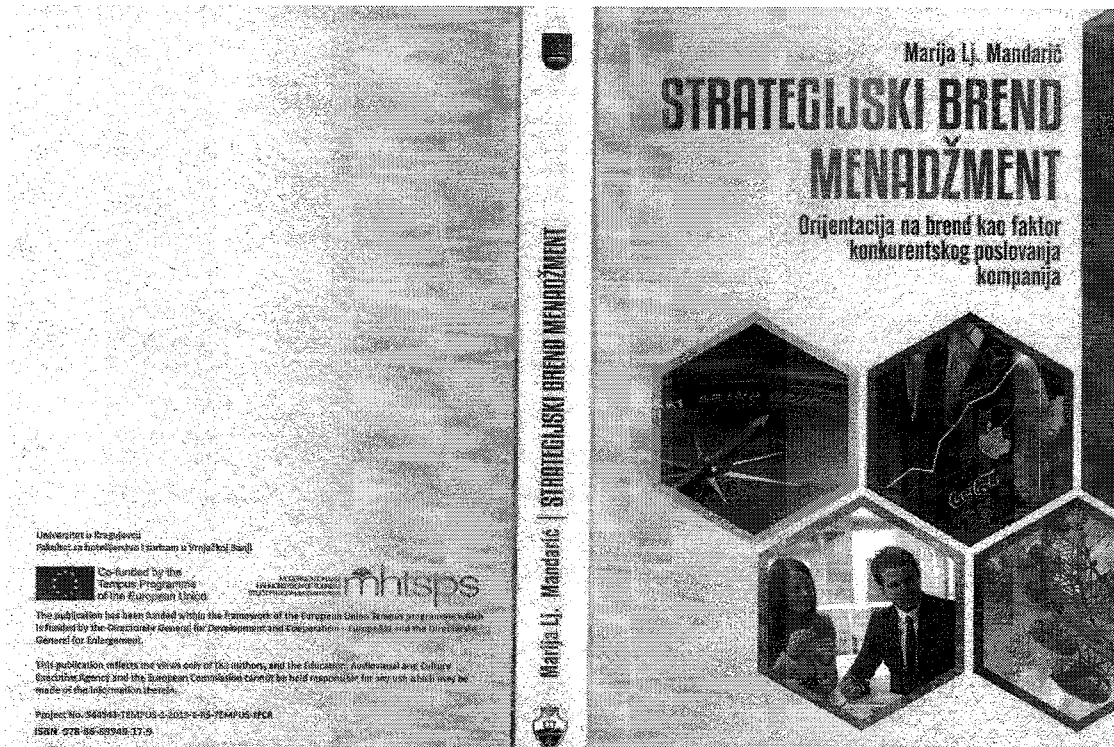


Title: Strategic Brand Management – Brand Orientation as a Factor of Competitive Business

Author: Marija Mandarić, Ph.D.

Year of publishing: 2016

Volume: 300



Title: Marketing in Tourism

Author: Drago Cvijanović, Ph.D.

Year of publishing: 2016

Volume: 300

