

(Faculty of Tourism, 3<sup>rd</sup> year)

Semester V		
	Course	Credits
		ECTS
1	Tourism Market Research	8
2	Alternative forms in Tourism	6
3	Tour Operators and Tourism Agencies	6
<i>Two elective courses from the following group:</i>		
4	Hotels Sales and reception management	5
5	Tourism geography in republic of Macedonia	5
6	E- Business	5
7	Animations in Tourism	5
<b>Total</b>		<b>30</b>

Literature	
Course	Literature
<b>Tourism Market Research</b>	<b><i>Tourism Market research</i></b> , MMihajlo Budinovski, UTMS, 2010
<b>Alternative forms in Tourism</b>	<b><i>Alternative forms in Tourism</i></b> , Eva Hrabovski-Tomic, Fakultet za uslužni biznis, Sremska Kamenica, 2008.
<b>Tour Operators and Tourism Agencies</b>	<b><i>Tour Operators and Tourism Agencies</i></b> , S., Štetic., Šalov, P., Savezni centar za Unapređenje hotelierstva i ugostiteljstva, 2000.
<b>Hotels Sales and reception management</b>	<b><i>Hotels Sales and reception management</i></b> , Galichic, V. Ivanovic, S. Lupic, Faculty of Tourism and Hotel Management, 2005
<b>Tourism geography in republic of Macedonia</b>	<b><i>National Tourism geography</i></b> , Mijalche Georgievski, UTMS, 2010
<b>E- Business</b>	<b><i>E- Business</i></b> , Kenneth Layton, Carol Gersia Traver, Ars Lamina, 2010 <b><i>E-Business</i></b> , Andrew Miller, Henrik Stormer, Springer, Friburg, 2009
<b>Animations in Tourism</b>	<b><i>Animations in Tourism</i></b> , Z. Cerovic, Sveucilisna knjznica, Rijeka,