



Subject code: T – 356 - 3		Subject name: Business of Travel Agencies	
Study cycle: I	Year: III	Semester: VI	ECTS credits: 6
Status: Mandatory		Contact hours: 60 Lectures: 30 Practical courses: 30	
Assigned professors and assistants:		Lecturers and assistants selected for the field to which the course belongs	
Prerequisites:			
Subject objectives:		Introducing students to the theory and practice of the operations of travel agencies and tour operators, as well as offering an interactive understanding of their importance and role in tourism development; acquiring knowledge of all aspects of the business, from product creation to the sale of travel packages, and mastering key customer relationship techniques in the tourism market. Providing a comprehensive overview of tourism intermediaries and global trends. Practical application of the acquired knowledge.	
Teaching units:		1. Historical Development of Organized Travel and the Conditions for the Emergence of Travel Agencies Worldwide 2. Theory of Intermediation in Tourism – Connections and Integration with Service Providers 3. Functions of Travel Agencies 4. Concept, Role, Types, and Operations of Travel Agencies 5. Conditions for Operating Travel Agencies (Bosnia and Herzegovina) 6. Concept and Types of Tourist Packages – Basic Concepts of Itinerary Planning 7. First Test 8. Pricing of Tourist Packages 9. Operating Costs of Travel Agencies and Package Cost Calculation 10. Business Operations in the Sale and Distribution of Tourist Packages 11. Promotional Strategies of Travel Agencies 12. Human Resource Management in Travel Agencies	



	13.Horizontal and Vertical Integration in Agency Operations 14.Development of Travel Agency Operations Worldwide and in Bosnia and Herzegovina 15. Current Trends in Travel Agency Operations																																							
Learning outcomes:	Knowledge: The student describes the concepts of tourism intermediation; interprets the organizational system and specificities of operations in travel agencies and tour operators; defines and explains the development of products, pricing policies, sales and promotion strategies, as well as the distribution activities of tourism intermediaries. Skills: The student approaches the classification and operations of travel agencies and tour operators analytically; applies the legal regulations relevant to the profession; identifies current trends and challenges in the development, organization, and operations of travel agencies in Bosnia and Herzegovina. Competencies: The student creates complex tourism products; organizes work processes in travel agencies; performs business operations in the formation and execution of tourist packages.																																							
Teaching methods:	Multimedia presentation and discussion (lecture); independent student research and joint analysis (practical courses).																																							
Knowledge testing methods with grading structure ¹ :	<table><tr><td></td><td>Maximum Points</td><td>Minimum points</td></tr><tr><td>Attendance</td><td>10</td><td>7</td></tr><tr><td>Participation on lectures</td><td>10</td><td>6</td></tr><tr><td>Tests</td><td>40</td><td>21</td></tr><tr><td>Seminar paper</td><td>-</td><td>-</td></tr><tr><td>Final exam</td><td>40</td><td>21</td></tr><tr><td colspan="3"> </td></tr><tr><td>TOTAL</td><td>100</td><td>55</td></tr></table> Assessment: <table><tr><td>Grade</td><td>ECTS grade</td><td>Points scale</td></tr><tr><td>10</td><td>(A) excellent</td><td>95 - 100</td></tr><tr><td>9</td><td>(B) very good</td><td>85 - 94</td></tr><tr><td>8</td><td>(C) good</td><td>75 - 84</td></tr><tr><td>7</td><td>(D) satisfactory</td><td>66 - 74</td></tr></table>		Maximum Points	Minimum points	Attendance	10	7	Participation on lectures	10	6	Tests	40	21	Seminar paper	-	-	Final exam	40	21				TOTAL	100	55	Grade	ECTS grade	Points scale	10	(A) excellent	95 - 100	9	(B) very good	85 - 94	8	(C) good	75 - 84	7	(D) satisfactory	66 - 74
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¹ The structure of points and point criteria for each subject is determined by the Council of the organizational unit before the beginning of the academic year in which the subject is taught in accordance with Article 64, paragraph 6 of the Law on Higher Education of Sarajevo Canton



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SUBJECT DESCRIPTION

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	6 (E) sufficient 55 - 64
	5 (F, FX) insufficient 55
Literature²:	Mandatory: 1. Vukonić, B. (2003). <i>Travel Agencies</i>. Zagreb: Mikrorad. 2. Saleth Mary, A. (2020). <i>The Principles of Travel Agency and Tour Operation Management</i>. White Falcon Publishing, USA. 3. Dulčić, A. (2005). <i>Travel Agencies: Business and Management</i>. Split: Ekokon d.o.o. Recommended: 4. Spasić, V., Rabotić, B. (2010). <i>Business of Travel Agencies</i>. Belgrade: Higher School of Tourism. 5. Čavlek, N. (2019). <i>Who Directs Global Tourism Flows</i>. Proceedings of the Croatian Academy of Sciences and Arts. Social Sciences Class, 54 (539), 205-228. 6. Gržinić, J., Floričić, T. (2015). <i>Tour Operators and Hoteliers in Contemporary Tourism</i>. Pula: University of Juraj Dobrila in Pula, Selected Chapters.

² The Senate of the higher education institution as an institution or a council of the organizational unit of the higher education institution as a public institution determines mandatory and recommended textbooks and manuals, as well as other recommended literature on the basis of which exams are prepared by a special act which is required to be published on its website before the beginning of the academic year in accordance with Article 56, paragraph 3 of the Law on Higher Education of the Sarajevo Canton.