



UNIVERSITY OF SARAJEVO – FACULTY OF SCIENCE
SUBJECT DESCRIPTION

Form SP2

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Subject code: T-304.2-3	Subject name: Tourist Guiding and Animation in Tourism		
Study cycle: I	Year: IV	Semester: VII	ECTS credits: 6
Status: Elective		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:	Introduction to the basics of tourist guiding and animation in tourism, including their specificities and the complex and significant role they play in modern tourism. The goal is to train students to design and implement tourist guiding and animation programs for visitors with different cultural, age, and educational backgrounds. The aim is to equip students with responsible planning and implementation skills for tourist guiding and animation in various conditions in Bosnia and Herzegovina.		
Teaching units:	1. Introduction, definition, and basic characteristics of tourist guiding and animation, historical and contemporary development 2. Factors in planning tourist guiding: time, location, spatial and functional attraction content 3. The mediating role of tourist guiding in destination approach and tourist information. cultural mediation (global and local aspects of mediation, intercultural competence) 4. Connections of tourism program content with offerings in tourist destinations/regions and various forms of tourism 5. Planning and implementation of tourist guiding programs 6. Mentoring standards of tourist guiding according to the eu: ethical code, professional associations, education and training, licensing 7. First test 8. Principles and approaches to types of tourist animation 9. Factors in planning animation: time, location, resources 10. Planning leisure time programs 11. Implementation of leisure time programs 12. Links between animation programs and offerings in tourist destinations, and special forms of tourism 13. Contemporary trends and the role of animation in tourism		



	14. Practical presentation of student seminars/projects 15. Concluding remarks																																													
Learning outcomes:	Knowledge: • after passing the exam, the student will be able to: • explanation of the role of tourist guiding and animation in tourism • understanding the importance of the tourist guiding and animation system in the contemporary concept of tourism offer Skills: • the student analyzes the process of planning and implementing tourist guiding and animation programs • student evaluates planning factors in the segment of guiding and animation in tourism. Competencies: • the student independently interprets and applies acquired knowledge to selected examples in creating tourist guiding and animation programs for the purpose of tourism development • the student assesses the role, type, and quality of tourist guiding and animation programs.																																													
Teaching methods:	Multimedia presentation and discussion (lecture); independent research by students and collective analysis (practical courses). Practical work method, exemplar learning method, project-based teaching.																																													
Knowledge testing methods with grading structure ¹ :	<table><tr><td></td><td colspan="2">Points</td></tr><tr><td>Attendance</td><td>10</td><td>6</td></tr><tr><td>Participation on lectures</td><td>10</td><td>6</td></tr><tr><td>Tests</td><td>30</td><td>16</td></tr><tr><td>Seminar paper</td><td>20</td><td>11</td></tr><tr><td>Final exam</td><td>30</td><td>16</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><tr><td>6</td><td>(E) sufficient</td><td>55 - 64</td></tr><tr><td>5</td><td>(F, FX) insufficient</td><td></td></tr></table>		Points		Attendance	10	6	Participation on lectures	10	6	Tests	30	16	Seminar paper	20	11	Final exam	30	16				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	6	(E) sufficient	55 - 64	5	(F, FX) insufficient	
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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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Literature²:	Mandatory: 1. Rabotić, B. (2011). Turističko vođenje – teorija i praksa. Visoka turistička škola strukovnih studija. Beograd. 2. Zakonski okvir, Federalno ministarstvo okoliša i turizma https://www.fmoit.gov.ba/bs/turizam/zakonski-okvir 3. Cerović, Z.: (2008): Animacija u turizmu. Fakultet za turistički i hotelski menadžment u Opatiji. Recommended: 1. Lekić, R. (2020). Doživi multikultitimizam - priručnik za Animatore multikulturalnih događanja, Bjelovar. Dostupno na: www.multikultitimizam.educirajme.com 2. Prince, K. (2020): Art of Guiding. European Federation of Tourist Guide Associations FEG.

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.