



UNIVERSITY OF SARAJEVO- FACULTY OF SCIENCE
DEPARTMENT OF GEOGRAPHY

Obrazac SP2

Stranica 1 od 3

Subject code: T-503-3		Subject name: Urban and rural tourism	
Cycle: II	Year: I	Semester: I	ECTS credits: 6
Status: <i>Elective</i>		Contact hours: 125 Lectures: 30 Practical courses: 30	
Assigned professors and assistants:		Lecturers and assistants selected for the field to which the course belongs	
Prerequisites:		/	
Subject objectives:		- Acquiring knowledge about the criteria and distinction between the terms urban and rural. - Recognising the characteristics of urban and rural destinations or tourist zones. - Developing knowledge about the quality of the offer in the field of urban or rural tourism. - Strategic management skills in urban and rural tourist areas. - Learning about the geoecological principles of sustainable urban and rural tourism.	
Teaching units:		1. The concept of urban tourism and tourist demand. 2. Urban tourist destination. 3. Tourism image and urban physiognomy. 4. Typology and functions of urban tourist zones. 5. Urban tourism offer in the city: attractions and activities. 6. Strategies and management of urban tourism development. 7. Urban tourism marketing. 8. TEST 1 (ELB-I) 9. The concept of rural tourism and rural areas. 10. Key elements of rural tourism. 11. Rural tourism and recreation. 12. Rural tourism and culture. 13. Quality of services in rural tourism. 14. Rural tourism and sustainability. 15. TEST 2 (ELB-II)	
Learning outcomes:		<i>Knowledge:</i> Acquiring knowledge about the criteria and distinction of the terms urban and rural. Characteristics of urban and rural destinations and tourist zones. Characteristics of the offer: urban and rural tourism. Fundamentals of strategic management in urban and rural tourist areas. Learning about the geoecological principles of	

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	sustainable urban and rural tourism. <i>Skills:</i> Identification of parameters of urban and rural tourist destinations. Typological grouping of destinations and differentiation of thematic zones. Creation of urban and rural tourist products. Identification, selection, and assessment of parameters relevant for competitiveness and quality of offer in the urban and rural tourism sector. Parameterisation, comparative advantages, and ranking of destinations. Strategies for planning, exploitation, and promotion of urban and rural tourist destinations; sustainable tourism. <i>Competencies:</i> Identification, selection, valorisation, analysis, categorisation, interpretation, and exploitation of elements valid for urban and rural tourism planning; realisation of tourism in such areas; development of competitive tourism products; creation of thematic routes; and differentiation of tourist zones in the destination. Instruments of strategic and planning management and promotion, application of sustainable tourism development models.
Teaching methods:	Interactive method, dialogue method, oral presentation method, practical work, text method, audio-visual method, demonstration method, written and graphic works method, individual work, group work, pair work
Knowledge testing methods with grading structure ¹:	Evaluation criteria: Engagement: 20, tests: 40x2 (80), total: 100 points. <i>Engagement</i>—attendance: 10, activity: 10 Test 1,2: 40, 22 (55%)/ intg. (t1,t2) 80, 44 (55%) <i>Bologna scale:</i> 10 (A) - 95-100 points 9 (B) - 85-94 points 8 (C) - 75-84 points 7 (D) - 65-74 points 6 (E) - 55-64 points 5 (F, FX) - less than 55 points
Literatura²:	1. Hayllar, B., Griffin, T., Edwards, D. (2010): <i>City Spaces - Tourist Places: Urban Tourism Precincts</i>, Routledge, US 2. Košić, K. (2012): <i>Ruralni turizam Vojvodine</i>, PMF, Novi Sad 3. Metro-Roland, M.M. (2012): <i>Tourists, Signs and the City: The Semiotics of Culture in an Urban Landscape</i>, Ashgate 4. Stanković, S. (2000): <i>Turistička geografija</i>, Naučna knjiga, Beograd 5. Žunić, L. (2018): <i>Turizam Sarajeva- receptivni kulturni faktori destinacije</i>, Prirodno-matematički fakultet Sarajevo

¹The 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

²The 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.

6. Žunić, L. (2022): *Pozitivni socio-kulturni impakti turizma na geografsku i životnu sredinu*, PMF Sarajevo
7. Žunić, L. (2023): *Impakti turizma*, PMF Sarajevo
8. *Articles, studies, documents and projects, etc.*