



Subject code: T/210	Subject name: Destination Tourism		
Study cycle: III	Year: I	Semester: II	ECTS credits: 6
Status: Elective		Contact hours: 60 Lectures: 30 Research Seminar: 30	
Assigned professors and assistants:	Lecturers and assistants selected for the field to which the course belongs		
Prerequisites:			
Subject objectives:	Introducing students to the concept of a tourist destination as a generative element in the development and organization of the tourism industry. Familiarizing students with the capacity of tourist destinations as a foundation for their economic valorization. Introducing students to the organization of the tourism offer according to major tourist regions and destinations worldwide and in Bosnia and Herzegovina.		
Teaching units:	1. Tourist Destination – Concept, Definitions, Vision, and Development Goals. 2. Importance, Study Objectives, and Types of Tourist Destinations. 3. Tourist-Motivational Characteristics of Tourist Destinations. 4. Analysis and Evaluation of the Attractiveness Elements of Tourist Destinations. 5. Establishment, Development, and Sustainability of a Tourist Destination. 6. Tourist Destination Management. 7. Functions and Strategies of Destination Management Planning. 8. Integrated Destination Management. 9. Tourism Policy and Integrated Tourism Planning. 10. Tourism Planning in Destinations. 11. Organization of a Tourist Destination – Connecting, Coordinating, and Managing the Elements of Tourism Supply and Marketing Organizations in Tourist Destinations. 12. Control and Evaluation Elements of Tourism Offer Quality in Tourist Destinations – Importance and Objectives of Control. 13. Quality Management of a Tourist Destination. 14. Geographical Distribution and Key Characteristics of		



	Leading Tourist Destinations Worldwide. 15. Geographical Distribution and Key Characteristics of Tourist Destinations in Bosnia and Herzegovina.																																				
Learning outcomes:	Knowledge: • The student understands the concept of a tourist destination. • The student understands and explains differences in the organization of tourism supply across major tourist regions and destinations worldwide and in Bosnia and Herzegovina. Skills: • The student independently analyzes and evaluates the tourist-motivational characteristics and elements of attractiveness in tourist destinations. Competencies: • The student independently defines the elements for assessing the quality of tourism offerings in tourist destinations.																																				
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>Oral Discourse:</td><td>30</td><td>16,5</td></tr><tr><td>Research Seminar:</td><td>20</td><td>11</td></tr><tr><td>Final Exam:</td><td>50</td><td>27,5</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>55</td></tr></table>		Maximum Points	Minimum points	Oral Discourse:	30	16,5	Research Seminar:	20	11	Final Exam:	50	27,5	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	55
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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



Literature²:

Mandatory:

1. Dulčić, A., Petrić, L. (2001): Upravljanje razvojem turizma. Mate.do.o.
2. Hall, C.M., Boyd, S. (2005.): Tourism and Nature-based Tourism in Peripheral Areas. Development or disaster? Aspect of Tourism. Channelview Publications, Clevedon.
3. Gunn, C.A. (1993.): Tourism planning. 3rd edition. Washington D.C., Taylor and Francis.

Recommended:

1. A Practical Guide to Tourism Destination Management, UNWTO, 2007.
2. Tourism Destination Management in a Post-Pandemic Context Global Issues and Destination Management Solutions Vanessa GB Gowreesunkar, Shem Wambugu Maingi, Hiran Roy, Roberto Micera (eds). Emerald Publishing Limited, 2021.

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.