



UNIVERSITY OF SARAJEVO – FACULTY OF SCIENCE  
SUBJECT DESCRIPTION

Form SP2

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<b>Subject code:</b> T-335-3	<b>Subject name:</b> Economics of Tourism		
<b>Cycle:</b> I	<b>Year:</b> III	<b>Semester:</b> V	<b>ECTS credits:</b> 5
<b>Status:</b> mandatory	<b>Contact hours:</b> 60 Lectures: 30 Exercises: 30		
<b>Assigned professors and assistants:</b>	Professors and assistants selected in the field to which the subject belongs		
<b>Prerequisites:</b>	/		
<b>Subject objectives:</b>	Introduction of students with the socio-economic characteristics of tourism. Analysis of tourist attractions and destinations. The research of the tourism market. Acquisition of basic knowledge about marketing in tourism.		
<b>Teaching units:</b>	<ol style="list-style-type: none"><li>1. Characteristics of tourism as an economic activity</li><li>2. Social and economic importance of tourism</li><li>3. Organization of tourism and basics of tourism policy; Intermediaries in tourism</li><li>4. Marketing concept, tourism market and its characteristics</li><li>5. Tourism market research</li><li>6. Touristic promotion</li><li>7. The first test</li><li>8. Characteristics and perspectives of international tourism development in the world</li><li>9. Characteristics of foreign tourism development and tourism policy of some developed tourist countries in Europe</li><li>10. Characteristics of foreign tourism development of Italy, Greece and Austria</li><li>11. Characteristics of tourism development and tourism policy of the former Yugoslavia</li><li>12. Economic importance of tourism for the economy of Yugoslavia and tourism policy</li><li>13. Tourism Development Strategy of Yugoslavia</li><li>14. Conditions and opportunities for tourism development in Yugoslavia</li><li>15. Seminar papers presentations</li></ol>		



<b>Learning outcomes:</b>	<p><b>Knowledge:</b></p> <ul style="list-style-type: none"> <li>• the student critically analyzes the tourist offer and demand;</li> <li>• the student identifies all the essential elements of the tourism market;</li> <li>• the student explains the connection and interaction of tourism as an economic activity;</li> </ul> <p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>• the student independently researches the tourist market;</li> <li>• the student assesses the characteristics of the development of foreign tourism and tourism policy of some developed tourist countries in Europe;</li> </ul> <p><b>Competencies:</b></p> <ul style="list-style-type: none"> <li>• the student independently interprets the socio-economic characteristics of tourism.</li> </ul>																																																			
<b>Teaching methods:</b>	Multimedia presentation and conversation (lecture); research independent work of students and joint analysis (exercises).																																																			
<b>Knowledge testing methods with grading structure <sup>1</sup>:</b>	<table border="1"> <thead> <tr> <th>Criterion</th> <th>Points</th> <th>Requirement</th> </tr> </thead> <tbody> <tr> <td>1. Attendance</td> <td>5</td> <td>3</td> </tr> <tr> <td>2. Participation on lectures</td> <td>5</td> <td>2</td> </tr> <tr> <td>3. Midterm exam</td> <td>40</td> <td>22</td> </tr> <tr> <td>4. Seminar paper</td> <td>10</td> <td>6</td> </tr> <tr> <td>5. Student project</td> <td>/</td> <td>/</td> </tr> <tr> <td>6. Laboratory report</td> <td>/</td> <td>/</td> </tr> <tr> <td>7. Colloquium</td> <td>/</td> <td>/</td> </tr> <tr> <td>8. Final exam</td> <td>40</td> <td>22</td> </tr> <tr> <td>Total</td> <td>100</td> <td>55</td> </tr> </tbody> </table> <p><b>Rating:</b></p> <table border="1"> <thead> <tr> <th>Grade</th> <th>ECTS grade</th> <th>Number of points</th> </tr> </thead> <tbody> <tr> <td>10</td> <td>(A) exquisite</td> <td>95 - 100</td> </tr> <tr> <td>9</td> <td>(B) excellent</td> <td>85 - 94</td> </tr> <tr> <td>8</td> <td>(C) very good</td> <td>75 - 84</td> </tr> <tr> <td>7</td> <td>(D) good</td> <td>65 - 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>&lt;55</td> </tr> </tbody> </table>	Criterion	Points	Requirement	1. Attendance	5	3	2. Participation on lectures	5	2	3. Midterm exam	40	22	4. Seminar paper	10	6	5. Student project	/	/	6. Laboratory report	/	/	7. Colloquium	/	/	8. Final exam	40	22	Total	100	55	Grade	ECTS grade	Number of points	10	(A) exquisite	95 - 100	9	(B) excellent	85 - 94	8	(C) very good	75 - 84	7	(D) good	65 - 74	6	(E) sufficient	55 - 64	5	(F,FX) insufficient	<55
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<sup>1</sup> 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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**Literature<sup>2</sup>:**

**MANDATORY:**

1) Unković Slobodan, Zečević Bojan, Ekonomika turizma, Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu, 2001.

**RECOMMENDED:**

1) Čavlek Nevenka, Bartoluci Mato, Prebežac Darko, Kesar Oliver, Turizam ekonomske osnove i organizacijski sustav, Školska knjiga, Zagreb, 2011.  
2) Materials which will be provided to students

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<sup>2</sup> The Senate of the higher education institution as an institution or the 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 decision which must 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