



UNIVERSITY OF SARAJEVO – FACULTY OF SCIENCE
SUBJECT DESCRIPTION

Form SP2

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Subject code: <i>KUT-491</i>	Subject name: <i>Forms of communication in tourism</i>		
Cycle: <i>I</i>	Year: <i>IV</i>	Semester: <i>VII</i>	ECTS credits: <i>2</i>
Status: <i>optional</i>	Contact hours: <i>30</i> <i>Lectures: 15</i> <i>Exercises: 15</i>		
Assigned professors and assistants:	<i>Professors and assistants selected in the field to which the subject belongs</i>		
Prerequisites:	/		
Subject objectives:	<i>Communication in tourism is of great importance. Tourism causes people to travel to other countries, thus encountering different cultures. In order for communication to be more successful, good communication skills are needed. In order to encourage a potential tourist to travel, promotion plays a major role. It with its own methods and means brings the destination and services closer to the tourist. By using persuasive communication, the individual's attitude is influenced. The aim of the course is to acquaint students with all forms of communication in tourism.</i>		
Teaching units:	<ol style="list-style-type: none"><i>1. Concept and forms of communication;</i><i>2. Internal and external communication;</i><i>3. Tourism and the tourist market;</i><i>4. Written promotional communication in tourism;</i><i>5. Spoken promotional communication in tourism;</i><i>6. Direct communication with the tourist;</i><i>7. The first test</i><i>8. Features of modern tourism;</i><i>9. The role of communication in modern tourism;</i><i>10. Tourism and information and communication technology;</i><i>11. The concept of social networks;</i><i>12. Contemporary ways and future of communication in tourism;</i><i>13. Business communication in tourism;</i><i>14. Importance of communication skills in education of personnel in tourism;</i><i>15. Presentations of seminar papers.</i>		



Learning outcomes:	<p>Knowledge:</p> <ul style="list-style-type: none"> • the student critically analyzes all forms of communication in tourism; <p>Skills:</p> <ul style="list-style-type: none"> • the student independently identifies ways of promoting the destination; <p>Competencies:</p> <ul style="list-style-type: none"> • the student independently interprets the methods and means of bringing the destination and services closer to the tourist. 																																																			
Teaching methods:	<p>Multimedia presentation and conversation (lecture); research independent work of students and joint analysis (exercises).</p>																																																			
Knowledge testing methods with grading structure ¹:	<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><i>Total</i></td> <td><i>100</i></td> <td><i>55</i></td> </tr> </tbody> </table> <p>Rating:</p> <table border="1"> <thead> <tr> <th>Grade</th> <th>E CTS 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><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	<i>Total</i>	<i>100</i>	<i>55</i>	Grade	E CTS 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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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. Čavlek N.; Bartoluci M.; Prebežac D.; Kesar O.; i saradnici (2011.). *Turizam -ekonomske osnove i organizacijski sustav.Školska knjiga, Zagreb*
2. Grbac B. (2006.).*Identitet marketinga. Rijeka, Solutio*
3. Kesić T. (2003.). *Integrirana marketinška komunikacija. Zagreb, Opinio d.o.o.*
4. Knežević Š. (2011.). *Komuniciranje u turizmu. Zadar, Redak*

RECOMMENDED:

- 1) *Materials which will be provided to students*

² 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