



UNIVERSITY OF SARAJEVO – FACULTY OF SCIENCE
SUBJECT DESCRIPTION

Form SP2

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Subject code: T-437-3	Subject name: Management in Tourism		
Cycle: I	Year: IV	Semester: VII	ECTS credits: 5
Status: mandatory	Contact hours: 60 Lectures: 30 Exercises: 30		
Assigned professors and assistants:	Professors and assistants selected in the field to which the subject belongs		
Prerequisites:	/		
Subject objectives:	Introducing students to the levels and types of management in tourism. Introduction of the concept of environment in tourism and tourist types of environments. Analysis of planning and processes of decision-making in tourism management.		
Teaching units:	<ol style="list-style-type: none">1. Levels of management in the organization; Management functions and roles2. Types of management3. Types of organizations; Tourism organization4. Tourism destination5. Environment in tourism; Basic types of tourism environment6. Ethical dimension and social responsibility in tourism management7. The first test8. Decision making process in the tourism management9. Strategic planning and management in tourism10. Organizational structure in tourism; Organization in tourism destinations11. Human resource management in tourism organization12. Leadership and organizational culture13. Organizational communication in tourism organization14. Control in the tourism organization15. Seminar papers presentations		



Learning outcomes:	<p>Knowledge:</p> <ul style="list-style-type: none"> • student critically analyzes the types of management in tourism; • the student identifies all types of environments in tourism; • the student explains the connection and interaction of managerial functions in tourism; <p>Skills:</p> <ul style="list-style-type: none"> • the student independently analyzes the process of planning and decision-making in tourism management; • the student assesses managerial functions and roles; <p>Competencies:</p> <ul style="list-style-type: none"> • the student independently interprets the levels and types of management, tourist organization and destination. 																																																			
Teaching methods:	Multimedia presentation and conversation (lecture); research independent work of students and joint analysis (exercises).																																																			
Knowledge testing methods with grading structure ¹:	<table border="1"> <thead> <tr> <th>Criterion</th> <th>Points</th> <th>Requirment</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>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	Requirment	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	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) Šehić Dževad, Rahimić Zijada, Menadžment, Ekonomski fakultet u Sarajevu, 2009
- 2) Čerović Slobodan, Strategijski menadžment u turizmu, Univerzitet Singidunum, Beograd, 2009

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

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