



UNIVERSITY OF SARAJEVO - FACULTY OF SCIENCE
SUBJECT DESCRIPTION

Form SP2

Page 1 of 3

Subject code: T-503-3	Subject name: Urban and Rural Tourism		
Study cycle: II	Year: I	Semester: I	ECTS credits: 3
Status: Optional		Contact hours: 75 Lectures: 30 Exercises: 15	
Assigned professors and assistants:			
Prerequisites:	/		
Subject objectives:	<ul style="list-style-type: none">- Getting knowledge of criteria and distinction of terms urban and rural- Recognizing characteristics of urban and rural destinations or touristic zones- Understanding the quality of supply in the field of urban and rural tourism- Skills of strategic management in the urban and rural tourist areas- Understanding geocological principles of sustainable urban and rural tourism		
Teaching units:	<ol style="list-style-type: none">1. Term of urban tourism and tourism supply2. Urban tourism destination3. Tourism image and urban morphology4. Typology and functions of urban tourist zones5. City offer in the urban tourism: attractions and activities6. Strategies and management of urban tourism development7. Urban tourism marketing8. TEST 19. Term of rural tourism and rural regions10. Key elements of rural tourism11. Rural tourism and recreation12. Rural tourism and culture13. Quality of services in the rural tourism14. Rural tourism and sustainability15. TEST 2		
Learning outcomes:	Knowledge: Acquisition of knowledge about criteria and distinction of concepts urban and rural. Characteristics of urban and rural destinations and		



	<p>tourist zones. Characteristics of the supply - urban and rural tourism. Basics of strategic management in urban and rural tourist areas. Understanding the geocological principles of sustainable urban and rural tourism.</p> <p>Skills: Identifying parameters of urban and rural tourist destinations. Typology of destinations and differentiation of thematic zones. Creating an urban and rural tourism product. Identification, selection and assessment of parameters relevant to competitiveness and quality of supply in the urban and rural tourism sector. Parameterization, comparative advantages and destination ranking. Strategies for planning, exploitation and promotion of urban and rural tourist destinations, sustainable tourism.</p> <p>Competencies: Identification, selection, valorization, analysis, categorization, interpretation and exploitation of elements valid for urban and rural tourism planning, realization of tourism in such areas, development of competitive tourism product, 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.</p>																		
Teaching methods:	Interactive method, Dialogue method, Oral presentation method, Practical work, Text method, Audio-visual method, Demonstration method, Written and graphic method, Individual work, Working in groups and pairs																		
Knowledge testing methods with grading structure¹:	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;"></th> <th style="text-align: right;"><i>Points</i></th> </tr> </thead> <tbody> <tr> <td>Attendance</td> <td style="text-align: right;">10</td> </tr> <tr> <td>Participation on lectures</td> <td style="text-align: right;">10</td> </tr> <tr> <td>Test 1,2</td> <td style="text-align: right;">40, 22; 80,</td> </tr> <tr> <td>TOTAL</td> <td style="text-align: right;">44</td> </tr> <tr> <td></td> <td style="text-align: right;">100</td> </tr> </tbody> </table> <p>Assessment:</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;"><i>Grade</i></th> <th style="width: 30%;"><i>ECTS grade</i></th> <th style="width: 40%;"><i>Points</i></th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>		<i>Points</i>	Attendance	10	Participation on lectures	10	Test 1,2	40, 22; 80,	TOTAL	44		100	<i>Grade</i>	<i>ECTS grade</i>	<i>Points</i>			
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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



	<p style="text-align: right;"><i>scale</i></p> <p>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 (F, FX) 5 insufficient 55</p>
<p>Literature²:</p>	<p>Mandatory:</p> <ol style="list-style-type: none"> 1. Dijkstra, L., Poelman, H. (2012): Cities in Europe the New OECD-EC Definition, European Commission 2. Hayllar, B., Griffin, T., Edwards, D. (2010): City Spaces - Tourist Places: Urban Tourism Precincts, Routledge, US 3. Jovičić, Ž. (1986). Turistička geografija, Naučna knjiga, Beograd 4. Košić, K. (2012): Ruralni turizam Vojvodine, PMF, Novi Sad 5. Maretić, M. (1996): Gradski centri, Školska knjiga, Zagreb 6. Metro-Roland, M.M. (2012): Tourists, Signs and the City: The Semiotics of Culture in an Urban Landscape, Ashgate 7. Stanković, S. (2000): Turistička geografija, Naučna knjiga, Beograd 8. Žunić, L. (2022): Pozitivni socio-kulturni impakti turizma na geografsku i životnu sredinu, PMF Sarajevo

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.