



<b>Subject code:</b> TZŽS/110	<b>Subject name:</b> Destination tourism		
<b>Study cycle:</b> III	<b>Year:</b> I	<b>Semester:</b> I	<b>ECTS credits:</b> 5
<b>Status:</b> Optional	<b>Contact hours: 55</b> Lectures: 45 Seminar (research project): 10		
<b>Assigned professors and assistants:</b>	Teachers and associates who are selected for the teaching area to which the subject belongs.		
<b>Prerequisites:</b>	/		
<b>Subject objectives:</b>	<ul style="list-style-type: none"> <li>- introducing students to tourism destination as a generative element in the development and organization of tourism economy;</li> <li>- introducing students with tourism capacity of tourism destinations as basis for their economic valorization;</li> <li>- introducing students to the organization of tourism supply in main tourism regions and destinations in the world and in Bosnia and Herzegovina.</li> </ul>		
<b>Teaching units:</b>	<ol style="list-style-type: none"> <li>1. Tourism destination - concept, definitions, vision and development goals.</li> <li>2. Significance, study tasks and types of tourism destinations.</li> <li>3. Tourism motive characteristics of tourism destinations.</li> <li>4. Analysis and evaluation of the elements of tourism destinations attractiveness.</li> <li>5. Establishment, development and sustainability of a tourism destination.</li> <li>6. Tourism destination management.</li> <li>7. Functions and strategies of destination management planning.</li> <li>8. Integrated destination management.</li> <li>9. Tourism policy and integrated tourism planning.</li> <li>10. Tourism planning in the destination.</li> <li>11. Tourism destination organization - connection, coordination and management of tourism supply elements and marketing organizations in tourist destinations.</li> <li>12. Control and elements for assessing quality of tourism supply in tourism destinations - the importance and objectives of control.</li> <li>13. Tourism destination quality management.</li> <li>14. Geographical distribution and basic characteristics of the leading tourism destinations in the world.</li> </ol>		



	15. Geographical distribution and basic characteristics of tourism destinations in Bosnia and Herzegovina.																					
<b>Learning outcomes:</b>	•																					
<b>Teaching methods:</b>	Multimedia presentation and discussion (lectures); practical work, educational material analysis and discussion (seminar).																					
<b>Knowledge testing methods with grading structure<sup>1</sup>:</b>	<p><b>Points:</b>  Oral discourses: max 30 – min 16,5 points  Research seminar/Project: max 20 – min 11 points  Final exam (Written work): max 50 – min 27,5 points  Total 100 points, for passing: 55 points</p> <p><b>Assessment:</b></p> <table border="1"> <thead> <tr> <th>Grade</th> <th>ECTS grade</th> <th>Points scale</th> </tr> </thead> <tbody> <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> </tbody> </table>	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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<b>Literature<sup>2</sup>:</b>	<p><b>Mandatory:</b></p> <ol style="list-style-type: none"> <li>Dulčić, A., Petrić, L. (2001): Upravljanje razvojem turizma. Mate.do.o.</li> <li>Hall, C.M., Boyd, S. (2005.): Tourism and Nature-based Tourism in Peripheral Areas. Development or disaster? Aspect of Tourism. Channelwiev Publications, Clevedon.</li> <li>Gunn, C.A. (1993.): Tourism planning. 3rd edition. Washington D.C., Taylor and Francis.</li> </ol> <p><b>Recommended:</b></p> <ol style="list-style-type: none"> <li>A Practical Guide to Tourism Destination Management, UNWTO, 2007.</li> <li>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.</li> </ol>																					

<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

<sup>2</sup> 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.