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| **DZEMAL BIJEDIC UNIVERSITY OF MOSTAR**  **TOURISM STUDIES** | | | | | |
| **Full course title:** | **Tourism management** | | | **Course code: ST107** | |
| **Course level/cycle:** | Undergraduate programme, cycle I | | | Year of study: I/ Semester: II | |
| **Course leader:** | Irma Dedić, Phd., assistant professor | | | | |
| **Contact details:** | **Consultation hours: Office: E-mail: Irma.Dedic@unmo.ba** | | | | |
| **Total class load:** | **Lectures per week: 2 class hours** | **Practical work classes per week: 2 class hours** | | | **Total class load: 60 class hours** |
| **ECTS credit value:** | 5 ECTS | | | | |
| **Faculty/School/Department:** | TOURISM STUDIES/Bachelor in Tourism Management | | | | |
| **Course status:** | Obligatory | | | | |
| **Pre-requisites:** | None | | | | |
| **Access restrictions:** | Only for students of tourism | | | | |
| **Student workload:** | The number of ECTS points corresponds to the number of hours required for the realization of the teaching obligations and the preparation of the exams.  Through more detailed acquaintance with the basic phases of the management process (planning, organization, management and control), students are able to master the managerial skills with the ability to develop analytical thinking in order to manage dynamic business environment.. | | | | |
| **Learning outcomes:** | Upon successful completion of this course, students will acquire the abilities of analytical reflection, adoption of fundamental managerial concepts relevant to companies that conduct their business activities within the tourism business that is determined by uncertainty and dynamism. | | | | |
| **Indicative syllabus content:** | 1. Characteristics of tourism as an economic activity  2. Tourist potentials  3. The Concept, Role and Significance of Tourism Management  4. Strategic planning, profiling, design, selection and implementation of the tourism strategy  5. Organization of tourism and the basis of business policy in tourist business  6. Human Resource Management in Tourism  7. Implementation of operational management and operational control process in tourism business  Contemporary management concepts and their application in tourism  9. Relationship to the Line of Tourism vs. Other Economic Branch  10. Perspectives of development and competitiveness of tourism in B&H | | | | |
| **Learning delivery:** | By combining different teaching methods with a cognitive approach to intercultural communication, and by implying different forms of teaching and learning (frontal, individual, group and pair work), students obtain the acquired receptive and productive language skills. Students can develop the competencies of expressing, investigating, communicating, creating and reflecting, as well as the problem-solving skills. | | | | |
| **Other students’obligations (if required):** | 1. ex cathedra  2. group work - business planning  3.case study - analysis and discussion  4. guest lecturers | | 1. 50%  2. 20%  3. 20%  4. 10% | | |
| **Assessment weighting:** | 1. Obligatory arrival  2. Group Work - Business Plan  3. test (partial)  4. test (final)  5. Presentation | | 1. 5%  2. 25%  3. 30%  4. 30%  5. 10% | | |
| **Essential reading:** | 3. Michael, Olsen, Jinlin, Zhao, Abraham, Pizam, Hospitality Strategic Management, ELSEVIER, 2008.  4. Ford, Lumban, Gaol, Wyne, Mars, Hoga, Saragh, Management and Technology in Knowledge, Service, Tourism and Hospitality, CRC Press, 2014. | | | | |
| **Course quality assessment:** | Student polls | | | | |