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| **DZEMAL BIJEDIC UNIVERSITY OF MOSTAR** **TOURISM STUDY** | | | | | |
| **Course title** | **TOURISM ECONOMICS** | | | **Course code: ST102** | |
| **Level, year of study, semester** | Undergraduate study | | | year: I / semester: 1. | |
| **Course instructor:** | Adil Trgo, Ph.D., Full professor | | | | |
| **Contact:** | email: adil.trgo@unmo.ba  phone number: 036/514-910 | | | | |
| **Number of class hours:** | Lectures per week: 2 | Exercises per week: 2 | | | Total number of hours: 60 |
| **ECTS credits:** | 5 ECTS | | | | |
| **Academic title:** | Bachelor of Science in Tourism Management | | | | |
| **Status of course:** | Core | | | | |
| **Pre-requisite course:** | - | | | | |
| **Course objectives:** | The purpose of this course is to give students a thorough understanding of main economic categories that applay to business process, and to develop the economics mindset necessary to make business decisions based on optimal choice between investments and outcomes. | | | | |
| **Intended learning outcomes:** | * to describe and evaluate production and service processes and economic principles of a business in the tourism industry * to explain and examine how assets are used in the tourism and hospitality industry * to classify, explain and analyze costs of production and services process * to make a calculation of sales prices of service   to measure, examine and analyze business performances | | | | |
| **Course syllabus:** | 1. Business economics as a science 2. Theoretical determinants of entrepreneurship 3. How businesses produce 4. Legal forms and organizational structure of the company in the tourism and hospitality industry 5. Businss functions of the enterprises in the field of tourism 6. Business and social environment of the enterprises in the field of tourism 7. Firm resources 8. Costs, cost classification, cost behavior, production areas and capacity 9. Cost calculation 10. Business results 11. Economic principles of a business in the tourism industry 12. Determining the value of the enterprises in the tourism and hospitality industry | | | | |
| **Teaching methods:** | 1. ex cathedra  2. student presentation  3. case study  4. guest lectures | | 1. 50%  2. 20%  3. 20%  4. 10% | | |
| **Assessment methods:** | 1. class attendance  2. presentation-teamwork  3. written assigment  4. mid-term exam  5. post-term exam | | 1. 5%  2. 15%  3. 15%  4. 30%  5. 35% | | |
| **Course materials:** | 1. Harris, N. (2001). Business Economics - Theory and Application, Butterworth Heinemann, Oxford  2.Vanhove, N. (2005). The Economics of Tourism Destinations, Elsevier  3. Jones, T. (2004). Business economics and managerial decision making, John Wiley & Sons | | | | |