



## **TOURISM AND HOSPITALITY STUDY PROGRAMME (FIRST CYCLE)**

*Faculty of Economics Pale, University of East Sarajevo, Public Higher Education Institution*

- Reference number of the decision which determines that the conditions for conducting the innovated *Tourism and Hospitality* study programme (240 ECTS) are fulfilled – starting from the academic year 2020/21 - 19.040/612-185-5-5/19 dated 4<sup>th</sup> August 2020.

- Reference number of the permit for conducting the innovated *Tourism and Hospitality* study programme – 240 ECTS - 19.040/612-185-5-6/19 dated 13<sup>th</sup> August 2020.

The field of tourism will be one of the most important strategic areas of economic development of the country in the future. As it is known, the Government of the Republic of Srpska, the Council of Ministers of Bosnia and Herzegovina and almost all local governments have recently adopted strategies for the development of tourism in their area, which should result in presenting the country as a new tourist destination in Europe. Reaching the given goals in practice will require a lot of knowledge and skills in order to use the attractions and potential tourist products to the greatest possible extent. In that sense, the Strategy states the need for the development of hardware and software of Bosnia and Herzegovina's tourism whose significant resource will be the education of experts in the field. The TOURISM AND HOSPITALITY study programme is to contribute to both the creation of an internationally competitive tourism industry and its long-term sustainable development. The development of this study programme is done in accordance with European educational processes, in a way that provides students with knowledge and skills and develops competencies for management in the private and public sector in tourism, hospitality and complementary activities.

After completing the first cycle of the Tourism and Hospitality study programme, students will acquire the following knowledge and skills (learning outcomes):

- critical and self-critical thinking and approach to both theory and practice;
- applying methodology in research papers;
- developing communication skills and respecting business ethics;
- applying knowledge in tourism and hotel practice

After completing this study programme, a student who earns 240 ECTS would be competent to perform a large number of jobs, including the following:

- travel agency manager - tour operator
- product category manager - tour operator
- manager - tour operator of hotels and other tourist organisations
- hotel manager
- marketing analyst - tour operators, tourism and related companies
- associate in the relevant ministry,
- Assistant manager of congresses, conferences and exhibitions
- training the staff for jobs related to tourism and hospitality

After completing the studies, the student will be able to:

- get acquainted with the characteristics of the tourist activity and the specifics of the tourist demand and offer that are important for the management of tourist companies
- understand the way hotels, travel agencies, tour operators, and conference centres do business
- manage hotels of different organizational forms and business activities and operations in different organizational parts of the business system of a tourist company
- acquire knowledge about the characteristics of tourist demand for different products, preferences of different tourist segments and the basic elements of different tourist products (vacations, individual trips, business trips, round trips, nautical trips, events, etc.)
- get acquainted with the perspectives of tourism development, quantitative changes in tourist demand, qualitative characteristics of tourist demand and current trends in the management of various tourist companies and destinations
- organize promotional activities in different spheres of attracting tourists in tourist companies, as well as to use various tools important for the promotion and positioning of tourist companies and destinations
- participate in the management of sustainable development of tourist destinations, various tourist products, development of attractions in such a way to contribute to the development of tourism, and various events in destinations
- apply professional principles based on knowledge and ethical values in business management.