



**EDUCATION OF PERSONNEL IN TOURISM AND
GASTRONOMY IN BOSNIA AND HERZEGOVINA –
SITUATION AND PERSPECTIVES**

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UNIVERZITET UNIVERSITY

FINRA
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unique blend of theory and practice



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INTRODUCTION - Lack of personnel in tourism and gastronomy

In Bosnia and Herzegovina, there is an obvious shortage of personnel in the field of tourism and gastronomy.

Lack of tourist guides:

- we do not have tourist guides in Tuzla.
- In Sarajevo, our tour guides are foreign nationals.

The reason for the lack of these personnel lies in the fact that this area is not legally regulated.

Disorganization and inconsistency of regulations for the certification of tourist guides

The federal regulation regulates that the certification of tourist guides is carried out according to the program prescribed by the competent Federal ministry and the competent Cantonal ministry for Tourism.

This certification program is not coordinated between the Federation of Bosnia and Herzegovina and the cantons.

Competent ministries in cantons have not adopted implementing regulations and a certification program, in the part that is their obligation.

Tourist guides as an important factor in the sustainable development of a tourist destination

Tourist guides are in direct contact with tourists or guests.

A tourist guide plays a key role in bringing a tourist or guest to revisit a tourist destination.

The goal is to "buy" the guest to come to the tourist destination for the rest of his life, together with his family and friends.

Professional competences of tourist guides

- that he has exact knowledge and skills in communication with tourists
- to use information technologies and information and communication technologies (ICT)
- to have the knowledge and skills of digital marketing knowledge and skills of working on social networks (FB, Instagram, Linked in, Tik Tok, Twitter)
- knowledge and skills in optimizing visibility and positioning on Google (Google Ads)
- to know the history, culture and customs of the tourist destination
- to have entrepreneurial knowledge and skills, and
- knowledge and skills from other areas related to tourism, such as gastronomic offer, taxes, etc.

Managers of travel agencies/organizations

Professional competencies:

- Modern managers with knowledge and leadership skills
- Knowledge of working with modern information technologies and information and communication technologies
- Digitization of business processes of the agency/organization
- CRM knowledge and skills
- The ability to connect tourist guides and catering facilities at the tourist destination
- HRM and other knowledge and skills.

Regulations of the work of travel agencies/organizations

In contrast to tourist guides, these regulations have recently been harmonized and go in the direction that the head of a travel agency/organization can only be persons who possess professional competences, i.e. have appropriate education in the field of tourism.

The adoption of regulations in this area is extremely important, both at the cantonal, federal and BiH levels.

Personnel in the field of gastronomy/cooking

There is an obvious lack of personnel in this area.

Hospitality establishments in Bosnia and Herzegovina have a constant need for chefs and cooks.

Many catering facilities stop doing business because they cannot find and employ a chef or a qualified cook.

Lack of chefs in the region

Chefs from Croatia went to Germany, Austria, Ireland.

Chefs from BiH leave for Croatia, and this is especially pronounced in the May-October season.

The chef's salary ranged between 5,000-10,000 KM last year.

Chefs are the most sought-after staff in Bosnia and Herzegovina and the region.

Professional competencies of the chef

- Knowledge and skills in creating a gastronomic offer
- Knowledge of national and international cuisine
- Gastronomic offer created for tourists/guests depending on where they come from (phrase: ćevapi and burek are what should be offered to every guest.)
- Creation of adequate kitchen space
- Knowledge in the arrangement of kitchen equipment
- Selection and management of a team of chefs and support staff
- Making calculations with the aim of higher earnings for various events that are organized.

Important notes

The chef is the one who brings the guest back to the restaurant.

The guest is increasingly looking for the chef to suggest a dish and describe the gastronomic offer.

STUDY PROGRAM: TOURISM, HOSPITALITY AND GASTRONOMY, AT THE UNIVERSITY OF FINRA TUZLA

After two years of labor market research, FINRA Tuzla University introduced a unique study program in BiH and the region: Tourism, Hospitality and Gastronomy.

The creator of this study program is prof. Emeritus Midhat Jašić.

The uniqueness of this study program is reflected in:

- integrates tourism, hospitality and gastronomy into one wholeintroduces tourist guides to higher education for the first time (until now they were in secondary vocational training)
- introduces chefs to higher education and the acquisition of an academic diploma (until now it was high school, mostly three years)
- the multidisciplinary of the study program is reflected in the curriculum, which includes, in addition to basic subjects, subjects from finance, accounting, entrepreneurship, management, IT, ICT, digital marketing, foreign languages
- entrepreneurial orientation towards starting one's own business.

THREE DIRECTIONS OF THE STUDY PROGRAM AND THREE OCCUPATIONS

Tourist guides - 180 ECTS (three-year study)

Manager of travel agency/organization - 240 ECTS (four-year study)

Gastronomy/culinary arts - occupation chef/masterchef,
180 ECTS (three-year study)



LICENSING OF THE STUDY PROGRAM

The University of FINRA Tuzla has received a license to conduct the study program at the Faculty of Tourism, Hospitality and Gastronomy, starting from the academic year 2024/25.

Academic/professional title: Bachelor of Tourism, Hospitality and Gastronomy, and the field of study is specified in the supplement.

According to the first results of the surveys we conducted in high schools and on social networks, there is great interest in this study program.



MASTER'S STUDY: HALAL QUALITY MANAGEMENT, AT FINRA TUZLA UNIVERSITY

The Plan of the University of FINRA Tuzla includes the introduction of a master's study in the field of halal quality in the academic year 2025/2026.

Prof. Ph.D.Sc. Midhat Jašić, Ph.D. Damir Alihodžić and Professor Tatari proposed the establishment of this master's study, which would be realized at FINRA Tuzla University.

Given that the Islamic community in Bosnia and Herzegovina needs to give its approval for this study program, preliminary discussions were held with the representatives of the Islamic community.

The Master's study in Halal Quality Management would be implemented as a joint study program of the Islamic Community in Bosnia and Herzegovina, the Agency for Halal Quality Certification in Bosnia and Herzegovina and the University of

MASTER'S STUDY: HALAL QUALITY MANAGEMENT, AT FINRA TUZLA UNIVERSITY

Parallel to the increase in demand for halal products, there is also a need for formal and informal education in the field of halal.

Understanding halal has become increasingly demanding due to the increased range of halal products, which today includes several thousand types of products.

This fact affected the complexity of proving halal in all sectors of the food, pharmaceutical and related industries.

MASTER'S STUDY: HALAL QUALITY MANAGEMENT, AT FINRA TUZLA UNIVERSITY

Knowledge about halal has differentiated both in terms of Islamic regulations and in terms of primary agricultural production, processing and distribution of halal products.

There is a need for interdisciplinary knowledge in understanding the quality of halal products (chemical, microbiological and organoleptic), as well as knowledge of all forms of processes in the production, processing, distribution and trade of halal products.

Muslims demand halal food for which there are certain guarantees of halal quality.

MASTER'S STUDY: HALAL QUALITY MANAGEMENT

Staff education on halal quality would be based on three basic pillars:

1. Islamic teaching on halal,
2. Modern technologies of production and processing, as well as distribution and circulation of halal products.
3. General principles and principles of the quality system of halal products.

The study program would be conducted bilingually, in Bosnian and English, with a combined model of in-class and online education.

It is realized in the form of: 4+1 (60 ECTS) and 3+2 (120 ECTS)

IMPORTANT: The possibility of engaging domestic and foreign professors in this Master's study

THE NEED FOR STAFF OF HALAL QUALITY

Potential students on the study program of the master's degree in halal quality:

- halal quality auditors, consultants for the implementation of halal quality, lecturers on halal courses, managers in the production and processing processes of halal products, managers in the distribution and circulation of halal products, as well as managers in hotels, restaurants that have received or want to receive a halal quality certificate.

The study program, which would be realized in English, is intended for specialists in the field of halal living in Europe, America, as well as other continents where there is a developed market for halal products.

1ST INTERNATIONAL TOURISM CONFERENCE AT FINRA TUZLA UNIVERSITY

On June 14 and 15, 2024, the First International Conference on SUSTAINABLE DEVELOPMENT OF A TOURIST DESTINATION will be held at FINRA Tuzla University.

This international conference will become traditional and will be held every year at the University of FINRA Tuzla.

On the first day of the conference, works from the fields of tourism, hospitality and gastronomy and other related fields will be presented, while on the second day a panel discussion will be held on the Pannonian Lakes in Tuzla.

The goal of the conference is to strengthen the capacities and professional competences of personnel in tourism, hospitality and gastronomy.

PROGRAM OF THE 1ST INTERNATIONAL CONFERENCE



1. INTERNATIONAL CONFERENCE

The University FINRA Tuzla is organizing the 1st International Scientific and Professional Conference on June 14th - 15th, 2024, in Tuzla, Bosnia and Herzegovina.


THE CONFERENCE TOPICS

SUSTAINABLE DEVELOPMENT OF TOURIST DESTINATIONS

PROGRAM OF THE 1ST INTERNATIONAL CONFERENCE

OUTLINE TOPICS

1. Sustainable development of tourist destinations
2. Destination management
3. Destination marketing
4. Financial management in tourism and hospitality
5. Specifics of financial management in tourism and hospitality
6. Financial reporting in tourism and hospitality
7. Specifics of accounting in tourism and hospitality
8. Government support for sustainable tourism development
9. EU funds for sustainable tourism development
10. Education and workforce development in tourism
11. Multidisciplinarity in tourism workforce education
12. Role and importance of tour guides in sustainable tourism destination development
13. Knowledge and skills of tour agency/organization managers in sustainable tourism destination development
14. Importance of natural and anthropogenic potentials for tourism destination development
15. Development of tourism product
16. Branding of tourism product
17. Destination branding
18. Branding in tourism
19. Role and importance of gastronomy/culinary in sustainable tourism destination development
20. Complementarity of tour guide services and gastronomy/food and beverage offerings in sustainable tourism destination development



PROGRAM OF THE 1ST INTERNATIONAL CONFERENCE

21. Importance of understanding standards for religious-based dietary needs (Halal and Kosher) in gastronomy and hospitality
22. Food preparation and provision of food and beverage services to guests with hypersensitivity and/or allergy to certain food ingredients (allergens)
23. Menu adaptation according to guest needs and various dietary preferences
24. Rural tourism
25. Outdoor tourism
26. Active leisure in tourism
27. Mountain tourism
28. Religious tourism
29. Cycling tourism
30. Health tourism
31. Camping tourism
32. Glamping
33. Cultural tourism
34. Hunting and fishing tourism

CONCLUSION

In BiH and the region, there is an obvious lack of personnel in the field of tourism and gastronomy/cooking.

Disorganization and inconsistency of regulations for the certification of tourist guides. It is extremely important to adopt regulations in this area, both at the cantonal, federal and BiH levels.

University FINRA Tuzla has introduced a unique study program in BiH and the region: Tourism, Hospitality and Gastronomy.

Parallel to the increase in demand for halal products, there is also a need for formal and informal education, i.e. continuous education and professional training of personnel in the field of halal.

University FINRA Tuzla plans to introduce a master's degree in the field of halal quality in the academic year 2025/2026.