

**Nina Kovač**

USAID Turizam,  
Sarajevo,  
Bosnia and Herzegovina

✉ nkovac@turizambih.ba

**Feđa Begović**

USAID Turizam,  
Sarajevo,  
Bosnia and Herzegovina

✉ fbegovic@turizambih.ba

**Ajša Hadžić**

USAID Turizam,  
Sarajevo,  
Bosnia and Herzegovina

✉ ajhadzic@turizambih.ba

Title: **UNWTO TEDQUAL CERTIFIED STUDY PROGRAM IS FINALLY IN BOSNIA AND HERZEGOVINA!**

Place and date: **Pale, 24<sup>th</sup> October 2022**

Organizer: **USAID Developing Sustainable Tourism in Bosnia and Herzegovina (Turizam)**

TedQual-certified study programs are of great importance for both students and the tourism sector of Bosnia and Herzegovina in order to obtain university-educated workforce. Workforce educated according to international standards is crucial to help battle the rising problem of severe shortage of qualified workers in B&H tourism. Global trends indicate that the post-pandemic period has initiated the challenge of workforce shortages to the tourism industry, and the quality of education has become vital. According to the findings of the "2021 – 2027 Human Capital Needs Assessment and Forecast" study conducted by the USAID Developing Sustainable Tourism in Bosnia and Herzegovina (Turizam) project, over 8,000 additional employees will be required to meet the supply – demand gap in operational and managerial positions in this sector, which will face a great expansion within the 6-year period. Quality education will encourage talented and dedicated individuals to contribute more significantly to future tourism management and to help the development of tourism in the context of global challenges and changes.



What is the TedQual certification? The TedQual certification program of the United Nations World Tourism Organization (UNWTO) Academy represents the highest standard of education in tourism, as it defines a series of education quality standards to promote continuous improvement of education, training, and research programs in the field of tourism. The program aims to enhance the quality and efficacy of the students' educational experience so they can enter the workforce. As part of this certification program, six areas pertaining primarily to (1) students

and (2) The Global Code of Ethics for Tourism are evaluated. The four additional areas deal with (3) employers, (4) curriculum and educational system, (5) academic staff, and (6) leadership. The UNWTO TedQual certification is available to any program for education, training or research in the field of tourism that is regularly conducted and has graduates.

The Faculty of Economics Pale, University of East Sarajevo recognized the importance of this certificate and, with the help of the USAID Turizam project, worked on preparing the report and adapting it to the standards prescribed by the UNWTO. Months of work and effort by the academic staff and the USAID Turizam project team resulted in an application to UNWTO for TedQual certification. After a successful external audit in June 2022, the Faculty of Economics in Pale was awarded the prestigious UNWTO TedQual certificate for the study program "Tourism and Hospitality" in September. The certificate, valid for 1 year, represents international recognition of excellence in education in tourism. Upon expiration, the Faculty of Economics will have to prove the continuous improvement following the recommendations from the auditor's report to receive recertification. The TedQual certificate is a significant milestone of Bosnia and Herzegovina's future in building a competitive and sustainable tourism sector.

This TedQual certificate is the first in Bosnia and Herzegovina and only the fifth in Southeast Europe. Secretary-General of the World Tourism Organization, Zurab Pololikashvili, congratulated this achievement, stating: *I want to congratulate the University of East Sarajevo in Bosnia and Herzegovina on this recognition. It is a crucial step in promoting the sustainability of tourism, and we are delighted to welcome another TedQual certificate recipient into our family. Welcome to the family of the UNWTO, and I am sure we will continue to support the Government and the Ministry of Bosnia and Herzegovina in helping the sustainable development of tourism.*

Karl Wurster, Head of the USAID/BiH Office of Economic Development, congratulated the University and said: *USAID supports Bosnia and Herzegovina's standing as one of the world's most vibrant and attractive tourism destinations. Through the support of our Turizam project, we show why this country deserves that prestigious title: unique tourist attractions, the hospitality of local communities, adventure and gastronomy, intertwined with centuries-old culture. Nonetheless, at a time when the global tourism industry is experiencing an unprecedented workforce shortage, quality education becomes vital. USAID supported this important initiative, and we congratulate the Faculty of Economics at the University of East Sarajevo for being the first in Bosnia and Herzegovina to achieve the UN World Tourism Organization's prestigious TedQual certification!*

UNWTO's TedQual program recognizes young people as future leaders of sustainable tourism management and encourages talented and dedicated individuals to make significant contributions to the tourism industry. Milica Kovač, a third-year student of the "Tourism and Hospitality" study program, pointed out that the advantages of this certificate, such as the opportunity to listen to international lecturers and participate in exchange programs, are essential for the students of this Faculty. She believes that such experience will be valuable in finding a job after graduation. The University of East Sarajevo has embarked on a path of excellence and continuous modernization, which demonstrates that the educational system is ready to adapt to the current demands of the local and international tourism industries.

The University received this certification with the technical assistance of the USAID Turizam project, which aims to improve the study program and the environment in which it is conducted, as well as to enhance interaction with industry and the role of students and graduates of the faculty. The Faculty of Economics in Pale worked dedicatedly to meet the TedQual international quality standard and improve higher education in the tourism sector. The Faculty of Economics Pale worked diligently to attain the international quality standard TedQual and to enhance higher education in the tourism industry. In April of this year, thanks to the financial support of the Ministry of Trade and Tourism of Republika Srpska, the Faculty officially submitted the application. To accelerate Bosnia and Herzegovina's progress toward the development of competitive and sustainable tourism destinations, the TedQual certification will be an important milestone at a time when the global tourism sector is experiencing a severe shortage of qualified workers.

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Naslov: **UNWTO TEDQUAL CERTIFICIRANI STUDIJSKI PROGRAM  
NAPOKON U BOSNI I HERCEGOVINI!**  
 Mjesto i datum: **Pale, 24. oktobar 2022. godine**  
 Organizator: **USAID-ov Projekt razvoja održivog turizma u Bosni i Hercegovni  
(Turizam)**

Za adresiranje gorućeg problema nedostatka kvalitetne radne snage u turizmu Bosne i Hercegovine i dobivanje univerzitetski obrazovanog kadra školovanog po međunarodnim standardima, TedQual certificirani studijski programi su od velike važnosti, kako za studente, tako i za sektor turizma u BiH. Globalni trendovi ukazuju da je post-pandemijski period turističkoj industriji donio izazov nedostatka radne snage i upravo iz tog razloga, kvalitet obrazovanja postaje ključan. Rezultati studije koju je sproveo USAID-ov Projekt razvoja održivog turizma u Bosni i Hercegovini (Turizam), pod nazivom „Analiza i projekcija potreba za ljudskim kapitalom 2021-2027“ ukazuju na ekspanziju radnih mjesta u turizmu u narednih 6 godina, koja će stvoriti nedostatak od preko 8000 radnika na operativnim ali i na menadžerskim pozicijama u ovom sektoru. Kvalitetno obrazovanje će ohrabriti talentovane i posvećene pojedince da značajnije doprinesu budućem turističkom menadžmentu, te da pomognu razvoj turizma u kontekstu globalnih izazova i promjena.

Šta je TedQual certifikat? TedQual program Akademije Svjetske turističke organizacije Ujedinjenih nacija (UNWTO) predstavlja zlatni standard obrazovanja u turizmu, koji nastoji da omogući kontinuirano unapređenje programa obrazovanja, osposobljavanja i istraživanja u oblasti turizma kroz definiranje niza standarda kvaliteta obrazovanja. Cilj ovog programa je da se unaprijedi kvalitet i efikasnost procesa učenja studenata, kako bi se oni mogli priključiti tržištu rada. U tu svrhu, u sklopu ovog programa certifikacije kvaliteta analizira se šest područja vezanih, prije svega, za (1) studente i (2) principe Općeg etičkog kodeksa u turizmu. Ostala četiri područja odnose se na (3) poslodavce, (4) nastavni plan i program i pedagoški sistem, (5) akademsko osoblje i (6) rukovodstvo. TedQual certifikat Svjetske turističke organizacije Ujedinjenih nacija može se zatražiti za bilo koji program obrazovanja, osposobljavanja ili istraživanja iz oblasti turizma koji se redovno provodi i ima diplomce.

Ekonomski fakultet Univerziteta u Istočnom Sarajevu prepoznao je važnost ovog certifikata, te je uz pomoć USAID Turizam projekta radio na pripremanju izvještaja i usklađivanju sa standardima koje propisuje UNWTO. Višemjesečni rad i trud akademskog osoblja i tima projekta USAID Turizam, rezultirao je slanjem aplikacije UNWTO-u za TedQual certifikaciju. Nakon uspješne eksterne revizije u junu 2022. godine, Ekonomskom fakultetu Pale u septembru je dodijeljen prestižni certifikat UNWTO.TedQual za studijski program „Turizam i hotelijerstvo“. Certifikat predstavlja međunarodno priznanje izvrsnosti u obrazovanju u turizmu i važi godinu dana nakon čega će Ekonomski fakultet morati da dokaže kontinuitet poboljšanja u skladu sa preporukama iz izvještaja revizora za recertifikaciju. TedQual certifikat je značajna prekretnica koja predstavlja budućnost BiH za izgradnju konkurentnog i održivog turističkog sektora.

Ovaj TedQual certifikat je prvi u Bosni i Hercegovini i tek peti u jugoistočnoj Evropi, što je pozdravio generalni sekretar UNWTO-a, Zurab Pololikashvili, kazavši: Želim čestitati Univerzitetu u Istočnom Sarajevu u Bosni i Hercegovini na ovom priznanju! To je izuzetno važan korak za podršku održivom turizmu i jako smo sretni što imamo još jednog člana, još jedan TedQual certifikat u našoj porodici. Dobro došli u porodicu UNWTO-a i siguran sam da ćemo nastaviti podržavati Vladu i Ministarstvo Bosne i Hercegovine u pružanju podrške održivom razvoju turizma.

Karl Wurster, direktor Ureda za ekonomski razvoj USAID misije u BiH, čestitao je Univerzitetu i poručio: USAID smatra da je Bosna i Hercegovina jedna od najzujbudljivijih, najatraktivnijih i najživljih turističkih destinacija u svijetu. Ali izazovi, definitivno, još uvijek postoje, posebice u vezi s nepredviđenim nedostatkom radne snage. Zato je u današnjem vremenu kvaliteta obrazovanja i obuke jako važna. Zbog toga je USAID kroz naš projekt Turizam podržao ovu važnu inicijativu, te čestitamo Ekonomskom fakultetu Univerziteta u Istočnom Sarajevu, što je postao prvi univerzitet u Bosni i Hercegovini koji je dobio ovaj prestižni UNWTO TedQual certifikat.

TedQual program UNWTO-a prepoznaje mlade ljude kao buduće lidere održivog turističkog menadžmenta, te ohrabruje talentirane i posvećene pojedince da značajnije doprinesu turističkoj industriji. Milica Kovač, studentica III godine studijskog programa „Turizam i hotelijerstvo“, istakla je da su prednosti koje dolaze sa ovim certifikatom, poput mogućnosti slušanja međunarodnih predavača i učestvovanja u programima razmjene, vrlo značajne za studente ovog Fakulteta kao i da smatra da će im ta iskustva pomoći u pronalasku posla po završetku studija. Univerzitet u Istočnom Sarajevu krenuo je putem izvrsnosti i kontinuirane modernizacije, što je potvrda spremnosti obrazovnog sistema da se prilagodi najnovijim zahtjevima turističke industrije, ne samo na lokalnom, već i na međunarodnom nivou.

Univerzitet je stekao ovaj certifikat uz tehničku podršku USAID Turizma kako bi se unaprijedio studijski program i ambijent u kojem se on izvodi, unaprjeđujući saradnju s privredom i jačanjem uloge bivših studenata Fakulteta. Ekonomski fakultet Pale predano je radio na dostizanju TedQual međunarodnog standarda kvaliteta i unapređenja visokog obrazovanja u sektoru turizma. Zahvaljujući finansijskoj podršci Ministarstva trgovine i turizma Republike Srpske, fakultet je zvanično predao aplikaciju u aprilu ove godine. Upravo u trenutku kada se turistička industrija na svjetskom nivou suočava s enormnim nedostatkom kvalitetne radne snage, TedQual certifikat bit će važna prekretnica koja će Bosnu i Hercegovinu brže dovesti ka stvaranju konkurentnih i održivih turističkih destinacija.