

Sample Course Description

Dr. Alkida Hasaj

Faculty: Economic

Study program: Professional Master in Cultural Heritage and Tourism Management

Course Title: Economics and management strategy in tourism

Course Credits: 8

Language of Instruction: Albanian/English

Course Description: This course provides an important contribution to the knowledge of tourism and its economic impacts. During this course, issues such as tourism demand, tourism firms operating in the national and international context, the effect of tourism development on host destinations, etc. will be examined. A special importance during this course will be given to the failure of the market in identifying the environmental issue during the development of tourism and the benefits in the development of sustainable tourism.

Course Goals:

This course aims to;

- Understanding the terms tourism and economy.
- Familiarity with the concept of sustainable tourism.
- Acquaintance with tourist offer and demand.
- Acquaintance with tourist customers.
- Knowing the operating model of airlines, hotels, restaurants, cruise lines and casinos.
- Recognition of the economic benefits provided by the development of tourism in a region.
- Identifying and analyzing the development of tourism in Albania and its economic effects.

Course Requirements: The students need to participate at 75% of course seminars hours, to create and write two projects and present them, a do the exam at the end of the course.

Grading: The final grade is composed by:

Group work in class No. 1 10 points

Presentation Paper No. 2 10 points

Activation in Seminars 10 points

Final oral exam 70 points

Course Schedule: The course lasts 15 weeks, where for each week there are two hours of lectures and three hours of seminars.