

SYLLABUS

Basic course data			
Academic unit:	Faculty of Tourism and Environment		
Course title:	Planning in Tourism and Hospitality		
level:	Bachelor		
Course status:	Optional		
Year of study:	III		
Number of hours per week:	4		
Value on credit - ECTS:	6		
Time / location:			
Course teacher:	Prof.Ass.Dr.Hysen Sogojeva		
Contact details:	hysen.sogojeva@ushaf.net		
Course description			
		<i>This course inform student to learn the basic concepts of tourism planning.</i>	
Course objectives:			
		<i>The main objective of this course is to provide students with knowledge about the importance of tourism planning and growth. In addition, it will be discussed how unplanned and uncontrolled growth of tourism can bring negative and not at all sustainable results, often associated with irreversible damage to the environment and socio-cultural values of society and public tourism policies.</i>	
Expected learning outcomes:			
		<p><i>Upon successful completion of this course, students will be able to:</i></p> <ul style="list-style-type: none"> - <i>understand the importance of tourism planning,</i> - <i>know the process of forecasting tourist demand,</i> - <i>tourism planning demonstrate national and regional level and the development of tourism and hospitality strategy.</i> 	
- Contribution to the student's workload (which should correspond to the student's learning outcomes)			
Activity	Hours	Day/week	Total
Lectures and exercises	4	15	60
Practical work			
Teacher contacts / consultations	1	5	5
Field exercises			
Kollokfiume,seminare	1	2	2
Homework			
Student's own study time (at the library or at home)	3	10	30
Final preparation for the exam	3	8	24
Time spent in assessment (tests, quiz, final exam)	2		2
Projects, presentations, etc.			

Homework			126
Teaching methodology:			
	<i>Lectures and exercises combined with case studies and class discussions</i>		
Assessment methods:			
	<i>SEMINAR WORK 30%</i> <i>FINAL EXAM 70%</i> <i>Final exam evaluated with 70% of the grade. The exam consists of questions with possible answers, open-ended questions, and a case study.</i>		
literature			
Basic literature:	<ol style="list-style-type: none"> 1. <i>Strategjia e Turizmit, K. Gorica, F.Vela,</i> 2. <i>Edgell, D. (1990) International Tourism Policy, Van Nostrand Reinhold, New York.</i> 3. <i>Hall, C.M. and Jenkins, J.M. Tourism and Public Policy, Routledge, London.</i> 		
Additional literature:	<ol style="list-style-type: none"> 4. <i>Inskeep, E. National and Regional Planning, Methodologies and Case Studies, WTO/Routledge, Madrid/London</i> 		
Designed lesson plan:			
	Lecture		
Week	<i>Understanding Tourism Policies</i> <ul style="list-style-type: none"> • <i>Concepts of Tourism Policy</i> • <i>Preliminary features for policy making in tourism</i> • <i>Beginnings of Tourism Policies</i> • <i>International tourism and management policy</i> • <i>Decision-making models in Tourism Policy</i> <i>Important issues of Tourism Policy</i>		
First week:	<i>PUBLIC POLICIES IN THE TOURISM SECTOR</i> <ul style="list-style-type: none"> • <i>Understanding public policy</i> • <i>The role of public policy in tourism</i> • <i>The importance of studying tourism policy</i> • <i>Study of public tourism policy</i> • <i>Administrative staff</i> • <i>The impact of the public sector</i> • <i>Values in the decision-making process in Tourism</i> <i>The role of values in tourism policy</i>		
Third week:	<i>TOURIST POLICY AND FORMULATION OF TOURIST PLAN</i> <ul style="list-style-type: none"> • <i>Tourism development alternatives</i> • <i>Formulation of tourism policy</i> • <i>Tour plan formulation techniques</i> • <i>Principles of regional and national planning</i> <i>Tourism planned as a total system</i>		
Fourth week:	<i>TOURISM PLANNING</i> <ul style="list-style-type: none"> • <i>Understanding and the necessity of tourism planning</i> 		

	<ul style="list-style-type: none"> • <i>Elements and objectives of tourism planning</i> • <i>The importance of tourism planning</i> • <i>Key planning concepts</i> • <i>The importance of tourism development planning</i> • <i>Tourist planning process</i> • <i>Planning as a complex and integrated process</i> <p><i>Forms and models of tourist planning</i></p>
Week Five:	<p>STRATEGIC PLANNING OF TOURISM</p> <ul style="list-style-type: none"> • <i>Study of regional tourism policy</i> • <i>Tourism system, tourist regions and tourism policy</i> • <i>Strategic tourism planning and level of development</i> • <i>Characteristics of tourism development strategy in Kosova</i>
Week Six:	<p>DESCRIPTION OF TOURISM STRATEGY IN TOURIST DESTINATIONS</p> <ul style="list-style-type: none"> • <i>Identification of the tourist destination</i> • <i>The value chain in the tourism industry</i> • <i>Why is a national tourism strategy necessary?</i> • <i>How should a strategy be designed to be applicable and effective?</i> • <i>Tourism policy: Who is responsible and for what?</i> <p><i>Tourism strategy structure</i></p>
Seventh week:	<p>PLANNING OF TOURIST ATRACHIONS AND INFRASTRUCTURE</p> <p><i>Planning and managing attractive natural resources</i></p> <p><i>Planning and managing attractive cultural resources</i></p> <p><i>Planning and managing cultural resources</i></p> <p><i>Infrastructure for tourism development</i></p> <p><i>Understanding and the importance of host capacity</i></p>
Week eight:	<p>PLANNING OF TOURIST ZONES</p> <p><i>Principles of national and regional planning</i></p> <p><i>The planning process of a tourist area</i></p> <p><i>Formulation of the tourist area plan</i></p> <p><i>Tourism investment promotion policy</i></p> <p><i>Projects in tourist areas</i></p>
Week nine:	<p>SCIENTIFIC RESEARCH IN TOURISM</p> <ul style="list-style-type: none"> • <i>Types of research</i> • <i>Research process</i>
Week Ten:	<p>PLANNING OF TOURIST REQUEST</p> <ul style="list-style-type: none"> • <i>Definitions on tourism policies</i> • <i>The importance of forecasting tourist demand</i> • <i>Use of tourism demand forecasts</i> • <i>Consequences of poor forecasting</i> • <i>The process of tourist forecasting</i> <p><i>Evaluation of the levels of forecasting of tourist demand</i></p>
Eleventh week:	<p>STATISTICS IN TOURISM-SOURCE OF PLANNING AND STUDY METHODS</p>

	<ul style="list-style-type: none"> • <i>The need to apply statistics in tourism</i> • <i>Definition of tourist unit</i> • <i>Recognition and quantitative determination of the tourist phenomenon</i> • <i>Establishment of the statistical system of tourism</i> <p><i>Documentation of tourist infrastructure</i></p>
Twelfth week:	<p><i>DEVELOPMENT OF TOURISM AND NATIONAL ECONOMY</i></p> <p><i>National economy</i></p> <p><i>The contribution of tourism to GDP</i></p> <p><i>Problems related to measuring the contribution of tourism to GDP</i></p> <p><i>Measurement methods</i></p> <p><i>Tourism development and the effect on the economy</i></p> <p><i>The value of goods and services in tourism</i></p> <p><i>Balance of tourist markets in a national economy</i></p> <p><i>Balance dynamics in tourism</i></p>
Week Thirteen:	<p><i>INFORMATICAL COMMUNICATION TECHNOLOGIES AS A WORLD MONTH</i></p> <p><i>Use of digital tools for business functions and processes</i></p> <p><i>Competitiveness and ICT strategy</i></p> <p><i>Tourism and communication and information technologies</i></p>
Week Fourteen:	<p><i>E-TOURISM: MIN (T I K) AND TOURISM DYNAMIC INTERVENTION</i></p> <p><i>entry</i></p> <p><i>The impact of ICT on tourism development</i></p> <p><i>Use of hardware and software in tourism organizations</i></p> <p><i>ICT applications in tourism and hospitality</i></p> <p><i>Telecommunications and networks in the tourism industry</i></p> <p><i>Evolution of Computerized Reservation Systems (CRS)</i></p> <p><i>ICT Integration for the Tourism Industry</i></p> <p><i>Multidimensional framework for ICT in tourism</i></p> <p><i>Dynamic partnership and constant movement</i></p>
Week Fifteen:	<p><i>E-TOURISM: SYNTHESIS AND A VISION FOR THE FUTURE</i></p> <p><i>Settings</i></p> <p><i>ICT as a tool for indstrine and inelastic spending</i></p> <p><i>Develop interaction between customers and providers through ICT</i></p> <p><i>Distribution strategies in tourism</i></p> <p><i>Strategic implications of E-Tourism for tourism management and marketing</i></p>

Academic policies and etiquette:

Regular attendance, calmness and active engagement in dialogue during lectures and exercises is mandatory.