

## SYLLABUS

<b>Basic data case</b>			
<b>Academic Unit:</b>	<b>Faculty of Tourism and Environment</b>		
<b>Course Title:</b>	<b>Hospitality and tourism management</b>		
<b>level:</b>	<b>Bachelor</b>		
<b>Course Status:</b>	<b>Mandatory</b>		
<b>Year of study:</b>	<b>II</b>		
<b>Number of hours per week:</b>	<b>4</b>		
<b>Credits - ECTS:</b>	<b>5</b>		
<b>Time / location:</b>			
<b>The teacher of the course:</b>	<b>Prof.asistent.dr.Aberta Tahiri</b>		
<b>Contact details:</b>	<b>Alberta.Tahiri@ushaf.net</b>		
<b>Course Description</b>			
	<i>The course is based on the preparation and training of students for the contemporary management of tourism their formation as manager orientation motivated and high quality services and sustainable tourism.</i>		
<b>Objectives of the course</b>			
	<i>The objectives of this module are, to equip students with basic knowledge on the roles and functions of a manager in an organization catering and tourism, analyze in detail the environment in which they operate so that decisions managerial be a high level of effectiveness.</i>		
<b>Learning outcomes:</b>			
	<p><i>Upon successful completion of this module, students will be able to:</i></p> <ul style="list-style-type: none"> <li>- <i>recognize activities of managerial process of sustainable tourism and its organization, patterns of development of hotels, etc.</i></li> <li>- <i>understand the key features of modern management</i></li> <li>- <i>assess situations in hospitality and tourism management,</i></li> <li>- <i>organize, plan and control management activities.</i></li> </ul>		
<b>Burdened student contribution in (which is therefore must correspond with results Chat student caching)</b>			
<b>activity</b>	<b>hour</b>	<b>Day / week</b>	<b>Overall</b>
Lectures	4	15	60
tutorial			
Contacts with teacher / consultations	1	1	1
Field exercises			
Test , seminars			
Homework			

Self learning time student (at the library or at home)	3	15	45
Final preparation for the exam	6	3	18
Time spent on evaluation (tests, quiz, final exam)	2		2
Projects, presentations, etc.			
<b>Total</b>			<b>126</b>

<b>Teaching Methodology:</b>	<i>Lectures, seminar learning, exercises, writing tasks and resolution tasks.</i>
<b>Assessment methods:</b>	<i>Estimated final exam with 100% of the grade. The exam consists of questions with possible answers, open questions.</i>

<b>Literature</b>	
<b>Basic literature:</b>	<ol style="list-style-type: none"> <li>1. Prof. as. dr. Alberta Tahiri &amp; Prof. as. dr. Idriz Kovaçi „MENAXHMENTI NË TURIZËM“ Prishtinë 2017.</li> <li>2. Stephen J. Page <i>TOURISM MANAGEMENT Managing for change. Second edition 2007</i></li> </ol>
<b>Additional literature:</b>	<ol style="list-style-type: none"> <li>3. <i>Hotel/Restaurant management Carer Starter by Leaning Express Editors</i></li> <li>4. Vjolca Bakiu; <i>Menaxhimi i Turizmit, Tirane</i></li> <li>5. <i>Restaurant Mangement : Customers, Operations, and Employess (3rd Edition) by Robert Christie Mill</i></li> <li>6. Prof. asis. dr. Alberta Tahiri &amp; Prof. asis. dr. Idriz Kovaçi „MENAXHMENTI NË TURIZËM“ Prishtinë 2017.</li> <li>7. Stephen J. Page <i>TOURISM MANAGEMENT Managing for change. Second edition 2007</i></li> </ol>

<b>Designed learning plan:</b>	
<b>Week</b>	<b>Lecture to be held</b>
<b>Week One:</b>	<i>Student acquaintance with the content of the course, the way of assessment and assessment, the manner of drafting the seminar paper, and the knowledge of relevant subject literature</i>
<b>Week two:</b>	<i>Understanding and the role of management Different types of management</i>
<b>Week Three:</b>	<i>Management as a universal activity Management as a profession Management as a process</i>
<b>Week Four:</b>	<i>Management today Management hierarchy Manager's work</i>

<b>Week Five:</b>	<i>Contemporary Challenges of Managers in the Economy of Tourism The impact of globalization on tourism trends Characteristics of the tourist market Sustainable development of tourism as a contemporary tendency at the global level</i>
<b>Week Six:</b>	<i>Theoretical approach to the essence of management competencies The character of the management competencies Indicators of management competencies</i>
<b>Week Seven:</b>	<i>Test I</i>
<b>Week Eight:</b>	<i>Areas of Management Competencies Organization of work activities in teams The importance of team work at the hotel Cohesion and team efficiency The role of leader in achieving group effectiveness</i>
<b>Week Nine:</b>	<i>Creativity and innovation of managers for the creation of a tourist offer Communication skills - factors for successful hotel management The role of the contemporary manager for the management of hotel business</i>
<b>Week Ten:</b>	<i>The relationship between development strategies and control in contemporary tourism management Strategies - a creative approach to the realization of competitive advantages</i>
<b>Week Eleven:</b>	<i>Franchise as a strategy for the international exit of the international tourism market Control as a factor for the effective strategic behavior of hotel enterprises Types of management control</i>
<b>Week Twelve:</b>	<i>Contemporary tourism management Management levels in tourism Managing the highest level of tourism General Manager in Tourism Responsibilities of the general manager in tourism</i>
<b>Week Thirteen:</b>	<i>Tourism Management in Kosovo Presentation and development of tourism in Kosovo Causes of non-development of tourism in Kosovo</i>
<b>Week Fourteen:</b>	<i>Test II</i>
<b>Week Fifteen:</b>	<i>The future of tourism and hotels and the role of management in the development perspective.</i>

**Academic policies and rules of conduct:**

*Regular attendance, to maintain the peace and active engagement in dialogue during lectures and exercises is obligatory.*