

## SYLLABUS

Basic data case			
Academic Unit:	Faculty of Tourism and Environment		
Course Title:	Business in tourism and hospitality		
level:	Bachelor		
Course Status:	Mandatory		
Year of study:	I		
Number of hours per week:	4		
Credits - ECTS:	5		
Time / location:			
The teacher of the course:	Prof.asistent.dr.Aberta Tahiri		
Contact details:	Alberta.Tahiri@ushaf.net		
<b>Course Description</b>			
	<i>This module introduces to students with tourism as a contemporary phenomenon, social and economic, as well as basic functions and tasks in tourism management.</i>		
<b>Objectives of the course</b>			
	<i>The major aim of this module is equip students with knowledge in business and tourism economy, especially with basic concepts of management, as organizational management, human resources, cultural diversity, structure and organizational dynamic. Research work is obligatory part of academic requirements of this subject.</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>Identify basic concepts for analyzing, planning, organization, management and control of tourism development in practice</i></li> <li>• <i>Know basic concepts of business operation in tourism and hospitality</i></li> <li>• <i>Examine structure, performance and business strategies.</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 and excises	4	15	60
tutorial			
Contacts with teacher / consultations	1	1	1
Field exercises			
Kollokfiume, seminars			

Homework			
Self learning time student (at the library or at home)	4	15	60
Final preparation for the exam	6	3	27
Time spent on evaluation (tests, quiz, final exam)	2		2
Projects, presentations, etc.			
<b>Total</b>			<b>150</b>

<b>Teaching Methodology:</b>	<i>Lectures and exercises combined with case studies and class discussion</i>
	<i>Lectures, individual work, seminar papers, pre exam, essays, discussions, workshops, session 1 simulation</i>
<b>Assessment methods:</b>	<ul style="list-style-type: none"> <li>- Evaluation One: 0-30%</li> <li>- Evaluation of the second 0-30%</li> <li>- Exercises, seminars 0-20%</li> <li>Scientific researches, 0-10%</li> <li>Interactivity 0-10%</li> <li>Final exam 100%</li> </ul> <p><i>Estimated final exam with 100% of the grade. The exam consists of questions with possible answers, open questions, and a case study.</i></p>

<b>Literature</b>	
<b>Basic literature:</b>	<ol style="list-style-type: none"> <li>1. Shyqyri Llaci ( 2000 ) <i>Business Management</i>, ,Pegi,Tirane;</li> <li>2. <i>Economy of Tourism</i>, F.Reçica dhe B.Millaku, Prishtinë 2011.</li> </ol>
<b>Additional literature:</b>	<ol style="list-style-type: none"> <li>3. <i>Produkti turistik</i>, KLODIANA GORICA, NEVILA KOCOLLARI ,Koja V., Gorica K.( 2004). <i>Tourism Bases</i> , Published House, Tiranë.</li> <li>4. Robert Christie Mill (Jul 24.2006 ) <i>Restaurant Management: Customers,Operations and Employees (3rd Edition)</i>;</li> </ol>

<b>Designed learning plan:</b>	
<b>Week</b>	<b>Turn lecture to be held</b>
<b>Week One:</b>	<i>Basic characteristics of tourism development</i>
<b>Week two:</b>	<i>Historical development of tourism</i>
<b>Week Three:</b>	<i>Tourism you system</i>
<b>Week Four:</b>	<i>Models of tourism development</i>
<b>Week Five:</b>	<i>The effects of tourism</i>
<b>Week Six:</b>	<i>Economic effects of tourism</i> <i>Tourism as an economic phenomenon</i>
<b>Week Seven:</b>	<i>The effects of tourism on the natural environment</i>

<b>Week Eight:</b>	<i>Testi I</i>
<b>Week Nine:</b>	<i>Psychology and tourism</i>
<b>Week Ten:</b>	<i>Forms of tourism</i>
<b>Week Eleven:</b>	<i>Passive Tourism, Understanding Passive Tourism Places</i>
<b>Week Twelve:</b>	<i>Statistical documentation of tourist movement</i>
<b>Week Thirteen:</b>	<i>The future of tourism</i> <i>Future tourism trends</i>
<b>Week Fourteen:</b>	<i>Testi II</i>
<b>Week Fifteen:</b>	<i>Tourism and sustainable development</i>

**Academic policies and rules of conduct:**

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