

SYLLABUS

Basic data case	
Academic Unit:	Faculty of Tourism and Environment
Course Title:	Hospitality and Tourism Management
level:	Bachelor
Course Status:	Mandatory
Year of study:	I
Number of hours per week:	3
Credits - ECTS:	5
Time / location:	
The teacher of the course:	Prof. Ass. Dr. Alberta Tahiri
Contact details:	alberta.tahiri@ushaf.net
Course Description	
	<p>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. The course offers providing qualitative and quantitative theoretical basis for students through understanding the structure and functioning of the tourism system.</p> <p>Also, through the analysis of case studies students will be in the position of a legal assistant or manager who must solve a particular problem. So students by analyzing the current state of an organization or tourist destination should identify the particular problem and provide recommendations for resolving it. Because it will help them access the desired Prefecture in tourism management.</p>
Objectives of the course:	<ul style="list-style-type: none"> ▪ Analysis of the situation and identifying the determining factors for the development of tourism; ▪ Operation of a tourist destination; ▪ Use of tourism potential in time and space; ▪ Development of tourism product; ▪ Development of quality tourist offer; ▪ Developing policies favorable tourist; ▪ Application of the methods and techniques necessary for developing the strategy; ▪ Develop a strategic plan for development of tourism and hospitality.
Learning outcomes:	<p>The student after graduation must be able to:</p> <ul style="list-style-type: none"> ▪ Demonstrate business management skills; ▪ Account and analyze business activities to maximize the effect of decision making in business; ▪ To know the industry trends as well as to analyze the external and internal business environment to

	develop business strategies for the Tourism and hotel industry; ▪ Develop entrepreneurial skills with innovative ideas.		
Burdened student contribution in (which is therefore must correspond with results Chat student caching)			
activity	hour	Day / week	Overall
Lectures	2	15	30
Theoretical exercises / laboratory tutorial	1	15	15
Contacts with teacher / consultations	2	4	8
Field exercises	3	2	6
Test , seminars	2	2	4
Homework			
Self learning time student (at the library or at home)	3	15	45
Final preparation for the exam	5	3	15
Time spent on evaluation (tests, quiz, final exam)	2	1	2
Projects, presentations, etc.			
Total			125
Teaching Metodology:	This course is organized through lectures, student work, active participation in discussions and discussion of case studies. In addition to lecture materials that contain the basic concepts of tourism and hotel management, students will also read articles from electronic journals, according to respective chapters. They will receive discussion assignments during the classes or for individual and group work. Students should face real-world management problems in the hotel and tourism field.		
Assessment methods:	First test: 0-30% Second test: 0-30% Exercises, seminars: 0-20% Scientific research: 0-10% Interactivity: 0-10% Final exam: 100% The final exam is evaluated with 100% of the grade. The exam consists of questions with possible answers, open-ended questions, and a case study.		
Literature			
Basic literature:	Prof. Ass. Dr. Alberta Tahiri & Prof. Ass. Dr. Idriz Kovaçi, "Menaxhimi në Turizëm:Qasje Teorike		

	Menaxheriale”, Pejë, 2017. Stephen J. Page, “Tourism Management: Managing for change”, Sixth edition, Routledge, New York, 2019.
Additional literature:	<ul style="list-style-type: none"> ▪ Lauren Starkey, “Hotel/Restaurant Management Carer Starter”, Leaning Express Editors, 2007. ▪ Vjollca Bakiu, “Menaxhimi i Turizmit”, Tiranë. ▪ Robert Christie Mill, “Restaurant Management: Customers, Operations, and Employees”, 3rd edition, 2007.
Designed learning plan:	
Week	Turn lecture to be held
Week One:	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
Week two:	Understanding and the role of management Different types of management
Week Three:	Management as a universal activity Management as a profession Management as a process
Week Four:	Management today Management hierarchy Manager's work
Week Five:	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
Week Six:	Theoretical approach to the essence of management competencies The character of the management competencies Indicators of management competencies
Week Seven:	Test I
Week Eight:	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
Week Nine:	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
Week Ten:	The relationship between development strategies and control in contemporary tourism management Strategies - a creative approach to the realization of

	competitive advantages
Week Eleven:	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
Week Twelve:	Contemporary tourism management Management levels in tourism Managing the highest level of tourism General Manager in Tourism Responsibilities of the general manager in tourism
Week Thirteen:	Tourism Management in Kosovo Presentation and development of tourism in Kosovo Causes of non-development of tourism in Kosovo
Week Fourteen:	Test II
Week Fifteen:	The future of tourism and hotels and the role of management in the development perspective.

Academic policies and rules of conduct:

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