

SYLLABUS

Course basic data	
Academic unit:	Faculty of Tourism and Environment
Course title:	Tourism Destination Management
Level:	Bachelor
Course status:	Mandatory
Year of study:	III
Number of hours per week:	3
Value in credits - ECTS:	5
Time / location:	
Course leader:	Prof. Ass. Dr. Alberta Tahiri
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Course description:	
Course description:	The course "Management of Tourist Destinations" is an approach to informing students and enriching them with the necessary knowledge about the importance of proper management of tourist destinations, as an essential element which affects the attraction of a large number of tourists and visitors. Access to selected literature by foreign and local authors, as well as research on local tourist destinations provide a rich summary for students who attend lectures on this subject.
Course aims:	
Course aims:	The main objectives of this course are related to the importance of efficient management of tourist destinations, namely training students in this field and informing them about all tourist destinations in Kosovo which affect the development of tourism as a sector of the economy, and the development overall economic situation of the country. Thus, the aim is to achieve the recognition of tourist destinations, the importance of their development and protection, the role of their development in particular in tourism and in general in the state economy.
Learning outcomes:	
Learning outcomes:	At the end of this course students should be able: <ul style="list-style-type: none"> ▪ To understand the concepts presented to them regarding tourist destinations and their management; ▪ To understand the importance of efficient management of tourist destinations in attracting tourists and visitors; ▪ To explain how the organization and functioning of tourist destinations; ▪ To know the tourist destinations and attractions in our country; ▪ To compare the developments of different tourist destinations and present their critical views on certain issues.

Contribution in Student's learning (should correspond with Students learning outcomes)			
Activity	Hrs	Days/weeks	Total
Lectures	2	15	30
Theory/Lab exercises	1	15	15
Practical work			
Contact hours/consultations with lecturer	2	1	2
Exercises in the field (study visits)	2	2	4
Tests, seminars	2	2	4
Home work			
Student's independent study time (library or home)	3	15	45
Final preparation for exam	5	4	20
Time spent during assessment (tests, quizzes, final exam)	2	1	2
Projects, presentations, etc.	3	1	3
Total			125
Teaching methodology:	Lectures and exercises combined with case studies and class discussions, seminar papers, discussions, group work, etc.		
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.		
List of references			
Basic literature:	John Swarbrooke, "The Development and Management of Visitor Attractions", Second edition, Butterworth-Heinemann, Great Britain, 2002.		
Additional literature:	<ul style="list-style-type: none"> ▪ Armand Krasniqi & Fatos Ukaj, Administrimi publik i agjencive dhe destinacioneve të turizmit në Kosovë, (Monografi), 2017. ▪ Julia N. Albrecht, "Visitor Management in Tourism Destinations", CABI, 2017. ▪ Nazmi Kozak & Metin Kozak, "Tourist Destination Management: Instruments, Products, and Case Studies", Springer, 2019. ▪ Youcheng Wang & Abraham Pizam, "Destination 		

	Marketing and Management: Theories and Applications”, CAB International, 2011.
Lectures timeline:	
Week	Lectures
Fist week:	Presentation of the syllabus and general introduction to the subject
Second week:	The role of visitor attractions in tourism The visitor attraction product
Third week:	The visitor attraction market The business environment and visitor attractions
Fourth week:	The development process and the role of feasibility studies Factors influencing the success of visitor attractions
Fifth week:	Financing visitor attraction projects Designing visitor attractions
Sixth week:	Project management
Seventh week:	First test
Eighth week:	The role of the manager and management styles
Ninth week:	The marketing concept Strategic marketing planning The implementation of marketing strategies
Tenth week:	Human resource management
Eleventh week:	Financial management
Twelwth week:	Operations management
Thirteenth week:	Ethical challenges in attraction management Managing quality
Fourteenth week:	Managing change and planning for the future
Fifteenth week:	Second test

Academic policies and rules of conduct:
Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.