

## SYLLABUS

The basic course informations:			
<b>Academic Unit:</b>	<b>Faculty of Tourism and Environment</b>		
<b>Title:</b>	<b>Rural economic development and tourism</b>		
<b>Level:</b>	<b>Master</b>		
<b>Status:</b>	<b>Compulsory</b>		
<b>Year of studies:</b>	<b>II</b>		
<b>The number of hours per week:</b>	<b>3</b>		
<b>ECTS:</b>	<b>5</b>		
<b>Time / Location:</b>			
<b>Course Professor:</b>	<b>Petrit Hasanaj</b>		
<b>Contact details:</b>	<b>petrit.hasanaj@ushaf.net</b>		
<b>Course description:</b>			
	<i>The course is focused on knowledge about rural tourism in function of overall economic growth.</i>		
<b>Objectives:</b>			
	<i>The aim of the course is to provide knowledge with the concepts and opportunities that rural tourism offers to overall economic growth. Also through this course will be studied the methodology of rural economic growth and its linkage with tourism aspects as well as tackling practical aspects of economic development and rural tourism.</i>		
<b>Learning outcomes:</b>			
	<p><i>After successfully completing this module, students will be able to:</i></p> <ul style="list-style-type: none"> <li>• <i>Examines key issues affecting rural enterprise and tourism</i></li> <li>• <i>Explores the breadth of rural enterprise management and marketing across both developed and developing economies</i></li> <li>• <i>Discusses strategies for business growth within a rural setting, such as knowledge development, proper planning and innovation</i></li> <li>• <i>Uses a mix of case studies and theoretical content specifically ect.</i></li> </ul>		
Contribution to the student's charge (which should correspond with the results of the student's learning results)			
Activity	Hour	Day/week	In total
Theoretical and practical teaching	3	15	45
Practical work	2	5	10
Contacts with the teacher / consultants	1	9	9
Field exercises			
Kollokfiume, seminars	2	2	4
Homework			

Student study time (in library or at home)	3	15	45
Final Preparation for Examination	1	10	10
Time spent on assessment (tests, quiz, final exam)	2	1	2
Projects, presentations, etc.			
<b>Total</b>			<b>125</b>
<b>Methodology of teaching:</b>			
	<i>Lectures and exercise combined with case studies</i>		
<b>Methods of assessment:</b>			
	<i>Seminar (case study) 50%</i> <i>Exam 50%</i>		
<b>Literature</b>			
<b>Literature:</b>	<ol style="list-style-type: none"> <li>1. Oriade, Ade, editor.   Robinson, Peter, 1979- editor. <i>Rural tourism and enterprise: management, marketing and sustainability</i>, May 2017.</li> <li>2. S. Laçi et al., <i>Turizmi rural, Cikël leksionesh</i>, 2013.</li> </ol>		
<b>Supplementary Literature:</b>	<ol style="list-style-type: none"> <li>1. S. Laçi et al., <i>Gjeografia rurale</i>, LILOPRINTING, Tiranë 2014.</li> <li>2. <i>Rural Tourism (February 2008)</i>. USDA Cooperative State, Education and Extension Service. Retrieved December 30, 2008.</li> </ol>		
<b>The lesson plan Design:</b>			
<b>Week</b>	<b>Lectures to be held</b>		
<b>WEEK 1:</b>	<b><i>Management and marketing of rural tourism and enterprise in developed economies.</i></b>		
<b>WEEK 2:</b>	<b><i>Rural Enterprise Business Development in the Developed World (Peter Robinson and Alison Murray)</i></b>		
<b>WEEK 3:</b>	<b><i>Selling to Consumers (Sammy C.H. Li, Roya Rahimi and Nikolaos Stylos)</i></b>		
<b>WEEK 4:</b>	<b><i>Sustainability, Ethics and Social Responsibility: A Developed Economies Perspective (Caroline A. Wiscombe)</i></b>		
<b>WEEK 5:</b>	<b><i>Rural tourism as an economic activity within the local and regional development</i></b>		
<b>WEEK 6:</b>	<b><i>Community Engagement and Rural Tourism Enterprise (Peter Wiltshier)</i></b>		
<b>WEEK 7:</b>	<b><i>Social Enterprise and the Rural Landscape (Caroline A. Wiscombe, Charles K. Dobson, Elizabeth Heyworth-Thomas, Lucy Maynard and Sandy Ryder)</i></b>		
<b>WEEK 8:</b>	<b><i>The Rural Business Environment in Developing Economies (Solomon Olorunfemi Olubiyo and Ade Oriade)</i></b>		
<b>WEEK 9:</b>	<b><i>Marketing, Communications and Rural Business in Developing Countries (Abiodun Elijah Obayelu and Nikolaos Stylos)</i></b>		
<b>WEEK 10:</b>	<b><i>Consumers and Rural Tourism in Developing Economies (Vivienne Saverimuttu and Maria Estela Varua)</i></b>		

<b>WEEK 11:</b>	<b><i>Challenges and Strategies for Rural Business Operations in Developed and Developing Economies (Ade Oriade and Peter Robinson)</i></b>
<b>WEEK 12:</b>	<b><i>Collaborate to Innovate: Challenges and Strategies for Rural Business to Innovate (Ainurul Rosli, Jane Chang and Maria L. Granados)</i></b>
<b>WEEK 13:</b>	<b><i>Perspectives of rural tourism development in Kosovo</i></b>
<b>WEEK 14:</b>	<b><i>Rural development strategy of Kosovo and potentials that Kosovo offers for the development of rural tourism</i></b>
<b>WEEK 15:</b>	<b><i>Presentation of works</i></b>

**Academic policies and rules of conduct:**

*Regular attendance, tranquility and active engagement in dialogue during lectures and exercises are obligatory. As a matter of courtesy, mobile phones should be switched off during classes and exams.*