



“MANAGEMENT OF TOURISM POTENTIALS” SYLLABUS

Basic data of the subject			
Academic Unit:	Economic Faculty		
Course title:	Management of tourism potentials		
Program:	International Management		
Level:	Bachelor		
Course status:	Optional		
Study year:	II – semester III		
Number of hours per week:	2+2		
Credit value – ECTS:	4 ECTS		
Time / location:	Lectures: Monday: 09:00 - 10:30 Exercise: 11:00 - 12:30		
Lecturer:	Prof. Ass. Dr. Venet SHALA		
Contact details:	E-mail: venet.shala@uni-prizren.com		
Course description:	This subject analyses potential of tourism management and hotel management and helps towards their understanding and recognition, it gives a wide description of planning and measuring the tourism needs on a macro and micro level. Helps towards management of tourist potentials. The analysis, recognition and respect of clients will be related to the means of communication to them.		
Course objectives:	The subject allows the future managers to use the overbooking and pricing techniques as well as the use of metric marketing methods. The definition of attractions and tourist areas, the planning of hotels according to the necessary elements of sustainable tourism will be developed in conjunction with a thorough analysis of the decision-making process regarding current and future developments		
Learning outcomes:	<p>After completing the course, the student should be able to:</p> <ul style="list-style-type: none"> ➤ Understand the basic concepts on tourism management and the object of its study. ➤ Understand the organisation of a modern hotel company ➤ Recognise and perform the jobs of the reception branch upon arrival ➤ Analyse tourist policies ➤ To know about tourism management, their forms, ways and types as well as their application in practice. 		
Contribution on student load (must correspond with learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	15	30
Exercise theoretical/laboratory	2	15	30
Practice work	1	2	2
Contact with lecturer/consultations	1	2	2
Field exercises	2	1	2
Mid-terms, seminars	2	1	4
Homework	2	2	4



Individual time spent studying (at the library or home)	5	4	20
Final preparation for the exam	5	2	10
Time spent in evaluation (tests, quiz, final exam)	2	7	14
Projects, presentations, etc.	1	2	2
Total			120 hours (4 ECTS)
Teaching methods :	Interactive lectures, seminar papers, discussions etc.		
Evaluation methods:	<p>Students are evaluated through testing, whereas the final grade consists of four components:</p> <ul style="list-style-type: none"> - Attendance and activity classes: 0-10 points - First colloquium: 0 – 45 points - Working seminar: 0 – 10 points - Second colloquium: 0- 45 points <p>Exam: 100 points</p>		
Literature			
Basic Literature:	<ul style="list-style-type: none"> • Sustainable Tourism Supply Chain Management: Sudhanshu Yoshi, 2022 • Edmond Kadiu: Menaxhim turizmi, Tiranë, 2017 • Klodiana Gorica “Menaxhimi i turizmit të qendrueshëm”, Tiranë 2019 		
Additional Literature:	<ul style="list-style-type: none"> • Roy A. Cook., Laura J. Yale., Joseph J. Marqua (2009) Tourism: The Business of Travel, Pearson • G. Michael Hall. (2009) Tourism Planning : Policies, Processes and Relationships, Pearson 		

Designed study plan:		
Week	Lectures	Exercises
<i>First week:</i>	History of Tourism development, Definitions, Terminology	Introduction for tourism (general knowledge)
<i>Second week:</i>	Description of a modern hotel enterprise	Description of a modern hotel enterprise
<i>Third week:</i>	Characteristics of an accommodation enterprise in management	Brainstorming: Characteristics of an accommodation enterprise in management
<i>Fourth week:</i>	Organisation of hotel enterprises	Case study
<i>Fifth week:</i>	Hotel profitability: Economic account, hotel costs, and relation quality/price	Team work: Hotel profitability
<i>Sixth week:</i>	Management control of hotel enterprises	Brainstorm: Management control of hotel enterprises
<i>Seventh week:</i>	Front office, Check-in. Checkout Over booking	Group exercise: Preparation for test 1
<i>Eighth week:</i>	Test 1/ mid-term evaluation	Test 1



<i>Ninth week:</i>	Natural resources as a potential for tourism development	Team work: Natural resources as a potential for tourism developmen
<i>Tenth week:</i>	Relations with the tour operator	Course work
<i>Eleventh week:</i>	Cultural and historical resources	Brainstorming
<i>Twelfth week:</i>	Tourism and hotel product marketing	Case study
<i>Thirteenth week:</i>	Tourist regions as a potential for tourism development	Group exercise
<i>Fourteenth week:</i>	Study visit to hotels and tourism in the area	Group visit with the class
<i>Fifteenth week:</i>	Test 2/ Mid-term evaluation	Presentation of student's work
Academic policies and rules of conduct:		
<ul style="list-style-type: none">• Students must be aware and respect the rules of the institution• Must respect the schedule of lectures, exercises and be attentive in class• They must have their ID card with them• During the drafting of the papers, the student must adhere to the instructions given by the teachers• The use of mobile phones is not allowed during the test hours		