

Sample Course Description

Faculty: Economy

Study Program: Bachelor Tourism

Course Title: Tourism Professional Practice

Course Credits: 10

Language of Instruction: Albanian

Course Description: The main objective of the subject is to create the possibility of practical concretization of the theoretical knowledge obtained during the three years of study. The internship is made up of two parts where 8 weeks are internships at state and private institutions related to tourism and 1 week are daily educational tours in the tourist destinations of Albania.

Course Goals:

1. The purpose of the tourist internship is: Students benefit from the practical skills necessary for the management of tourism businesses, the design and analysis of the implementation of tourism development plans, the promotion of tourism by state institutions in specific tourist destinations, to evaluate the management of tourism activity in the conditions of influence of major external factors, such as COVID pandemic 19 and to give their recommendations for sustainable management of tourism activity even in such situations, as well as to create potential for employment

2. The purpose of the educational tour is: First, through their visit to the tourist destinations, the students have the opportunity to evaluate their tourist attributes, get information about the current tourist consumers and the target market, get to know the forms of tourism development, the ways of tourism promotion, the strategies developed for sustainable tourism, and through a SWOT analysis for these areas to be assigned in group course assignments, to give strategic recommendations for sustainable tourism development in these destinations Secondly, through the visit to some successful accommodation structures and restaurants, the students got to know and analyze the main aspects of the management of a successful tourist structure, the way of carrying out the tourist promotion, the assessment of the quality of the service, the application of practices for sustainable tourism, the application of computerized methods and software in the reservation and information delivery system, activity management in the conditions of influence of major external factors, such as COVID 19 pandemic and through the task of the course in the group to give strategic recommendations to make these tourism businesses even more sustainable.

Course Requirements: It is mandatory for students to attend professional practices in the amount of 75% of the hours provided in the tourism professional practice curriculum.

Grading: The final grade is composed by: 60% of the practice assessment through the task of the individual course specified in the medium program and 40% of the performance of the supervisor performance by the subject of the student practice

Course Schedule: The professional internship lasts 9 weeks, where one week is spent on an educational tour in some tourist destinations in Albania. The student develops the professional practice during 8 weeks, where for each week the student works 5 days with 5 hours a day.