

Sample Course Description

Prof.as.Dr. Mirjam Dibra

Faculty: Economic

Study program: Bachelor in Tourism

Course Title: Basics of tourism.

Course Credits: 9

Language of Instruction: Albanian/English

Course Description: This course provides the foundation of the knowledge of the student for all of the other tourism and hospitality related courses in the degree program. The objective of this program is to transmit to the students the knowledges about the main concepts of tourism, the factors that enable the development of tourism, the effects of the development of tourism in economic, social and environmental terms, the types of active and passive tourism, the actors and the different components of tourism, the importance of their functions to work together in creating a positive travel experience for successful tourism development today and in the future.

Course Goals: The key aims of the course are:

1. To establish a core knowledge of main tourism concepts and principles;
2. To understand the various perspectives for defining tourism and tourists;
3. To describe and understand the whole tourism system and its significance when studying tourism;
4. To identify the key elements and structure of tourism industries
5. To understand tourism development factors
6. To understand tourist motivations.
7. To identify the key socio-cultural, environmental, and economic impacts of tourism and a more sustainable approach to tourism development and management
8. To understand the different types of tourism
9. To understand the strategies of the need to adapt the demand and tourist offers.
10. To know the way of evaluating the tourist offer and creating the tourist product

Course Requirements: The students need to participate at 75% of the course hours of the seminars.

Grading: The final grade is composed by:

Activation in the seminar 10 points

Coursework in group 20 points

Final exam 70 points

Course Schedule: This course takes place in the second semester of the first academic year. There are 3 hours for the lectures and 3 hours of seminars per week (the semester is 15 weeks).

During the learning period, the student will be presented with experiences of successful and innovative of the tourist businesses by the business managers themselves.