

## 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>4</b>		
<b>ECTS:</b>	<b>6</b>		
<b>Time / Location:</b>			
<b>Course Professor:</b>			
<b>Contact details:</b>	<b>@ushaf.net</b>		
Course description:			
<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>understand the importance of economic development and rural tourism</i></li> <li>• <i>know the activities of economic development and rural tourism</i></li> <li>• <i>analyze opportunities for the development of rural tourism in Kosovo including Kosovo's natural and human resources for the development of this type of tourism;</i></li> <li>• <i>implement the evaluation of the tourist offer, draft concrete projects; techniques for the preparation and development of tourist promotion (leaflets, guides, brochures, itineraries, websites) etc.</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	4	15	60
Practical work	2	5	10
Contacts with the teacher / consultants	1	15	15
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>146</b>

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<b>Methodology of teaching:</b>	<i>Lectures and exercise combined with case studies</i>		
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<b>Methods of assessment:</b>	<i>Seminar (case study) 50%</i> <i>Exam 50%</i>		
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<b>Literature</b>			
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<b>Literature:</b>	1. <i>S. Laçi et al., Turizmi rural, Cikël leksionesh, 2013.</i>		
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<b>Supplementary Literature:</b>	2. <i>S. Laçi et al., Gjeografia rurale, LILOPRINTING, Tiranë 2014.</i> 3. <i>Rural Tourism (February 2008). USDA Cooperative State, Education and Extension Service. Retrieved December 30, 2008.</i>		
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<b><i>The lesson plan Design:</i></b>			
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<b>Week</b>	<b>Lectures to be held</b>
<b>WEEK 1:</b>	<b><i>Concept, content, definitions, types and ways of realizing rural tourism.</i></b>
<b>WEEK 2:</b>	<b><i>History of rural tourism development</i></b>
<b>WEEK 3:</b>	<b><i>Models of rural tourism</i></b>
<b>WEEK 4:</b>	<b><i>Rural tourism development scheme</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>Creation and administration of the rural tourism market</i></b>
<b>WEEK7:</b>	<b><i>Mix marketing of rural tourism and the creation of regional brands</i></b>
<b>WEEK 8:</b>	<b><i>Potentials that Kosovo offers for the development of rural tourism</i></b>
<b>WEEK 9:</b>	<b><i>SWOT analysis for the development of rural tourism in Kosovo</i></b>
<b>WEEK 10:</b>	<b><i>Some initiatives for the development of rural tourism in Kosovo</i></b>
<b>WEEK 11:</b>	<b><i>Main rural tourism itineraries in Kosovo</i></b>
<b>WEEK 12:</b>	<b><i>Rural tourism links with other socio-cultural activities</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</i></b>
<b>WEEK 15:</b>	<b><i>Presentation of works</i></b>

<b>Academic policies and rules of conduct:</b>			
<i>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.</i>			