

SYLLABUS

Basic data case			
Academic Unit:	Faculty of Tourism and Environment		
Course Title:	Introduction in tourism		
level:	Bachelor		
Course Status:	Mandatory		
Year of study:	I		
Number of hours per week:	4		
Credits - ECTS:	5		
Time / location:			
The teacher of the course:			
Contact details:			
Course Description			
	<i>This course introduces students to an overview of the travel and tourism industry and assesses the economic value of the industry.</i>		
Objectives of the course			
	<i>This module ensure students for a general summary of traveling and tourism industry and evaluate the industrial economics value. Important components of industry will be study by a case study and class discussion.</i>		
Learning outcomes:			
	<p><i>Upon successful completion of this module students will be able to:</i></p> <ul style="list-style-type: none"> - <i>know the historical aspect of tourism,</i> - <i>understand factors of tourism development and the concept of tourism as a system,</i> - <i>know models of tourism development, non-economic effects of tourism, economic effect of tourism, tourism effects over natural environment, psychology and tourism, cultural tourism, demand and its characteristics,</i> - <i>know marketing and national park tourism, resorts tourism and their development criteria.</i> 		
Burdened student contribution in (which is therefore must correspond with results Chat student caching)			
activity	hour	Day / week	Overall
Lectures and exercises	4	15	60
tutorial			
Contacts with teacher / consultations	1	1	1
Field exercises			
Test , seminars			

Homework			
Self learning time student (at the library or at home)	4	15	60
Final preparation for the exam	6	3	27
Time spent on evaluation (tests, quiz, final exam)	2		2
Projects, presentations, etc.			
Total			150

Teaching Methodology:	<i>Lectures and exercises combined with case studies and class discussion</i>
Assessment methods:	<ul style="list-style-type: none"> - Evaluation One: 0-30% - Evaluation of the second 0-30% - Exercises, seminars 0-20% Scientific researches, 0-10% Interactivity 0-10% Final exam 100% <p><i>Estimated final exam with 100% of the grade. The exam consists of questions with possible answers, open questions, and a case study.</i></p>

Literature	
Basic literature:	1. Vjollca Bakiu, Renata Dema, Gjylso Binaj: Turizmi, Tirane, 1997
Additional literature:	2. The Business of Tourism - Prof. Chris Holloway, R. Davidson, Ms. Claire Humphreys, Taravel and Tourism (Udhetimi dhe Turizmi) – Richard Sharpley 3. Vjollca Bakiu; Menaxhimi i Turizmit, Tirane, 2006

Designed learning plan:	
Week	Turn lecture to be held
Week One:	<i>Introducing the students to course content, evaluation and assessment, design of seminar paper, as well as familiarity with the relevant literature on the subject.</i>
Week two:	<i>TRIPS IN THE FIRST HUMAN SOCIETY</i>
Week Three:	<i>DEVELOPMENT FACTORS ETURIZMIT THEMELORËNË</i>
Week Four:	<i>DEFINITION OF TOURISM AND ITS KATEGORITËTHEMELORE</i>
Week Five:	<i>BASIC FEATURES AND PROSPECTS OF TOURISM</i>
Week Six:	<i>Basic functions TOURISM DEVELOPMENT SERVICES</i>
Week Seven:	<i>Test I</i>
Week Eight:	<i>SOME FACTORS OF TOURISM DEVELOPMENT</i>
Week Nine:	<i>TOURISM AS SOCIAL AND ECONOMIC ACTIVITIES</i>

Week Ten:	<i>ESSENTIAL ELEMENT OF MARKETING TOURISM DEVELOPMENT</i>
Week Eleven:	<i>NECESSARY FACTOR COMMUNICATIONS TOURISM DEVELOPMENT</i>
Week Twelve:	<i>TOURIST CAPACITY</i>
Week Thirteen:	<i>ENTERPRISES TOURS</i>
Week Fourteen:	<i>Test II</i>
Week Fifteen:	<i>Kosovo tourism OFFER</i>

Academic policies and rules of conduct:

Regular attendance, to maintain the peace and active engagement in dialogue during lectures and exercises is obligatory.