

SYLLABUS

Course basic data	
Academic unit:	Faculty of Tourism and Environment
Course title:	Sustainable Tourism and Eco-tourism
Level:	Bachelor
Course status:	Mandatory
Year of study:	III
Number of hours per week:	3
Value in credits - ECTS:	5
Time / location:	
Course leader:	Prof. Ass. Dr. Idriz Kovaçi
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Course description:	
Course description:	<p>The course "Sustainable Tourism and Eco-tourism" deals with several issues such as:</p> <ul style="list-style-type: none"> ▪ Understanding the relationship between sustainable development and sustainable tourism; ▪ Identification of the appropriate type for the development of sustainable tourism in a destination; ▪ Understanding the importance of environmental protection and the necessity for its management; ▪ The strategic role and importance of intermediaries in order to develop sustainable tourism.
Course aims:	<p>The aims of this course are related to:</p> <ul style="list-style-type: none"> ▪ Familiarity with problems related to the selection, measurement, monitoring and evaluation of sustainable development indicators; ▪ The difference between alternative and traditional tourism; ▪ Assessing the negative and positive impacts of tourism as a result of tourism development; ▪ Explaining the role and importance of quality control in achieving sustainable tourism development.
Learning outcomes:	<p>Upon completion of the lectures students will be able to know about:</p> <ul style="list-style-type: none"> ▪ The sustainability of tourism; ▪ Factors affecting tourism; ▪ Compilation of tourist guides; ▪ Characteristics of sustainable tourism; ▪ The impact of mass outdoor tourism; ▪ Degradation phenomena with impact on tourism; ▪ Multiplication of government expenditures for sustainable tourism, etc.
Contribution in Student's learning (should correspond with Students learning	

outcomes)			
Activity	Hrs	Days/weeks	Total
Lectures	2	15	30
Theory/Lab exercises	1	15	15
Practical work			
Contact hours/consultations with lecturer	2	4	8
Exercises in the field (study visits)	3	2	6
Tests, seminars	1	1	1
Home work			
Student's independent study time (library or home)	3	15	45
Final preparation for exam	6	3	18
Time spent during assessment (tests, quizzes, final exam)	2	1	2
Projects, presentations, etc.			
Total			125
Teaching methodology:			
	<ul style="list-style-type: none"> ▪ Repetitions and discussions related to the previous learning unit; ▪ Introduction of the new teaching unit (PPT, discussions and analysis); ▪ Attention test (short recapitulation of the new learning unit, discussion questions); ▪ Excursions practical part in the territory of the Republic of Kosovo. 		
Assessment methods :			
	Seminar paper, exercises: 0-20% Scientific research: 0-50% Interactivity: 0-30% Final exam: 100%		
List of references			
Basic literature:			
	<ul style="list-style-type: none"> ▪ Klodiana Gorica, "Menaxhimi i Turizmit të qëndrueshëm", Tiranë. ▪ Weaver David (2006). "Sustainable Tourism: Theory and Practice", Elsevier Butterworth-Heinemann, Oxford. ▪ Daly H. (2007). "Ecological Economics and Sustainable Development", Edward Elgar Publishing Limited, UK. ▪ Mowforth M. & Munt I. (2003). "Tourism and Sustainability - New tourism in the Third World", Taylor and Francis e-Library. ▪ Roger P., Jalal K., & Boyd J. (2008). "An Introduction to Sustainable Development", Glen Educational Foundation, Inc. Earthscan UK and USA. 		
Additional literature:			
	Students can also use any other literature that is relevant to the relevant curriculum topics.		
Lectures timeline:			

Week	Lectures
Fist week:	Familiarization of students with the content of the course and the relevant literature, the methodology of realization of teaching topics, as well as the way of assessment and grading. <ul style="list-style-type: none"> ▪ Part One: Tourism and Sustainability ▪ Theoretical concepts about sustainable development
Second week:	Tourism and sustainable development Globalization and sustainability Criteria for Sustainable Global Tourism <ul style="list-style-type: none"> ▪ Sustainability and global change ▪ Sustainable benefits ▪ Cultural sustainability and lifestyle
Third week:	The emergence of sustainable tourism The evolution of sustainable tourism <ul style="list-style-type: none"> ▪ Global tourism status in 2004 ▪ Jafar platform model
Fourth week:	The most important aspects in sustainable tourism
Fifth week:	Alternative tourism <ul style="list-style-type: none"> ▪ History of alternative tourism ▪ Typology of alternative tourism product ▪ Traditional mass tourism and ideal types of alternative tourism
Sixth week:	Traditional mass tourism <ul style="list-style-type: none"> ▪ The structure of the formal tourism industry ▪ The emergence of the "green consumer"
Seventh week:	Traditional mass tourism (continued) <ul style="list-style-type: none"> ▪ The structure of the formal tourism industry ▪ The emergence of the "green consumer"
Eighth week:	Sustainable tourism support sectors <ul style="list-style-type: none"> ▪ Tourist aggressions ▪ Roadmap ▪ External tour operators ▪ Hospitality providers
Ninth week:	Tourist attractions <ul style="list-style-type: none"> ▪ The role of attractions in sustainable tourism ▪ Theme parks ▪ Casinos ▪ Ski resorts ▪ Golf courses
Tenth week:	Quality control <ul style="list-style-type: none"> ▪ Code of Conduct ▪ Ecological tax ▪ Specialized ecological taxes in tourism
Eleventh week:	Tourist destinations <ul style="list-style-type: none"> ▪ Destination and place of residence ▪ Destination and community ▪ Types of destinations ▪ Quality control and destination

Twelfth week:	Spatial strategies for destinations <ul style="list-style-type: none"> ▪ Front and back scenes ▪ Development standards ▪ Government incentives
Thirteenth week:	Presentation of seminar papers and presentation of ideas
Fourteenth week:	Destination visitor management strategy <ul style="list-style-type: none"> ▪ Infrastructure and service constraints ▪ Education ▪ Tourist code of conduct
Fifteenth week:	Preparation for exam

Academic policies and rules of conduct:
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Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.
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