

## SYLLABUS

| Course basic data  |  |              |       |
|--|--|--------------|-------|
| Academic unit:   | Faculty of Tourism and Environment   |              |       |
| Course title:  | Planification in Tourism and Hospitality   |              |       |
| 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. As. Dr. Hysen Sogojeva   |              |       |
| Contacting details:  | hysen.sogjeva@ushaf.net  |              |       |
| <b>Course Description</b>  |  |              |       |
|  | This course informs students about the basic concepts of tourism planning.   |              |       |
| <b>Course aims:</b>  |  |              |       |
|  | The main objective of the course is to provide knowledge on the importance of planning and growing tourism. In addition, it will be discussed how the unplanned and uncontrolled growth of tourism can bring negative and not at all sustainable results, often accompanied by irreversible damage to the environment and the socio-cultural values of society and public tourism policies.                                      |              |       |
| <b>Expected learning outcomes:</b>   |  |              |       |
|  | <p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the importance of tourism planning,</li> <li>• Know the process of forecasting tourist demand,</li> <li>• Demonstrate tourism planning at national and regional level as well as the development of tourism and hotel strategy.</li> <li>• Analyze the development trends of Tourism.</li> </ul> |              |       |
| <b>Contribution in Student's learning ( should correspond with Students learning outcomes)</b> |  |              |       |
| Activity   | Hrs  | Days / Weeks | Total |
| Lectures   | 2  | 15           | 30    |
| Theory/Lab exercises   | 1  | 15           | 15    |
| Practical work   |  |              |       |
| Contact hours/consultatios 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   | 2  | 1            | 2     |

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| (tests, quizzes, final exam)  |   |  |            |
| Projects, presentations, etc. |   |  |            |
| <b>Total</b>                  |   |  | <b>125</b> |
| <b>Teaching methodology:</b>  |   |  |            |
|                               | <p>The course will take place in duration of 15 weeks, with 2 hours lectures per week, where the theoretical concepts will be treated and explanation will be provided about the development process of planification in Tourism and Hospitality and 1 hour in class group exercises. The exercises will be held in group where the real case studies will be analyzed and discussed in group. This way of organizing the exercises will help students to acquire the theoretical concepts logically and organically connect theory and practical aspects of the activities within the planification in Tourism sector.</p> <p>Students will be subject to assessment during a test and a final exam at the end of the full cycle of this course.</p> |  |            |
| <b>Assessment methods:</b>    |   |  |            |
|                               | <p>Midterm test 20%<br/> Attendance and participation 10%<br/> Final exam 70% (Final exam will be comprised by different multiple choice questions, open questions, and a case study analysis)</p>  |  |            |
| List of references            |   |  |            |
| <b>Basic Literature:</b>      |   |  |            |
|                               | <ol style="list-style-type: none"> <li>1. Koja V., Gorica K. (2004). "Bazat e Turizmit" Shtepia botuese e librit universitar, Tiranë.</li> <li>2. Edgell, D. (1990) International Tourism Policy , Van Nostrand Reinhold, New York.</li> <li>3. Hall, C.M. and Jenkins, J.M. Tourism and Public Policy , Routledge, London.</li> </ol>  |  |            |
| <b>Additional literature:</b> |   |  |            |
|                               | <ol style="list-style-type: none"> <li>1. Inskeep, E. National and Regional Planning, Methodologies and Case Studies, WTO/Routledge, Madrid/London</li> </ol>   |  |            |
| <b>Lectures timeline:</b>     |   |  |            |
| <b>Week</b>                   | <b>Lectures</b>   |  |            |
| <i>First week:</i>            | <p><b>Understanding Tourism Policies</b></p> <p>Concepts of Tourism Policy<br/> Preliminary features for tourism policy making<br/> Beginnings of Tourism Policy<br/> International tourism and management policy<br/> Decision Making Models in Tourism Policy<br/> Important issues of Tourism Policy</p>   |  |            |
| <i>Second week:</i>           | <p><b>PUBLIC POLICIES IN THE TOURISM SECTOR</b></p> <p>Understanding public policy</p>  |  |            |

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|                             | <p>The role of public policy in tourism</p> <p>The importance of studying policies in tourism</p> <p>Study of public tourism policy</p> <p>Administrative framework</p> <p>Public sector impact</p> <p>Values in the decision-making process in Tourism</p>  |
| <b><i>Third week:</i></b>   | <p>TOURISM POLICY AND FORMULATION OF TOURIST PLAN</p> <p>Alternatives for tourism development</p> <p>Formulation of tourism policy</p> <p>Tourist plan formulation techniques</p> <p>Principles of regional and national planning</p> <p>Planned tourism as a total system</p>   |
| <b><i>Fourth week:</i></b>  | <p>TOURISM PLANNING</p> <p>Understanding and necessity of planning in tourism</p> <p>Elements and objectives of tourism planning</p> <p>The importance of planning in tourism</p> <p>Key planning concepts</p> <p>The importance of tourism development planning</p> <p>Tourist planning process</p> <p>Planning as a complex and integrated process</p> <p>Forms and models of tourism planning</p>                                   |
| <b><i>Fifth week:</i></b>   | <p>STRATEGIC TOURISM PLANNING</p> <p>Study of regional tourism policy</p> <p>Tourism system, tourist regions and tourism policy</p> <p>Strategic tourism planning and level of development</p> <p>Characteristics of tourism development strategy</p>  |
| <b><i>Sixth week:</i></b>   | <p>DRAWING THE TOURISM STRATEGY IN TOURIST DESTINATIONS</p> <p>Identification of tourist destination</p> <p>Value chain in the tourism industry</p> <p>Why is a national tourism strategy necessary?</p> <p>How should a strategy be designed in order to be feasible and effective?</p> <ul style="list-style-type: none"> <li>• Tourism policy: Who is responsible and for what?</li> <li>• Structure of tourism strategy</li> </ul> |
| <b><i>Seventh week:</i></b> | <p>TOURISM PLANNING AND TOURIST INFRASTRUCTURE</p> <p>Planning and managing attractive natural resources</p> <p>Planning and managing attractive cultural resources</p> <p>Planning and management of cultural resources</p> <p>Infrastructure for tourism development</p> <p>Understanding and importance of reception capacity</p>   |

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| <b><i>Eighth week:</i></b>     | Midterm test   |
| <b><i>Ninth week:</i></b>      | SCIENTIFIC RESEARCH IN TOURISM<br>Search types<br>Search process   |
| <b><i>Tenth week:</i></b>      | TOURIST DEMAND PLANNING<br>Definitions on tourism policies<br>Importance of tourism demand forecast<br>Use of tourism demand forecasts<br>Consequences of poor forecasting<br>Tourist forecasting process<br>Assessment of tourist demand forecast levels  |
| <b><i>Eleventh week:</i></b>   | TOURISM STATISTICS-SOURCE OF PLANNING AND STUDY METHODS<br>The need to apply statistics in tourism<br>Definition of tourist unit<br>Recognition and quantification of the tourist phenomenon<br>Establishment of the statistical system of tourism<br>Tourist infrastructure documentation   |
| <b><i>Twelfth week:</i></b>    | DEVELOPMENT OF TOURISM AND NATIONAL ECONOMY<br>National economy The contribution of tourism to GDP<br>Problems related to measuring the contribution of tourism to GDP Methods of measurement<br>Tourism development and the effect on the economy<br>The value of goods and services in tourism<br>The balance of tourism markets in a national economy<br>Dynamics of equilibrium in tourism |
| <b><i>Thirteenth week:</i></b> | INFORMATION COMMUNICATION TECHNOLOGIES AS A BUSINESS TOOL<br>Use of digital tools for business functions and processes<br>Competitiveness and ICT strategy<br>Tourism and communication and information technologies   |
| <b><i>Fourteenth week:</i></b> | E-TOURISM: DYNAMIC INTERACTION BETWEEN (T I K) AND TOURISM<br>entry<br>The impact of ICT on tourism development<br>Use of hardware and software in tourism organizations ICT applications in tourism and hospitality Telecommunications and networks in the tourism industry Evolution of computerized booking systems (CRS) Multiple ICT  |

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|                        | <p>integration for the tourism industry Multidimensional ICT framework for tourism</p> <p>Dynamic partnership and constant movement</p>   |
| <b>Fifteenth week:</b> | <p>E-TOURISM: A SYNTHESIS AND A VISION FOR THE FUTURE</p> <p>Settings</p> <p>ICT as tools for industry and inelastic costs</p> <p>Development of interaction between consumers and providers through ICT Distribution strategies in tourism</p> <p>Strategic implications of E-Tourism for tourism management and marketing</p> |

**Academic policies and rules of conduct:**

*Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.*