

## SYLLABUS

<b>Basic data case</b>	
Academic Unit:	Faculty of Tourism and Environment
Course Title:	International tourism
level:	Bachelor
Course Status:	Mandatory
Year of study:	II
Number of hours per week:	3
Credits - ECTS:	4
Time / location:	
The teacher of the course:	<b>Prof.Ass.Dr.Hysen Sogojeva</b>
Contact details:	<a href="mailto:Hysen.sogojeva@ushaf.net">Hysen.sogojeva@ushaf.net</a> <b>044/049/402-096</b>
<b>Course Description</b>	
<b>Course Description</b>	<p>The course objective is to acquaint the students with basic knowledge of international tourism, the impact and role of tourism in development of the country and abroad.</p> <p>Another aim is that through the theory of the case coupled with exercises and practice, students are prepared for the labor market and Shofie where lies the key to the success of international tourism compared with always other country.</p> <p>In the knowledge base include: The role and the importance of international tourism. The impact of international tourism in economic development. The influence of culture in international tourism. Forecasts of international tourism development. Market and forms of cooperation in tourism between different countries and regions.</p>
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>• Understand the trends of tourism and the tourism industry.</li> <li>• Preparation for the labor market.</li> <li>• Applying knowledge in practice.</li> <li>• The contribution of the students in the development of strategies for the development of international tourism compared with that increasingly local.</li> <li>• Troubleshooting in tourism by taking stock of the countries with developed tourism.</li> </ul> <p>Through this course students will be able to:</p> <ul style="list-style-type: none"> <li>- Define international tourism.</li> <li>- Identify the goal of international tourism.</li> <li>- Specify objectives and identify international tourism,</li> </ul>
<b>Learning outcomes:</b>	<ul style="list-style-type: none"> <li>• <i>The application of basic knowledge for the analysis, planning, organization, management and control of tourism development in practice.</i></li> </ul>

	- Settlement of concrete problems in practice		
<b>Burdened student contribution in (which is therefore must correspond with results Chat student caching)</b>			
activity	hour	Day / week	Overall
Lectures and exercises	3	15	45
Practical work			
Contact hours/consultations with lecturer	2	2	4
Exercises in the field (study visits)			
Tests, seminars	1	2	2
Home work	1	8	8
Student's independent study time (library or home)	2	12	22
Final preparation for exam	3	5	15
Time spent during assessment (tests, quizzes, final exam)	3		3
Projects, presentations, etc.	1		1
<b>Total</b>			<b>100</b>
<b>Teaching Metodology:</b>	Lectures and exercises combined with case studies and class discussion		
	Lectures, individual work, seminar papers, pre exam, essays, discussions, workshops, session 1 simulation		
<b>Assessment methods:</b>	<ul style="list-style-type: none"> <li>- Evaluation One: 0-30%</li> <li>- Evaluation of the second 0-30%</li> <li>- Exercises, seminars 0-20%</li> <li>Scientific researches, 0-10%</li> <li>Interactivity 0-10%</li> <li>Final exam 100%</li> </ul> <p>Estimated final exam with 100% of the grade. The exam consists of questions with possible answers, open questions, and a case study.</p>		
<b>Literature</b>			
<b>Basic literature:</b>	1. Yvete Reisinger, (2009), <i>International Tourism, cultures and behavoiur</i> , Oxford,UK.		
<b>Additional literature:</b>	2. Scott McCABLE, (2009), <i>Marketing communications i Tourism &amp; Hospitality</i> , Oxford,UK. 3. Dr.G.P.RAJU,(2009), <i>Tourism Marketing and Management</i> , Delhi, India. 4. Wiliam F. Theobalt "Global tourisem", 2005, UK. CHUCK Y. GEE, EDUARDO FAYOS-SOLÁ & WTO, (1997) <i>International tourisem, a global prespective</i> , Spain.		

Designed learning plan:	
Week	Turn lecture to be held
<b>Week One:</b>	Entry <ul style="list-style-type: none"> <li>• Tourism international / global.</li> <li>• The role and importance of international tourism.</li> </ul> Definition of tourism and travel.
<b>Week two:</b>	Global environment <ul style="list-style-type: none"> <li>• Globalization and the tourism industry.</li> <li>• The impact of globalization in the tourism industry.</li> <li>• The impacts of tourism and travel.</li> <li>• The economic impacts and other impacts of tourism</li> </ul>
Week Three:	Tourism and culture <ul style="list-style-type: none"> <li>• Cultural diversity.</li> <li>• The concept of cultural diversity.</li> <li>• The future of cultural diversity.</li> </ul> UNESCO declaration on cultural diversity.
Week Four:	<ul style="list-style-type: none"> <li>• Trends and patterns of tourism.</li> <li>• Tourism surpluses and deficits.</li> <li>• International Tourism and local tourism.</li> </ul>
Week Five:	INFLUENCE of culture <ul style="list-style-type: none"> <li>• Cultural Transformation.</li> <li>• Cultural Marketing and the impact on tourism.</li> <li>• Changes and cultural conflicts.</li> </ul> The difference between national and international cultures and influence the development of international tourism.
Week Six:	TEST I
Week Seven:	<ul style="list-style-type: none"> <li>• Patterns and trends of international tourism.</li> </ul> Europe, Asia and Pacific, South Asia, America, Middle East, Africa.
Week Eight:	<ul style="list-style-type: none"> <li>• External factors impact on tourism.</li> </ul> Demographics, technology, political, security and human resources.
Week Nine:	<ul style="list-style-type: none"> <li>• Tourism Market Trends.</li> <li>• Changes in consumer preferences.</li> </ul> Development of tourism products and competition.
Week Ten:	<ul style="list-style-type: none"> <li>• Tourist behavior.</li> <li>• The concept of the behavior of people.</li> <li>• Environmental factors and the impact on people's behavior.</li> <li>• The concept of tourist behavior.</li> </ul> The importance of the study of tourist behavior.
Week Eleven:	<ul style="list-style-type: none"> <li>• Consumer behavior.</li> <li>• Environmental factors.</li> </ul> Factors purchase.
Week Twelve:	Test II
Week Thirteen:	International cultural differences between countries.

Week Fourteen:	<ul style="list-style-type: none"><li>• Multicultural competencies.</li><li>• Areas of multicultural competence.</li></ul> Levels of development of multicultural competence.
Week Fifteen:	

**Academic policies and rules of conduct:**

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