



Public University of Prizren “Ukshin Hoti”

Faculty of Economics

Business :International Management

STUDY PROGRAMME - SYLLABUS							
Level of Studies		Bachelor	Programme	IM	Academic Year	2019/2020	
LËNDA		Managing Tourist Potentials					
Year	IV	Subject status	0	Code		ECTS credits	5
Semester	VI						
Study weeks		15		Study Hours 45		Lectures	Exercises
						2	1
Methodology of studies		Lectures, exercises, seminars, consults, exams.					
Consultations							
Lecturer		PhD Petrit Hasanaj		e-mail		petrithasanaj@gmail.com	
				Tel.		044773666	
Assistant		N/A		e-mail			
				Tel.			

Course Objectives	Student benefits
<p>This subject analyses hotel management and helps towards their understanding and recognition, it gives a wide description of planning and measuring the tourism needs on a macro and micro level. Helps towards management of tourist potentials. The analysis, recognition and respect of clients will be related to the means of communication to them. The subject allows the future managers to use the overbooking and pricing techniques as well as the use of metric marketing methods. The definition of attractions and tourist areas, the planning of hotels according to the necessary elements of sustainable tourism will be developed in conjunction with a thorough analysis of the decision-making process regarding current and future developments.</p>	<p>After completing the course, the student should be able to:</p> <ul style="list-style-type: none"> Understand the organisation of a modern hotel company Recognise and perform the jobs of the reception branch upon arrival Analyse tourist policies

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Methodology for realisation of learning topics:		
Lectures, interactive approaches, consultations, seminars.		
Conditions for realisation of the subject:		
Adequate literature, use of IT tools.		
Student Assessment Mode (in%)		
	Assessment in %	Final Mark
A seminar paper	Up to 10 points and these points are estimated in the total score from the colloquium and the final test.	51-60%-mark 6 61-70 7 71-80 8 81-90 9 91-100 10
Colloquium	50% of the possible points + 1 point of the colloquium is considered successful and the points from this colloquium are added to the points from the final exam	
Final exam test	50% of the possible points +1 test points are evaluated positively. These points are added to the points from the seminar paper and from the colloquium to draw the final assessment	
Student Obligations:		
Lectures The student should attend regularly the lectures and exercises, use every opportunity to gain knowledge, to use the	Exercises The student should participate actively in lectures and to reflect readiness and knowledge for given ideas, initiatives as well	

obligatory literature and more, to participate actively and to respect regulations on higher education, on ethical conduct and cooperation.	as demonstrate the knowledge gained during lectures.		
Student Workload			
Activity	Hours	Days/Weeks	Total:
Lectures	2	15 weeks	30 hours
Exercises	2	15 weeks	30 hours
Practical Work			
Contact with lecturer/ Consultations	1	15 weeks	15 hours
Practice on field			
Seminars	1	15 weeks	15 hours
Homework			
Independent study	1	15 weeks	15 hours
Preparation for final test	1	15 weeks	15 hours
Time spent on assessments (tests, quizzes, final test)			
Projects, presentations, etc.	1	5	5 hours
Notice: 1 ECTS credit=25 hours workload, ex. If a subject has 5 ECTS credits the student should have a workload of 125 hours per semester		Total workload:	125

Week	Lecture		Ushtrime	
	Topic	Orët	Topic	Orët
1.	History of Tourism development, Definitions, Terminology	3		1
	Tourism (general knowledge)		Tourism (general knowledge)	
2.	The difference between tourist enterprises regarding the legal framework. The manner of their organization (independent, chain). Place and time of operation.	3		1
	Description of a modern hotel enterprise		Description of a modern hotel enterprise	
3.	Client guidance and responsibility in service. Managerial leading, professionalism and quality. Characteristics of hotel enterprises.	3		1
	Characteristics of an accommodation enterprise in management		Characteristics of an accommodation enterprise in management	

4.	Organisation, Division in organizational units, hotel management, staff management	3		1
	Organisation of hotel enterprises		Organisation of hotel enterprises	
5.	Main elements of management. Economic account, hotel costs, and relation quality/price.	3		1
	Hotel profitability		Hotel profitability	
6.	Balance analysis, Development planning, Marketing planning, Investment planning	3		1
	Management control of hotel enterprises		Management control of hotel enterprises	
7.	Bookings, Client Service, Communication, Business Letters , Setting rules in a hotel. Regulations for a qualitative management of a hotel.	3		1
	Front office , Check-in. Check-out Over booking		Front office , Check-in. Check-out Over booking	
8.	Colloquium I -	2	Colloquium	1
	Colloquium I -		Colloquium	
9.	Geomorphological resources. Climatic conditions.	3		1
	Natural resources as a potential for tourism development		Natural resources as a potential for tourism development	
10.	Hydrographic resources Biogeographic resources	3		1

	Natural resources as a potential for tourism development		Natural resources as a potential for tourism development	
11.	<p>Cultural material heritage as a resource, non-material cultural heritage as a resource, specific events with cultural and historical importance.</p> <p>Trashegemia materiale kulturore si resurs, treashegemia jomateriale kulturore, ngjarjet e veqanta me rendesi kulturore dhe historike</p>	3		1
	Cultural and historical resources		Cultural and historical resources	
12.	<p>The touristic region of Prishtina, The touristic region of Bjeshket e Nemuna Rajoni turistik i Prishtines, Rajoni turistik i Bjeshkeve te nemuna,</p>	3		1
	Tourist regions as a potential for tourism development		Tourist regions as a potential for tourism development	
13.	<p>The touristic region of Sharri Mountains, the touristic region of Mitrovica, The touristic region of Anamorava</p>	3		1
	Tourist regions as a potential for tourism development		Study visit at regional hotels	
14.	Raste te studimit	3		1
	Exercises and hypothetic problems		Exercises and hypothetic problems	
15.	Colloquium II	2	Colloquium II	1

LITERATURA

- Roy A.Cook.,Laura J.Yale.,Joseph J.Marqua (2009) *Tourism: The Business of Travel*, Pearson
- G.Michael Hall.(2009) *Tourism Planning: Policies, Processes and Relationships*, Pearson
- Jean-Pierre Lozato-Giotart.,Michel Balfet (2009) *Progettazione e gestione di sistemi turistici. Territorio, sistemi di produzione e strategie*,FrancoAngeli
- Prepared lectures on Tourism Strategy by Petrit Hasanaj
- Application of FAS model in managing tourism potentials, by Petrit Hasanaj

VËREJTJE

For every study topic, the students will be provided with the necessary materials in Albanian language. At the end of every lesson, a given group of students will be appointed with a task or a case study related to the lectured topic. The results of those tasks, will be presented and discussed during the exercises class.

Notice for students:

- Above all, the student should be responsible and respect the institution and university policies.
- Should attend classes regularly and be attentive during them.
- The student is obliged to present the ID during tests.
- When writing seminar papers, the student should follow the guidelines given by the lecturer for drafting a qualitative research paper