

## **Sample Course Description**

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**Faculty: Economic**

**Study program: Bachelor in Tourism**

**Course Title: Urban Tourism**

**Course Credits: 8**

**Language of Instruction: Albanian/English**

### **Course Description:**

This course provides an introduction to the social science of international tourism in the world, including history of tourism, definitional issues, types of tourism, destinations segmentation, factors influencing demand-side and supply-side growth, understanding tourism travel behavior, socioeconomic and ecological impacts and internationalization of tourism businesses. Also, this course will examine urban tourism as a vehicle of urban renewal and economic regeneration. The roles of government, business and the community will be explored as well as issues of development, management, the environment and social equity.

### **Course Goals:**

As a result of taking this course the student should be able to: -Understand history of tourism and positioning strategies destinations use to attract visitors; -Explain the positive and negative impacts of tourism in host communities around the world and the implications of them in managing destinations; -Identify main factors which influence tourism policies. -To understand the values of global tourism and be updated with new trends; -Analyze the concept of urban tourism and its role in the economic renewal and revitalization of cities; - Evaluate the role of government and private partnership in the success of urban tourism initiatives; -Analyze the management issues in urban tourism and evaluate urban tourism strategies.

### **Course Requirements:**

An important goal of the teaching is to develop the capacity for independent, analytical thinking and being able to report such thoughts. For the student is mandatory to attend 75 % of seminars and there is a maximum amount of self-reading, of lectures and additional cases given in the class Students should participate in various class discussions, group projects, oral presentation, assignments, and a final exam.

— Term Project: Students will create a virtual walking tour of their cities. The tour will include a theme and include at least 10-12 stops with descriptions and photos. The project will also include brief ideas for marketing as well as a reflection on the process of creating the tour.

— Analysis and discussion of short cases on cultural tourism, integrating frameworks such as the UNESCO Cultural Heritage classification system, the ICOMOS ethical principles, etc.

**Grading:** The final grade is composed by:

- Final Exam: 80 points
- Groups Project and Activation in Seminars: 20 points

**Course Schedule:**

There are 4 hours for the lectures and 4 hours of seminars per week (the semester is 10 weeks).