

## Sample Course Description

**Dr. Arjola Halluni; Dr. Arjeta Anamali**

**Faculty: Faculty of Economy**

**Study program: Master of Sciences in Sustainable Tourism Management**

**Course Title: Tourism Strategy**

**Course Credits: 8**

**Language of Instruction: Albanian/English**

**Course Description:** Tourism Strategy course aims to provide students with knowledge about the process of strategic management at destinations and organizations belonging to the tourism industry. Key concepts covered in this course include: model of strategic management process; strategic direction components; external and internal environment analysis; business level strategies-cost leadership, differentiation, focus strategy; corporate level strategies- vertical integration, diversification, etc; strategy implementation, destination tourism strategy; regional positioning strategy; marketing strategies for destination development.

**Course Goals:** As mentioned above, the goal of this course is to provide students with knowledge relative to the process of strategic management at destination and organizations belonging to the tourism industry. At the end of the course students will be able to understand the process of strategic management; to understand how organizations or touristic destinations develop competitive advantages in a dynamic and global environment; be able to use methods and tools for analyzing strategic issues faced by high level managers at tourist organizations; to apply these knowledge through case study discussions and group assignments.

**Course Requirements:** In this course students are expected to be active during seminar hours by taking part in discussions in class and participate in quizzes. They are expected to prepare and present group assignments, as well as do a final exam at the end of the course. Students must attend 75% of the course seminar hours.

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

Active participation during seminars & quizzes	10%
Group assignments	30%
Final exam	60%
Total	100%

**Course Schedule:** Second year of Master studies

First semester, 15 weeks

Lectures per week, 3 hours

Seminars per week, 2 hours