

Sample Course Description

Faculty: Faculty of Economy

Study program: Professional Master in Cultural Heritage and Tourism Management

Course Title: Development and Communication of Cultural Tourism Products

Course Credits: 8

Language of Instruction: Albanian/English

Course Description: Cultural heritage is sensitive and requires careful use and management. One of the most important issues of the management of tangible and intangible cultural tourism products is their communication with all the values they carry to the end user. During this section we should analyze topics such as development and management of products, the role of stakeholders in product development, forms of communication, the impact of communication on tourism, economic, social and environmental impact in the management of cultural tourism products, economic analyses, demand and supply for cultural tourism products.

Course Goals: At the end of this course, students will be able to correctly assess the development, importance and challenges of creating cultural tourism products. They will develop skills to forecast and analyze demand and supply. They can also provide solutions for various problems related to good planning between stakeholders in the development of these cultural tourism products.

Course Requirements: The students need to participate at 75% of the course hours of the seminars, to create and write two course projects and present them, do the exam at the end of the course.

Grading: The final grade will be the result of the points collected during the semester (40%) and the evaluation of the final test (60%).

Course Schedule: This course takes place in the second semester of the first academic year. The course lasts 15 weeks, where for each week there are three hours of lectures and two hours of seminars (In total 45 hours of lectures and 30 hours of seminars).