

Sample Course Description

Prof.Dr. Arjeta Troshani

Faculty: Faculty of Economy

Study program: Professional Master in Cultural Heritage and Tourism Management

Course Title: Marketing of Tourism Destination

Course Credits: 8 ECTS

Language of Instruction: Albanian/English

Course Description: The marketing of tourism is a planned and progressive strategic priority to ensure sustainability and enhance global competitiveness. Building upon theories and models unique to experiential tourism marketing, this course investigates a range of approaches and challenges associated with destination marketing.

The course examines the challenges of contemporary tourism marketing in the context of the management and marketing of sustainable destinations. Key topics also include the role of destination management organizations and destination communities in experience creation and promotion, and the role of governments in destination recovery following crisis.

Course Goals:

On successful completion of the course students will be able to:

1. Examine and discuss the key concepts and principles of marketing as applied to destinations and the tourism experience
2. Demonstrate an evaluative understanding of current issues associated with destination marketing
3. Access, examine and assess the effectiveness of marketing strategies applied to tourism
4. Engage in tourism and marketing research and inquiry to inform strategic decision making and problem solving
5. Demonstrate skills in oral and written communication as well as critical and analytical thinking in accordance with professional contexts
6. Work independently and as a team member to collect and analyze information to guide your problem solving and decision making

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

Grading: The final grade is composed by:

Papers presentation 40 points

Written exam 60 points

Course Schedule:

The course lasts 15 weeks, where for each week there are two hours of lectures and three hours of seminars

The Schedule of Activities is subject to change.