**SYLLABUS TUR 354 Managing the tourist destination**

**Lecturer:** Rezarta Brokaj

**Semester** Fall

**Lecture/seminar** 3/1 per week

**Credits** 6

**Course decription:**

Destination management has a key role in addressing the many and sometimes conflicting issues that arise in contemporary tourism. Destinations present complex challenges for management and development in that they must serve the range of needs of tourists and tourism related businesses, as well as the resident community, local businesses and industries.

This course is intended to be a guide for the students to understanding the main regulatory frameworks under which the development and management strategies of tourism are planned and implemented. The subject deals with issues of tourist spaces and management from the perspective of public and private actors and enterprises operating inside the area.

Case studies take an important place in order to provide a deep knowledge of key management tools of the destination and stimulate of critical and observer ability of the dynamics of functioning of the geographical space even through the use of different types of models and analysis of management.

**Chapters to be held in this course:**

## CHAPTER 1: Tourist destination

## CHAPTER 2: Destinations and the demand of contemporary tourism

## CHAPTER 3: Principles and theories

## CHAPTER 4: The nature of tourism destination

## CHAPTER 5: Marketing of tourist destinations

## CHAPTER 6: Destinationa planning and policy

## CHAPTER 7: Destination development

## CHAPTER 8: The historic – cultural tourist city

## CHAPTER 9: Village and small town

## CHAPTER 10: The resort

## CHAPTER 11: Regional destinations

## CHAPTER 12: Protected areas

## CHAPTER 13: Destinations in change

## CHAPTER 14: Future destinations

**TEXTBOOK:**

* *Managing the tourist destination* – Frank Howie

**ADDITIONAL TEXTS:**

* Menaxhim destinacionesh – Rezarta Brokaj
* Destination management – Thomas Bieger

**Participation Policy:**

Participation in class is mandatory. Attendance is required; your help in acquiring the course materials. Participation also helps you in the exam, as most of the material discussed in class will be included in the exam .

**Lectures:**

Course lectures are based on chapters explained below. I will follow the chapters of the book required for this course as much as possible, but in some cases, in class,there will be included theories and problems that do not part of the book used. You are responsible for the material discussed in class. Exams will be based on these materials. Thus, it is in your interest not to miss school hours.

**Notes on behavior in the classroom:**

Please make sure to come on time in class in order not to interrupt the lecture. I encourage you to take part in the discussions that will take place in class. This is an excellent opportunity for you to improve your learning process. Your participation should also be followed with respect to your instructor and your classmates on the course.

**Course format:**

The course will be assessed on the basis of two partial exams, assignments and a final exam. Points received will be cumulative. There will not be a replicatment of exams , for any reason. If you will miss an exam without a major reason,then you will lose the points of that exam. You will be notified for each exam by the instuctor before it takes place.

**Communication :**

Communication for any problems and uncertainties regarding the development of the course will be performed during the hours of lectures and seminars and by official email address.

**Rating :**

Midterm Exam **30 %**

Final Exam **55 %**

Participation **15 %**

S = Total **100%**

**Grades will be calculated as follows :**

S ≥ 90 = 10

80 ≤ S < 90 = 9

70 ≤ S < 80 = 8

60 ≤ S < 70= 7

50 ≤ S < 60 = 6

40 ≤ S < 50 = 5

**Code honesty:**

You are not permitted to work in groups for your homework, as they are individual. Furthermore, cheating in exams is prohibited and will be punished.

**Course rules:**

Attendance at lectures is required up to the level of 70% of the total lectures. Who makes over 30% of absences in lectures for any period before the midterms and the final exam doesn’t have the right to enter in the respective exams. Attendance at seminars is required up to the level of 75% of the seminars in total. Who makes over 30% of absences in seminars for any period before the midterms and the final exam doesn’t have the right to enter in the respective exams.

*Mobile phones must be switched off in class.*