



University "Haxhi Zeka" Pejë

Faculty of Management in Tourism, Hospitality and Environment

Feasibility (reasonableness) report of the Master of Science in Management and Sustainable Tourism program

Feasibility report of the Master of Science in Management and Sustainable Tourism program

1. General overview of the program

The "Master of Science in Management and Sustainable Tourism" program was designed in accordance with the Law on Higher Education 04/L-037 (see [Law on Higher Education](#)) in the Republic of Kosovo, according to the Bologna declaration, the Statute (see *Statute of UHZ No. 04-V-622* [Statute of UHZ No. 04-V-622](#)) of University "Haxhi Zeka". The Master of Science in Management and Sustainable Tourism (MSc.) study program is an advanced studies curriculum that provides professional education and preparation of new staff with important study and research skills and abilities. It is a study model created which enriches the intellectual and professional context for the qualification of new personnel with a high level of complete knowledge in the interweaving of two fields such as Management and Tourism. This curriculum provides a clear connection between theory and practices that provide the foundation and diversity of business leadership and the creation of new tourism-business enterprises. Considering that the majority of employers in the Republic of Kosovo are from small and medium-sized enterprises and also a significant part of START-UP businesses as well as the current market demands and numerous expectations in the field of business management, organization of the Management and Sustainable Tourism study courses are with a key focus towards the development of the economy in general and the creation of a stability of the tourism activity as the fourth pillar of the country's economy. Also, the program has taken into account market research carried out by various organizations that prove that business management skills are in high demand in the labor market. Also, these management skills are provided in the relevant document (see *Skills 2020 Kosovo*, <https://www.efp.europa.eu>).

Referring to the changes that are facing global economies in general and to the challenges and needs that are being created by these market changes, this program is designed to create a corpus of subjects that generate a set of skills and competencies that will help new generation to face and solve many complex problems in the field of tourism and also help this sector to convey the global development trends of new models of doing tourist business. Taking into account the needs of the labor market in the Region of Peja and throughout Kosovo, this is a program that offers a series of competencies in the field of Management and Tourism in master studies.

Therefore, taking into account the growing importance of management and major changes in various spheres, the study program aims to provide students with knowledge and skills in employee practices and processes of Management for a Sustainable Tourism. The Management and Sustainable Tourism program contributes to achieving the goals of organizations by managing talent, ensuring job satisfaction and employee engagement and effective business performance management. The mission of the program is to contribute to the preparation of competitive students for the labor market in the field of management and tourism, through innovative and supportive courses and research. The profiled study programs, the close connection with the industry community are some of the elements that have shaped "Haxhi Zeka" University as a quality institution of higher education. The very attractive geographical position, the identification of the city of Peja as a city of culture, as a destination for national and international tourism and mountain sports, has necessarily been important in profiling the study programs that the "Haxhi Zeka" University in Pejas offers. These qualities have made UHZ attract students not only from the region of Peja and Kosovo, but also from the Albanian-speaking countries of the region. Considering that Kosovo, as a new country, faced a high unemployment rate, about 60% of the population, who belong to the age group of 18-25 years, are unemployed (see *UNDP report on the structure of human development*, <http://www.ks.undp.org>).

The program is structured in order to fulfill the national priorities that are (see *the relevant document Skills 2020 Kosovo*, p. 20, <https://www.etf.europa.eu>):

- Improving the development of skills and competencies in all sectors through formal education, professional development and lifelong learning;
- Raising the level of responsibility of the educational system towards the demands and needs of the market;
- Fostering a training-based approach and competency-based development through practice-oriented learning and through academic training.

The program is modulated in the format to have practical participation in addition to the theoretical one, which also proves the placement of new subjects such as Practical Learning, which will be available to students as a course of practical and professional skills benefits directly in the country of work.

Through this program, students will have the opportunity to think and act as managers, develop their critical skills and build the necessary knowledge in the field of management and the possibility of equipping them with competence and skills in how to build the conditions and standards for a sustainable tourism. Internship and career development offers students the opportunity to operate in certain fields and feel ready for employment after their studies (see [Career Development Center](#)).

2. The mission of the Master of Science in Management and Sustainable Tourism program

The mission of this program is fully in line with the mission of "Haxhi Zeka" University. The mission of the Master of Management and Sustainable Tourism program is to contribute to the preparation of competitive students for the labor market, as well as to become future leaders in the field of Tourism Management, why not to create policies for sustainable tourism that I will serve in the overall development of society. This program is fully in line with the strategic priorities, respectively with the seventh pillar of priorities from the Strategic Plan 2023-2026 (see [Strategic Plan 2023 – 2026](#)), that is "Entrepreneurship" and that the maximum efforts are oriented to concretize and incorporate the theoretical work with the practical skills of the students as provided in the National Qualification Framework on Higher Education, respectively level 7 or the second cycle of studies according to Bologna (see NQF, 2020, https://akkks.rks.gov.net/kkk/National_Qualification_Framework). Due to the fact that the economy of Kosovo is a transitional economy, which, in addition to its own difficulties with regulations and the establishment of legislation, this environment is very simulating for new entrepreneurs, especially in the tourism sector (see [Developing Tourism through Effective Policies and Legislation Identifying Possible Reform Steps in Tourism Policies and Legislation 2017 by Democracy Development Institute](#)). Providing the natural and geographical conditions and characteristics that can lead to the creation of an environment for employment and self-employment in the municipalities of the Dukagjin Region (see [Business enabling environment program Kosovo municipal competitiveness index 2012 measuring economic governance for private sector development – access on 2 may, 2018](#)). From this perspective, the Management and Sustainable Tourism program is a clearly formed curriculum based on the potentials and opportunities that this region has for the development of tourism and the economy in general.

Therefore, the economy of the Republic of Kosovo is considered with a human capital where approximately 27% of the population are aged between 15 and 29 years (see [Strategic Plan 2023 – 2026](#)), and that encouraging the entrepreneurial spirit is a prerequisite to support this category of young people, and that therefore there will be the creation of a stimulating environment for the generation of new jobs and the economy. In order to initiate the entrepreneurial spirit among young people, it is necessary to incorporate entrepreneurship into the offer of UHZ studies. Considering the study programs that are currently offered by UHZ, increasing the presence of entrepreneurship as a learning outcome for all students will undoubtedly increase student self-employment.

This strategic priority in the long term will also contribute to economic and social well-being in the Dukagjin region. Furthermore, the UHZ has undertaken several activities and actions that promote the creation of new programs which, like Sustainable Management and Tourism, are the result of many meetings and consultations with the key actors of the Peja district, who constantly create meetings and different meetings in relation to the programs and needs they encounter day after day. These actions such as: the foundation of the business support center, the center of excellence and many other bodies established by the UHZ itself will create a situation where this program can stimulate new ideas, new creativity and new simulations of the component than entrepreneurship which leads to a development of tourism, products, offers, different guides (see [STRATEGY & ACTION PLAN 2020 – 2025 Development of human resources for increasing employability in the region of Peja](#)) which undoubtedly give a new positive shape to the economy.

3. Expected outcomes and quality learning from the program

The master of science program in Management and Sustainable Tourism aims to offer a structured program of academic and scientific study and research, oriented according to market needs and with active participation in local, national and regional economies. "Haxhi Zeka" University in Peja in recent years, facing many changes and in full continuity with following new trends, has increased its level towards the creation of new profiles and new programs (see [Tourist Guide](#)) adapting to the demand of the market and the needs of businesses which for each year and accreditation/re-accreditation has received the recommendations and suggestions of different businesses on the immanent demand they have for human resources.

The master of science program in Management and Sustainable Tourism (MSc.) aims to respond to the need for qualified personnel (human resources), where students graduating from the master of science program in Management and Sustainable Tourism (MSc.) will be qualified to work within the needs of the market economy, the professional leadership of an enterprise and also ready to create and build sustainable policies that directly affect the development and sustainability of tourism. In relation to this, there are many analyzes and many meetings which had and have as their sole aim the creation of a genuine framework which are also guarantors of the future market and since many concrete actions have been taken that emerge from a research report of a long and comprehensive consultation process with the participation of members of the Local Employment Council in the Municipality of Peja (LEC) and the students of "Hazhi Zeka" University (see [Action plan of 2020 for the implementation of the 2020-25 strategy of human resources for employability in the region of Peja](#)) and local businesses during the second half of 2018 until the fall of 2019, the "Human resources strategy and action plan for employability 2020 - 2025 in the Region of Peja" was drawn up, which defined three objectives to influence the increase of employment in the Municipality of Peja and region including Istog and Klinë according to the organization of the Employment Agency of the Ministry of Labor and Social Welfare (MLSW) (see [Action Plan: Increasing Youth Employment 2018 - 2020](#)). Although the Strategy was drawn up with contributions from the LEC of Pejë Municipality, it also includes these two smaller municipalities that do not have any strategy or action plan for employment. Based on the analysis of the market situation and needs, the long-term strategy for employability 2020-2025 and the action plan for 2020 have been drawn up.

From this research report, the following strategic objectives emerge with special emphasis:

- Development of the human resource management system for employment;
- Development of human resources for employment, and
- Creating a stable and functional labor market.

Therefore, this program can give a special importance to the economy of Dukagjin, creating a good opportunity for an orientation with the possibility of uniform administration through the system of university scientific education and professional training (tourist guides, etc., application programs)

(see [Tourist Guide](#)) that are considered to have the lowest cost and the highest short-term and long-term impact. This option can be accompanied by other complementary aspects such as the cultivation of entrepreneurship, the promotion of self-employment, the attraction of foreign investments through public-private partnerships (PPP) as well as the movement of qualified labor through migration avoiding "brain drain", the attraction and retaining experienced human resources according to regional advantages by providing opportunities and benefiting from the capital and expertise of the diaspora and foreign investment (see [STRATEGY & ACTION PLAN 2020 – 2025 Development of human resources for increasing employability in the region of Peja](#)).

Of course, the part of learning and quality are among the most important segments in the program, and obviously, here a special role and importance is played by the staff of the faculty, which is characterized by young staff and with a professionalism it guarantees for transfer of knowledge and skills that students will receive through the courses. But, of course, they take these powers in harmony with the demands of the industry, which have been identified by the meetings that have been ongoing.

But also the UHZ has built mechanisms for the creation and monitoring of quality throughout each program. Where a series of acts have been drawn up, such as: Regulation for Quality Assurance (see [Regulation for quality assurance and evaluation](#)), Strategy for Quality Assurance and Evaluation (see [Strategy for quality assurance and evaluation](#)) and also various manuals which are constantly available to students for service related to the creation of practical and qualitative competencies and skills (see [Guide for quality assurance and evaluation](#)).

4. Interlinkage of the study program with the needs of the labor market and development strategies

Undoubtedly, this program is designed to generate a range of advanced competencies and genuine mastery skills towards students who will be ready to translate them into their workplace. This program tends to offer a difference from many other directions, because the Region of Dukagjin (Peja, Deqani, Juniku, Klinë and Istog) is characterized by a very powerful area of tourism and its development. This area is very frequented, possessing a very large business and tourist potential and very stimulating for the country's economy. These areas are identified starting from a chain of mountain ranges from Istog wide to the area of the Municipality of Junik and Gjakovë, covering the area of 62,488

hectares known as the National Park “*Bjeshkët e Nemuna*” (see [Tourism in Western Kosovo Market Strategy Report - Project Promotion of Private Sector Employment \(PPSE\) in Kosovo funded by the Swiss Agency for Development and Cooperation in Kosovo \(SDC\), and implemented by Swisscontact](#)) which also constitute a significant potential towards a mountain, eco and agro-agricultural tourism. Without overlooking that these areas are directly connected with the cultural heritage, where according to this research it comes out that (see [Local Development Pilot Project - Peja Region Tourism Development on Cultural Heritage: EU/EC Support for the Promotion of Cultural Diversity in Kosovo, Feasibility Study Report, 2011](#)) the municipality of Peja, as the largest municipality in the region, represents the key axis of cultural heritage and at the same time the largest number of visitors (tourists), also this important segment of tourism is a constituent part of the other four municipalities of the region, which also comprise an important potential for the development of tourism, regarding cultural heritage and monuments also identified through research by the Regional Heritage Plan in Western Kosovo (see [Regional Heritage Plan for Western Kosovo 2012 - 2015](#)) implemented by the European Council, which in addition to the economic development that tourism can influence, are also related to cultural monuments and architectural tourism (old buildings, especially in the city of Peja).

Regarding the NATIONAL STRATEGY FOR CULTURAL HERITAGE 2017-2027 from the Ministry of Culture, Youth and Sports (see [NATIONAL STRATEGY FOR CULTURAL HERITAGE 2017-2027 from the Ministry of Culture, Youth and Sports](#)) brings out a significant group of axis components of creating a sustainable development, especially with special emphasis on the impact on tourism. And the most important components are:

- Preservation and effective management of cultural heritage assets as a prerequisite for sustainable development;
- Inclusion of cultural heritage in the sustainable development agenda;
- Creation and association in collaboration platforms.

Undoubtedly, the inclusion of cultural heritage in development plans creates an integrated approach that will greatly help the study program towards identifying the needs for sustainable development and creates real conditions for the implementation of many projects and strategies that are related closely with the region's policies and plans for attracting and maintaining sustainable tourism:

- Strengthening integrated conservation as a fundamental concept for sustainable development;
- Inclusion of cultural heritage in national spatial planning policies and documents;
- Inclusion of cultural heritage in municipal planning documents.

And from this analysis, it can be concluded that this strategy is based on clear steps to create new frameworks towards sustainability and encouragement for the promotion of tourism through cultural heritage, also being connected to the objectives and learning from the study program, which are the didactic skills and competencies of the students that will be equipped during their studies. The training and active participation of students in the protection of cultural heritage includes:

- Improving "access for all" to cultural heritage;
- Improving the professional capacities of cultural heritage employees;
- Educating new generations on cultural heritage.

According to the research carried out by the Municipality of Peja and the Non-Governmental Organization "Syri Vizion" under the financing of the Austrian Development Cooperation in 2019 on action strategies for employability (see [STRATEGY & ACTION PLAN 2020 – 2025 Development of human resources for increasing employability in the region of Peja](#)) It turns out that the main axis of employment remains the development of new programs that incorporate a wide range of soft, communicative and professional skills that promote a high correlation between the development of new study programs and the needs that the industry poses in this region foreseen also in the research (see [Skills needs assessment: identification of employers' needs in six economic sectors in Kosovo - UNDP, 2016](#)).

What should be emphasized in this connection is that the report suggests an opportunity to create a free and exploratory environment towards the cultivation of creativity, innovation and entrepreneurship in education and industry; equipped with the ability to solve complex problems; awareness and consideration of environmental regulations; ability to adapt to new equipment, work processes and materials. Also, this research provides a clear overview of the needs and demands of the market and the industry in general, their gaps and the demand they direct towards educational institutions, specifically higher education (see [Kosovo Rural Youth Employment Opportunities, Barriers and Needs, 2018 – LENS](#)).

The results of this research bring an analysis of the necessary situation that UHZ must act in particular by creating specific skills for the sector/industry determined according to the knowledge and skills that the industry requires (elaborated in consideration of each industry), including the field of tourism, occupational and environmental protection, etc.) and also the development of new ideas/products, the application of new methods and technology. Development of real skills for market research, sales, customer behavior, preparation of offers, acceptance of orders and marketing including application of electronic platforms.

According to the Kosovo Business Registration Agency (see [Kosovo Business Registration Agency](#)), respectively, the Ministry of Industry, Entrepreneurship and Trade in the last three months of 2023 records 940 small and medium businesses (SMEs) in the region of Peja, including the municipalities of Kline, Istog, Deçan and Junik, of which 286 enterprises are of the hotel and service sector without overlooking the other forms of services that are part of this sector, which make up approximately 32.8% of the market related to tourism and hotel activity in the region of Peja. And we can say that most of them are part of the membership of the Local Council for Employment. And definitely, this research has brought to the surface the possibilities of strategic orientation towards the employment of young people in the Dukagjin region and more widely in the national context.

The strategic orientations towards employment according to the MPMS are referred to in these points (see [Action Plan for Increasing Youth Employment - MESW](#)):

- Increasing the access of young people to the labor market, through the provision of opportunities for employment (counseling, career orientation, practice-based study programs, employment mediation through various referral programs, etc.);
- Increasing employment through the development of entrepreneurship among young people and the development of existing enterprises, creating opportunities for new ideas and incubations owned by young people;
- Harmonization of higher education study programs and professional training with the demands of the labor market and the provision of career guidance and counseling services;
- Raising the quality of learning in the practical context during lectures and professional practice outside the university.

What is important to emphasize in the Master of Science program in Management and Sustainable Tourism is because this program has a strong connection with the various development strategies, whether municipal in the region or even national ones. Undoubtedly, creating opportunities for attracting new staff and advancing their knowledge (see [Strategic Environmental Assessment for the Municipal Development Plan of Peja 2019 - 2026+](#)), (see [The plan for the localization of sustainable development objectives \(SDGs\) at the municipal level, the municipality of Deçan 2019](#)), (see [The Development Plan of the Municipality of Klina 2020](#)), (see [The Development Plan of the Municipality of Istog 2017 - 2027](#)) and (see [Municipal Development Plan of Junik 2019 - 2029](#)) it also relates to the strategic and long-term management of their knowledge and competence towards their integration and development for the needs of the market.

In relation to these conditions, the majority of municipalities have drawn up development strategies and concrete action plans, enabling a direct connection with the stability of the economy in general, which require a clean and consistent environment and a clear orientation for a meaningful tourism. Regarding the Municipal Development Plan of the Municipality of Peja (see [Strategic Environmental Assessment for the Municipal Development Plan of Peja 2019 - 2026+](#)) it turns out that strategic assessment requires different framework needs for creating the conditions for a sustainable economy, specifically the creation of a carefully preserved environment for a sustainable tourism. Many other elements emerge from this plan, which aim to raise awareness among the population about the natural conditions and cultural heritage of the Peja region for a sustainable and eco-tourism.

From the points mentioned above, it appears that the MST program has been created in a strong relationship with the conditions and plans that relate to the development of various municipal and national plans and strategies towards the creation of an employment environment, and that are directly related to program objectives. According to (see [Strategic Environmental Assessment for the Municipal Development Plan of Peja 2019 - 2026+](#)) and the connection that it has with the MST program means that the different opportunities for the development of new offers and products are identified, especially the different types of sustainable tourism, that is the villager or agro-tourism and agro-forestry. Undoubtedly, these types of tourism are not the only ones that are planned to be emphasized in this strategic development plan, but recreational tourism is also foreseen here through attractions (see [Tourist attractions in the Municipality](#)

[of Peja - according to the Department of Tourism and Hospitality from the Ministry of Industry, Entrepreneurship and Trade](#)) referring you mostly to the beauties and tourist attractions of Rugova, Beleg, Junik, Istog and the Mirusha waterfall canyon, etc. What is undoubtedly also a great opportunity and worth mentioning is that according to [Law of Spatial Planning 2003/14](#) and [Law L-03/L-106 on Amending the Law on Spatial Planning](#), the development of settlements and various facilities that have a developmental and sustainable character will be allowed to refer you to the region of Peja and in general the study program is recreation and tourism. This part will necessarily help the MST program towards a new initiative which will be directly related to pillar 1.7 of the UHZ Strategic Plan 2023 - 2026 (*shih [Plani Strategjik 2023 – 2026](#)*) and that is Entrepreneurship, where through this I will directly influence the new initiatives of creating micro and small businesses in this region and that help the growth of the economy. The MST program is undoubtedly a curriculum program based on accurate and clear identifications on the offer of competence and skills that will offer in the sense of their implementation towards a context to support the sustainable development and effective management of tourism in the region of Peja . This program will offer a series of intellectual powers that will be absolutely related to local and national development plans against a sustainability:

- Prevention of harmful impact on the natural environment;
- Preservation of natural features and characteristics, landscape, flora and fauna;
- Ecologically healthy development, conservation of ecological corridors to guarantee the protection of habitats;
- Taking preventive measures and regeneration of natural environments;
- Redevelopment of existing forests, new afforestation;
- Preservation of cultural - historical and natural heritage;
- Preservation of the variety of activities and uses in settlements;
- Expansion of residential areas where conditions are favorable;
- Afforestation and reforestation of areas;
- Creation of new parks in and around settlements;
- Creation of new ecological corridors;
- Extension and improvement of ecological conditions in the corridor along the river beds;
- Creation of flower beds and gardens in settlements;
- Turning polluted industrial areas into green areas, etc.

5. Socio-Economic Background of the Dukagjin Region

The data that is available for this sector is very limited. Tourism is assumed to directly contribute more than 1% to Kosovo's GDP and employs more than 9,000 people (3.5% of total employment), while the world average contribution of tourism to GDP is 3.3%. Regarding the monthly reports generated by the Kosovo Statistics Agency, it appears that the Dukagjin Region was the most frequented during the last year from the interval November 2022 - November 2023 (see [Kosovo Statistics Agency November 2022 – November 2023](#)) respectively, there were 6,581 visitors as an average within a calculated month and there were 31,498 nights of stay by visitors and different tourists calculated as an average within a month.

According to the Kosovo Statistics Agency (see [Kosovo Statistics Agency Q4 2022](#)), unemployment in Kosovo varies around 12% depending on the source of information. In any case, these are indicative data and refer to the declarations in the population census, the registration of jobseekers in the local Office - Employment Agency and Ministry of Education, Culture, Sports, Science and Technology, the labor force survey by the Statistical Agency of Kosovo, the Pension Fund, Tax Administration of Kosovo, etc. Therefore, the integration of this part of the youth in vocational and academic education/training in the sector according to market requirements would save them from poverty and its effects and increase the chances of employment and well-being by combining actions with information and advice.

While the report of a consulting company "MMC Kosova" based on its research in 2017 (see [Millenium Challenge Cooperation](#)), represents a much more optimistic state of employment, only 15.6% unemployed at the country level (Kosovo), which is half less than the statistics of the governmental institutions of Kosovo report. While at the regional level, this research ranks Gjakova with the lowest unemployment (9.5%) of the 7 regions presented on this map, followed by Prizereni (14.2%) and Peja with 15%, where the other three regions are approximately the same, while Prishtina has the highest unemployment of 24.3%.

In fulfillment of the legal function - collection and reporting of data related to job seekers and as a member of the Local Council for Employment in the Municipality of Peja, the Employment Office in Peja (ZPP) reported the available statistics about unemployment in the Municipality of Peja until August 2018 in full 14,637 jobseekers, most of whom are passive 8467 (or 58%) and 6170 (42%) active.

The Employment Office in Peja provides statistical information on the level of education and demographics of active job seekers. Regarding education level, about 25% of active jobseekers are uneducated, less than half of the national level of 57% uneducated (see [Vocational Training in Kosovo: Specifics, Relationships and Problems, from the Institute for Development Policy - INDEP, 2014](#)), 21% with primary education, while the majority of 33% have secondary professional education, and much less with high school education about 5%, higher education (bachelor) 13% and about 1% master's level. In terms of demographics, the ZPP report shows that males have a non-negligible advantage (about 2%) in relation to female job seekers.

Lidhur me moshë, nga të dhënat e kësaj zyre rreth 50% e punëkërkesve aktiv janë të grupmoshës 25-39 vjec, 22% të grupmoshës 39- 54 vjec, 19% mosha 18-24 vjec dhe 7% mbi 55 vjeç.

Regarding a research drawn up by the engaged consultant (Dritan Shala, HROD) it was administered by the Career Orientation Center of "Haxhi Zeka" University in Peja (see [Career Orientation Center of "Haxhi Zeka" University](#)). The questionnaire contained three questions: regarding the plan and needs for the development of businesses in the near future of 3 years, regarding the increase of capacities and workforce:

- increase in physical/human/technological capacities, quality/volume, new products, marketing, etc.;
- Profiles and skills of the workforce necessary for the realization of development plans;
- The "soft" skills needed for the current/future workforce in general.

Related to a region that possesses economic and touristic potential, it is worth noting that many enterprises and businesses have used the various practices and experiences of good and successful management towards the maturity and sustainability of the economy. Many of the commercial and other facilities through private investments after privatization have turned into manufacturing industries, e.g. the milk factory in Istog which, with private co-financing with EU funds, constitutes the largest producer of packaged milk in the region and Kosovo with international technology and standards.

Then there are other examples such as the mushroom factory in Klina built on privatized agricultural land, etc. as well as shopping centers in Peja, Gjakovë and Klina, etc. as well as some manufacturing such as a limited number of wood and leather factories, constitute one of the largest employers in the region.

Therefore, based on this information which comes from credible and official institutions, the region of Peja and in general the plain of Dukagjin is fully characterized by new opportunities to be identified as potential which are related to the municipal development plans and strategies of these municipalities (Peja, Deçan, Junik, Klinë and Istog) and which give shape and contour towards a sustainable development of tourism.

Undoubtedly, the "Haxhi Zeka" University in Pejë, respectively the Faculty of Management in Tourism, Hospitality and Environment is continuously looking forward for new profiles and programs which compares (harmonizes) their programs with the various programs of well-known international universities based on practical competence towards the creation and development of intellectual skills for a later contribution to the needs of the labor market and economic stability of the country.