



UNIVERSITETI - UNIVERSITY - UNIVERZITET
"HAXHI ZEKA"

Faculty of Management in Tourism, Hospitality and Environment

Basic Information about the Study Program: “MANAGEMENT IN TOURISM AND HOSPITALITY” (BSc)

Purpose and Objectives of the Study Program	<p>The study program aligns with the mission of the higher education institution, strategic objectives, societal needs, and is publicly accessible.</p> <p>The Bachelor Program in <i>Management in Tourism and Hospitality</i> is an undergraduate academic program offering scientific and advanced education in this important field. It has been developed in accordance with the Law on Higher Education 04/L-037 in the Republic of Kosovo, Administrative Instruction (MASHT) 09/2019 (Annex 8), the Bologna Declaration, the Statute of “Haxhi Zeka” University, the Regulation on Study Programs of UHZ (Annex 9), the Regulation for Bachelor Studies (Annex 10), the Strategic Plan 2023–2026 (Annex 11), and the Faculty Strategic Plan 2023–2026 (Annex 12).</p> <p>This program was developed using a contemporary approach, making it comparable to curricula of well-known international universities (Annexes 1,2,3). The mission of this program is to equip students with skills and knowledge aligned with the needs of the labor market, preparing them to become future leaders in Tourism and Hospitality Management, and to contribute to policy-making and tourism strategies that support the overall development of society.</p> <p>The program is fully consistent with the mission of “Haxhi Zeka” University, the mission of the Faculty of MTHM, and the strategic priorities—especially the seventh strategic pillar of the Strategic Plan 2023–2026, “Entrepreneurship”, which emphasizes integrating theoretical knowledge with students’ practical skills. It follows the National Qualifications Framework for Higher Education, corresponding to Level 6 (Bachelor) according to the Bologna system.</p> <p>At every stage of the program’s design, special attention was given</p>
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to market research conducted by various organizations showing that managerial business skills are highly demanded in the labor market. These needs are also reflected in relevant documents (see: *Skills 2020 Kosovo, ETF*), and in the consultations with the Faculty's Industrial Board, confirming that managerial competencies are essential for employment.

This contemporary academic program is offered in both Albanian and Bosnian languages and prepares young people with an entrepreneurial and managerial mindset, enabling them to lead and manage businesses that are vital to the country's economic development.

<p>Expected Learning Outcomes</p>	<ul style="list-style-type: none"> - During the program, the student acquires: - Comprehensive and foundational knowledge in Tourism and Hospitality Management; - Knowledge on creating and managing tourism offers and packages, using acquired skills to develop products and services that meet market needs; - Skills in strategic planning and project management within the tourism and hospitality sectors, including developing business growth and development strategies; - Understanding of modern technologies and management systems in tourism and hospitality, using tools and software to optimize operations and services; - Knowledge of financial management in tourism and hospitality businesses, including budgeting, economic performance analysis, and cost management; - Knowledge in creating innovations and improving services and products within the tourism and hospitality sector, contributing to industry growth through new ideas and practices. - Application of Knowledge and Understanding - The student is able to: - Develop and implement effective strategies for managing tourism and hospitality operations using the knowledge acquired throughout the studies; - Analyze and interpret market trends and customer demands in order to create and manage suitable tourism services and offers; - Implement quality management systems ensuring services meet high standards and improve customer experience; - Apply knowledge of human resource management to recruit, train, and motivate staff, contributing to a productive and positive work environment; - Use contemporary technologies to optimize booking processes and operational management in tourism and hospitality; - Apply sustainable development practices in managing tourism activities and destinations, minimizing negative impacts on society and the environment; - Create and implement innovative initiatives that improve tourism and hospitality services and products, increasing competitiveness and customer satisfaction.
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<p>Teaching Methods</p>	<p>In an increasingly competitive higher education landscape in Kosovo and beyond, only institutions that recognize and adapt to new trends will remain sustainable. Traditional and one-dimensional teaching approaches are no longer sufficient.</p> <p>Students in the Tourism and Hospitality Management (BSc) program benefit from the integrated study model at UHZ, which allows them to:</p> <ul style="list-style-type: none"> • Self-design their degree by choosing courses relevant to their future careers; • Follow more flexible study paths; • Develop autonomy and decision-making in their academic and professional growth; • Broaden academic and scientific experience beyond their main field, building essential competencies for future careers. <p>Teaching is organized full-time and includes various planned activities to achieve course and program objectives, such as:</p> <ul style="list-style-type: none"> • Lectures • Practical work • Theoretical and practical exercises • Seminars • Scientific research • Student mentoring • Industry-oriented activities <p>Every study program concludes with a Bachelor thesis.</p> <p>Teaching methodology includes:</p> <ul style="list-style-type: none"> • Case-study analyses with examples from local and international businesses; • Open discussions and communication between instructor and students; • Exercises with concrete examples from different economic fields; • Assignments presented and discussed collaboratively in a productive learning environment; • Interactive lectures and presentations using PowerPoint or Prezi.
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Assessment Methods	<p>According to Articles 104, 105, and 106 of the UHZ Statute, final student assessment is conducted through written and oral examinations.</p> <p>Evaluation depends on each course and criteria set by the instructor. Students are assessed throughout the semester through tests, seminar papers, project participation, scientific conferences, etc.</p> <p>Assessment methods are defined in each course syllabus.</p> <p>Example of Assessment Breakdown:</p> <ul style="list-style-type: none"> • Active participation..... 10% • Assignments/exercises..... 10% • First test..... 20% • Second test..... 20% • Final exam..... 40% <p>Total: 100%</p> <p>Grading Scale</p> <ul style="list-style-type: none"> • 0–50.99% → (5) • 51–60.99% → (6) • 61–70.99% → (7) • 71–80.99% → (8) • 81–90.99% → (9) • 91–100% → (10)
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Course Modules	<p>Year I</p> <ol style="list-style-type: none"> 1. Introduction to Tourism and Hospitality 2. Mathematics 3. Tourism and Hospitality Management 4. Academic Writing 5. Foreign Language (English I or German I) 6. Statistics 7. Introduction to Economics 8. Tourism and Hospitality Marketing 9. Information Technology 10. Foreign Language (English II or German II) <p>Year II</p> <ol style="list-style-type: none"> 11. Introduction to Research Methodology 12. Principles of Accounting 13. Human Resources and Professional Development 14. Food and Beverage Management 15. Hotel Reservation Systems 16. Transport in Tourism 17. Travel Agency Reservation Systems 18. Tourism Planning and Development 19. Tourism Geography 20. Cultural Heritage in Tourism 21. Ecology 22. Entrepreneurship 23. Customer Service in Hotels and Travel Agencies 24. Waste Management in Tourism <p>Year III</p> <ol style="list-style-type: none"> 25. Practical Training and Career Development 26. Tourism and Hospitality Law 27. Event Management 28. Tourism Industry 29. Sustainable Tourism 30. Tourism Market Research 31. Contemporary Trends in Tourism and Hospitality 32. Quality Management 33. Tourism Product 34. Bachelor Thesis 35. Destination Management 36. Travel Agencies 37. International Tourism 38. Nature Management and Protection (Natural Landscapes)
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Number of study places:	<input type="checkbox"/> 80 (Albanian language) <input type="checkbox"/> 30 (Bosnian language)
Head of Program	<ol style="list-style-type: none"> 1. <input type="checkbox"/> Prof. Dr. Bedri Millaku 2. <input type="checkbox"/> Prof. Assoc. Dr. Anela Džogović 3. <input type="checkbox"/> Prof. Assoc. Dr. Hajrija Škrijelj 4. <input type="checkbox"/> Prof. Assoc. Dr. Merita Begolli Dauti
Permanent Academic Staff	<input type="checkbox"/> 5 full professors <input type="checkbox"/> 6 associate professors <input type="checkbox"/> 7 assistant professors <input type="checkbox"/> 1 teaching assistant
Tuition Fees	<p>Studies are free of charge</p> <p><i>Repeating a year requires payment according to Administrative Instruction MASHTI No. 09/2021</i></p>
Employment Opportunities After Graduation	<p>1. Private Sector</p> <p>Manager or assistant manager in private companies in Tourism and Hospitality</p> <p>Project coordinator in Tourism and Hospitality</p> <p>2. Entrepreneurship and Start-Ups</p> <p>Founder of a new business (entrepreneur) in Tourism and Hospitality</p> <p>Business development manager in a start-up</p> <p>Product or innovation manager</p> <p>Growth consultant in Tourism and Hospitality</p> <p>3. Consulting and Business Analysis in Tourism</p> <p>Business or strategy consultant in Tourism and Hospitality</p> <p>Data or market analyst</p> <p>4. Pre-University and Higher Education</p> <p>Teacher of economic subjects in secondary schools (with additional training)</p> <p>Teaching or research assistant at the university</p>

Institution:	Haxhi Zeka University
Faculty/Department:	Faculty of Management in Tourism, Hospitality and Environment
Campus:	Main Campus
Specify for which campus you are applying:	Click or tap here to enter text.
Program Title:	Management in Tourism and Hospitality
Head of Program:	Prof. Dr. Bedri Millaku
Accreditation:	Accredited
Qualification Level (NQF):	ISCED 6
Degree Awarded	Bachelor in Management in Tourism and Hospitality (BSc)
ECTS:	180
Specializimet / Koncentrimet:	Click or tap here to enter text.
Erasmus Subject Area Codes:	04.7 04.0
Study Mode:	Full-Time (Albanian / Bosnian)
Duration	3 academic years
Number of students:	<input type="checkbox"/> 80 (Albanian language) <input type="checkbox"/> 30 (Bosnian language)
Permanent academic staff (at least 3 PhD):	Prof.Dr.Bedri Millaku Prof. ass. Dr. Anela Džogović Prof. ass. Dr. Hajrija Škrijelj Prof. ass. Dr. Merita Begolli Dauti