



UNIVERSITETI - UNIVERSITY - UNIVERZITET
"HAXHI ZEKA"

Faculty of Management in Tourism, Hospitality and Environment

Basic Information about the Study Program:
Master in SUSTAINABLE TOURISM MANAGEMENT

Purpose and Objectives of the Study Program	<p>The Master's Program in Sustainable Tourism Management aims to equip students with specialized knowledge, advanced competencies, and the necessary skills to lead and contribute to the development of a sustainable tourism industry. Through a multidisciplinary approach, students gain in-depth understanding of the environmental, social, and economic dimensions of tourism, enabling them to design, implement, and manage tourism initiatives that minimize negative impacts, promote community involvement, and contribute to long-term sustainability in the tourism sector.</p> <p>The Faculty of MTHM ensures that the program operates in full compliance with the regulations and guidelines of "Haxhi Zeka" University, which adhere to the National Qualifications Framework and the Qualifications Framework of the European Higher Education Area.</p> <p>The mission and objectives of the study program are realized through the active participation of students and academic staff in research activities within the field of Sustainable Tourism Management. The intended learning outcomes have been defined based on relevant academic and professional guidance.</p> <p>During the program's development, consultations were held with various stakeholders, including Advisory Bodies, the Kosovo Chamber of Commerce and Industry, the Municipality of Peja, the NGO "Let's Do It Peja," tourism businesses, and university professors with expertise in tourism from other institutions. Recommendations and suggestions gathered from these consultations have been incorporated into the design of the program, ensuring alignment with the required skills and competencies.</p> <p>The program provides a rich and well-structured curriculum that includes compulsory and elective courses, as well as professional</p>
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practice. The knowledge acquired throughout the program prepares graduates to work in private and public institutions, as well as to establish new businesses, particularly in rural and urban areas.

This program is designed not only for students interested in the sustainable management and implementation of tourism activities, but also for those seeking economic opportunities, job creation, and the advancement of sustainable tourism. The didactic and research concept of the program is well-defined, offering students the opportunity to gain advanced and applicable knowledge in sustainable tourism management.

Expected Learning Outcomes	<ul style="list-style-type: none"> - Upon completion of the program, students will acquire: - Contemporary specialized knowledge in the field of tourism, in line with internationally accepted higher education standards. - Advanced and up-to-date knowledge of the tourism industry, local trends, and its potential in the context of sustainability. - Specialized knowledge for developing and promoting sustainable tourism at the national and regional level. - Theoretical and practical understanding of the economic, social, and environmental aspects of tourism. - General knowledge of practices and strategies for developing sustainable tourist destinations, including the management of natural and cultural resources. - Knowledge of policies and strategies that promote sustainable tourism, including laws and regulations protecting the environment, heritage, and culture. - Understanding of the role and importance of sustainable tourism for economic development.
	<ul style="list-style-type: none"> - Skills - Students will develop the ability to: - Identify, analyze, and solve complex problems related to sustainable tourism management. - Understand and assess the impact of tourism on the environment, culture, economy, and local communities. - Manage natural resources, heritage, and culture in ways that preserve and protect them as part of sustainable tourism development strategies. - Design sustainable strategies and planning for destination development, including diversification of tourism products. - Build strong and sustainable relationships with local communities to ensure their participation and direct benefits from tourism. - Identify potential risks and plan effective responses to emergencies or crises affecting the tourism industry. - Use information and communication technologies to improve visitor experience and foster innovation in tourism offerings. - Develop and implement sustainability-oriented policies and strategies within the tourism sector.

- **Competencies**

- Graduates will be able to:

- Understand and evaluate the impact of tourism on the environment, culture, economy, and local communities to design sustainable strategies.
- Plan and develop tourist destinations that are attractive while respecting and protecting natural values, heritage, and culture.
- Include and collaborate with local communities to ensure their participation and benefits in tourism development.
- Communicate and promote sustainable tourism practices using effective marketing and communication strategies.
- Contribute to teamwork in multicultural environments, demonstrating leadership during planning and time management, and performing advanced tasks within the required timeline.
- Analyze market needs, development plans, relationships, destinations, pricing, promotional activities, and sales.
- Demonstrate advanced conceptual understanding of interdisciplinary dynamics, specifics, and trends in tourism management and sustainable development.
- Lead scientific and/or practical activities in international work groups, adhering to professional ethics, human principles, equality, non-discrimination, cultural diversity, and moral standards.
- Develop innovative solutions while assessing potential social, environmental, and economic consequences, understanding ethical responsibility for their activities and outcomes.
- Analyze relationships between theory and practice, research methodologies, design and implement research projects, and interpret results.

Teaching Methods	<p>Traditional teaching at the Faculty includes lectures for larger groups, accompanied by classes, seminars, and independent study. However, the program also incorporates several highly effective contemporary teaching methods:</p> <ul style="list-style-type: none"> • Flipped Classroom: Students watch instructional video materials before class, while class time is dedicated to exercises, projects, and discussions. • Active Learning: Engaging students in meaningful learning activities where they take responsibility for their learning. • Problem-Based Learning: Students learn through understanding and solving real-life cases and problems. • Work-Based Learning: Providing students with the opportunity to learn through real-world professional experiences. • Blended Learning: Combines traditional classroom learning with online learning and independent study. • Student-Led Learning: Students collaborate and support each other's learning processes.
Assessment Methods	<p>According to Articles 104, 105, and 106 of the University Statute, final assessment is conducted through written and oral examinations.</p> <p>Student evaluation depends on the course and criteria set individually by each instructor. Students are assessed throughout the semester through tests, seminar papers, project participation, scientific conferences, etc.</p> <p>Sample Assessment Distribution</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>Grade Scale</p> <ul style="list-style-type: none"> • 0–50.99% → Grade 5 • 51–60.99% → Grade 6

	<ul style="list-style-type: none"> • 61–70.99% → Grade 7 • 71–80.99% → Grade 8 • 81–90.99% → Grade 9 • 91–100% → Grade 10
Course Modules	<p>Year I</p> <ul style="list-style-type: none"> • Research Methodology • Legal Framework for Destination Management and Governance • Contemporary Issues in Human Resource Management • Cultural Heritage in Tourism • Development of Specialized Tourism Products • Information Technology and Innovation in Tourism • Transport in Support of Sustainable Tourism Development • Project Management in Tourism • Tourism Sustainability and Climate Change • Sustainable Development Management in Tourist Destinations • Green Entrepreneurship • Tourism Marketing <p>Year II</p> <ul style="list-style-type: none"> • Financial Management for Tourism Development • Professional Practice in Tourism • Natural Tourism Resources • Agritourism • Environmental Ethics and Behavioral Change • Management of Tourism Attractions

Number of study places:	25 (Albanian language)
Head of Program	1. Prof. Asosc dr. Alberta Tahiri 2. Prof. ass. Shyhrete Muriqi
Permanent Academic Staff	<input type="checkbox"/> 5 full professors <input type="checkbox"/> 6 associate professors <input type="checkbox"/> 2 assistant professors <input type="checkbox"/> 1 teaching assistant
Tuition Fees	Studies are free of charge <i>Repeating a year requires payment according to Administrative Instruction MASHTI No. 09/2021</i>
Employment Opportunities After Graduation	<p>1. Private Sector Manager or assistant manager in private companies Specialist in sustainable tourism Tourism project coordinator</p> <p>2. Entrepreneurship and Start-ups Founder of a new business (entrepreneur) Business development manager in start-ups Product or innovation manager in tourism Tourism growth consultant</p> <p>3. Consulting and Business Analysis in Tourism Business or strategy consultant Data or market analyst in tourism</p> <p>4. Pre-university and Higher Education Teacher of economic subjects in secondary schools (with additional training) Teaching or research assistant at the university</p>
Institution:	Haxhi Zeka University
Faculty/Department:	Faculty of Management in Tourism, Hospitality and Environmen

Campus:	Main Campus
Specify for which campus you are applying:	Click or tap here to enter text.
Program Title:	Sustainable Tourism Management
Head of Program:	Prof.asoc.dr.Alberta Tahiri
Accreditation/Reccreditation:	Accreditation
Qualification Level (NQF):	ISCED 7
Degree Awarded	Master of Science in Sustainable Tourism Management
ECTS:	120
Specializimet / Koncentrimet:	Click or tap here to enter text.
Erasmus Subject Area Codes:	04.7 04.0
Study Mode:	Full time
Duration	Two (2) academic years
Number of students:	25
Permanent academic staff (at least 3 PhD):	Prof.Asoc Alberta Tahiri Prof.Ass.Dr.Shyhrete Muriqi Prof .Asoc.Dr. Beke Kuqi