



UNIVERSITETI - UNIVERSITY - UNIVERZITET
"HAXHI ZEKA"

Faculty of Management in Tourism, Hospitality and Environment

Basic Information about the Study Program:
Master in *Tourism Marketing Management*

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| Purpose and Objectives of the Study Program | <p>The Master's Study Program in <i>Tourism Marketing Management</i> is a scientific and specialized program designed in accordance with the Law on Higher Education 04/L-037 (Annex 8) in the Republic of Kosovo, Administrative Instruction (MASHT) 09/2019, the Bologna Declaration, the Statute of "Haxhi Zeka" University (Annex 3), the Regulation on Study Programs (Annex 9), and the Regulation on Undergraduate Bachelor Studies (Annex 5). It is also aligned with the Strategic Plan of UHZ for 2023–2026 (Annex 10) and the Strategic Plan of the Faculty of MTHM for 2023–2026 (Annex 11).</p> <p>The mission of this program is to provide students with specialized and multidimensional knowledge and skills in the field of tourism management and marketing, preparing them to become innovative leaders with a structured approach to designing and implementing marketing strategies in the tourism and hospitality industry.</p> <p>The program is fully aligned with the mission of "Haxhi Zeka" University, the mission of the Faculty of MTHM, and the strategic priorities—specifically the seventh strategic pillar of the Strategic Plan 2023–2026, Entrepreneurship. The program emphasizes integrating theoretical work with students' practical skills, as foreseen in the National Qualifications Framework (NQF) (Annex 11), corresponding to Level 7 of Bologna studies.</p> <p>Throughout the program's development, particular attention was given to labor-market research conducted by various organizations, confirming that managerial and business skills are highly demanded in the job market. This need is also reflected in relevant documents (see <i>ETF Skills 2020 Kosovo</i>) and in the feedback of the Faculty's Industrial Board, demonstrating the growing demand for managerial competencies in the tourism sector.</p> <p>This contemporary academic program is offered in both Albanian</p> |
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and Bosnian languages and aims to prepare students with entrepreneurial and managerial skills, focusing on tourism management and marketing. It equips students to successfully lead and manage initiatives contributing to the development of tourist destinations and economic growth. Through its focus on tourism marketing management, the program helps students develop an innovative mindset necessary to address challenges and seize opportunities in the modern tourism market.

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| Expected Learning Outcomes | <ul style="list-style-type: none"> - Upon completion of the program, students will: - Acquire general and specialized knowledge and understand core concepts in tourism marketing and management. - Become competent professionals capable of managing and advancing tourism marketing practices by integrating contemporary and innovative approaches for destination and enterprise development. - Develop knowledge and skills in market analysis, planning, and implementation of complex marketing strategies using modern technologies to increase competitiveness and efficiency in the tourism sector. - Enhance skills in human resource management by integrating leadership, effective communication, and teamwork with tourism marketing management to implement successful strategies. - Gain the ability to understand consumer behavior, design personalized marketing approaches, and use digital channels for promotion. - Promote sustainable and innovative project management within tourism marketing, contributing to sustainable tourism development and improving the quality of services and destinations. - Advance knowledge of legal and ethical frameworks and integrate them into tourism marketing management and the promotion of sustainable development in the industry. |
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| Teaching Methods | <p>Traditional, one-dimensional approaches to higher education are no longer sustainable. In the increasingly competitive higher-education market in Kosovo and beyond, only institutions that recognize, understand, and respond appropriately to new trends will thrive.</p> <p>For this reason, “Haxhi Zeka” University is committed to developing and implementing integrated study models. Students of the Faculty of MTHM, specifically those enrolled in the Master’s Program in Tourism Marketing Management, benefit from the integrated study concept, which allows them to:</p> <ul style="list-style-type: none"> • Self-design their degree by selecting courses that match their future career goals; • Follow more flexible study pathways; • Develop autonomy and decision-making skills in their personal academic development; |
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- Expand academic and scientific experience beyond their immediate field of study to build essential professional competencies.

Teaching is offered full-time and includes a range of planned activities designed to achieve course and program objectives. These activities include:

- Lectures
- Practical work
- Theoretical and practical exercises
- Seminars
- Scientific research
- Student mentoring
- Activities involving tourism industry professionals

Every study program is completed with a Master's thesis.

Teaching is organized through the following methodology:

- Interactive lectures and presentations using PowerPoint or Prezi
- Case-study analyses with examples from local and international businesses
- Open discussions and communication between instructor and students
- Exercises with concrete examples from various economic sectors
- Assignments presented and discussed collectively in a collaborative learning environment

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| <p>Assessment Methods</p> | <p>According to Articles 104, 105, and 106 of the UHZ Statute, final assessment is conducted through written and oral examinations.</p> <p>Student assessment varies according to each course and the specific criteria defined by the course instructor. Students are evaluated continuously throughout the semester through tests, seminar papers, project participation, scientific conferences, etc.</p> <p>Assessment methods are defined in each course syllabus.</p> <p>An example of assessment weighting:</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> <ul style="list-style-type: none"> • Research Methodology • Strategic Management of Tourism Marketing • Human Resource Management • Tourism Destination Management • Consumer Law • Global Perspectives in Tourism • Tourism, Culture and Society • Market Research • Consumer Behavior • Integrated Marketing Communication • Tourism and Hospitality Industry • Green Entrepreneurship • Innovation and Project Management • Green Marketing <p>Year II</p> <ul style="list-style-type: none"> • e-Tourism and Digital Marketing • Services Marketing • Data Analysis and Customer Relationship Management (CRM) • Internship • Budgeting and Market Performance Management • Leadership Communication Skills • Internet Law and Data Privacy |
| Number of study places: | 25 (Albanian language) 20 (Bosnian language) |
| Head of Program | 1. <input type="checkbox"/> Prof. Assoc. Dr. Behrije Ramaj Desku 2. <input type="checkbox"/> Prof. Assoc. Thellëza Latifi Sadrija 3. <input type="checkbox"/> Prof. Assoc. Dr. Beke Kuqi |
| 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 | Studies are free of charge <i>Repeating a year requires payment according to Administrative Instruction MASHTI No. 09/2021</i> |

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| Employment Opportunities After Graduation | <p>1. Private Sector</p> <ul style="list-style-type: none"> • Manager or assistant manager in private companies • Marketing specialist • Marketing project coordinator <p>2. Entrepreneurship and Start-ups</p> <ul style="list-style-type: none"> • Founder of a new business (entrepreneur) • Business development manager in start-ups • Product or innovation manager • Marketing growth consultant <p>3. Consulting and Business Analysis in Tourism</p> <ul style="list-style-type: none"> • Business or strategy consultant • Data or market analyst in tourism <p>4. Pre-University and Higher Education</p> <ul style="list-style-type: none"> • Teacher of economic subjects in secondary schools (with additional training) • Teaching or research assistant at the university |
| 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: | Tourism Marketing Management |
| Head of Program: | Prof. Assoc. Dr. Behrije Ramaj Desku |
| Accreditation: | Accredited |
| Qualification Level (NQF): | ISCED 7 |
| Degree Awarded | Master of Science in Tourism Marketing Management |

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| ECTS: | 120 |
| Specializimet / Koncentrimet: | Click or tap here to enter text. |
| Erasmus Subject Area Codes: | 04.7 04.0 |
| Study Mode: | Full-Time (Albanian / Bosnian) |
| Duration | Two (2) academic years |
| Number of students: | 25 (Albanian language) 20 (Bosnian language) |
| Permanent academic staff (at least 3 PhD): | Prof.Ass.Dr.Behrije Ramaj Desku Prof.Ass.Dr.Thëllëza Latifi Sadrija Prof .Asoc.Dr. Beke Kuqi |