

Sample Course Description

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Faculty: Faculty of Economy

Study program: Professional Master in Cultural Heritage and Tourism Management

Course Title: INTERNSHIP

Course Credits: 12 ECTS

Language of Instruction: Albanian

Course Description: describe the course content, purpose, contributions, etc. and what the learner may expect if enrolled in the course.: The purpose of professional practice is to create opportunities for students to apply in practice what they have gained in theoretical subjects during the years of study. Businesses where students will carry out professional practice must be in the field of tourism and in a special way of cultural tourism such as: museums, art galleries, tourist agencies, hotels, restaurants, tourism departments in municipalities, municipalities, districts or prefectures. During the weeks of professional practice, students should benefit from the practical skills necessary for the management of cultural tourism businesses, the analysis or drafting of cultural tourism development plans in regions or specific tourist destinations, as well as to know how the development concepts of tourism in general and types of cultural tourism.

Course Goals: Describe a practical purpose for the course, often are or relate to core competences. These are general learning outcomes:

- The importance of documenting cultural and historical heritage in tourist destinations;
- Who are the consumers of cultural tourism and who will be the target market of cultural tourism in tourist destinations;
- What are the plans for the development of cultural tourism in municipalities, municipalities or prefectures;
- the importance of interpretation, promotion and communication to tourists of cultural tourism assets in tourist destinations;
- The importance of managing cultural tourism businesses with orientation towards the sustainable development of the destination;
- Strategies that can be developed for the differentiation and positioning of tourist destinations in the context of global competition in cultural tourism;
- The impact of information technology on the promotion of cultural tourism;
- Management of archaeological sites and construction of cultural tourism itineraries at the local and global level;
- Creation and marketing of cultural tourism products;

- Evaluation of cultural tourism projects and work to secure local, national and international funds for the sustainable development of a destination

Course Requirements: For the student is mandatory to attend 75 % of the hours assigned to the business or organization for the internship.

Grading:

- Final Presentation: 60 points
- Participation and reference: 40 points

The final grade is composed by: 60% of the practice assessment through the task of the individual course specified in the program of internship and 40% of the performance of the supervisor performance by the subject of the student practice.

Course Schedule: The professional internship lasts 14 weeks where for each week the student works 5 days with 5 hours a day. Also, three days is spent on a research tour in a tourist destinations in Albania.