

Touristic Guide

In this module the students learn the fundamental issues in management of tour operators and travel agents. They will be able to work as tourist guides or manage a team of tourist guides or a travel agency. The students are expected to attain a basic knowledge of touristic guides, to identify responsibilities, personalities, and roles of tourist guides; to understand the limitations of a tourist guide career; to discuss strategies for managing group behavior; to appreciate the aesthetics of Albanian cultural heritages; to provide accurate information of major tourist attractions in Albania. Upon conclusion of the module the students will be able to take managerial position in travel agencies, tour operators, produce, package tours, make the price calculation and create tour operators' offers. Students will get the practical knowledge and skills for the tourist guide work.

Module code

TURS 438

Semester

6th Semester

Credits

3 ECTS

Language

English / Shqip

Duration

35 Hours / 2 Weeks

Study Program

Tourism and Hospitality Management

Module Lecturers

- Afrim Hoti