



University of Prizren  
Faculty of Economy

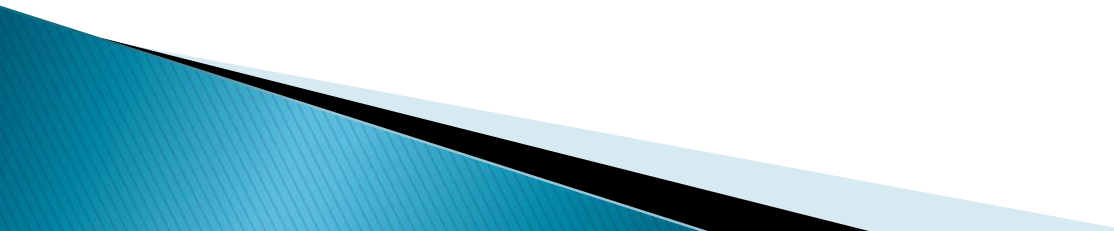


## Master Program “Cultural Heritage and Tourism Management”

Closing Conference: Program implementation

Prof.Dr. Behxhet Brajshori, Program Manager

Prizren, 03.07.2015

- ▶ Kosova: 10.870 km<sup>2</sup>, 2.0 million inhabitants, 6 Public Universities.
  - ▶ Prizren: 170.000 inhabitants ,the second biggest city in Kosova.
  - ▶ University of Prizren: the second public university in Kosova, 8.000 students, 4 faculties.
  - ▶ Faculty of Economy (UPZ): 2000 students, 2 Bachelor study programs (BA, IM) and 3 Study master programs (master program in Cultural Heritage and Tourism Management, BA and master program in Accounting).
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# University of Prizren

- ▶ UPZ is a very new State University, established in 2010, tend to be modern in its structures and methodologies and in line with teaching governance structures, organization, management and services standards.
- ▶ University of Prizren is foreseen to be a multicultural and multi language university in Kosova.
- ▶ The Tourism development and multicultural education are very important for the growth of local economies and in this way we developed the master program in “Cultural Heritage and Tourism Management”.

## Partners in the Program

1. University “G.d’Annunzio”Chieti – Pescara - Italy.
2. Aleksandër Moisiu University of Durrës – Albania.
3. Institut Catala ‘D’Arquelogia Classica – ICAC -  
Tarragona-Cataluna – Spain.
4. Instituti i monumenteve të Kulturës – Tirana – Albania  
- Institute of Cultural monuments – Tirana, Albania.

## Partners in the Program

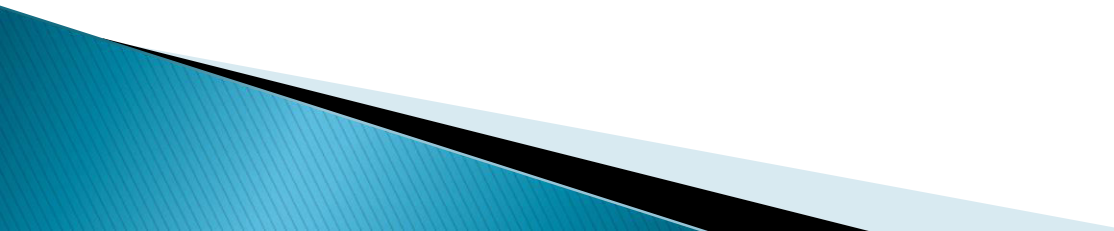
5. Antiquity of Southeastern Europe Res.Centre, University of Warsaw, Poland.
  6. Economic Faculty of Shkodra – University “Luigj Gurakuqi” Shkodër, Albania.
  7. SWIMAP Network, Napoli, Italy.
  8. World University Service Kosova Committee -WUS Kosova, Prishtinë , Kosova.
  9. University of Prizren - Faculty of Economy, Prizren, Kosova.
  10. Universita Telematica ”Leonardo da Vinci” -UNIdaV, Abruzzo Region, Italy.
  11. ALMA MATER STUDIORUM UNIVERSITA’DI BOLOGNA-UNIBO-RIMINI, Italy.
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# Master program “Cultural Heritage and Tourism Management - UPZ

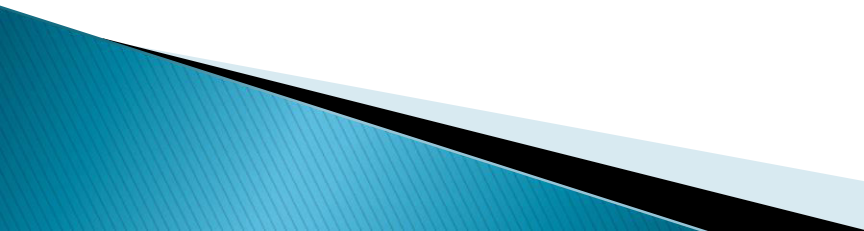
## ▶ **Aim and Learning Outcomes**

The “Master program in Cultural Heritage and Tourism Management” is a multi disciplinary postgraduate program carefully designed for students who are concerned with site management ,museum studies, tourism, creative industries, architectural heritage and historical towns.

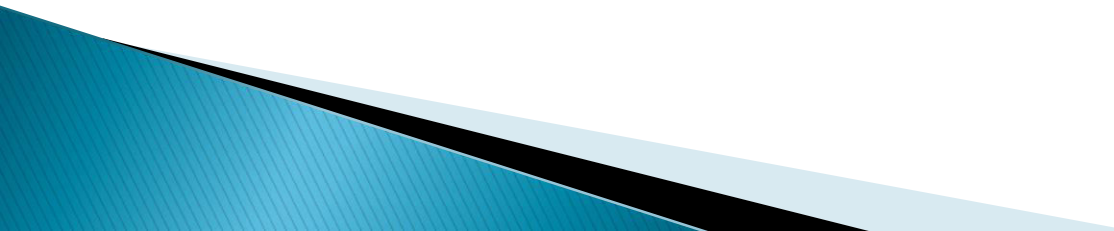
The aim of the program is to provide education for development of human resources required for the mobilization of cultural and tourism management in Kosova.

- ▶ The program offers substantial training to create high level professionals for the area of tourism and cultural heritage with necessary managerial proficiency capable of mobilizing in international and local planning.
  - ▶ Students are taking core topics in management, project management, and legal issues relevant to cultural heritage and tourism management.
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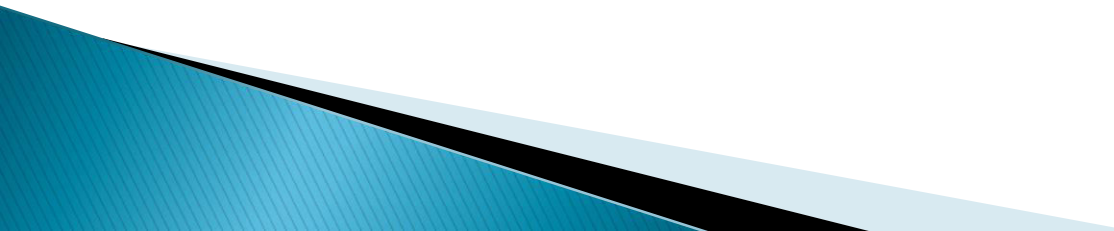
## Outcomes of the master program in CHTM-UPZ

- ▶ **Upon graduating students will be equipped with the:**
    - \* Ability to enter the workforce as skilled and knowledgeable cultural heritage and tourism management professionals,
    - \* Ability to understand the diverse nature of cultural heritage and tourism management and have a range of practical skills relating to the management of Cultural Heritage and tourism.
    - \* Understand major issues of managing interactions between visitors and heritage and touristic sites, including site management.
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- \* Undertake their work in an ethical way within the fields of Cultural Heritage and Tourism Management.
  - \* Understand and interpret Kosova and International legislation relating to Cultural Heritage and Management.
  - \* Undertake large-scale research or consultancy projects in the field of Cultural Heritage Management and Tourism.
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# Program Preparation

- ▶ **WP1. Project Management**
  - \* **Meeting 1**, 18.01.2012, University of Prizren.
  - \* **Subject:** Development of Master Program in the UPZ in framework of TEMPUS Project : Network for Post Graduate Masters in Cultural Heritage and Tourism Management in Balkan Countries (CHTMBALL), No-517471-TEMPUS-1-2011-IT-TEMPUS - JPCR(2011-2717-001-001).
  - \* **Meeting 2.** 01.02.2012, University of Prizren
  - \* **Subject:** Achieved Progress in program developing.
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## Program Preparation

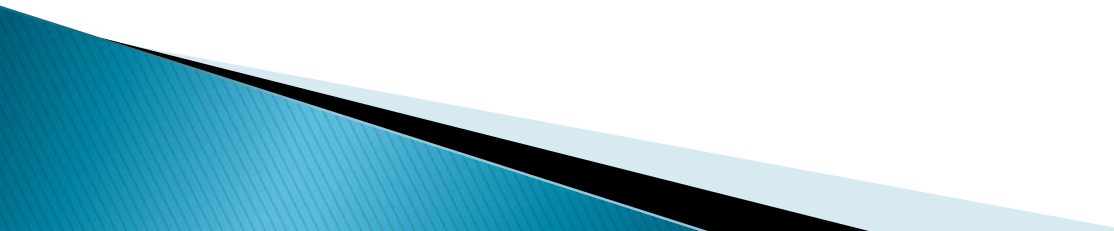
- ▶ **May 2012** – Accreditation process- accreditation team recommended to improve the program.
- ▶ **Meeting 3:** (Prof. Sara Santoro, Grand Holder), 27.09.2012, Monitoring Visit in Kosova - MEST, MCYS. UPZ.
  - **Subject:** Accreditation process
- ▶ **Meeting 4.** Coordination meeting, 6<sup>th</sup> February, 2013, Prizren (Prof. Massimo Bianchi).
  - **Subject:** Accreditation of Courses-next steps.
- ▶ **SEVERAL VIDEO CONFERENCES** - are held.

# Program Preparation


## ▶ **WP2. Development**

- \* Development of Syllabi and Program for Master Accreditation 1<sup>st</sup> - Mission in Italy, Rome, Chieti, Rimini, 11<sup>th</sup>-15<sup>th</sup> of April 2012 - Accreditation 1st.
- \* **Subject:** Preparation of Master program (Courses).
- \* Development of Syllabi and Program for Master Accreditation 2<sup>nd</sup> - Mission in Italy, Training Tour, Rimini, 5-7March 2013.
- \* **Subject:** Preparation of Master Program (Courses).  
Development of New teaching methods.

## Program Preparation

- ▶ April 2013 - New Application for Program Accreditation.
  - ▶ June 2013, New Program evaluation (experts evaluation team).
  - ▶ **July 2013, Program was recommended for accreditation.**
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## Program Implementation

- ▶ University of Prizren according to the program Master in “Cultural Heritage and Tourism Management”, accredited by the Kosovo Agency for Accreditation, on 05.10.2013, advertised the Public announcement for enrollment of the students in this study program .
  - ▶ In this competition have applied in total 55 candidates.
  - ▶ The testing interview was held on 23.10.2013.
  - ▶ Successful candidates - 30 as the number foresees to be enrolled.
  - ▶ Two candidates informed that they aren't interested to attend this field of study (no justification).
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## Program Implementation

- ▶ For students who need to improve their English skills, we organized the 5 months English course (01.12.2013-30.04.2014).
- ▶ The attendance of the lectures (first semester) commenced on 02.11.2013, according to the lectures schedule which one on time was submitted to all local and guest professors.
- ▶ All professors brought adequate literature for students.
- ▶ Exams are attended according to the exams prepared agenda for each semester.
- ▶ The second , third and fourth semesters started on time - 01.03.2014, 01.11.2014 and 01.03.2015.
- ▶ Program is continuing. For 2014-2015 academic year are enrolled 34 students (Financed by CCB).

# Students and Staff Mobility

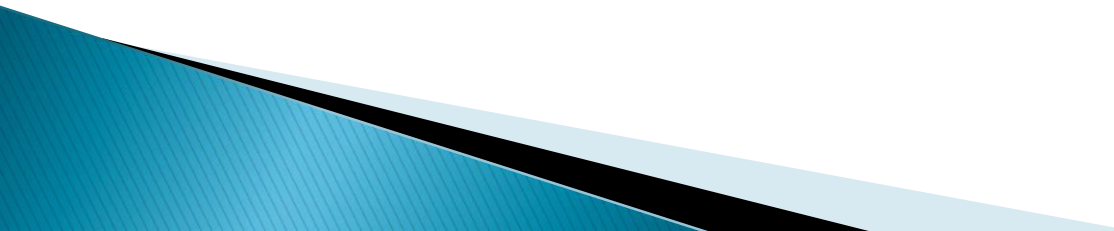
## **Students Mobility**

- ▶ CHTMBAL Student Mobility at the University of Bologna - Educational Activities
- \* In the framework of Tempus Project “CHTMBAL”, 5 students of the Master in “Cultural Heritage and Management in Tourism” held at the University of Prizren, have participate in 15 days educational program at the Rimini Campus of the University of Bologna (22.02.2015-07.03.2015). Students attended different lectures, events and meetings according to a schedule prepared by the coordinator of the program professor Barbini.



# Students and Staff Mobility

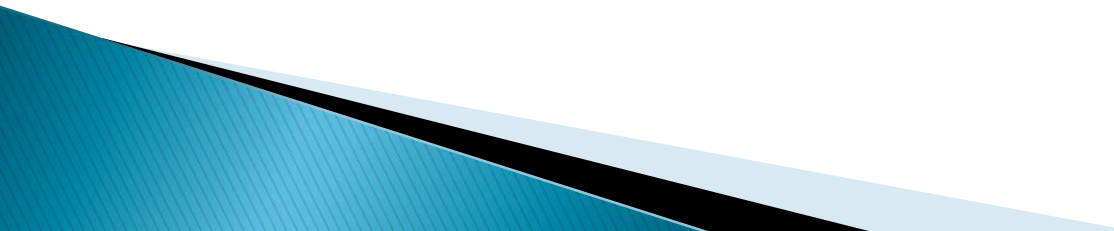
## ▶ **Staff Mobility**

- \* Three days Staff Mobility workshop in Warsaw, (15.04.2015-19.04.2015)
  - \* Because of lack of funds, we didn't participate in the Archeological Albanian tour – last year.
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## Improvement of Curricula

- ▶ List of Participants and registers book
- ▶ Evaluation form for Lecturers
- ▶ Evaluation form for students

# Publishing

- ▶ Work Paper “Small and Medium Enterprises in Kosovo, key factor for Economic development”, (Behxhet Brajshori, Published in the Book “Beyond the Horizon of Tempus Projects, Theory and Practice of Project Management”, - Universita Di Bologna.
  - ▶ Work Paper ”The role of Tourism in Economic development of Kosovo” (Behxhet Brajshori) — SKILLS 2...to be published..
  - ▶ Book Publishing...in the process.
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# Projects , Allocated and Spending Budget - 2012-2015

03.05.2015

Names	Projects Budget D+I (1)	Allocated Budget (2)	Spending Budget (3)	Balance Sheet (4) 2-3	Percentage Spending (5) 3:2	% Allocated Budget 6 (2:1)	Own Revenues
	147.037,26	92.307,81	90.019,67	2.222,84	97,59	62,78	
Staff costs	60.812,00		36.259,88	24.552,12			
Travel Costs	33.646,00		33.115,79	530,21			
Equipments	21.579,00		20.100,00	1.479,00			
Publishing	14.834,00		-----	14.834,00			
Other Costs	6.547,00		544,00	6.003,00			
Total DC	137.418,00		90.019,67	47.397,33			
Indirect Costs	9.619,26		65,30	9.553,96			
Total D+I	147.037,26		90.084,97	56.951,29			

## Next steps

- ▶ Students' Graduation
- ▶ Book Publishing
- ▶ Enrollment of third students' generation
- ▶ Reaccreditation????

- ▶ Dear Partners of the Program,
  - ▶ Dear Professors,
  - ▶ Dear Students,
  - ▶ In this occasion, I would like to thank all our partners who helped us to develop this program. To thank all my colleges (professors - local and international) for their big contribution in program implementation, to thank management and administrative staff of the University and the last but not less, to thank students for their active participation in implementation of the program for their and our benefits.
  - ▶ Developing such a projects, we create new bridges for cooperation and better understanding between people and countries as well as we have to contribute for sustainable development of cultural and tourism values as a world values.
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THANK YOU FOR YOUR ATTENTION