



REPUBLIC OF ALBANIA
UNIVERSITY OF TIRANA
FACULTY OF FOREIGN LANGUAGES
DEPARTMENT OF ENGLISH



COURSE SYLLABUS
TOURISTIC COMMUNICATION B

Credits: 6 ECTS, 60 teaching hours: 30 lectures / 30 seminars

Year / Semester: Year I, Semester II

Course Type: Mandatory

Study Program: Master of Science in *Trilingual Intercultural and Touristic Communication*

Code of Ethics: UT Code of Ethics (Articles 4, 6, 7, 9)

COURSE SUMMARY AND STUDENT LEARNING OUTCOMES

General Course Objectives: To provide students with theoretical and practical knowledge about communication in the field of tourism, with a focus on the use of promotional materials and tourism marketing techniques. To develop students' competencies to understand and analyze tourist discourse in various forms, both written and spoken. To train students in building and managing interpersonal and institutional relationships in professional tourism contexts.

Specific Course Objectives:

1. Students will recognize and conceptualize tourism promotional materials such as brochures, catalogs, itineraries, and online communications.
2. Students will learn to analyze and use different types of tourist discourse for marketing purposes and client interaction.
3. Students will be trained to understand clients' needs, use effective communication strategies, and collaborate with various actors in the tourism sector.

Expected Learning Outcomes:

1. Ability to apply analytical, critical, and creative thinking in interpreting various tourism promotional materials.
2. Ability to conduct case studies and process information and materials relevant to the field.
3. Ability to perform fieldwork applying research methodology tools.
4. Ability to be a professional in using communication strategies for different functions in the tourism sector.