



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



COURSE SYLLABUS
Tourism Resources and the Design of Cultural Itineraries

Course Load: 4 ECTS credits, 40 teaching hours: 20 lectures / 20 seminars

Year / Semester: Year I, Semester I

Course Type: Mandatory course

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

Code of Ethics: UT Code of Ethics (Articles 4, 5, 6, 7)

COURSE SUMMARY AND LEARNING OUTCOMES

General Course Objectives: To provide students with in-depth knowledge of tangible and intangible heritage, including its historical, natural, cultural, and ethnographic aspects. To develop a multidisciplinary approach to understanding and interpreting territorial development through language, communication, and interdisciplinary knowledge. To familiarize students with international initiatives and tools for heritage promotion, such as the Cultural Routes of the Council of Europe and their potential implementation in Albania.

Specific Course Objectives:

1. To analyze and interpret various forms of cultural and natural heritage in both local and international contexts.
2. To identify and apply communication and language tools in the service of promoting and developing territories with touristic and cultural potential.
3. To develop the ability to design cultural projects and participate in international heritage initiatives through hands-on fieldwork and engagement with professionals in the field.

Expected Learning Outcomes:

1. Knowledge and understanding of the foundations of heritage and the sustainable development of local territories.
2. The ability to analyze and synthesize issues related to heritage as a driver of territorial development (identifying heritage assets and using them to support sustainable territorial development, and defining valorization strategies).
3. Proficiency in linguistic and communication tools (including digital tools) that allow for the analysis of territorial awareness, improvement of communication techniques, and the transmission of heritage.
4. Mastery of linguistic and communication tools necessary for the development of cultural itineraries within the country.