

The new Vocationally Oriented Master Curriculum in Sport & Tourism Management - (60 ECTS, 2 semesters)

Educational aims and description of the program

The V.O. Master in **Sport & Tourism Management** is established beside the Faculty of Physical Activity & Recreation, of Sports University of Tirana and is intended as an academic labour market oriented program, which offers professional preparation in the application of business principles to the sport & tourism industry. Students will undertake courses in organisation, management, marketing, economics and computer applications. The Sport and Tourism Management courses will focus, among other, on the business aspect of sports in sports marketing, sport ethics, sport finance and facility and events organisation and management.

The increasing commercialization of sport means a growing job market for well-educated sport managers. Therefore, graduates of the Master in Sport and Tourism Management are qualified for top-level management positions in all kinds of sport organizations. The program is geared specifically to providing students with the demanding knowledge base to get ahead in sport economy. Students can enter into leadership positions in general sport and tourism management as well as in areas such as budget, personnel, strategy and development.

This program is composed in 1 years (2 semesters, 30 ECTS for each = 60 ECTS). 1 class = 60 minutes. Second semester is focusing in preparation of final thesis (5 ECTS) as well (**Table 11**).

Table 11. V.O. Professional Master in Sport & Tourism Management
(as approved by the Sport University of Tirana)

Course type	Subject C = Compulsory E = Elective	1 st semester	2 nd semester	ECTS 1 ECTS = 25 hours	Student workload (hours)					
					Lectures	Practical Teaching	Internship / Practice / RW	Individual work	Exam	Total hours
C1	Sport Governance	X		5	26	39	0	59	1	125
C2	Measurement & Evaluation in Sport Management	X		5	25	50	0	49	1	125
C3	Management in Sport & Tourism	X		6	32	48	0	68	2	150
C4	Legal and Policy Aspects of Sport Management	X		8	36	54	0	109	1	200
C5	Information and Communication Technology	X		3	20	10	0	44	1	75
C6	Institutional Governance - Internship	X		3	5	0	45	24	1	75
C7	Psycho-Social Aspects in Sport Management		X	8	36	54	0	108	2	200
C8	Marketing in Sport and Tourism		X	5	24	36	0	64	1	125
C9	Economy & Finance in Sport and Tourism		X	5	24	36	0	64	1	125
C10	MST Outdoor Activities - Internship		X	4	4	0	88	7	1	100
E	Institutional Governance Internship (one choice among the following courses): 1. Management of Sport Games 2. Management of Individual Sports 3. Management of Adventure Sports		X	3	5	15	44	10	1	75
C	Master Thesis		X	5			74	50	1	125
	Total			60	237	342	251	656	14	1500

RW = Research work

Specific objectives of the program are:

- To provide students with a foundation in Business in general and Sports Management in particular;
- To develop the required management skills and qualities so that graduates in Sports and Tourism Management will be prepared to meet the challenges and to take advantage of the wide range of opportunities within one of the most dynamic industries;
- To help students experience the application of analytical and evaluative approaches designed to encourage creative problem solving in the sports industry;
- To provide structured practical experience of work in the sports industry. Students build on previously learned skills and knowledge to develop new management and behavioural skills.

Learning outcomes (“Dublin Descriptors”)

Knowledge and understanding

The program is meant to provide students with an advanced knowledge of themes applied to:



1. Demonstrate their ability to communicate effectively in business situations through speaking, writing, and by use of electronic media.
2. Demonstrate their ability to build teams and work effectively within them.
3. Demonstrate awareness and capability of analysis of environmental (economic, social, political, legal, and ethical) trends and their impact on individuals and businesses.
4. Describe the application of manual and computer-based quantitative and qualitative tools and methodologies in identifying and solving problems and making decisions in business situations.
5. Critically evaluate and apply concepts, techniques, strategies, and theories from any appropriate discipline in business contexts.
6. Describe the sports and tourism delivery system and explain the mechanisms of the relevant decision making at a global and local level.
7. Demonstrate the ability to prepare plans for a sport and tourism organization.
8. Specify the various leadership roles and practices that could be employed in a sport context.
9. Demonstrate an understanding of planning and managing sport and tourism events.
10. Demonstrate appreciation of the important ethical and legal implications in sports and tourism management decisions.

Applying knowledge and understanding

The high-level specialist education acquired in national context will find a practical realization in different employment opportunities, ranging in area of sport and tourism services to private and public companies, workplace sport and tourism promotion, managing physical re-education and rehabilitation institutions, managing adapted physical activity, fitness or wellness clubs, social services, school organisation, leisure and recreation, managing elite sport units organisation and tourism industry.

Making judgements

The acquisition of specific knowledge and professional skills will guarantee the graduates to develop autonomy in understanding and focusing on the specific problems connected with planning, organising, managing or conducting sport and tourism area, specially meant to different institutions/requirements. To achieve these aims, the courses and internship shall be used and students shall be encouraged to do critical reviews on specific subjects freely chosen or suggested by teachers.

Communication skills

The program is specifically designed to increase the communication skills of the graduates in a national and European perspective of job market in area of sport and tourism management. Its aim is to contribute to the expansion of student and Faculty mobility and the development national curricula.

Learning skills

To give to the graduate autonomous learning skills is one main goals of the program. After the intensive teaching and internship periods, supplemented by tutoring, guided study and some recourse.

Employment and professional opportunities

The holder of this degree is eligible to be admitted in:

- Sport organizations on a national (public & private) and international level.
- Sport clubs and associations.
- Sport agencies.
- Sport and tourism consultancies.
- Tourism companies, mostly in the resort, sport programs and touristic guide.

Qualification, admission rules

Based upon the general admission regulations for master programs there are the following admission requirements for the Master in Sport and Tourism Management:

- Completed bachelor degree (no less than six semesters) in physical activity and health, recreation and sport sciences studies (for instance B.A. in Sport University of Tirana and similar programs).



- Completed bachelor degree (no less than six semesters) in economics, management and tourism area and others (with some additional requirements to full fill some sport subject related knowledge's). 5 ECTS from Sport Science and specifically from sport disciplines, 5 ECTS from basics of Economy.
- Proof of ability (above-average final grade of either 6.5 or higher.
- Personal qualification (proven by Curriculum Vitae (CV) and letter of motivation) and professional qualification.
- The proposed number of students that will be accepted in this program of study is in max 35, while the minimum number of students for the opening of the program is 20.

Duration of program and qualification awarding

1 years, 2 (two) semesters, 60 ECTS. To obtain the Degree of Master in Sport and Tourism Managements”, the student should have carried out:

5 ECTS in the disciplines of the exercise sciences

16 ECTS in the disciplines of the economies

8 ECTS in the disciplines of the psycho-pedagogical sciences

8 ECTS in the disciplines of the law

5 ECTS in the disciplines of the research methodology

3 ECTS in the disciplines of the ICT, information communication and technology

10 ECTS in the disciplines of the VO, vocationally oriented education & training

5 ECTS in the final thesis

Quality assurance

Accreditation procedure for the program should follows the procedure:

- a. Approval to Senate of the University (i.e., Sport University of Tirana);
- b. Accreditation to the National Agency Higher Education Accreditation;
- c. Approval by the Ministry of Education and Sport.

Evaluations of the program: Quality assurance activities shall be implemented during the year, through program evaluation from the students and monitoring of the course of studies, in terms of passed exams, length of course of studies, drop-out rates cyclically, monitoring of post-graduation career will be object of follow-up analysis. Furthermore, the main steps of this procedure should follows: 1. Students questioner, 2. Professors questioner, 3. Evaluation of the quality marks, the ratio of the number of students coming and out coming, time limit for completing the program, employment of the students after graduation. All this process should be conducted by unit of intern quality assurance of the university, the office of career counseling, coordinators of the program and national agency of accreditation.

Academic staff: The implementation of the program must be insured by relevant number of qualified academics, as well as academic assistants (secretary, lab, library etc...).