



# Dual training paths in VET Map for tourism and catering

*DEL 2.2 – WP2*



## Index

<b>I. DUAL TRAINING PATHS MAPPED IN ALBANIA</b>	<b>3</b>
1. LEARNING COURSES MAPPED	3
<b>II. DUAL TRAINING PATHS MAPPED IN KOSOVO</b>	<b>51</b>
1. LEARNING COURSES MAPPED	51
<b>III. DUAL TRAINING PATHS MAPPED IN MACEDONIA</b>	<b>91</b>
1. LEARNING COURSES MAPPED	91

## I. DUAL TRAINING PATHS MAPPED IN ALBANIA

### 1. LEARNING COURSES MAPPED

<b>Course/Module Title:</b> <i>"Restaurant services" module (Area: Hospitality- Tourism, Profile: Bar – Restaurant)</i>
<b>Course Code:</b> M-13-1409-22
<b>Course delivered by:</b>
<b>Course Overview:</b> This module aims to enable students to serve food and drinks in hotels, restaurants and other settings, to prepare festive activities and to serve professionally according to type.
<b>Course Duration:</b> 188 hours total
<b>Prerequisites (if applicable):</b> Students must have completed the teaching profile at Level II of Qualification of Hotel and Tourism Services, in the "Hospitality-Tourism" program.
<b>Learning Outcomes:</b>
<p><b>1. The student applies the methods of food service in the restaurant.</b></p> <p><b>Assessment Methods:</b> The student must be able: to wear the uniform at the workplace; to respect the rules of personal hygiene in the workplace; set the table according to the rules; distinguish service methods; to wait for customers in the room; accompany customers with disabilities to the table according to the rules; accompany clients to other rooms according to the rule; accompany customers to the table according to the rules; to apply the rules of ethics and communication with customers during the service; suggest aperitifs to customers; to offer the menu to the customer according to the rule; to suggest meals to customers according to the rule; interpret the menu to customers according to the rule; receive the customer's order according to the rule; serve food to customers in the modern method according to the rule; serve food to customers with a cloche cap; serve food to customers with platters (French method); to use the forleger during service according to the type of food and the method of service according to the rule; put food on the customer's plate according to the rules; serve the food from the platter to the customer's plate; serve the soup and broth from the soup bowl to the customer's plate; to prepare the geridon for service according to the rule; to prepare the dishes of the customers with food in the geridon cart; to apply the rules of aesthetics in the presentation of the dish for service to the customer; serve food from the gerido cart to the customer's table; serve soup and broth from the gerido cart to the customer's table; suggest digestifs to clients according to the rule; to accept and resolve customer complaints according to the rule; remove equipment from the customer's table; provide the bill to the customer according to the rule; use electronic equipment for payments with customers according to the rule; make payments with customers according to the rules and methods of payment; see out the customers according to the rule; to implement the requirements of care for the health and safety of the customer during the preparation and service in the restaurant; to implement the rules of hygiene, occupational safety and environmental protection in the restaurant. Assessment Methods: Observation with checklist.</p>
<p><b>2. The student serves drinks in the restaurant.</b></p> <p><b>Assessment Methods:</b> The student must be able to: to wear the uniform at the workplace; to respect the rules of personal hygiene in the workplace; to apply the rules of ethics and communication with customers during the service of drinks in the restaurant; offer the drink card (list) to the customer according to the rule; to suggest the combination of drink with food to customers according to the rule; interpret the wine label according to the rule; check preparations for serving white wine to the customer according to the rule;</p>

to select the glass for serving white wine according to the order and type of wine; to open the bottle of white wine according to the rule; offer the white wine for tasting to the customer according to the rule; serve white wine to the customer according to the rule; check preparations for serving red wine to the customer according to the rule; to select the glass for serving red wine according to the order and type of wine; to open the bottle of red wine according to the rule; offer the cork of red wine for sensory evaluation to the customer according to the rule; offer red wine for tasting to the customer according to the rule; serve red wine to the customer according to the rule; to prepare the tools and workplace for the service of aged red wine to the customer; to select the glass for serving aged red wine according to the order and type of wine; present the bottle of aged red wine directly from the cellar to customers according to the rule; open the bottle of aged red wine according to the rules; offer the aged red wine cork for sensory evaluation to the customer according to the rule; to decant the aged red wine according to the rule; to pour the aged red wine into the decanter according to the rule; offer aged red wine from the decanter for tasting to the customer according to the rule; to prepare glasses for the service of aged red wine (aviner) according to the rule; serve aged red wine to the customer according to the rule; check the preparations for the service of sparkling wine to the customer; to select the glass for serving sparkling wine to the customer according to the order and type of wine; to open the bottle of sparkling wine to the customer according to the rule and type of sparkling wine; serve sparkling wine to the customer according to the rule; select the glass according to the type of beer and the order; serve beer according to the type and order; to accept customer complaints and suggestions for the service of drinks according to the rule; offer the bill to customers according to the rule; make payments with customers according to the rules and ways of making them; use electronic means for payments with customers; see out the customers according to the rule; to implement the requirements of care for the health and safety of the customer during the preparation and service of drinks in the restaurant; to implement the rules of hygiene, protection at work and preserving the environment in the restaurant during the service of drinks; Assessment Methods: Observation with checklist.

### **3. The student serves food and drinks in the customer's room.**

**Assessment Methods:** Assessment criteria: The student must be able to: to wear the uniform at the workplace; to respect the rules of personal hygiene in the workplace; receive the order for the service in the customer's room according to the rule; check the preparations of equipment for service in the customer's room; control the preparation of food and drinks according to the customer's order for room service; to apply the rules for entering the client's room by also applying the conventional signs; to apply the rules of ethics and communication with clients during service in the client's room; serve food and drinks with a trolley in the room according to the customer's order; serve food and drinks with trays in the room according to the customer's order; serve drinks according to the type and according to the order in the customer's room; give the invoice for signature to the customer in the room according to the rule; to guide the client about how to remove the service trolley from the room according to the rules; to implement the requirements of taking care of the client's health and safety during the preparation and service of food and drinks in the client's room; to implement the rules of hygiene, occupational safety and environmental protection during preparations and service in the customer's room; Assessment Methods: Observation with checklist.

### **4. The student prepares the hall and serves at banquets.**

**Assessment Methods:** Assessment criteria: The student must be able: to wear the uniform at the workplace; to respect the rules of personal hygiene in the workplace; distinguish the main types of menus used in banquets; read banquet menus; to interpret the ways of ordering food in the banquet menu; to interpret the ways of ordering drinks in the banquet menu according to the rule; to prepare the operational service plan based on the banquet menu; to interpret the order form of banquets according to the rule; sketch the layout

model based on the type and menu of the banquet; to realize the artistic sketching of the hall; to draw up the list for pre-preparations (mise en place) for serving food at banquets according to the menu. to draw up the list for pre-preparations (mise en place) for serving drinks at banquets according to the menu. to calculate according to the rule the amount of equipment needed according to the order sheet; arrange the tables based on the pattern defined by the rule; check the laying of tablecloths according to the rule; to control the placement of porcelains based on the menu and the model defined according to the rule; to control the placement of cutlery based on the menu and the model defined according to the rule; control the placement of glasses based on the menu and the model defined according to the rule; to control the placement of menageries based on the menu and the model defined according to the rule; control the placement of napkins based on the defined model and according to the rule; to place the decorative accessories for banquets according to the rule; check the way the chairs are arranged according to the rules; to perform the final control based on the menu and model defined by the rule; receive customers for banquets according to the rules; to apply the rules of ethics and communication with customers during banquet service; serve aperitifs at the banquet according to the rules; to present the menu at the banquet according to the rule; to observe the command for synchronized service; serve other drinks according to the order and type of menu; (beer, white, red, sparkling, aged wine) according to the rule; to serve the first courses at the banquet according to the rule; collect the first plates at the banquet according to the rule; to serve the main dishes (with meat or fish) at the banquet according to the rules; to serve sorbetto between two main courses according to the rule; collect the main dishes at the banquet according to the rule; orient the auxiliary staff for cleaning the tables for serving the next dish at banquets according to the rule; check the removal of menageries from the banquet table according to the rules; to serve the desert at the banquet according to the rule; serve digestifs to clients at banquets; serve coffee at the banquet according to the rules; see out the customers according to the rule; check the cleaning of tables at banquets according to the rules; check the arrangement of the hall after the end of the banquet according to the rules; check the arrangement of the side board; to carry out the inventory of the base material according to the rule; to separate the waste according to the type and according to the rule; to implement the requirements of care for the health and safety of the client during preparations and service at banquets; to implement the rules of hygiene, occupational safety and environmental protection during preparations for service at banquets. Assessment instruments: Observation with checklist.

#### **5. The student prepares the hall and serves at the buffet.**

**Assessment Methods:** The student must be able: to wear the uniform at the workplace; to respect the rules of personal hygiene in the workplace; distinguish the main types of menus used for buffets; to read the menu of the buffet and the contents of the bars; sketch the model of the buffet according to the type of activity and menu content; to make the artistic sketch of the buffet hall; check preparations for the buffet (arrangement of the tables) according to the sketched model; to prepare the operational service plan based on the menu for buffet service; to prepare the operational plan for building the buffet based on the menu; to draw up the list for pre-preparations (mise en place) for serving food in the buffet according to the menu; draw up the list for pre-preparations (mise en place) for serving drinks at the buffet according to the menu; to interpret according to the rule the order sheet of buffet receptions; to calculate according to the rule the number of tools and equipment needed according to the order sheet; to prepare the showcases according to the defined list of its components; place the supporting constructions on the sideboard; place the decorative accessories on the sideboard according to the rules; to carry out the final control for laying buffets and showcases. to perform the final control for the operation of work tools and equipment; to check the layout of the client's table; to apply the rules of ethics and communication with customers during the service at the festive buffet; to place the food in the buffet, based on the service temperatures and the type

of food, according to the rule; serve drinks to customers during the organization of the buffet according to the rules; to apply the rules of using body language during the service; assist customers during the buffet food service according to the rules; to inform the kitchen about food shortages in the buffet according to the rule; replace plates with food in the buffet according to the rule; to return the food to the kitchen at the end of the activity; to carry out the inventory of drinks after the end of the activity; check the organization of the hall by the auxiliary staff, at the end of the buffet according to the rules; to separate the waste according to the type and according to the rule; to implement the requirements of care for the health and safety of the client during preparations and service in the buffet; to apply the rules of hygiene, work protection and environmental protection during preparations for buffet service. Assessment instruments: Observation with checklist.

#### **6. The student serves at the reception on foot, inside and outside the restaurant (catering).**

**Assessment Methods:** The student must be able: to wear the uniform at the workplace; to respect the rules of personal hygiene in the workplace; to prepare the list of tools and equipment for service according to the order form for reception outside the restaurant; to prepare the service at the receptions on foot inside and outside the restaurant according to the rule; wait for customers according to the rules; to serve aperitifs in standing receptions according to the rule; serve drinks at standing receptions according to the rule; to serve food in standing receptions according to the rule; to serve the desert in the standing receptions according to the rule; to serve the coffee at the receptions on foot according to the rule; to see out the customers according to the rule; check the cleaning of work tools and equipment after the reception; to check the cleaning of the tables in the waiting rooms according to the rules; check the arrangement of the hall for the next activities according to the rules; to carry out the inventory of drinks at the end of the activity; separate waste according to type; to implement the requirements of care for the health and safety of the client during preparations and service in waiting rooms; to apply the rules of hygiene, occupational safety and environmental protection during the service in waiting rooms. Assessment instruments: Observation with checklist.

#### **7. The student serves coffee breaks, inside and outside the restaurant.**

**Assessment Methods:** The student must be able: to wear the uniform at the workplace; to respect the rules of personal hygiene in the workplace; take responsibility for the assigned task (service area, number of clients, etc.); to prepare the service during coffee breaks inside and outside the restaurant according to the rules; prepare work equipment for coffee breaks inside and outside the conference hall according to the rules; receive the customers for the service in the coffee breaks according to the rule; serve the coffee from the filter according to the rule; serve coffee with milk according to the rule; to serve tea according to the rule; serve cold drinks at the buffet according to the rules; serve accompanying meals according to the rule; communicate ethically and professionally with clients; control the collection of used equipment according to the rule; place the used equipment in the service cart according to the rule; assist customers during the coffee break according to the rule; separate waste according to type; to implement health and safety requirements of the customer during the preparations and service in the coffee breaks; to implement the rules of hygiene, occupational safety and environmental protection during the coffee break service; Assessment Instruments: Observation with checklist.

**Instructions for module implementation.** This module should be handled in real working environments of hotels, restaurants or other environments where food and drinks are served, as well as in environments where receptions and banquets take place, but visits to businesses that offer this service are also recommended. The teacher should use as much as possible concrete demonstrations of the techniques of using food and beverage service methods, tools and relevant equipment. Students must engage in concrete work activities,



first under supervision and then independently. They should be encouraged to discuss the activities they perform. During the evaluation of the students, emphasis should be placed on the verification of the degree of achievement of practical skills for the realization of the given tasks. Acceptable completion of the module will be considered the satisfactory achievement of all achievement criteria specified for each learning outcome

**Resources and Materials:** For the proper implementation of the module, it is necessary to provide the following environments, tools, equipment and materials: Real restaurant or school restaurant. Set of restaurant tools and equipment. The raw material needed according to the recipes. Manuals, guides, written materials, menus and drink cards in support of the issues covered in the module.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

<b>Course/Module Title:</b> <i>"Special services in front of the customer, in the restaurant"</i>
<b>Course Code:</b> M-13-429-2
<b>Course delivered by:</b> VET Institutions
<b>Course Overview:</b> A practical module that enables students to perform special services in the restaurant, in the eyes of the customer, applying the rules of attitude, behavior, communication and the use of tools during these services.
<b>Course Duration:</b> 85 hours total
<b>Prerequisites (if applicable):</b> Students must have completed the qualification in Hospitality-Tourism, level II of KSHK (AQF - Albanian Qualification Frame)
Learning Outcomes:
<b>1. The student uses and maintains equipment and work tools in special services in the eyes of the customer.</b>
Assessment Methods: Assessment criteria: The student must be able: to use and maintain equipment and tools for special preparations in the eyes of the client; to use and maintain tools and equipment for filleting in the eyes of the client; to use and maintain tools and equipment for dressing and seasoning salads; to apply safety, hygiene and environmental protection rules during the maintenance and cleaning of service equipment in special preparations in the restaurant.
Assessment instruments: Oral questions and answers; Observation with checklist.
<b>2. The student performs various salad dressings in front of the customer.</b>
Assessment Methods. Assessment criteria: The student must be able: to offer the menu to the customer according to the rules; receive the customer's order according to the rules; to prepare the mise en place for the dressing in the eyes of the client; to prepare the workplace for the preparation of the dressing according to the recipe; to select the right tools and work equipment for preparing the dressing; to select the ingredients for the preparation of the dressing according to the recipe; to use the tools accurately during the preparation of the dressing; to prepare different types of dressing; to put the preparations on the customers' plates according to the rules; decorate the customer's plate according to the rules; serve prepared foods with dressing; to clean the workplace; place tools and work equipment in the designated place; to apply the rules of hygiene, work protection and environmental protection during the preparation of salad dressings in the eyes of the customer.
Assessment instruments: Observation with checklists.

**3. The student performs fruit slicing in the restaurant, in front of the customer.**

Assessment Methods. Assessment criteria: The student must be able to: to offer the menu to the customer according to the rules; take the order to the customers according to the rules; to prepare mise en place for the client for fruit slicing; to prepare the workplace in the geridon for slicing the fruits; select tools and work equipment according to the type of fruit to be sliced; to select the fruits for slicing; use the appropriate tools when slicing fruits according to type; to slice fruits by type (apple, banana, pineapple, kiwi, orange); put the prepared fruits on the customer's plate; decorate the customer's plate according to the rules; to set supplements according to the recipes and rules, adapting them to the recipes; serve the sliced fruits to the customer by applying the service rules; to clean the workplace after the service; place tools and equipment in the designated place; to apply the rules of hygiene, work protection and environmental protection during filleting and serving filleted fruit in front of the customer.

Assessment instruments: Observation with checklist.

**4. The student fillets fish in the restaurant, in front of the customer.**

Assessment Methods. Assessment criteria: The student must be able: offer the menu to the customer according to the rules; take the order to the customers according to the rules; to prepare the mise en place for filleting the fish; to prepare the workplace in the gueridon for filleting fish; select tools and work equipment according to the type of fish to be filleted; select the fish for filleting; use the appropriate tools when filleting fish according to type; filet the fish according to type; put the filleted fish on the customer's plate; decorate the customer's plate according to the rules; to set supplements according to the recipes and rules, adapting them to the recipes; serve the filleted fish to the customer by applying the service rules; to clean the workplace after the service; place tools and equipment in the designated place; to apply the rules of hygiene, work protection and environmental protection during filleting and serving filleted fish in front of the customer.

Assessment Instruments: Observation with checklist.

**5. The student fillets poultry in the restaurant, in front of the customer.**

Assessment criteria: The student must be able: take the order from the customers according to the rules; to prepare mise en place for the client for poultry filleting; to prepare the workplace in the geridon for poultry filleting; to select tools and work equipment according to the type of poultry that will be filleted; select poultry for filleting; use the relevant tools when filleting poultry according to type; fillet the poultry according to type; to place the filleted poultry on the customer's plate; decorate the customer's plate according to the rules; to set the supplements according to the rules, adapting them to the recipes; serve filleted poultry to the customer by applying the service rules; to clean the workplace after the service; place tools and equipment in the designated place; to implement the rules of hygiene, protection at work and preserving the environment during filleting and serving filleted poultry in front of the customer.

Assessment instruments: Observation with checklist.

**6. The student fillets the meat in the restaurant, in front of the customer.**

Assessment criteria: The student must be able: take the order to the customers according to the rules; to prepare mise en place for the client for filleting the meat; to prepare the workplace in the geridon for filleting the meat according to the type; to select tools and work equipment according to the type of meat to be filleted; to select the meat for filleting; use the appropriate tools when filleting meat according to type; fillet the meat according to the type; put the filleted meat on the customer's plate; decorate the customer's plate according to the rules; to set the supplements according to the rules, adapting them to the recipes; to serve filleted meat to the customer by applying the service rules; to clean the workplace after the service; place



tools and equipment in the designated place; to apply the rules of hygiene, work protection and environmental protection during filleting and serving filleted meat in front of the customer.

Assessment instruments: Observation with checklist.

**7. The student cuts different products (cheese, cake, etc.) in the restaurant, in front of the customer.**

Assessment method: The student must be able: take the order to the customers according to the rules; to prepare mise en place for the client for the various cuttings in front of the client; to prepare the workplace in the geridon for filleting assortments according to type; select tools and work equipment according to the type of cheese to be filleted; select tools and work equipment according to the type of cake to be sliced; select assortments for cutting; use the appropriate tools when cutting cheese according to type; use the appropriate tools when slicing the cakes according to the type; slice different types of cheeses in front of the customer in the restaurant; slice different types of cakes in front of the customer in the restaurant; put the sliced assortments on the customer's plate; decorate the customer's plate according to the rules; to set the supplements according to the rules, adapting them to the recipes; to serve the sliced assortment to the customer by applying the service rules; to clean the workplace after the service; place tools and equipment in the designated place; to apply the rules of hygiene, occupational protection and environmental protection during threading and service of threaded assortments in the eyes of the customer.

Assessment Instruments: Observation with checklist.

**8. The student performs flambés of the first courses in the restaurant, in front of the customer.**

Assessment criteria: The student must be able: take the order to the customers according to the rules; to prepare mise en place for the client for flambéing the first dishes; to prepare the workplace in the geridon for the flaming of assortments according to type; select tools and work equipment according to the type of recipe to be fired; to select the raw material according to the recipes he will prepare; to use the relevant tools during flaming; to cook various dishes according to recipes; put the flambéed assortments on the customer's plate according to the rules; decorate the customer's plate according to the rules; to set the supplements according to the rules, adapting them to the recipes; to serve flambéed first dishes to the customer by applying the service rules; to clean the workplace after the service; place the tools and equipment in the designated place; to apply the rules of hygiene, work protection and environmental protection during flaming and service of flaming assortments in the eyes of the customer.

Assessment Instruments: Observation with checklist.

**9. The student performs flambés of the main dishes in the restaurant, in front of the customer.**

Assessment criteria: The student must be able: take the order to the customers according to the rules; to prepare the mise en place for the client for the flambé of the main dishes; to prepare the workplace in the geridon for flambéing the main dishes according to the recipe; select tools and work equipment according to the type of recipe to be flambéed; to select the raw material according to the recipes he will prepare; use the appropriate tools when flambéing the main dishes; make flambés of the main dishes according to the recipes; put the flambéed assortments on the customer's plate according to the rules; decorate the customer's plate according to the rules; to set the supplements according to the rules, adapting them to the recipes; to serve the flambéed main dishes to the customer by applying the service rules; to clean the workplace after the service; place tools and equipment in the designated place; to apply the rules of hygiene, work protection and environmental protection during flambéing and service of flaming assortments in the eyes of the customer.

Assessment Instruments: Observation with checklist.

**10. The student performs flambés of fruits and sweets in the restaurant, in front of the customer.**

Assessment criteria: The student must be able: take the order to the customers according to the rules; to prepare the mise en place for the client and the flambé of fruits and sweets; to prepare the workplace in the geridon for flambéing fruits and sweets according to the recipe; select tools and work equipment according to the type of recipe to be flambéed; to select the raw material according to the recipes he will prepare; to use the relevant tools when flambéing fruits and sweets; make jams of fruits and sweets according to recipes; place the flambéed assortments on the customer's plate according to the rules; decorate the customer's plate according to the rules; to set the supplements according to the rules, adapting them to the recipes; serve fruits and flambéed sweets to the customer by applying the service rules; to clean the workplace after the service; place tools and equipment in the designated place; to apply the rules of hygiene, work protection and environmental protection during the flaming of fruits and sweets in front of the customer.

Assessment instruments: Observation with checklist.

Instructions for implementing the module. This module should be handled in real working environments of the restaurant, but visits to businesses that offer this service are also recommended. The teacher should use as much as possible concrete demonstrations of the techniques of using the relevant tools and equipment. Students must engage in concrete work activities, first under supervision and then independently. They should be encouraged to discuss the activities they perform. During the evaluation of the students, emphasis should be placed on the verification of the degree of achievement of practical skills for the realization of the given tasks. Acceptable completion of the module will be considered the satisfactory achievement of all achievement criteria specified for each learning outcome.

**Resources and Materials:** Necessary Conditions for the realization of the module. For the proper implementation of the module, it is necessary to provide the following environments, tools, equipment, and materials: Real restaurant or school restaurant; Set of restaurant tools and equipment; The raw material needed according to the recipes. Manuals, guides and written materials in support of the issues covered in the module.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

**Course/Module Title:** *"Preparation and service of drinks in the bar"*

**Course Code:** M-13-430-18

**Course delivered by:** VET Institution

**Course Overview:** A module that enables students to prepare and serve different drinks at the bar.

**Course Duration:** 102 hours total

**Prerequisites (if applicable):** Students must have completed the qualification in Hospitality-Tourism, level II of KSHK (AQF).

**Learning Outcomes:**

**1. The student uses and maintains the bar environment, tools and equipment.**

Assessment method: The student must be able: use and properly maintain the bar; maintain the bar counter according to the rules; place equipment and work tools in the bar according to the rules; to regularly clean the working tools in the bar; regularly clean the tools for customer service in the bar; to check according to the procedures the operation of the equipment before use (espresso machine,

refrigerators, ice machine, filter, blender, dishwasher, etc.); use the work equipment in the bar according to the rules (espresso machine, refrigerators, ice machine, filter, blender, dishwasher, etc.); use bar tools (shaker, mixing glass, drink pourers, grinder, ice breaker, etc.); use and properly maintain the bar equipment; to use and maintain according to the rule the measures of drinks in the bar; to use the basic bar drinks according to the rule; to implement the safety and environmental protection rules during the use and maintenance of the environment, tools and equipment of the bar.

Assessment Instruments: Observation with checklist.

## **2. The student applies the rules of service, attitude and behavior in the bar and serves basic drinks in the bar.**

Assessment criteria: The student must be able: to apply the rules of bar service; to wear the uniform according to the rules; to implement the ways of movement in the bar; to implement the required rules of body posture at the counter and service; to implement the manners of behavior with the customer during the stay at the bar; to apply rules of hygiene and protection at work; protecting the environment while working in the field; to prepare the service of drinks in the bar; to select the glass according to the drinks; prepare decorations for bar service; to serve non-alcoholic drinks; to serve alcoholic beverages; serving drinks at the bar counter; to apply the rules of body posture at the counter and service.

Assessment Instruments: Observation with checklist.

## **3. The student prepares hot alcohol-based mixed drinks.**

Assessment Criteria: The student must be able: to select according to the rules the working tools for the preparation of hot alcohol-based drinks; to place equipment, tools according to the rules on the counter; heat the espresso properly; to heat the cups according to the rule; to read the recipes of mixed hot drinks; to select according to the recipes the raw materials for the preparation of hot mixed drinks based on coffee; prepare hot coffee-based mixed drinks; to select according to the recipes the raw materials for the preparation of hot tea-based mixed drinks; prepare hot tea-based mixed drinks; to select according to the recipes the raw materials for the preparation of other hot mixed drinks in the bar; to prepare other hot mixed drinks at the bar; to perform sensory evaluation of hot mixed drinks according to the procedure; to apply the rules of hygiene, occupational safety and environmental protection during the preparation of hot drinks in the bar.

Assessment Instruments: Observation with checklist.

## **4. The student prepares mixed drinks directly into the customer's glass.**

Assessment criteria: The student must be able: to select according to the rules the work tools for the preparation of drinks directly in the customer's glass; to place equipment, tools according to the rules on the counter; read the recipe for the mixed drink; to choose the right glass according to the type of drink to be prepared; select drinks and raw materials for the preparation of drinks directly in the customer's glass by type; to prepare decorations according to the type of drink; to cool the customer's glass; pour the drinks into the glass according to the order and preparation rules; put the decor in the customers' glasses according to the rules; to apply the rules of hygiene, work protection and environmental protection during the preparation of mixed drinks in the customer's glass.

Assessment Instruments: Observation with checklist.

## **5. The student prepares mixed drinks in the mixing glass.**

Assessment criteria: The student must be able: to select according to the rules the working tools for the preparation of drinks in the mixing glass; to place equipment, tools according to the rules on the counter; read the recipe for the mixed drink; to select the glass according to the type of drink to be prepared; to

select drinks and raw materials for the preparation of drinks in the mixing glass by type; to prepare decorations according to the type of drink; cool the customer's glass according to the rules; cool the mixing glass; pour the drinks into the mixing glass according to the order and preparation rules; mix the drinks in the mixing glass; to fill the customers' glasses by applying the service rules; put the decoration on the customers' glasses; to apply the rules of hygiene, work protection and environmental protection during the preparation of mixed drinks in the mixing glass.

Assessment criteria: Observation with checklist.

#### **6. The student prepares mixed drinks in a shaker.**

Assessment criteria: The student must be able: to select according to the rules the working tools for the preparation of drinks in the shaker; to place equipment, tools according to the rules on the counter; read the recipe for the mixed drink; to select the glass according to the type of drink to be prepared; to select drinks and raw materials for the preparation of drinks in shakers by type; to prepare decorations according to the type of drink; cool the customer's glass according to the rules; cold shaker; pour the drinks into the shaker according to the order and preparation rules; to shake the drinks in the shaker following the rules; to fill the customers' glasses by applying the service rules; put the decoration on the customers' glasses; to apply the rules of hygiene, work protection and environmental protection during the preparation of mixed drinks in the shaker.

Assessment instruments: Observation with checklist.

#### **7. The student prepares mixed drinks in the blender.**

Assessment method: The student must be able: to select according to the rules the working tools for the preparation of drinks in the blender; to place equipment, tools according to the rules on the counter; read the recipe for the mixed drink; to select the glass according to the type of drink to be prepared; to select drinks and raw materials for the preparation of drinks in a blender according to type; prepare decorations according to the type of drink; cool the customer's glass according to the rules; put the ingredients in the blender according to the order and preparation rules; to mix the ingredients in the blender following the rules and respecting the time; To fill the customers' glasses by applying the service rules; put the decoration on the customers' glasses; to apply the rules of hygiene, work protection and environmental protection during the preparation of mixed drinks in the blender.

Assessment Instruments: Observation with checklist.

#### **8. The student prepares fast food in the bar.**

Assessment method: The student must be able: select equipment and work tools according to the type of preparation; to place equipment and tools according to the rules on the counter; to select the raw material according to recipes and type of preparation; prepare mise en place for customer service; to prepare cold panini according to the rule and procedure; to prepare warm panini according to the rule and procedure; to prepare toasts according to the rule and procedure; put the prepared foods on the plate according to the rules; to apply the rules of hygiene, work protection and environmental protection during the preparation of fast food in the bar.

Assessment instruments: Observation with checklist.

#### **9. The student performs simple economic calculations in the bar.**

Assessment method: The student must be able: to calculate the price of non-alcoholic drinks in the bar; calculate the price of alcoholic beverages in the bar; to calculate the price of mixed drinks at the bar; to use electronic devices and computers in the bar; close the customer's bill at the bar; to close the invoices at the end of the shift according to the procedures; to carry out the inventory of the bar according to the

rules; to carry out the check at the bar at the end of the shift; to draw up the request sheet for drinks at the bar.

Assessment Instruments: Observation with checklist.

### **10. The student performs a show in the bar.**

Assessment method: The student must be able: to select work tools; to select the bottles for making the show in the bar; to select the recipe/ingredients for the drinks for the show; to place equipment, tools according to the rules on the counter; to select glasses according to the type of drink; to perform with flames; to perform throwing bottles; to perform with colour combinations; to prepare the decoration of the drink; to fill customers' glasses according to the rules; to decorate the glasses; to apply the safety rules while performing.

Assessment Instruments: Observation with checklist.

Instructions for module implementation. This module should be covered in real bar work environments, but visits to businesses that offer this service are also recommended. The teacher should use as much as possible concrete demonstrations of the techniques of using the tools and related equipment to prepare and serve drinks in the bar. Students must engage in concrete work activities, first in a supervised manner and then in a self-directed, independent manner to prepare and serve the various drinks at the bar. They should be encouraged to discuss the activities they perform. During the assessment of students, emphasis should be placed on verifying the degree of achievement of practical skills for the realization of given tasks. Acceptable completion of the module will be considered the satisfactory achievement of all the completion criteria specified for each learning outcome

**Resources and Materials:** Necessary Conditions for the realization of the module. For the proper realization of the module, it is necessary to ensure the following facilities, tools, equipment, and materials: Real bar or school bar. Inventory of bar drinks. Set of bar tools and equipment, sets of glasses and mugs. Espresso machine, ice machine, bar dishwasher, refrigerators, blender, computer and electronic bar appliances with relevant programs. Manuals, guides and written materials in support of the issues covered in the module.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

**Course/Module Title:** *Communication in English in hospitality - tourism-2*

**Course Code:** M-13-1817-22

**Course delivered by:** VET Institution

**Course Overview:** A module that enables students to communicate with professional ethics, in English, during the performance of professional activities in various hotel-tourism activities.

**Course Duration:** 33 hours total

**Prerequisites (if applicable):** The student must have completed the 11th grade of "Hotel - tourism", level II of KSHK (AQF)

Learning Outcomes:

**1 The student communicates in English, face to face with the client, during professional activities.**



Assessment method: The student must be able: to communicate while welcoming the client; to communicate while receiving the necessary information from the client; communicate with the client about special needs and requests; to communicate with the client while receiving the request for various services; to inform the client about the services offered; to inform the client about the financial aspects and payments for the services offered; to inform the client about precautions and possible risks; orient the client to various activities that take place in the region; to inform the client about the objects of cultural and historical heritage in the region; to communicate with the client while seeing the client out; to communicate with the client while performing various services; communicate with the client about payments for services received; to communicate with the client for receiving their impressions in relation to services received; to communicate with the client while seeing the client out; communicate with the client by applying the rules of body language; communicate with the client with professional ethics.

Assessment Instruments: Oral questions and answers. Observation with checklist.

## **2 The student communicates in writing, in English, during the professional activity.**

Assessment method: The student must be able: prepare working documents; fill out work forms; interpret written documentation; interpret received messages; to answer in writing; communicate in writing by e-mail; communicate in writing via WhatsApp; communicate in writing via Instagram; communicate in writing via Facebook; communicate in writing with professional digital platforms; to communicate in writing, applying the rules of official communication; communicate in writing, applying the rules of semi-official communication; to communicate in writing, applying the rules of informal communication; to communicate in writing, applying the rules of spelling in the English language; to communicate in writing, applying the rules of professional ethics.

Assessment Instruments: Oral questions and answers. Observation with checklist.

## **3 The student communicates by phone, in English, during the professional activity.**

Assessment method: The student must be able: receive the customer's phone call; get information from the client, on the phone; to communicate with the client on the phone, for his special needs and requests; to interpret the information received by phone, from the client; to communicate with the customer on the phone, while receiving the request for various services; to inform the customer by phone, regarding the services offered; to inform the client by phone, regarding the financial aspects and payments for the services offered; to negotiate with the client over the phone, about the services offered and their prices; to inform the customer by phone, regarding the care and possible risks; orient the client by phone, for various activities that take place in the region; to inform the client by phone, regarding the objects of cultural and historical heritage in the region; to communicate with the client by phone, for various aspects related to the services provided; to communicate with the client by phone, to get their impressions about the services offered; communicate by phone, with the client, with professional ethics.

Assessment Instruments: Oral questions and answers. Observation with checklist.

Instructions for implementing the module and for student assessment. This module should be handled in classrooms as well as in the professional practice environments of the school, equipped with the appropriate tools. This module can also be handled in real work environments in the hotels and tourism sector businesses, with real clients. Students must engage in concrete activities to communicate in English while performing various services in the hospitality and tourism sector. The teacher of the module must demonstrate examples of communication in English during practical activities in the hospitality and tourism sector, as provided in the module. It is recommended to use role play and simulation methods as much as possible, regarding the aspects of communication in the English language, in the activities of the tourism hotel sector. The teacher of the module should moderate group discussion sessions, in relation to the



communication activities in the English language, carried out previously. The teacher of the module should emphasize the fact that, not only the use of the English language, correct and with the terminology of properly, but also the ethics of communication is an important part of successful activity in the field of hospitality and tourism. The teacher of the module must give homework to the students, so that they study aspects of communication and vocabulary in the English language, which are used in various professional activities, in the hospitality and tourism sector. During the evaluation of students, emphasis should be placed on verification of the degree of achievement in relation to correct communication and with the right ethics in the English language, in the professional activities of the tourism hotel sector. Acceptable completion of the module will be considered the satisfactory achievement of all the realism criteria specified for each learning outcome.

**Resources and Materials:** Necessary conditions for the realization of the module. For the proper implementation of the module, it is necessary to provide the following environments, tools, equipment and materials: Different environments, real or simulated, related to professional activities in the hospitality and tourism sector. Furnishings, tools, equipment and materials necessary for services in the hotel and tourism sector. Electronic equipment with the necessary communication programs. First aid kit. Idioms dictionaries of English language. Internet addresses dealing with aspects of communication in the English language in the hospitality and tourism sector. Manuals, guides, document formats, information materials, materials written in English, supporting the issues covered in the module.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

<b>Course/Module Title:</b> <i>“Cooking assortments for simple and festive receptions”</i>
<b>Course Code:</b> M-13-431-18
<b>Course delivered by:</b> VET Institution
<b>Course Overview:</b> A module that enables students to perform preliminary actions as well as to cook in the kitchen assortments for simple and festive receptions.
<b>Course Duration:</b> 51 hours total
<b>Prerequisites (if applicable):</b> Students must have completed the qualification Hospitality-Tourism, level II of KSHK (AQF).
<b>Learning Outcomes:</b>
<b>1. The student makes preparations for cooking simple and festive menus.</b>
Assessment method: The student must be able: to analyze the reception menu; to prepare the production plan according to the rule; to select the appropriate work tools for the preparation of the defined menu; to check the operation of the equipment according to the rule; take care of the equipment according to the rules; put the equipment to work according to the user manual; to select the raw materials according to the recipe; weigh the raw materials according to the recipe; to wash, clean the raw materials for the preparation of the defined menu; to apply the rules of safety, hygiene and environmental protection during the preparation for the realization of the reception menu.
Assessment Instruments: Observation with checklist
<b>2. The student prepares assortments of menus for simple and festive receptions.</b>
Assessment Methods /Assessment criteria: The student must be able: to cook assortments of cold buffets in waiting according to menu and recipe; cook assortments of hot buffets in receptions according to the menu and recipe; to cook desserts for receptions according to the menu and recipe; to prepare decorations for various assortments according to the menu and recipe; put food on plates, for reception according to the rules; decorate plates with food for reception according to the rules; to serve the menus for reception by applying the serving rules; show proper care for work tools; to clean the workplace; to apply the rules of hygiene, occupational safety and environmental protection during the preparation of menu assortments for reception.
Assessment Instruments: Observation with checklist.
Instructions for implementing the module. This module should be handled in real kitchen work environments, but visits to businesses that offer kitchen service are also recommended. The teacher should use as much as possible concrete demonstrations of the techniques of preparing different assortments for simple and festive receptions using the relevant tools and equipment. Students should engage in concrete work activities for preparatory actions as well as for the preparation of assortments of different types, first under supervision and then independently. They are encouraged to discuss about the activities they perform. During the evaluation of the students, emphasis should be placed on the verification of the degree of achievement of practical skills for the realization of the given tasks. Acceptable completion of the module will be considered the satisfactory achievement of all achievement criteria specified for each learning outcomes.
<b>Resources and Materials:</b> Necessary conditions for the realization of the module. For the proper implementation of the module, it is necessary to provide the following environments, tools, equipment, and materials: Real kitchen or school kitchen. The set of kitchen tools and equipment for the preparation of assortments of different types. Raw materials and auxiliary materials necessary for cooking

assortments according to the menu defined in the reception. Manuals, guides and written materials in support of the issues covered in the module.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

<b>Course/Module Title:</b> <i>Cooking assortments for banquets</i>
<b>Course Code:</b> M-13-432-18
<b>Course delivered by:</b> VET Institution
<b>Course Overview:</b> A module that enables students to prepare and cook assortments for simple and festive banquet.
<b>Course Duration:</b> 51 hours total
<b>Prerequisites (if applicable):</b> Students must have completed the qualification in Hospitality-Tourism, level II of KSHK (AQF)
Learning Outcomes:
<b>1. The student performs preliminary preparations for the preparation of menus for simple and festive banquets.</b>
Assessment Methods: Assessment criteria: The student must be able: analyze the banquet menu according to the rule; to prepare the production plan according to the rule; to select work tools according to the defined menu; check the operation of the equipment for the preparation and cooking of the banquet menu; put the equipment to work according to the user manual; to select the raw materials according to the recipe; weigh the raw materials according to the recipe; to wash and clean the raw materials for the preparation of the defined menu; to apply safety, hygiene and environmental protection rules during the preparation of the banquet menu.
Assessment Instruments: Observation with checklist
<b>2. The student prepares assortments of menus for simple and festive banquets</b>
Assessment method: The student must be able: to cook cold first courses according to the banquet menu; to cook soup according to the banquet menu; prepare hot first courses according to the banquet menu; cook main dishes with fish according to the banquet menu; to cook main dishes with meat according to the banquet menu; to cook desserts according to the banquet menu; prepare decorations for banquet menu assortments; put the food on the customers' plates for the banquet according to the rules; to decorate the customers' plates for the banquet according to the rules; serve menus at banquets applying different service methods; take care of work tools; clean the workplace according to the rules; to apply the rules of hygiene, work protection and environmental protection during the preparation of menu assortments for banquets.
Assessment Instruments: Observation with checklist
Instructions for implementing the module. This module should be handled in real kitchen work environments, but visits to businesses that offer kitchen service are also recommended. The teacher should use as much as possible concrete demonstrations of the preparation techniques of various assortments for simple and festive banquets, using the relevant tools and equipment.
Students should be engaged in concrete work activities for preparatory actions as well as for the preparation of assortments of different types, for simple and festive banquets, first supervised and then

pag. 17



independently. They should be encouraged to discuss the activities they perform. During the evaluation of the students, emphasis should be placed on the verification of the degree of achievement of practical skills for the realization of the given tasks. Acceptable completion of the module will be considered the satisfactory achievement of all achievement criteria specified for each learning outcome.

**Resources and Materials:** Necessary conditions for the realization of the module. For the proper implementation of the module, it is necessary to provide the following environments, tools, equipment, and materials: Real kitchen or school kitchen. The set of kitchen tools and equipment for the preparation of assortments of different types. Raw materials and auxiliary materials necessary for cooking assortments according to the menu defined in the banquet. Manuals, guides and written materials in support of the issues covered in the module.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

<b>Course/Module Title:</b> <i>Effective communication in hotel services</i>
<b>Course Code:</b> M-13-433-18
<b>Course delivered by:</b> VET Institution
<b>Course Overview:</b> A module that enables students to have effective communication during service, respecting the rules regarding speaking and acting, as well as to carry out successful conversations with customer.
<b>Course Duration:</b> 51 hours total
<b>Prerequisites (if applicable):</b> Students must have completed the qualification in Hospitality-Tourism, level II of KSHK (AQF).
Learning Outcomes:
<b>1. The student communicates effectively.</b>
Assessment Methods: Assessment criteria: The student must be able: use breathing, calming, relaxation techniques during communication, eliminating wrong breathing, blackout; to use tone of voice, way of speaking, modulation, articulation for effective communication; use body language to transmit messages; interpret body language signals in communication; apply active listening techniques; conduct clarifying and argumentative conversations; to convince interlocutors using argumentation techniques; to analyze one's own behavior in conversations; prepare presentations and distinguish the elements of a presentation such as visual aids, emotions, defects, attention; set and achieve goals during presentations; build speeches by eliminating rhetorical errors, stress and tensions; make phone calls by following the steps; to communicate on the phone according to the telephone column.
Assessment Instruments: Oral questions and answers. Checklist observation.
<b>2. The student conducts successful service conversations</b>
Assessment Methods: The student must be able: build sales conversations based on the principles of sales philosophy; communicate as a partner and not as an opponent with the client; lead positively in the atmosphere of the conversation with the client; apply interviewing techniques to learn customer needs; to listen to the client regarding the needs; to present the products or services mentioning the usefulness and advantages, with focus to the level of feelings and senses; present the offer with positive, convincing wording; handle customer's objections and price negotiations according to the rules; apply presentation

and price negotiation techniques; influence the customer's purchase decisions without creating pressure to understand the customer's purchase signals; successfully complete the sale.

Assessment Instruments: Observation with checklist.

Instructions for implementation of the module. This module should be covered in class, but visits to businesses are also recommended. The teacher should use as much as possible concrete demonstrations of various communication techniques, using the relevant tools and equipment. The teacher should use simulation and role plays for students' practice in communication. Students must engage in activities and concrete communication situations, initially in a supervised manner and then independently. They should be encouraged to discuss in relation to the activities they perform. During the assessment of students, emphasis should be placed on verifying the degree of achievement of practical skills for the realization of given tasks. Acceptable completion of the module will be considered the satisfactory achievement of all the completion criteria specified for each learning outcome.

**Resources and Materials:** For the proper realization of the module, it is necessary the following facilities and materials to be provided: Classroom. Bar, restaurant and kitchen. Manuals, guides and written materials in support of the issues covered in the module.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

**Course/Module Title:** *Calculation of cost and price in the hotel*

**Course Code:** M-13-434-18

**Course delivered by:** VET Institution

**Course Overview:** A module that enables students to calculate costs and prices in the kitchen, bar and restaurant.

**Course Duration:** 51 hours total

**Prerequisites (if applicable):** Students must have completed the qualification in Hospitality-Tourism, level II of KSHK (AQF).

Learning Outcomes:

**1. The student calculates costs in the kitchen, bar and restaurant.**

Assessment Methods: Assessment criteria: The student must be able: explain the meaning of cost; explain the types of costs in the service; explain the cost centers in the service; explain fixed cost and variable cost; explain direct cost and indirect cost; determine the cost elements in the kitchen; determine the cost of units sold in the kitchen; to calculate the cost of dishes in the kitchen; calculate the cost of fixed menus; calculate the cost of activities and expectations; to calculate the cost of banquets; distinguish the cost elements in the bar; determine the cost of units sold in the bar; calculate the cost of hot drinks in the bar; calculate the cost of cold drinks at the bar; to calculate the cost of alcoholic drinks in the bar; to calculate the cost of mixed drinks (cocktails) at the bar.

Assessment instruments: Observation with checklist. Oral questions and answers. Written test.

**2. The student calculates the price of assortments in the kitchen and service in the bar-restaurant.**

Assessment Methods: Assessment criteria: The student must be able: explain the meaning of the price; explain the contribution margin (covering amount); to determine different price margins according to market forms; calculate the contribution margin for the kitchen and the bar; determine the elements of

pag. 19





price calculation in the kitchen; determine the price of units sold in the kitchen; calculate the price of fixed menus; calculate the price of activities and expectations; calculate the price of banquets; distinguish the elements of the price in the bar; determine the price of units sold in the bar; calculate the price of hot drinks in the bar; calculate the price of cold drinks in the bar; calculate the price of alcoholic drinks in the bar; to calculate the price of mixed drinks (cocktails) in the bar.

**Assessment Instruments:** Observation with checklist. Oral and written answer questions.

Instructions for implementing the module. This module should be covered in class. The teacher should use as much as possible concrete demonstrations for cost and price calculation. Students must engage in concrete work activities for calculation as well as situations of different types, first in a supervised manner and then independently. They should be encouraged to discuss the activities they perform. During the evaluation of the students, emphasis should be placed on the verification of the degree of achievement of practical skills for the realization of the given tasks. Acceptable completion of the module will be considered the satisfactory achievement of all achievement criteria specified for each learning outcome.

**Resources and Materials:** For the proper implementation of the module, it is necessary to provide the following environments, tools, equipment, and materials. Classroom. Financial documentation formats. Manuals, catalogs, leaflets, etc.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies' support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

<b>Course/Module Title:</b> <i>Digital marketing</i>
<b>Course Code:</b> M-26-1580-19
<b>Course delivered by:</b> VET Institution
<b>Course Overview:</b> A module that equips learners with the basic knowledge and skills to DO business marketing through various digital techniques.
<b>Course Duration:</b> 51 hours total
<b>Prerequisites (if applicable):</b> Students must have completed the qualification in "Hospitality - Tourism", level II of KSHK (AQF)
Learning Outcomes:
<b>1. The student selects the digital platform and social media for digital promotion.</b>
Assessment Methods: Assessment criteria: The student must be able: to analyse the product that will be in the market; to analyze the features of the categories of potential customers of the product; identify different types of digital platforms and social media; analyze the criteria for the selection of the digital platform and social media; select the digital platform and social media; introduce the digital platform and selected social media.
Assessment instruments: Observation with checklist.
<b>2. The student prepares the materials for their posting on the digital platform and social media.</b>
Assessment Methods: Assessment criteria: The student must be able: prepare various interactive materials (text, image, video, etc.); create videos, using different software (e.g., Movie maker, or via mobile device, smartphone, etc.); edit different images with software: photoshop, canvas, etc.; to upload (publish) the above materials on the selected digital platform and social media.



Assessment Instruments: Observation with checklist.
<b>3. The student manages the digital platform and social media</b>
Assessment Methods: The student must be able: to identify possible errors in the various interactive materials posted on the digital platform and social media; modify the various interactive materials (text, image, video, etc.) in case of errors; delete unnecessary interactive materials on the digital platform and social media; to carry out digital communication with followers/customers, through the Internet/messages in the inbox or comments on the materials published on the digital platform; monitor the impact of the company's message on followers/customers; encourage followers/customers to act in response to the company's message.
Assessment Instruments: Observation with checklist.
<b>4. The student prepares data reports on the use of the digital platform and social media by followers/customers.</b>
Assessment Methods: Assessment criteria: The student must be able: record the number of visitors to the digital platform and social media; build a graphic presentation on the number of visitors accessing the digital platform and social media (daily, weekly, monthly); highlight some of the psychological elements of Super Effective Marketing via the internet/social networks (which make the difference between a campaign without successful and an extremely successful campaign); analyze the role of the manager of the digital platform and social media based on the number of people who access them.
Assessment Instruments: Observation with checklist.
<b>5. The student creates a digital marketing plan</b>
Assessment Methods: Assessment criteria: The student must be able: to prepare an hourly, daily and weekly plan regarding the publication/distribution of various information on the selected platforms; create digital marketing campaigns, using different advertising sources (social networks, e-mail or mobile marketing); identify winning campaigns, as well as maintain existing marketing campaigns for maximum success; to suggest, if possible, genuine, varied and well-analyzed solutions for reaching the the message to the target audience and the final consumer.
Assessment Instruments: Observation with checklist.
Instructions for implementing the module. This module should be handled in practice firm environments, ICT laboratories or businesses. This module requires the learning outcomes to be completed online. The practice teacher should use concrete examples as much as possible and encourage students' creativity. Students should engage in concrete work activities, increasing the engagement of visitors to the site, preparing interactive articles, creating promotional videos, measuring the efficiency of digital marketing, etc. They should be encouraged to discuss and collaborate about the work processes for creating an online marketing plan. During the assessment of students, emphasis should be placed on verifying the degree of achievement of practical skills for the realization of work processes for the creation and management of digital marketing. Acceptable completion of the module will be considered the satisfactory achievement of all achievement criteria specified for each learning outcome.
<b>Resources and Materials:</b> For the proper implementation of the module, it is necessary to provide the following environments, equipment and materials: Work environment with computers and internet connection. Various computer programs for the implementation of digital marketing. Office supplies. Equipment for the preparation of promotional materials. Information on digital marketing. Legislation on digital marketing. Instructional materials.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

<b>Course/Module Title:</b> <i>Kitchen and Patisserie in Hotels</i>
<b>Course Code:</b> M-13-1487-22 <b>Course delivered by:</b> VET Institution
<b>Course Overview:</b> A module that enables students to cook broths, soups, typical Albanian dishes with meat, poultry, wild animals, fish and seafood, dough, bread, pastry assortments, creams, salads and antipasti with organic materials.
<b>Course Duration:</b> 188 teaching hours
<b>Prerequisites (if applicable):</b> Students must have completed Level II of the Qualification of Hotel and Tourism Services (QHTS) in the "Hospitality and Tourism" program.
<b>Learning Outcomes:</b>  <b>L01: to cook typical Albanian broths and soups with organic vegetables and poultry.</b> The student must be able to: <ul style="list-style-type: none"> <li>- wear the uniform at the workplace;</li> <li>- respect the rules of personal hygiene in the workplace;</li> <li>- implement the rules of hygiene of tools, equipment and workplace;</li> <li>- implement the rules for the prevention of accidents at the workplace;</li> <li>- implement the internal regulations in the kitchen;</li> <li>- prepare kitchen equipment for work;</li> <li>- draft the production plan for cooking broths and soups with organic vegetables and poultry;</li> <li>- take delivery of raw materials and auxiliary materials according to the order form;</li> <li>- process raw materials and auxiliary materials according to the technological process of cooking typical Albanian broths and soups with organic vegetables and poultry;</li> <li>- calculate the cost of cooking broths and soups;</li> <li>- apply the methods of storing broths in the kitchen according to their type;</li> <li>- inventory the tools, equipment, raw materials and auxiliary materials in the kitchen;</li> <li>- separate waste according to their type;</li> <li>- implement the requirements of taking care of the customer's health and safety while cooking broths and soups in the kitchen;</li> <li>- implement the rules of hygiene, occupational safety, and environmental protection in the kitchen.</li> </ul> <b>L02: to prepare meals for customers with special requirements.</b> The student must be able to: <ul style="list-style-type: none"> <li>- wear the uniform at the workplace;</li> </ul>

- respect the rules of personal hygiene in the workplace;
- implement the rules of hygiene of tools, equipment and workplace;
- implement the rules for the prevention of accidents at the workplace;
- implement the internal regulations in the kitchen;
- prepare kitchen equipment for work;
- cook meals according to balanced diets;
- draft the production plan for cooking food for customers with special requirements in the kitchen;
- take delivery of raw materials and auxiliary materials according to the order form;
- process raw materials and auxiliary materials according to the technological process of cooking balanced nutritional diets in the kitchen and for customers with special requirements;
- present assortments according to the rules of aesthetics in cooking;
- calculate the cost of cooking food diets and meals for customers with special requirements in the kitchen;
- inventory the tools, equipment, raw materials and auxiliary materials in the kitchen;
- separate waste according to their type;
- implement the requirements of taking care of the customer's health and safety during the cooking of food diets and food for clients with special requirements in the kitchen;
- implement the rules of hygiene, occupational safety, and environmental protection in the kitchen.

**L03: to prepare typical Albanian salads and antipasti.**

The student must be able to:

- wear the uniform at the workplace;
- respect the rules of personal hygiene in the workplace;
- implement the rules of hygiene of tools, equipment and workplace;
- implement the rules for the prevention of accidents at the workplace;
- implement the internal regulations in the kitchen;
- prepare kitchen equipment for work;
- draft a menu for typical Albanian salads and antipasti;
- draft the production plan for cooking salads and antipasti in the kitchen;
- take delivery of raw materials and auxiliary materials according to the order form;
- process the raw materials and auxiliary materials according to the technological process of cooking typical Albanian salads and antipasti;
- prepare decorations for typical Albanian salads and antipasti;
- spice salads and antipasti according to the recipe;
- present salads and antipasti according to the rules of aesthetics in cooking;
- calculate the cost of cooking salads and antipasti;
- inventory the tools, equipment, raw materials and auxiliary materials in the kitchen;
- separate waste according to their type;
- implement the requirements of taking care of the customer's health and safety during the preparation of salads and antipasti in the kitchen;

- implement the rules of hygiene, occupational safety, and environmental protection in the kitchen.

**L04: to prepare typical Albanian bread and dough assortments.**

The student must be able to:

- wear the uniform at the workplace;
- respect the rules of personal hygiene in the workplace;
- implement the rules of hygiene of tools, equipment and workplace;
- implement the rules for the prevention of accidents at the workplace;
- implement the internal regulations in the kitchen;
- prepare kitchen equipment for work;
- draft the production plan for typical Albanian bread and dough assortments;
- take delivery of raw materials and auxiliary materials according to the order form;
- process the raw materials and auxiliary materials according to the technological process for the production of typical Albanian bread and dough assortments;
- supervise the fermentation process of bread and dough assortments;
- cook typical Albanian bread and dough assortments;
- calculate the cost of cooking doughs and assortments;
- inventory tools, equipment, raw and auxiliary materials in the kitchen;
- separate waste according to their type;
- implement the requirements of taking care of the customer's health and safety during the preparation of doughs and assortments in the kitchen;
- implement the rules of hygiene, occupational safety, and environmental protection in the kitchen.

**L05: to prepare typical Albanian pastry assortments.**

The student must be able to:

- wear the uniform at the workplace;
- respect the rules of personal hygiene in the workplace;
- implement the rules of hygiene of tools, equipment and workplace;
- implement the rules for the prevention of accidents at the workplace;
- implement the internal regulations in the kitchen;
- prepare kitchen equipment for work;
- draft the production plan for cooking typical Albanian doughs and pastry assortments;
- take delivery of raw materials and auxiliary materials according to the order form and recipe;
- process raw materials and auxiliary materials according to the technological process of cooking typical Albanian pastry doughs and assortments;
- cook typical Albanian assortments of pastry doughs and creams;
- present confectionery assortments according to the rules of aesthetics;
- calculate the cost of cooking pastry products;
- inventory the tools, equipment, raw materials and auxiliary materials in the kitchen;

- separate waste according to their type;
- implement the requirements of taking care of the customer's health and safety during the cooking of the pastry assortments;
- implement the rules of hygiene, occupational safety, and environmental protection in the kitchen.

**L06: to prepare typical Albanian compotes, jams and sweet sauces.**

The student must be able to:

- wear the uniform at the workplace;
- respect the rules of personal hygiene in the workplace;
- implement the rules of hygiene of tools, equipment and workplace;
- implement the rules for the prevention of accidents at the workplace;
- implement the internal regulations in the kitchen;
- prepare kitchen equipment for work;
- draft the production plan for cooking compotes, jams and sauces with organic fruits and vegetables in the kitchen;
- take delivery of raw materials and auxiliary materials according to the order form and recipe;
- process the raw materials and auxiliary materials according to the technological process of cooking compotes, jams and sauces with fruits and vegetables according to the recipe;
- supervise the process of technological processing of the production of typical Albanian compotes, jams and sauces with fruits and vegetables;
- package and label compotes, jams and sauces according to their type;
- apply the rules of storage of compotes, jams and sauces by type;
- calculate the cost of cooking compotes, jams and sauces in the kitchen;
- inventory the tools, equipment, raw materials and auxiliary materials in the kitchen;
- separate waste according to their type;
- implement the requirements of taking care of the customer's health and safety during the cooking of compotes, jams and sauces in the kitchen;
- implement the rules of hygiene, occupational safety, and environmental protection in the kitchen.

**L07: to prepare typical Albanian canned products.**

The student must be able to:

- wear the uniform at the workplace;
- respect the rules of personal hygiene in the workplace;
- implement the rules of hygiene of tools, equipment and workplace;
- implement the rules for the prevention of accidents at the workplace;
- implement the internal regulations in the kitchen;
- prepare kitchen equipment for work;
- draft the production plan for cooking typical Albanian canned products with meat, fish, organic fruits and vegetables,

- take delivery of raw materials and auxiliary materials according to the order form;
- process raw materials and auxiliary materials according to the technological process of cooking typical Albanian canned products by type;
- supervise the technological process of production of typical Albanian canned meat/fish products;
- supervise the technological process of production of typical Albanian preserved products with organic fruits and vegetables;
- package and label canned products according to their type;
- apply the rules of preservation of canned products by type;
- calculate the cost of cooking canned products;
- inventory the tools, equipment, raw materials and auxiliary materials in the kitchen;
- separate waste according to their type;
- implement the requirements of taking care of the customer's health and safety during the cooking of canned products;
- implement the rules of hygiene, occupational safety, and environmental protection in the kitchen.

**L08: to cook typical Albanian dishes with meat, poultry, and wild animals.**

The student must be able to:

- wear the uniform at the workplace;
- respect the rules of personal hygiene in the workplace;
- implement the rules of hygiene of tools, equipment and workplace;
- implement the rules for the prevention of accidents at the workplace;
- implement the internal regulations in the kitchen;
- prepare kitchen equipment for work;
- draft the production plan for cooking typical Albanian dishes of meat, poultry and wild animals as well as accompanying assortments;
- take delivery of raw materials and auxiliary materials according to the recipe;
- cut and ration meat according to type, parts, and its qualities;
- marinate the meat according to the type and recipe;
- process the raw materials and auxiliary materials according to the technological process of cooking products with meat, poultry and wild animals, according to the recipe;
- prepare typical Albanian dishes with meat according to the recipe;
- prepare typical Albanian dishes with poultry, according to the recipe;
- prepare typical Albanian dishes with wild animals, according to their type and recipe;
- prepare accompanying products of dishes with meat, poultry and wild animals;
- present meat dishes according to the rules of aesthetics in cooking;
- present typical Albanian dishes with poultry according to the rules of aesthetics in cooking;
- present typical Albanian dishes with wild animals, according to the rules of aesthetics in cooking;
- calculate the cost of cooking meat, poultry and wild animal products in the kitchen;
- inventory the tools, equipment, raw materials and auxiliary materials in the kitchen;



- separate waste according to their type;
- manage fats for recycling;
- implement the requirements of taking care of the customer's health and safety during during the cooking of typical Albanian dishes of meat, poultry and wild animals in the kitchen;
- implement the rules of hygiene, occupational safety, and environmental protection in the kitchen.
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**L09: to cook typical Albanian dishes with fish and seafood.**

The student must be able to:

- wear the uniform at the workplace;
- respect the rules of personal hygiene in the workplace;
- implement the rules of hygiene of tools, equipment and workplace;
- implement the rules for the prevention of accidents at the workplace;
- implement the internal regulations in the kitchen;
- prepare kitchen equipment for work;
- draft the production plan for cooking typical Albanian dishes with fish and seafood, as well as accompanying assortments;
- take delivery of the raw materials and auxiliary materials according to the recipe;
- apply processing techniques for typical Albanian dishes with fish and seafood;
- marinate fish and seafood according to type and recipe;
- implement the technological process for cooking typical Albanian dishes with fish and seafood according to the recipe;
- present typical Albanian dishes of fish and seafood according to the rules of aesthetics in cooking;
- calculate the cost of cooking fish and seafood products in the kitchen;
- inventory the tools, equipment, raw materials and auxiliary materials in the kitchen;
- separate waste according to type;
- manage fats for recycling;
- implement the requirements of taking care of the customer's health and safety during the cooking of typical Albanian dishes with fish and seafood;
- implement the rules of hygiene, occupational safety and environmental protection in the kitchen.

**Assessment Methods: Observation with checklist.**

**Resources and Materials:**

For the proper implementation of the module, it is necessary to provide the following environments, equipment, and materials:

- An authentic restaurant kitchen or the school kitchen.
- Set of kitchen tools and equipment.
- Necessary products according to recipes.
- Manuals, guides, written materials, and various menus in support of the issues covered in the module.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

**Course/Module Title:** *Services in the hotel restaurant*

**Course Code:** M-13-1488-22

**Course delivered by:** VET Institution

**Course Overview:** A module that enables students to serve food and drinks in hotels and restaurants, to prepare and serve in various activities professionally in the eyes of the customer.

**Course Duration:** 85 teaching hours

**Prerequisites (if applicable):** Students must have completed Level II of the Qualification of Hotel and Tourism Services (QHTS) in the "Hospitality and Tourism" program.

**Learning Outcomes:**

**L01: to implement food service methods in the hotel restaurant.**

The student must be able to:

- wear the uniform at the workplace;
- respect the rules of personal hygiene in the workplace;
- outline the service hall according to the rules;
- set the table according to the order and menu;
- design menus for customers according to meals and orders;
- organize the Sideboard closet according to the rules;
- wait for customers in the hall according to the rules;
- accompany customers with different abilities to the table according to the rules;
- accompany customers to the table according to the rules;
- apply the rules of ethics and communication with customers during the service;
- offer the menu to the customer according to the rules;
- suggest typical Albanian organic foods to customers according to the rules;
- receive the customer's order according to the rules;
- serve food to customers by applying different service methods according to the rule (with plate, cloche cover, gueridon, plate);
- use the forleger during service according to the type of food and the method of service (flat, normal, wedge-shaped) according to the rule;
- serve soup and broth to customers;
- accept and resolve customer complaints in the restaurant;
- provide the payment invoice to the customer according to the rule;
- use electronic means (P.O.S) for payments with customers according to the rule;
- make payments with customers according to payment methods;

- follow the customers according to the rules;
- implement the requirements of taking care of the customer's health and safety during the preparation and service in the restaurant;
- implement the rules of hygiene, occupational safety, and environmental protection in the restaurant.

**L02: to serve drinks in the hotel restaurant.**

The student must be able to:

- wear the uniform at the workplace;
- respect the rules of personal hygiene in the workplace;
- apply the rules of ethics and communication with customers while serving drinks in the restaurant;
- draft the drink menu at the bar;
- offer the drink card (list) to the customer according to the rule;
- suggest the combination of drink with food to customers according to the rule;
- suggest typical Albanian drinks for combination with the food to customers;
- describe the wine label according to the type, origin and according to the rule;
- select the glass for serving wine according to the order and type of wine;
- open the bottle of wine according to the rule;
- offer the wine for tasting to the customer according to the rule;
- serve wine to the customer according to the type and order;
- use the beer device for filling glasses;
- select the glass according to the type of beer and the amount of beer;
- serve beer according to the type and order;
- accept customer complaints and suggestions for the service of drinks according to the rules;
- offer payment to customers according to the rules;
- make payments with customers according to the rules and ways of making them;
- use electronic means (P.O.S) for payments with customers;
- greet customers according to the rule;
- implement the requirements of taking care of the customer's health and safety while preparing and serving drinks in the restaurant;
- implement the rules of hygiene, occupational safety and environmental protection in the restaurant while serving drinks.

**L03: to organize various activities in the hotel restaurant.**

The student must be able to:

- wear the uniform at the workplace;
- respect the rules of personal hygiene in the workplace;
- to receive the order for the organization of various activities in the restaurant according to the rules;
- fill out the forms for accepting the organization of various activities;

- prepare the hall for service according to the number of guests, the size of the hall and the type of activity;
- control the preparation of food and drinks according to the customer's order for service in activities;
- apply the rules of ethics and communication with customers while serving at activities;
- serve food and drinks according to the ways and methods of service;
- make payments with customers according to payment forms and according to the rules;
- greet customers according to the rule;
- calculate the cost of activities according to the rule;
- implement the requirements of taking care of the customer's health and safety during preparations and while serving drinks in various activities in the hotel or the restaurant;
- implement the rules of hygiene, occupational safety and environmental protection during preparations and while serving in activities.

**L04: to perform services in front of the customer in the hotel restaurant.**

The student must be able to:

- wear the uniform at the workplace;
- respect the rules of personal hygiene in the workplace;
- prepare the workplace for services in front of the customers of the restaurant;
- select working tools for services in front of the customers in the restaurant;
- fillet the fruit in front of the customers in the restaurant;
- fillet poultry in front of the customers in the restaurant;
- fillet the fish in front of the customers in the restaurant;
- transpose the meat of small cattle in front of the customers in the restaurant;
- cut cheeses and hams in front of the customers in the restaurant;
- ration the cakes in front of the customers in the restaurant;
- use the elements of aesthetics during the preparation of the dishes for customers according to the rules;
- serve prepared dishes to customers according to the rules;
- apply the rules of attitude, ethics and communication with customers while serving in front of them;
- make payments with customers according to payment forms and according to the rules;
- greet customers according to the rules;
- manage the waste according to the type and according to the rule;
- calculate the costs of dishes prepared according to the rule;
- separate waste according to type;
- implement the requirements of taking care of the customer's health and safety during preparations and while serving food in front of the customers in the restaurant;
- implement the rules of hygiene, work protection and environmental protection during preparations and service in front of the customers in the restaurant.

**Assessment Methods: Observation with checklist.**

**Resources and Materials:**

For the proper implementation of the module, it is necessary to provide the following environments, equipment, and materials:

- An authentic restaurant kitchen or the school kitchen.
- Restaurant tools and equipment set.
- Necessary materials/products according to the type of service.
- Manuals, guides, written materials, and various menus in support of the issues covered in the module.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

**Course/Module Title:** *Services at the hotel bar*

**Course Code:** M-13-1489-18

**Course delivered by:** VET Institution

**Course Overview:** A module that enables students to prepare cocktails in the hotel bar and serve them professionally to the customer.

**Course Duration:** 33 teaching hours

**Prerequisites (if applicable):** Students must have completed Level II of the Qualification of Hotel and Tourism Services (QHTS) in the "Hospitality and Tourism" program.

**Learning Outcomes:**

**L01: to implement food service methods in the hotel restaurant.**

The student must be able to:

- wear the uniform at the workplace;
- respect the rules of personal hygiene in the workplace;
- select the work tools for the preparation of hot mixed drinks according to the rule;
- place equipment and work tools on the counter according to the rules;
- use the espresso machine according to the user manual;
- select the raw materials and auxiliary materials for the preparation of typical Albanian hot mixed drinks;
- read the recipes of hot mixed drinks;
- prepare mixed drinks based on coffee according to the procedure;
- prepare typical Albanian teas with various plants, fruits and roots.
- prepare other typical Albanian mixed drinks with natural plants according to the rules;
- select the working tools for the service of hot mixed drinks according to type;
- prepare the tray for service according to the rules;
- serve hot mixed drinks to customers according to the rules;
- calculate the cost of hot mixed drinks in the bar;
- carry out the inventory of work tools and equipment in the bar;
- provide first aid in emergency cases according to the rule;
- implement the rules for avoiding accidents at work;
- separate waste according to type;

- implement the requirements of taking care of the customer's health and safety during preparation and while serving hot mixed drinks in the bar;

**L02: to prepares cocktails in the hotel bar.**

The student must be able to:

- wear the uniform at the workplace;
- respect the rules of personal hygiene in the workplace;
- select the working tools for the preparation of cocktails (alcoholic/non-alcoholic) according to the rule;
- place equipment and working tools on the hotel bar counter according to the rules;
- read the recipe for the cocktail (alcoholic, non-alcoholic);
- distinguish the method for preparing the cocktails according to the type and recipe (directly in the glass, shaker, blender, mixing glass);
- select the glass according to the type of cocktail to be prepared;
- select drinks and raw materials for the preparation of cocktails according to the recipe;
- prepare decorations according to the type of drink using elements of aesthetics in the service;
- prepare cocktails according to the type and order;
- serve cocktails according to the rules;
- prepare small snacks accompanying the drinks in the hotel bar;
- calculate the cost of cocktails and food prepared in the hotel bar;
- implement the requirements of taking care of the customer's health and safety while preparing and serving cocktails in the hotel bar;
- implement the rules of hygiene, occupational safety and environmental protection while preparing cocktails in the hotel bar.

**Assessment Methods: Observation with checklist.**

**Resources and Materials:**

For the proper implementation of the module, it is necessary to provide the following environments, equipment, and materials:

- Hotel bar or school bar.
- Set of bar counter tools and equipment.
- The necessary materials according to the type of drink to be prepared;
- Manuals, guides, written materials as well as drink menus in support of the issues covered in the module.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

**Course/Module Title:** *Hotel Services*

**Course Code:** M-13-1490-18

**Course delivered by:** VET Institution



**Course Overview:** A module that enables students to apply the rules of service at the hotel reception, accompany the client on the hotel premises, perform simple financial operations, orientate clients to the region for visits and entertainment, as well as to perform other services in the hotel.

**Course Duration:** 69 teaching hours

**Prerequisites (if applicable):** Students must have completed Level II of the Qualification of Hotel and Tourism Services (QHTS) in the "Hospitality and Tourism" program.

**Learning Outcomes:**

**L01: to perform services at the hotel reception.**

The student must be able to:

- wear and maintain the service uniform;
- wait for clients at the reception according to the rules;
- implement the manners of behavior with the clients during the service at the reception;
- perform the duties of the receptionist;
- implement the stages of receiving the reservation request for individual clients and groups according to the rules;
- apply the rules of writing a letter or e-mail in the mother tongue and in the foreign language;
- implement the procedures of confirmation of making the reservation according to the rules;
- implement the procedures of guaranteeing the performance of the reservation according to the rules;
- implement the reservation cancellation procedures according to the rules;
- make the check-in and check-out of the clients in the hotel according to the rules;
- plan the rooms according to the requests of the clients and according to the rules;
- inform clients about services and other facilities in the hotel;
- assist the clients in the business premises of the hotel;
- register the client's expenses in the register or computer system according to the rules;
- guarantee the storage of the client's personal data based on the legislation.
- handle the messages, requests and complaints of the clients and solve them according to the procedure;
- compile simple statistical reports according to the rules;
- prepare the list of room status, arrivals and check-out of the day according to the rules;
- administer keys/room opening cards according to the rules;
- make preparations for the reception of clients/groups in the hotel according to the rules;
- administer payments with clients according to the forms of payment and according to the rules;
- perform simple financial actions at the reception, according to the rules;
- greet clients at the reception according to the rules;
- implement hygiene, occupational safety and security rules during services to the clients at reception.

**L02: orients hotel clients for visits/trips/entertainment in the region.**

The student must be able to:

- welcome clients at the hotel according to the rules;

- implement the elements of hospitality in the hotel according to the rules;
- receive the client's request for visits/trips and entertainment;
- use body language when communicating with clients;
- inform clients/groups in the area, for trips, entertainment visits;
- interpret the maps and guides of the region/city, orienting the clients according to the rules;
- inform clients about cultural activities in the region;
- orient clients for trips and visits according to the itinerary;
- inform clients about entertainment and sports activities in the hotel premises or outside the hotel;
- inform clients about the dangers during travel, entertainment, and visiting the region;
- apply the rules of effective communication in the orientation of the client for movements in the region;
- implement the rules of hygiene, occupational safety and environmental protection in the workplace.

**L03: to perform cleaning services in the hotel.**

The student must be able to:

- wear the uniform at the workplace;
- respect the standard of the profession;
- respect signage and signs at the workplace;
- implement the rules of cleaning services in the room and other common areas in the hotel;
- check and report the consumption of the minibar in the client's room according to the rule;
- correctly apply the rules and signs for entering the client's room;
- deal with absences and defects in the client's room according to the rules;
- report items found in the client's room according to the rules;
- carry out the aesthetic arrangement of the client's room and common areas;
- take delivery and return personal clothes to the clients according to the rules;
- maintain the common areas of the hotel according to the rules;
- take care of the decoration of the common areas and the placement of natural flowers;
- maintain and take care of the sports and health facilities, the swimming pool, the aesthetics facilities, etc., according to the rules;
- separate and manage waste according to the rules;
- implement the rules of hygiene, occupational safety and environmental protection while working in the client's room and common areas in the hotel.

**Assessment Methods: Observation with checklist.**

**Resources and Materials:**

For the proper implementation of the module, it is necessary to provide the following environments, equipment, and materials:

- A real hotel/ restaurant/ reception or a hotel's room model at the school.
- Set of service tools and equipment at the reception, laundry, client's room and common areas.

- Necessary materials according to the type of service;
- Manuals, guides, written materials, leaflets and promotional catalogues support the issues covered in the module.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

**Course/Module Title:** *Creation and Organization of Hospitality and Tourism Structures*

**Course Code:** M-13-855-20

**Course Overview:** This module aims to equip students with the skills to perform the actions and prepare the documents necessary for establishing hospitality and tourism structures, determine their legal form, and conduct work activities according to sectors.

**Course Duration:** 33 teaching hours

**Prerequisites (if applicable):** Students must have completed one of the teaching profiles at Level III of the Qualification of Hotel and Tourism Services (QHTS) in the "Hospitality and Tourism" program.

**Learning Outcomes:**

**L01: to carry out the initial study for the creation of the hospitality and tourism structure and for the drafting of the initial business plan.**

The student must be able to:

- carry out the study of demand and supply in the market of hospitality and tourism structures that will be offered;
- clearly define the types of products to be marketed (housing/accommodation, food, drinks, tourist products);
- correctly carry out the market study of the providers of products and services;
- to compare offers, prices and conditions of service providers, identifying their potential providers;
- to accurately reflect the estimated expenses for advertising and marketing of products and services;
- draft the business plan summarizing in it all the forecasts made;
- accurately determine the structure of the assets necessary for the development of the activity,

**L02: to determine the name and to draft the basic documents, depending on the legal form of the hospitality and tourism structure.**

The student must be able to:

- determine the name of the company depending on the activity and the image it seeks to convey to third parties.
- select the most suitable legal form for the enterprise, according to the financing possibilities and the owners' requirements;

- draft the documentation for the creation of the hospitality and tourism structure, according to its legal form, using the appropriate resources;
- draft a statute and a simple act of establishment of the hospitality and tourism structure;

**L03: to apply for licensing and registration in the pertinent authorities.**

The student must be able to:

- identify the information on the official website of the National Business Center on the licensing procedure and documents;
- correctly fill in the application forms for licensing and all the documents that must accompany the application
- be licensed by the pertinent bodies (National Business Center and/or the Ministry of Tourism and Environment), following the licensing deadlines;
- take delivery of the licensing certificates;
- correctly complete the documentation required by the local tax authorities;
- correctly fill out and submit on time the documents for registration at the labour inspectorate offices;

**L04: to perform work activities according to the sectors of the hospitality and tourism structure (the training enterprise).**

The student must be able to:

- carry out the management of documentation and activities in the Administration Sector;
- complete, process, administer and archive documents for the operation of the sectors;
- use the computer programs necessary for the performance of the training enterprise's activities;
- use the Internet, e-mail, communications and online actions for the performance of the training enterprise's activities;
- communicate correctly and with professional ethics.

**Assessment Methods: Observation with checklist.**

**Resources and Materials:**

For the proper implementation of the module, it is necessary to provide the following environments, equipment, and materials:

- Training firm facilities
- work tools and equipment
- stationaries, computer connected to the Internet.
- Templates of statutes, founding acts, business plans, and application files to the National Center of Business obtained from specific enterprises
- application and registration forms at the National Center of Business
- statements, profit forecast statements, etc.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

**Course/Module Title:** *Buying and Selling Operations in the Market*

**Course Code:** M-17-1656-20

**Course delivered by:** VET Institution

**Course Overview:** A module that equips students with practical skills to perform the buying and selling procedure, in the conditions of an international and competitive market, as well as to document and register purchases and sales.

**Course Duration:** 33 teaching hours

**Prerequisites (if applicable):** Students must have completed one of the teaching profiles at Level III of the Qualification of Hotel and Tourism Services (QHTS) in the "Hospitality and Tourism" program.

**Learning Outcomes:**

**L01: to analyze potential suppliers in the business area.**

The student must be able to:

- carefully search for information about domestic suppliers and suppliers in the international market;
- identify potential suppliers with the same object of activity as the enterprise;
- draft summary lists with clear and complete information on identified potential suppliers.
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**L02: to establish relationships with current suppliers.**

The student must be able to:

- correctly identify the purchases which will be made with suppliers (firms);
- establish correct relationships with suppliers by documenting them;
- request offers from suppliers with price lists for products;
- to prepare the relevant orders for the products to be purchased based on the purchase needs.

**L03: to carry out purchases and their registration for the enterprise and the personnel.**

The student must be able to:

- receive offers from product/service providers;
- compare the offers received from different suppliers based on their conditions and features;
- calculate the offers and determine the best offer;
- draft the correct contracts with the selected providers as the best (suitable) offer;
- carry out orders in the providers selected for the market;
- accurately record orders;
- register purchases for the business activity in warehouse cards.



**L04: to analyze potential and current customers in the business area.**

The student must be able to:

- to carefully search in a purpose-oriented manner for information about customers, companies or individuals, local and international ones;
- use various sources and modes of information for finding potential clients;
- draft clear and complete lists of potential customers identified by research, their characteristics and requirements, as well as contacts with them;
- draft customer lists which accurately reflect the preferences and special requirements of each of them, as well as the terms of delivery and payments with them;
- compile accurate and complete summary statistics with information about current customers based on actions and sales volume.

**L05: fostering and establishing relationships with customers.**

The student must be able to:

- prepare, in cooperation with the marketing department, informational materials that are sent to customers;
- to advertise, through the Internet, the company's informative materials for establishing business relations with customers;
- correctly process the information received from the contacted customers who have shown interest;
- draft complete lists of clients with whom business relations are expected to continue;
- send complete information to customers on the price list;
- send surveys for special customer requests;
- draft a detailed plan for meeting the client's requirements.

**L06: to carry out sales and corresponding registrations.**

The student must be able to:

- draft sales contracts based on legal elements;
- process customer requests;
- correctly register orders received by customers;
- to check the condition of the products according to their quality and quantity;
- to send notifications to the purchasing department to complete the status of the products in case they are not available;
- correctly draft product sales invoices;
- to record, correctly, the execution of customer orders;
- to complete individual customer cards;
- correctly record the decrease in the condition of the goods sold in the warehouse cards;

**L07: to make purchases and sales for business and personnel in the Web-shop.**

The student must be able to:

- to request information about the companies in the Web-shop for the purchase needs of the hospitality and tourism structure;
- to compare the offers and their terms of delivery and payment;
- correctly complete the order for the products to be purchased;
- carry out the electronic storage and printing of the completed order;
- correctly register the order in the register of completed orders;
- process and correctly register new orders in their register, following the same procedure as for sales in other forms;
- to send in electronic form the confirmation of receiving the order;
- save the order in a suitable electronic form to use it for further purposes.
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**Assessment Methods: Observation with checklist**

**Resources and Materials:**

For the proper implementation of the module, it is necessary to provide the following environments, equipment, and materials:

- Training firm facilities
- stationeries
- various model correspondence documents from real companies and ones prepared by the lecturer,
- receipts, forms, invoices, purchase records obtained from practice or processed in previous modules,
- computer connected to the Internet.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

**Course/Module Title:** *Product and Service Offerings in Hospitality and Tourism Structure*

**Course Code:** M-13-1657-20

**Course delivered by:** VET Institution

**Course Overview:** A module that enables students to analyze the requirements related to products and services in the hospitality and tourism structure, create the product/service, calculate costs, and establish relationships with suppliers.

**Course Duration:** 33 teaching hours

**Prerequisites (if applicable):** Students must have completed one of the teaching profiles at Level III of the Qualification of Hotel and Tourism Services (QHTS) in the "Hospitality and Tourism" program.

**Learning Outcomes:****L01: to analyse the demand for products and services in the hospitality and tourism structure.**

The student must be able to:

- distinguish the ways of analysis and requirements for the products and services in the hospitality and tourism structure;
- analyze the elements of demand for products and services in the hospitality and tourism structure;
- to use market research information to identify the required products and services and the objectives of the hospitality and tourism structure;
- to analyze the opportunities that the business has to offer the products and services required by the market;
- evaluate the effectiveness of the requested products and services;
- make decisions regarding the products and services to meet market requirements;
- adapt products and services for customers with different financial budgets;
- demonstrate responsibility, persistence, innovation, initiative, and ability to work within deadlines independently and in a group.

**L02: to create products and services in the hospitality and tourism structure.**

The student must be able to:

- analyze customer requests for products or services in the enterprise by type and by procedure;
- analyze the price requested by the client;
- specify the data for the products and services offered;
- record in detail the activities that will be carried out over time for the realization of products and services;
- accurately describe the products and services to be offered;
- to create the product and service according to the requirements of the customers targeted by the hospitality and tourism structure;
- calculate the cost of products and services based on the prices contracted with suppliers;
- calculate the total price of products/services;
- compare the calculated price with the market price and calculate the differences;
- adjust the price of products/services to that of the market;
- describe the products and services in the catalog and translate them into foreign languages;
- draft a detailed and complete marketing plan for products and services;
- correctly calculate marketing costs;
- publish products and services on the website, social networks, etc.;
- demonstrate responsibility, persistence, innovation, initiative, and ability to work within deadlines independently and in a group.

**L03: to establish relations with suppliers of products and services.**

The student must be able to:

- use the results of the market research to identify potential suppliers of the required products/services;
- establish relationships with suppliers according to the types of products and services needed;
- contact the suppliers of products/services in time to confirm their availability;
- negotiate with suppliers the prices of products/services;
- test the product/service by the staff of the respective department in the hospitality and tourism structure;
- draft service contracts with suppliers based on the dates, quantities, and conditions negotiated, respecting the legal norms in force;
- demonstrate responsibility, persistence, innovation, initiative, and ability to work within deadlines independently and in a group.

**Assessment Methods: Observation with checklist**

**Resources and Materials:**

For the proper implementation of the module, it is necessary to provide the following environments, equipment, and materials:

- Training firm facilities
- Computer
- Internet
- Office supplies
- Requests and offers templates
- Brochures and various promotional materials of products and services that can be used for illustration and examples.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

**Course/Module Title:** *Personnel Management in Hospitality and Tourism Structures*

**Course Code:** M-13-1658-20

**Course delivered by:** VET Institution

**Course Overview:** A module that equips the student with practical skills to carry out personnel employment procedures, record actions taken, and conduct appropriate registrations in the hotel and tourism structure.

**Course Duration:** 30 teaching hours

**Prerequisites (if applicable):** Students must have completed one of the teaching profiles at Level III of the Qualification of Hotel and Tourism Services (QHTS) in the "Hospitality and Tourism" program.

**Learning Outcomes:**

**L01: to identify and plan the needs for new personnel in the hospitality and tourism structure.**

The student must be able to:

- to collect accurate and complete information from the sectors of the hospitality and tourism structure for the needs of new personnel;
- correctly and responsibly analyze the personnel requirements of the sectors;
- accurately determine the needs for new personnel, according to sectors of the hotel and tourism structure;
- draft summary forms for new personnel;
- take the final decision for new personnel, according to the requirements analysis.
- determine the necessary documents and criteria for job vacancies, according to the required standards (Request for employment, CV, documents certifying the professional and personal skills of the candidate);
- advertise, according to the standards, vacancies in the media.

**L02: to draft announcements for new jobs.**

The student must be able to:

- formulate announcements of the personnel required;
- to rank the exact list of documents required for the candidates in order of importance.
- determine the means/ways by which announcements of new jobs or retraining can be carried out
- to accurately calculate the preliminary costs of announcements;
- make an economically and effectively argued decision on the way of publishing the notice.

**L03: to carry out personnel recruitment procedures.**

The student must be able to:

- correctly examine the documents of candidates for jobs;
- draw up professional and correct criteria for evaluating candidates;
- correctly formulate the questionnaires and forms for the candidates being interviewed;
- correctly and professionally conduct the interviews with the candidates selected;
- perform an objective assessment based on the documentation and the result of the interview;
- take the appropriate decision regarding the admission of candidates;
- carry out the publication of winning names and the notification of sectors for new personnel.

**L04: to carry out employment procedures.**

The student must be able to:

- select and use correctly all information on the legal basis that regulates labor relations;
- negotiate regarding working conditions, payment, etc.
- draft the employment contract based on the legal framework, the labor code, and preliminary negotiations;
- sign the employment contract;
- accurately register the new employee/s in the registry of the economic entity;
- Register at the labor office and social security and obtain the insurance number/s.
- open the work and social insurance books,
- register new employees in the payroll.

**L05: draw up the action plan for the development of personnel and their continuous training.**

The student must be able to:

- identify the needs for qualifications according to sectors and jobs;

<ul style="list-style-type: none"> <li>- build a qualification plan for new personnel;</li> <li>- design a retraining program for existing personnel;</li> <li>- to calculate the costs of the qualification activities.</li> </ul>
<b>Assessment Methods: Observation with checklist.</b>
<p><b>Resources and Materials:</b> For the proper implementation of the module, it is necessary to provide the following environments, equipment, and materials:</p> <ul style="list-style-type: none"> <li>- Training firm facilities</li> <li>- stationaries,</li> <li>- various document templates from other enterprises and document templates prepared by the lecturer;</li> <li>- office tools, a computer connected to the Internet;</li> <li>- forms, receipts, invoices, and sales records obtained from the practice in previous modules;</li> <li>- various informative materials from the Albanian Center of Training Firms, other training firm centers, training firm fairs, and various organized seminars.</li> </ul>
<p><b>Dual activities:</b> internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.</p>

<b>Course/Module Title:</b> <i>Basic Accounting in Hospitality and Tourism Structures</i>
<b>Course Code:</b> M-17-1659-20
<b>Course delivered by:</b> VET Institution
<b>Course Overview:</b> A module that equips students with practical skills to perform basic accounting in the hospitality and tourism structure (economic calculations, accounting, and annual closing, compiling financial statements of economic activity in hospitality and tourism structures).
<b>Course Duration:</b> 30 teaching hours
<b>Prerequisites (if applicable):</b> Students must have completed one of the teaching profiles at Level III of the Qualification of Hotel and Tourism Services (QHTS) in the "Hospitality and Tourism" program.
<p><b>Learning Outcomes:</b></p> <p><b>L01: to record the actions for creating or expanding the hospitality and tourism structure in the accounting book.</b> The student must be able to:</p> <ul style="list-style-type: none"> <li>- correctly perform the accounting registration of the initial capital made by the owners for the creation/expansion of the hospitality and tourism structure;</li> <li>- correctly perform the accounting registration of the amounts of expenses paid in advance for the creation, registration, and legal assistance as well as for the expansion of the activity, according to the legal form of the hospitality and tourism structure;</li> <li>- correctly draft the accounting registers (diary, ledger, parties, analytical diaries) in the form of models for the activity of the hotel and tourist structure;</li> <li>- correctly perform the accounting recording of the initial balance (opening item) in the journal;</li> </ul>



- correctly open warehouse cards according to the defined format.

***L02: to register in the accounting book the purchases and sales of products for the hospitality and tourism structure, as well as the corresponding payments and receipts.***

The student must be able to:

- open the analytical diary of purchases, respecting the legal norms in force;
- correctly register product purchase invoices in the analytical purchase journal;
- perform the correct accounting recording in addition to the state of the products in the warehouse;
- carry out the correct registration of purchase invoices in the register of received invoices;
- open the sales analytical diary, respecting the legal norms in force;
- correctly record product sales invoices in the analytical sales diary;
- perform the accounting registration, in reduction, of the state of the products;
- correctly register sales invoices in the register of issued invoices.
- correctly account for the collection of sales invoices by making the corresponding updates in the register of issued invoices;
- correctly account for the payment of purchased products or services.

***L03: To perform assessments and relevant accounting in the warehouse.***

The student must be able to:

- correctly estimate the cost of goods sold (CGS) according to the methods of the legislation in force.
- correctly register CGS in the respective books;
- correctly account for the output of raw materials and materials for production;
- correctly account for the entry of products from the production departments to the warehouse;
- correctly assess the final state of the warehouse through accurate and complete inventories;
- correctly account for warehouse conditions and their changes;
- correctly account for differences in the warehouse;
- frame the warehouse with the production departments for materials, raw materials, and available products.

***L04: to perform the declaration and accounting of work expenses and obligations, insurances, and Personal Incomes (PI)***

The student must be able to:

- complete online payment lists according to the deadlines depending on the type of business;
- declare social and health insurance and income tax obligations online;
- perform the accounting registration correctly, based on the payroll, work expenses, obligations to personnel, insurance, and the state for PI;
- correctly account, based on the insurance payment lists, the related expenses borne by the agency;
- draft and send the payment order for labor rewards to the bank;

- download the payment order for the payment of insurance obligations and PI;
- send the payment order to the bank for the payment of insurance obligations and PI;
- correctly account for the payment of obligations for labor rewards, insurance, and PI.

**L05: to perform the assessment of long-term assets.**

The student must be able to:

- correctly perform the accounting of the purchase and entry of long-term assets according to their origin;
- correctly calculate, according to the legal norms in force, the amortization of long-term assets according to their types and groups;
- correctly perform the accounting registration of the amortization expenses of long-term assets;
- correctly account for the exit of long-term assets for different destinations and purposes (which might be out of use, given away, or sold).

**L06: to account for expenses, income, payments, and other cash receipts**

The student must be able to:

- correctly account for spending and payment for local taxes;
- download and submit payment orders for the estimated profit tax quotas;
- download and send to the bank the payment order for the payment of profit tax in the case of small business;
- correctly account for income tax payments;
- correctly account for expenses for the purchase of office materials, maintenance, and their payment.
- correctly account for expenses for other purchased services (energy, telephone, water, internet, etc.) and their payment.
- correctly account for expenses/payments for interest, rent, etc.;
- correctly account for receipts/rental interest income.

**L07: to perform the closing actions and drafting of the final balance sheet.**

The student must be able to:

- correctly perform the accounting of the summary of expenses;
- correctly record the summary of income in accounting;
- correctly calculate the economic result of the tourist business;
- draft correctly, and according to the legal norms in force, the basic balance sheet of the activity of the tourism business.
- declare online on time the final income tax;
- declare online on time the statement of income and expenses;
- declare online on time the expected profit for the next year;
- correctly account for final profit tax and payment of differences.

**Assessment Methods: Observation with checklist.**

**Resources and Materials:**

For the proper implementation of the module, it is necessary to provide the following environments, equipment, and materials:

- Training firm facilities
- stationaries,
- various financial documents, models from other hospitality and tourism structures, and templates prepared by the lecturer;
- office tools, a computer connected to the Internet;
- forms, financial statements, and mandatory financial books obtained from practice in previous modules;
- various informative materials.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

**Course/Module Title:** *Promotion of the Product and Image of Hospitality and Tourism Structures*

**Course Code:** M-13-1660-20

**Course delivered by:** VET Institution

**Course Overview:** A module that equips the student with practical skills to carry out the policy of its product, the promotion of the image of the hospitality and tourism structure and applications for participation in fairs, the design of promotional materials, as well as the performance of actions before, during and after the fair.

**Course Duration:** 33 teaching hours

**Prerequisites (if applicable):** Students must have completed one of the teaching profiles at Level III of the Qualification of Hotel and Tourism Services (QHTS) in the "Hospitality and Tourism" program.

**Learning Outcomes:**

**L01: to create the image of the hospitality and tourism structure .**

The student must be able to:

- describe the importance of developing the image of a hospitality and tourism structure;
- identify the values of the hospitality and tourism structure in the market through observations, questionnaires, surveys, and discussions
- identify the types of customers for whom the hospitality and tourism structure is oriented.
- identify the types of collaborators and partners of the hospitality and tourism structure;
- highlight the strengths and weaknesses of business activity.
- create a vision for the future of the hospitality and tourism structure, and creatively describing the market in which it is oriented;
- formulate the goals and objectives that the business aims for in the future;
- identify, through different methods, the requirements and the degree of satisfaction of the clients and associates of the hospitality and tourism structure;
- describe the purpose of the existence of the business;

- formulate the mission of the hospitality and tourism structure based on the needs and types of customers it addresses, as well as the activities, technologies, and sales methods it will use;
- create the slogan of the hospitality and tourism structure, relying on the utility of the product and customer service;
- build the definition of the philosophy of the hospitality and tourism structure according to its beliefs, values, and culture.

**L02: to conceive and create the logo of the hospitality and tourism structure.**

The student must be able to:

- to describe the importance of the conception and creation of the visual identity of the hospitality and tourism structure;
- identify the constituent parts of the business's visual identity, such as logos, colors, shapes, etc.
- determine the criteria for the creation of the logo according to the values, mission, philosophy, and characteristics of the hospitality and tourism structure;
- select the elements and symbols that the logo should contain;
- define the clear and simple graphic criteria that the logo contains;
- apply the creative techniques of selecting colors, objects, shapes, photos, and phrases for building the logo of the hospitality and tourism structure;
- sketch and conceptualize the idea for the logo;
- articulate the message conveyed by the logo according to the nature of the target audience;
- select the best logo creations;
- take the final decision for the logo of the hospitality and tourism structure;
- create the logo of the hospitality and tourism structure as a symbol so that it can be easily distinguished and recognized by other companies;
- introduce the tourism business logo.

**L03: to design the advertisement of the hospitality and tourist structure.**

The student must be able to:

- to correctly define the target group, depending on the market of the hospitality and tourism structure;
- draft a clear and detailed plan of measures for the promotion of the hospitality and tourism structure/its product;
- draft formats and documents with the logo and colors with which the hospitality and tourism structure will be identified during the activity;
- create leaflets, catalogs, and other written materials to promote the hospitality and tourism structure and the product, using various animation techniques on the PC;
- conceive the dressing uniforms of the personnel in an appropriate way for their presentation to the customers and to carry out the image of the hospitality and tourism structure;
- conceive audiovisual advertisements with which the hospitality and tourism structure will be presented.

- select one of the advertising techniques, by the detailed segmentation of the market, for the correct formulation of the advertising message;
- present the created advertisement.

**L04: to carry out preparatory actions for participation in the fair.**

The student must be able to:

- draft the request for participation in the fair;
- send the request to the organizers of the fair, accompanied by the required information for the hospitality and tourism structure;
- design the slogan with which the "business firm" will be presented at the fair;
- draft sales contracts to be used at the fair;
- draft statements of expenses according to their types;
- draft the list of necessary materials for participation in the fair;
- divide the duties and responsibilities, determining the deadlines for their execution;
- apply for the hospitality and tourism as a participant in the fair by sending the appropriate information, required by the organizers of the fair;
- receive the notice of participation in the fair, together with information on the location of the firm's stand, the schedule of the fair, its insurance documentation, and the list of companies participating in the fair;
- conduct studies based on statistics related to sales and purchases made in past fairs;
- print delivery receipts and sales invoices after having prepared them;
- prepare electronic presentations or film advertisements for the fair;
- provide students' clothing uniforms for the fair, in accordance with the identity of the hospitality and tourism structure and the product;
- print the informative materials for the fair;
- determine the responsible persons and their duties during the fair;

**L05: to perform actions during the fair.**

The student must be able to:

- register the hotel and tourist structure in the information office of the fair;
- sign the regulation of the fair;
- take delivery of the materials ordered from the organizers of the fair;
- build the stand according to the predetermined tasks;
- place advertising materials on the stand;
- maintain the environment of the stand during the fair;
- promote the hospitality and tourism structure and its activity in the stand through written informative materials and electronic presentations.
- promote the enterprise and its activity in the fair hall through sales talks, advertising, and gifts for the participants;
- conclude purchase and sale contracts for future periods;

- make purchases for the hospitality and tourism structure and staff with subsequent payment and credit cards;
- carry out sales for staff and visitors with subsequent collection and credit cards, drawing up delivery receipts and respective invoices;
- fill in the summary form of the sales made at the fair;

**L06: to perform actions after the fair.**

The student must be able to:

- correctly record purchases and sales in the relevant accounting books;
- record the inputs and outputs of the products in the warehouse cards;
- carry out the eventual orders of the correspondent firm for making purchases;
- carry out the procedures of receiving and documenting the ordered goods;
- register receipts for credit card sales in the relevant accounting books;
- record eventual receipts for sales with subsequent collection in the relevant accounting books;
- calculate the result of the actions performed during the fair;
- correctly draw up the statistics related to the sales of the fair;
- analyze the sales at the fair compared to those realized at the predecessor fairs.

**Assessment Methods: Observation with checklist.**

**Resources and Materials:**

For the proper implementation of the module, it is necessary to provide the following environments, equipment, and materials:

- Training firm facilities
- stationaries
- leaflets and various advertising materials received at various organizations/businesses;
- statistics of previous fairs prepared by the students of previous years;
- various audiovisual materials, photos, and films illustrating appearances at previous fairs;
- computers with various animation and graphic processing programs;
- Internet connection.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

**Course/Module Title:** *Preparation of assortments with organic raw products of the region*

**Course Code:** M-13-1491-18

**Course delivered by:** VET Institution

**Course Overview:** A module that enables students to evaluate the raw products of the region and to cook assortments with them.



<b>Course Duration:</b> 51 teaching hours
<b>Prerequisites (if applicable):</b> Students must have completed Level II of the Qualification of Hotel and Tourism Services (QHTS) in the "Hospitality and Tourism" program.
<p><b>Learning Outcomes:</b></p> <p><b>L01:</b> <i>The student evaluates the raw products of the region.</i> The student must be able to:</p> <ul style="list-style-type: none"> <li>- classify organic agricultural and livestock products, with the aim of processing them in the kitchen;</li> <li>- distinguish between the different designations of the territory's products: traditional, protected origin, protected geographical indication and local ones;</li> <li>- evaluate the role of promoting organic products of the region in sustainable development;</li> <li>- describe the standards and legal framework of organic products at the national and international levels;</li> <li>- use international databases as a research instrument for organic products;</li> <li>- identify typical Albanian organic products;</li> <li>- describe the importance of processing organic products in a hotel in the region;</li> <li>- explain the features of technological processing of organic products;</li> <li>- explain the principles and methods of storage, conservation and packaging of products processed in the kitchen;</li> <li>- evaluate the organo-sensory indicators of organic products of the region;</li> <li>- list the types of flowers used in cooking;</li> <li>- evaluate the quality of flowers based on their nutritional value;</li> <li>- explain the importance of food safety when processing organic products in the kitchen.</li> </ul> <p><b>L02:</b> <i>The student cooks assortments with organic raw products and local flowers.</i> The student must be able to:</p> <ul style="list-style-type: none"> <li>- wear the uniform at the workplace;</li> <li>- prepare the workplace;</li> <li>- select the appropriate work tools for pre-preparation of organic assortments for cooking;</li> <li>- select the raw products according to the recipes.</li> <li>- carry out the cold processing of the raw organic product (cleaning, washing, peeling, cutting, etc.);</li> <li>- cook typical assortments of the region with organic raw products and flowers of the region according to the recipe;</li> <li>- decorate and present the vegetable and flower assortments of the region;</li> <li>- separate waste according to their type;</li> <li>- manage fats for recycling;</li> <li>- implement the requirements of taking care of the customer's health and safety during the cooking of the assortments with organic raw products and flowers of the region;</li> <li>- implement the rules of hygiene, occupational safety, and environmental protection during the preparation of assortments with organic vegetables and flowers of the region.</li> </ul>

**Assessment Methods:** Oral questions and answers; Observation with checklist.

**Resources and Products:**

For the proper implementation of the module, it is necessary to provide the following environments, equipment, and products:

- An authentic restaurant kitchen or the school kitchen.
- Set of kitchen tools and equipment.
- Necessary organic raw products according to the recipes.
- Manuals, guides, written materials, and various menus in support of the issues covered in the module.

**Dual activities:** internship, work in companies (apprenticeship, etc.), simulation in classroom with companies support, guided visit, other kind of dual activities; It is handled in simulated classroom activities, school premises and /or business as the case and possibilities.

## II. DUAL TRAINING PATHS MAPPED IN KOSOVO

### 1. LEARNING COURSES MAPPED

#### Module 1

<b>Course/Module Title:</b> Introduction to Tourism
<b>Course Code:</b> N/a
<b>Course delivered by:</b> Management in Tourism, Hospitality and Environment - “Haxhi Zeka”
<b>Course Overview:</b> This introductory course covers the basic concepts and principles of tourism, including its economic and social significance, tourism marketing, communication, and the development of tourism capacities.
<b>Course Duration:</b> 180
<b>Learning Outcomes:</b> Upon completion of the course, students should be able to understand the basic concepts and significance of tourism, recognize the socio-economic aspects of tourism, apply communication and marketing strategies in tourism, and understand the development and management of tourism capacities.
<b>Course Content:</b> Detail the topics and content covered in the course/module. Provide a breakdown of the key concepts, skills, and knowledge that learners will acquire.

#### 1. Basic Concepts of Tourism:

- Definitions and historical development of tourism.
- Types and forms of tourism.

#### 2. Economic Aspect of Tourism:

- The importance of tourism to the economy.
- Tourism supply and demand.

#### 3. Socio-Cultural Aspect of Tourism

- Social impacts of tourism.
- Cultural tourism and heritage.

#### 4. Tourism Marketing

	<ul style="list-style-type: none"> <li>• Marketing principles in tourism.</li> <li>• Market segmentation and targeting.</li> </ul>
5. Tourism Communication	<ul style="list-style-type: none"> <li>• Communication strategies</li> <li>• Customer service and satisfaction.</li> </ul>
6. Tourism Capacities and Infrastructure:	<ul style="list-style-type: none"> <li>• Accommodation and transport</li> <li>• Attractions management.</li> </ul>

**Practical Training Component (if applicable):** The syllabus may include practical exercises integrated with theoretical learning, case studies, and possibly field visits or industry projects. These activities are designed to provide hands-on experience.

**Assessment Methods (if applicable):** Detail the assessment methods used to evaluate learners' progress and competence in this course/module. Explain how these assessments align with the learning outcomes.

1. Written exams,
2. Oral presentations
3. Group projects
4. Class participation

**Resources and Materials:** "Hyrje Në Turizem" by Prof. Assoc. Dr. Fetah Reçica & Dr. sc. Bedri Millaku, Prishtinë 2014.

Works by V. Gorica K. (2004) "Bazat e Turizmit" and K. Gorica & N. Kocollari (2002) "Produkti Turistik"

**Technology Integration:** Usage of e-learning platforms, and other online resources

**Prerequisites (if applicable):** n/a

**Recommended Electives (if applicable):** n/a

**Dual activities:** This module include simulations in classroom and guided visits

## Module 2

**Course/Module Title:** Foundations of Business in Hospitality and Tourism

pag. 53



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<b>Course Code:</b> n/a
<b>Course delivered by:</b> Management in Tourism, Hospitality and Environment - “Haxhi Zeka”
<b>Course Overview:</b> This course introduces fundamental business concepts with a focus on the hospitality and tourism industry. It covers the roles of managers, business governance, the business environment, marketing, international business, and social and cultural responsibilities in business.
<b>Course Duration:</b> 2 + 2 per week (15 week), 60h.
<b>Learning Outcomes:</b>
Understand the foundational concepts of business in the context of hospitality and tourism.
Identify the roles and responsibilities of managers in these industries.
Grasp the nuances of marketing and international business within the hospitality sector.
Recognize the social and cultural responsibilities of businesses in hospitality and tourism.
<b>Course Content:</b>
7. Business in Hospitality and Tourism:
<ul style="list-style-type: none"> <li>Introduction to business concepts specific to the industry.</li> </ul>
8. Managerial Roles:
<ul style="list-style-type: none"> <li>Exploring the roles and responsibilities of managers in hospitality and tourism.</li> </ul>
9. Business Governance:
<ul style="list-style-type: none"> <li>Understanding governance structures and their impact on business operations.</li> </ul>
10. Marketing in Hospitality:
<ul style="list-style-type: none"> <li>Marketing strategies and practices unique to the hospitality industry.</li> </ul>
11. International Business
<ul style="list-style-type: none"> <li>Examining the global aspects of hospitality and tourism business</li> </ul>
12. Social and Cultural Responsibilities
<ul style="list-style-type: none"> <li>The importance of ethical practices and cultural sensitivity in the industry.</li> </ul>
<b>Practical Training Component (if applicable):</b>
<b>Assessment Methods (if applicable):</b> .

5. Written Exams
6. Project Work
7. Class Participation

<b>Resources and Materials:</b> “AN INTRODUCTION TO BUSINESS” by Gasper, Bierman, Kolari, Hise, Smith, Arreola-Risa, published by OXFORD UNIVERSITY in 2007.
<b>Technology Integration:</b> n/a
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a
<b>Dual activities:</b> This module include simulations in classroom and guided visits.

### Module 3

<b>Course/Module Title:</b> Management of Food and Beverages
<b>Course Code:</b> N/a
<b>Course delivered by:</b> Management in Tourism, Hospitality and Environment - “Haxhi Zeka”
<b>Course Overview:</b> The course focuses on understanding food quality, the functioning of food systems, and management in food and beverage contexts. It covers quality analysis, calorie values of food, utilization, factors affecting food quality, agricultural production, food security, and management of beverage services.
<b>Course Duration:</b> 60h
<b>Learning Outcomes:</b>
Understand food quality and the functioning of food systems.
Analyze the calorie values and utilization of various foods.
Identify factors affecting food quality, including agricultural production.
Gain knowledge in food security issues and strategies.
Manage beverage services effectively, focusing on quality and customer satisfaction.
<b>Course Content:</b>

13. Quality Control and HACCP Standards:



14. Management of Food Quality Standards in Restaurants
15. Physiological Values of Foods
16. Dairy and Meat Processing:
17. Water Resource Management
18. Nutritional Value of Fruits and Vegetables
19. Cereals and Their Products

**Practical Training Component (if applicable):**

**Assessment Methods (if applicable):**

8. Written exams to evaluate understanding of theoretical concepts.
9. Practical assignments or projects related to food and beverage quality management.
10. Presentations or reports on specific topics within the course.

**Resources and Materials:** Menaxhimi i Ushqimit dhe Pijeve" by Adem Dreshaj, published in Pejë in 2017.

"Menaxhimi i Cilësisë së Produkteve dhe Ndikimet Mjedisore në Biznes" by Adem Dreshaj, published in Prishtinë in 2014.

**Technology Integration:** n/a

**Prerequisites (if applicable):** n/a

**Recommended Electives (if applicable):** n/a

**Dual activities:** This module include simulations in classroom

Module 4

**Course/Module Title:** Finance in Tourism and Hospitality

**Course Code:** N/a

**Course delivered by:** Management in Tourism, Hospitality and Environment - "Haxhi Zeka"

**Course Overview:** This course introduces the fundamental concepts of finance within the context of tourism and hospitality. It covers the basics of financial theory and practice, financial documentation and reporting,

investment analysis, risk management, and the financial aspects of corporate decision-making in the tourism and hospitality sectors.
<b>Course Duration:</b> 60 h
<b>Learning Outcomes:</b>
Understand the theories and practices underpinning finance in general.
Apply financial theories and tasks in practice.
Manage and control financial records in various business forms.
Qualify for higher-level roles such as financial manager or auditor.
Gain knowledge of corporate finance concepts and their contemporary global application.
<b>Course Content:</b>
Basic Concepts of Finance: Time value of money, risk and return, valuation and return rates.
Central Banking and Commercial Banks: Functions and roles in the financial system.
Money and Capital Markets: Financial intermediation in insurance.
Public Finance: Understanding the financial aspects of public sector management.
Corporate Finance: Cash flows, financial statements, added value.
Corporate Finance Costs: Capital costs, financial leverage, and capital structure.
Capital Budgeting: Investment plan techniques.
Profit Forecasting and Analysis.
Short-term, Medium-term, and Long-term Financing Sources.
Analysis of Financial Statements of Hospitality Enterprises.
Personal Finance.
<b>Practical Training Component (if applicable):</b>
<b>Assessment Methods (if applicable):</b>
Regular Attendance: 5%
Colloquiums I and II: 20%

Exercises and Practical Work: 10%
Seminar Paper: 10%
Final Exam: 50%
Interactivity and Other Obligation
<b>Resources and Materials:</b>
"Financë" by Sherif Bundo.
"Qeverisja financiare" by Hysen Ismajli.
"Corporate Finance for Business" by Marney & Tarbert, Oxford University Press, 2011.
"Principles of Corporate Finance" by Brealey, Myers, and Allen, 10th Edition, McGraw-Hill Irwin, 2012.
"Corporate Finance" by Ross, Westerfield, and Jaffe, 9th Edition, McGraw-hill Irwin, 2012.
<b>Technology Integration:</b> n/a
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a
<b>Dual activities:</b> This module include simulations in classroom

## Module 5

<b>Course/Module Title:</b> Cultural Heritage in Tourism
<b>Course Code:</b> N/a
<b>Course delivered by:</b> Management in Tourism, Hospitality and Environment - "Haxhi Zeka"
<b>Course Overview:</b> This course focuses on understanding and appreciating cultural heritage within the context of tourism. It covers theoretical aspects, practical activities for identifying and protecting cultural heritage values, and the study of cultural heritage management. The course also addresses the role of UNESCO in protecting world heritage sites and explores national and global mechanisms for preserving cultural heritage.
<b>Course Duration:</b> 60h
<b>Learning Outcomes:</b>

Gain a comprehensive understanding of cultural heritage in tourism.
Recognize the value of cultural heritage through the centuries.
Understand the foundational principles of cultural heritage management.
Apply knowledge in practical activities for identifying and protecting cultural heritage.
Learn about the role of UNESCO in protecting world heritage sites.
Comprehend legal and institutional mechanisms at national and global levels for preserving cultural heritage.
<b>Course Content:</b>
Introduction to Cultural Heritage and Tourism Concepts.
Evolution of Cultural Heritage and Cultural Tourism Concepts.
World Cultural Heritage.
Cultural Heritage of Kosovo.
Religious and Cultural Heritage of Kosovo.
Current State of Cultural Heritage in Kosovo.
Museums and Cultural Heritage.
Relationship between Heritage and Tourism.
Cultural Heritage and Historical Tourism Potential in Kosovo's Regions.
Legal Framework and Institutional Context for Cultural Heritage Post-1999.
International Political Agenda on Cultural Heritage.
<b>Practical Training Component (if applicable):</b> Explain any practical training opportunities associated with this course/module, such as internships, on-the-job training, or industry placements. Mention the duration and scope of the practical experience.
<b>Assessment Methods (if applicable):</b>
Presentation and Group Work: 0-10%
Project Proposal / Evaluation from Exercises: 0-10%
Test I: 0-40%

Test II: 0-40%
<b>Resources and Materials:</b> "Trashëgimia Kulturore e Kosovës Konceptet dhe Kontekstet e Mbrojtjes" by Florina Jerliu, Prishtinë, 2017.
"Guidë arkeologjike e Kosovës" by a group of authors.
"Plani Rajonal I Trashëgimisë qendër 2015- 2018" by the European Union and the Council of Europe, Prishtinë, May 2015.
"Sfidat ne Mbrojtjen e Trashëgimisë Kulturore të paluajtshme material në Kosovë" by the Organization for Security and Co-operation in Europe Mission in Kosovo, March 2014.
"Ligji për Mbrojtjen e Trashëgimisë" Prishtinë, 2006.
<b>Technology Integration:</b> n/a
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a
<b>Dual activities:</b> This module include simulations in classroom and guided visits.

## Module 6

<b>Course/Module Title:</b> Tourism Travel Marketing
<b>Course Code:</b> N/a
<b>Course delivered by:</b> Management in Tourism, Hospitality and Environment - "Haxhi Zeka"
<b>Course Overview:</b> This course prepares students to research the tourism market, focusing on quality and sustainable tourism services. It provides a theoretical base for understanding the structure and functioning of the tourism system, encompassing fundamental knowledge of the tourism market, marketing in tourism travel, characteristics of tourism services, and marketing strategies in the travel industry.
<b>Course Duration:</b> 60h
<b>Learning Outcomes:</b>
Understand the structure and functioning of the tourism system.
Gain knowledge of the tourism market and marketing strategies in tourism travel.
Develop skills in identifying and applying marketing techniques for tourism services.

Learn the characteristics of tourism services and their marketing.
Explore the role of marketing in enhancing the quality of tourism and hotel services.
<b>Course Content:</b>
Theories of the tourism market.
Marketing and tourism travel.
Tourism and travel marketing.
Marketing of goods and services.
Tourism services and their characteristics.
Marketing and its characteristics in the travel industry.
Quality research as a basis for advancing hotel services.
Sales policies of tourist trips.
Marketing of travel enterprises.
Understanding the peculiarities and role of tour operators in organizing travel packages.
<b>Practical Training Component (if applicable):</b> The course involves case study analyses where students assume roles of collaborators or managers to solve specific problems. This approach allows students to apply theoretical knowledge in practical situations, enhancing their understanding of tourism marketing management.
<b>Assessment Methods (if applicable):</b>
First Evaluation: 0-30%
Second Evaluation: 0-30%
Exercises and Seminars: 0-20%
Scientific Research: 0-10%
Interactivity: 0-10%
Final Exam: 100%
<b>Resources and Materials:</b>
"Marketingu i Udhetimeve Turistike" by Dr.sc. Fetah Reçica & Mr.sc. Bedri Millaku, Prishtinë, 2012.



"Hyrje në Marketing" by Bardhyl Ceku, Dr. Arian Abazi, Dr. Ilia Kristo, and Dr. Artan Duka, Tiranë, 1998.
"The Foundations of Marketing Strategy" by Boyd H.W. and Larreche J.C., Prentice-Hall, 1982.
"Marketing Management: Analysis, Planning, Implementation, and Control" by Philip Kotler, 7th Edition, Prentice-Hall, 1991.
"Strategic Market Planning" by Abell D.F. and Hammond J.S., Prentice-Hall, 1979.
<b>Technology Integration:</b> n/a
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a
<b>Dual activities:</b> This module include simulations in classroom and guided visits.

## Module 7

<b>Course/Module Title:</b> Financial Analysis in Tourism
<b>Course Code:</b> N/a
<b>Course delivered by:</b> Management in Tourism, Hospitality and Environment - "Haxhi Zeka"
<b>Course Overview:</b> The course covers fundamental concepts related to financial analysis in managerial decision-making, especially in tourism. It includes data and information sources for financial analysts, techniques and methods of financial analysis, financial statements and their analysis, and financial indicators.
<b>Course Duration:</b> The course includes 2 hours of lectures and 2 hours of theoretical exercises per week, total of 60h, offering a total of 6 ECTS credits
<b>Learning Outcomes:</b>
Understand the fundamental concepts related to financial analysis in tourism.
Learn data and information sources critical for financial analysts in the tourism sector.
Develop skills in various techniques and methods of financial analysis.
Gain proficiency in analyzing financial statements and understanding financial indicators.
Apply these skills in managerial decision-making within the tourism industry.
<b>Course Content:</b>

Introduction to Financial Analysis (Presentation of the course, work methods, and evaluation)
The Company and Financial Environment
Financial Statements: The Balance Sheet and Income Statement
Financial Statements: Cash Flow and Equity
Differences in International Financial Statements
The Income Statement and Expenses
Analysis of Financial Structure
Various Measurement Systems
The Balance Sheet Reporting System
Phases of Financial Analysis
Financial Planning
Analysis of Financing Choices
Analysis of the Company's Financial Dynamics
<b>Practical Training Component (if applicable):</b>
<b>Assessment Methods (if applicable):</b>
Class and exercise participation: 0-20%
Test I: 0-15%
Test II: 0-15%
Final Exam: 50%
<b>Resources and Materials:</b>
Analiza e pasqyrave financiare" by Halit Xhafa, Pegi Tiranë, 2005.
"Analiza e pasqyrave financiare" by Ingrid Shuli, Tiranë, 2007.
"Analiza Financiare" by Vjollca Karapici, Tiranë, 2012.
"International Financial Reporting and Analysis" by David Alexander, Anne Britton, and Ann Jorissen, 2011.

<b>Technology Integration:</b> n/a
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a
<b>Dual activities:</b> This module include simulations in classroom and guided visits

## Module 8

<b>Course/Module Title:</b> Management of Tourist Travel
<b>Course Code:</b> N/a
<b>Course delivered by:</b> Management in Tourism, Hospitality and Environment - “Haxhi Zeka”
<b>Course Overview:</b> The course prepares and trains students for contemporary management in tourism and hospitality, shaping them as motivated managers oriented towards quality and sustainable tourism services. It ensures a qualitative and quantitative theoretical basis for understanding the structure and functioning of the tourist system in time and space.
<b>Course Duration:</b> 60h
<b>Learning Outcomes:</b>
Analysis of the situation and identification of determining factors for the development of tourism and tourism products.
Functioning of a tourist destination and its development.
Exploitation of tourism potentials over time and in various areas.
Development of high-quality tourism products.
Development and presentation of quality tourism offers.
Development of favorable tourism policies for the country's development.
Creation of strategic plans for the development of tourism and hospitality.
Application of necessary methods and techniques for strategy formulation.
<b>Course Content:</b>
Introduction to the course, assessment methods, and relevant literature.

Tourism today as a global phenomenon and its development.
Tourism as a growing phenomenon in different countries and regions.
Tourism and the needs for its development over time and space.
Management of Supply for tourism and tourists in various places and regions.
The role and importance of transport in the development of tourism and the economy of different countries.
The role and importance of Aviation Transport in the development of tourism and hospitality.
Management of Accommodation and hospitality in different places.
Management of Tour Operators and Retail Agencies locally and worldwide.
Management of visitor attraction in our country.
The role and importance of Tourism and Hospitality Management in the development of the country.
Public sector and Tourism and its development.
Management of visitors and the proper approach to them in our country.
The future of tourism and hospitality and the role of management in the perspective of their development
<b>Practical Training Component (if applicable):</b>
<b>Assessment Methods (if applicable):</b>
The final grade is based on the first evaluation (0-30%),
the second evaluation (0-30%),
seminars and exercises (0-20%),
research (0-10%),
interactivity (0-10%),
final exam (100%).
<b>Resources and Materials:</b> Hyrje në Turizëm" by Dr. sc. Feath Reçica & Dr. sc. Bedri Millaku, Prishtinë 2014.
"TOURISM MANAGEMENT Managing for change" by Stephen J. Page, Second edition 2007, and other works by Dr. sc. Fetah Reçica & Dr. sc. Bedri Millaku.
<b>Technology Integration:</b>

<b>Prerequisites (if applicable):</b>
<b>Recommended Electives (if applicable):</b>
<b>Dual activities:</b> This module include simulations in classroom.

## Module 9

<b>Course/Module Title:</b> Economics of Tourism and Business
<b>Course Code:</b> N/a
<b>Course delivered by:</b> Management in Tourism, Hospitality and Environment - “Haxhi Zeka”
<b>Course Overview:</b> The course elucidates the understanding of tourism and its various forms. It will analyze the economic organization of tourism, its importance as a socio-economic activity, and discuss the development of tourism policies, capacities, and market. It also covers international tourism, its unique developmental features, and the tourism resources of Kosovo.
<b>Course Duration:</b> The course has a total workload of 180 hours.
<b>Learning Outcomes:</b>
Understanding of the fundamental principles upon which tourism develops and functions.
Comprehension of tourism's interaction with other activities.
Contemporary management methods aimed at the development of the economy and business.
Application of basic knowledge for the analysis, planning, organization, management, and control of tourism development in practice.
Solving practical problems in the field.
<b>Course Content:</b>
Introduction and explanation of the Syllabus.
Basic characteristics and development of tourism.
Definition and conceptualization of tourism.
Tourism and its forms, tourism and development factors.
Economic organization of tourism.

Role and importance of tourism as a socio-economic activity.
Development of tourism policies and capacities.
Organizational forms for mediating tourist travel.
Tourism market.
International tourism and its development features, tourism resources of Kosovo.
Production organizations and environmental management.
Development of rural tourism and the environment.
Sustainable tourism development in the era of globalization.
<b>Practical Training Component (if applicable):</b> Practical work and field exercises are included
<b>Assessment Methods (if applicable):</b>
The final grade is based on the first evaluation (20%),
the second evaluation (20%),
homework or other assignments (10%), regular attendance (5%),
the final exam (45%).
<b>Resources and Materials:</b> "Ekonomia e turizmit dhe biznesi" by Prof. Asoc. Dr. Afrim Selimaj
"Bazat e turizmit" by M. Gashi.
<b>Technology Integration:</b> n/a
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a
<b>Dual activities:</b> This module include simulations in classroom

## Module 10

<b>Course/Module Title:</b> Development of the Product in Tourism and Hotel Management
<b>Course Code:</b>
<b>Course delivered by:</b> Management in Tourism, Hospitality and Environment - "Haxhi Zeka"

pag. 67


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<b>Course Overview:</b> This course introduces students to the basic knowledge of tourism product development. It covers the understanding of tourism, hospitality, leisure time, the tourism product, and its elements like accommodation and transport, tourist destinations, tourist attractions, pricing principles, techniques, and calculation methods of the tourism product, as well as the factors related to the development of the tourism product, including the business environment in tourism, quality of the tourism product, and tour operators.
<b>Course Duration:</b> The total workload for the course is 180 hours.
<b>Learning Outcomes:</b>
comprehensive understanding of tourism product development, the economic and strategic factors influencing it,
<b>Course Content:</b>
Understanding of tourism, hospitality, and leisure time.
Understanding of the tourism product.
Elements of the tourism product - accommodation as an element of the tourism product.
Transport - Methods of organizing transport.
Tourist destinations.
Tourist attractions.
Principles of pricing the tourism product.
Techniques of pricing the tourism product.
Methods of calculating the price of the tourism product.
Factors related to the development of the tourism product - The business environment of tourism.
Quality of the tourism product.
Tour Operators.
<b>Practical Training Component (if applicable):</b>
<b>Assessment Methods (if applicable):</b> n/a
<b>Resources and Materials:</b>
Design and development of touristic products Main author: Gábor Michalkó, Szilvia Boros, János Csapó, Éva Hopp, Pál Horváth, Anikó Husz, Mónika Jónás-Beri, Katalin Lőrinc, Andrea Máté, Gábor Michalkó, Erzsébet

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**Technology Integration:** n/a

**Prerequisites (if applicable):** n/a

**Recommended Electives (if applicable):** n/a

**Dual activities:** This module includes simulations in classroom and guided visits

## Module 11

**Course/Module Title:** Management of Tourism and Hospitality

**Course Code:** N/a

**Course delivered by:** Management in Tourism, Hospitality and Environment - "Haxhi Zeka"

**Course Overview:** This course is designed to equip students with contemporary management skills in tourism and hospitality. It focuses on preparing motivated managers who are oriented towards providing high-quality and sustainable tourism services. The curriculum includes various aspects of tourism management such as global tourism phenomena, tourism supply management, transportation, accommodation, tour operators, visitor attraction management, and future perspectives in tourism and hospitality.

**Course Duration:** The total workload for the course is 180 hours.

**Learning Outcomes:**

Analysis of the current situation and identification of key factors for tourism development.

Functioning of a tourist destination.

Exploitation of tourism potentials over time and space.

Development of tourism products.

Development of quality tourism offers.

Development of favorable tourism policies.

Application of methods and techniques necessary for strategy formulation.

Drafting of a strategic plan for the development of tourism and hospitality.

<b>Course Content:</b> Introduction to course content, assessment, and grading methods; seminar paper writing; introduction to relevant literature.
Tourism as a global phenomenon.
Tourism as a growing phenomenon.
The needs for tourism development.
Management of Supply for tourism and tourists.
The role and importance of transport in tourism development.
The role and importance of Aviation Transport in tourism development.
The first colloquium.
Management of Accommodation and hospitality.
Management of Tour Operators and Agencies.
Management of visitor attraction.
The role and importance of management in Tourism and Hospitality.
Public sector and Tourism.
Management of visitors and proper approach.
The second colloquium.
The future of tourism and hospitality and the role of management in the development perspective.
<b>Practical Training Component (if applicable):</b> n/a
<b>Assessment Methods (if applicable):</b>
The final grade is based on the first and second evaluations (each 0-30%),
exercises and seminars (0-20%),
scientific research (0-10%),
interactivity (0-10%),
final exam which constitutes 100% of the final grade.

<b>Resources and Materials:</b> "TOURISM MANAGEMENT: Managing for change" by Stephen J. Page, second edition 2013,
<b>Technology Integration:</b> n/a
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a
<b>Dual activities:</b> This module include simulations in classroom and guided visits.

## Module 12

<b>Course/Module Title:</b> Business Environment in Tourism
<b>Course Code:</b> n/a
<b>Course delivered by:</b> Management in Tourism, Hospitality and Environment - "Haxhi Zeka"
<b>Course Overview:</b> This course explores both theoretical and practical aspects of the general knowledge about business thinking systems and organizational theories. It covers the analysis of the business environment from political, economic, cultural, demographic, and social perspectives, focusing on external and general contextual business environments
<b>Course Duration:</b> The total workload for the course is 180 hours.
<b>Learning Outcomes:</b>
Demonstrate the basic characteristics of business activities.
Illustrate the organization of a business as a system that interacts with its environment.
Demonstrate the scope and complexity of external influences on business activities.
Identify central and natural themes for the study of the business environment.
Discuss major aspects of functional management of firms.
<b>Course Content:</b>
Business organizations; External environment.
Business organizations; Internal environment.
Political environment.

Macro-economic environment.
Demographic, social, and cultural context of business.
Resource context.
Legal environment.
Legal structure.
Structural size of firms.
Industrial structure.
Corporate management and business ethics.
Objectives of environmental analysis.
<b>Practical Training Component (if applicable):</b> n/a
<b>Assessment Methods (if applicable):</b>
The final grade is based on the first and second evaluations (each 25%),
homework and seminars (10%),
regular attendance (5%),
final exam (35%).
<b>Resources and Materials:</b>
"Mjedis i Biznesit" translated by Nagip Skenderi and Afrim Loku, "The Business Environment" by Ian Worthington and Chris Britton, fifth edition.
"Biznesi Ndërkombëtar" by Prof. Dr. Ilia Kristo,
"Organisations and the Business Environment" by David Campbell & Tom Craig, second edition
<b>Technology Integration:</b> The course includes theoretical and practical aspects, presenting materials through audiovisual technology and Windows Office programs.
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a
<b>Dual activities:</b> This module include simulations in classroom.

## Module 13

<b>Course/Module Title:</b> Sustainable Tourism
<b>Course Code:</b> N/a
<b>Course delivered by:</b> Management in Tourism, Hospitality and Environment - “Haxhi Zeka”
<b>Course Overview:</b> This course focuses on the growth of environmental awareness and the increasing interest in ecotourism, exploring whether it is a sustainable alternative. It provides theoretical and applied understanding of ecotourism in Kosovo and internationally, examining dimensions of growth, marketing, and best practices in sustainable tourism in natural environments.
<b>Course Duration:</b> The course has a total workload of 180 hours
<b>Learning Outcomes:</b>
Understand definitions of tourism.
Understand the functions and fundamental factors for tourism development.
Analyze primary and secondary tourist offerings.
Recognize tourism capacities, localities, and policies.
Understand the legalities of tourism development globally and locally.
<b>Course Content:</b>
Tourism and sustainability.
Sustainable tourism development.
Sustainable tourism management - critical treatments.
Dimensions of sustainable tourism.
Economic dimensions of sustainable tourism.
Social dimensions of sustainable tourism.
Assessment of sustainable tourism.
Evaluation of carrying capacities for sustainable tourism management.
Key actors in sustainable tourism.



Tourism industry and tourists.
Hosting community and media.
Public and volunteer sector.
Sustainable tourism policies.
Competitiveness in sustainable tourism.
Political implications of a sustainable tourism agenda.
<b>Practical Training Component (if applicable):</b> Explain any practical training opportunities associated with this course/module, such as internships, on-the-job training, or industry placements. Mention the duration and scope of the practical experience.
<b>Assessment Methods (if applicable):</b>
First assessment: 0-30%
Second assessment 0-30%
Exercises, seminars 0-20%
Scientific research, 0-10%
Interactivity 0-10%
final exam 100%
<b>Resources and Materials:</b>
"Menaxhimi i Turizmit të qëndrueshëm" by Klodiana Gorica.
"Sustainable Tourism: Theory and Practice" by Weaver David (2010).
"Ecological Economics and Sustainable Development" by Daly H. (2012).
"Tourism and Sustainability – New tourism in the Third World" by Mowforth M. and Munt I. (2015).
"An Introduction to Sustainable Development" by Roger P., Jalal K., and Boyd J. (2016).
<b>Technology Integration:</b> n/a
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a

**Dual activities:** This module, include simulations in classroom

## Module 14

<b>Course/Module Title:</b> International Tourism
<b>Course Code:</b> N/a
<b>Course delivered by:</b> Management in Tourism, Hospitality and Environment - “Haxhi Zeka”
<b>Course Overview:</b> The course aims to acquaint students with the basic knowledge of international tourism, its impact, and its role in the development of a country. It covers the understanding and importance of international tourism, global environment, culture, trends and models of tourism, the impact of culture, and market trends in tourism.
<b>Course Duration:</b> The total workload for the course is 180 hours, including lectures and practical exercises.
<b>Learning Outcomes:</b>
Understanding the role and importance of international tourism.
Impact of international tourism on economic development.
Influence of culture in international tourism.
Forecasting the development of international tourism.
Understanding tourism and trends in the tourism industry.
Preparation for the job market.
Application of knowledge in practice.
Contribution to the development of strategies for international tourism development.
<b>Course Content:</b>
Syllabus overview, understanding the importance of international tourism.
International/global tourism, its role and importance.
Definitions of tourism and travel.
Global environment, globalization and the tourism industry.
Cultural diversity, tourism trends and models, local vs. international tourism.

pag. 75



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The impact of culture, cultural commoditization, cultural marketing.
European, Asian, Pacific, South Asian, American, Middle Eastern, and African tourism.
External factors influencing tourism, market trends, consumer preferences.
Development of tourism products and competition, tourist behavior.
Conceptualization of tourist behavior, cultural differences among countries.
Multicultural competencies and their development.
<b>Practical Training Component (if applicable):</b> includes practical exercises, discussions, and case studies.
<b>Assessment Methods (if applicable):</b>
The final grade is based on two evaluations (each 0-30%),
exercises and seminars (0-20%),
scientific research (0-10%),
interactivity (0-10%),
final exam (100%).
<b>Resources and Materials:</b>
"International Tourism: Cultures and Behaviour" by Yvette Reisinger (2011).
"Marketing Communications in Tourism & Hospitality" by Scott McCable (2017).
"Tourism Marketing and Management" by Dr. G.P. Raju (2011).
"Global Tourism" by William F. Theobalt (2005).
"International Tourism: A Global Perspective" by Chuck Y. Gee, Eduardo Fayos-Solá & WTO (2011).
<b>Technology Integration:</b> n/a
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a
<b>Dual activities:</b> This module include simulations in classroom.

<b>Course/Module Title:</b> Tourist Agencies
<b>Course Code:</b> N/a
<b>Course delivered by:</b> Faculty of Management in Tourism, Hospitality and Environment - “Haxhi Zeka”
<b>Course Overview:</b> This course focuses on introducing students to basic knowledge about tourist agencies, their impact, and their role in tourism development both domestically and internationally. It covers the development, organization, and functioning of tourist agencies and the tourism market.
<b>Course Duration:</b> The total workload for the course is 180 hours.
<b>Learning Outcomes</b>
Understand tourism and industry trends.
Prepare for the job market.
Apply knowledge in practice.
Contribute to the development of strategies for the development of tourist agencies.
Solve problems in tourism by adopting models from more developed tourism countries.
<b>Course Content:</b>
Understanding and importance of tourist agencies.
Organized development and intermediation in tourism.
Development of tourism as a socio-cultural phenomenon.
Historical development of tourist agencies.
Role and place of tourist agencies in the tourism market.
Functioning of tourist agencies.
Preparation of excursions.
Tourist arrangements (package arrangements, bulk arrangements, organized trips).
Concept and types of tourist arrangements.
Formation of tourist arrangements based on client demand.
European package tourism directive.

<b>Practical Training Component (if applicable):</b> Includes practical exercises, group work, and case studies.
<b>Assessment Methods (if applicable):</b>
The final grade is based on two evaluations (each 0-30%),
exercises and seminars (0-20%),
scientific research (0-10%),
interactivity (0-10%),
final exam (100%).
<b>Resources and Materials:</b>
Agjencitë turistike" by Prof. Asoc. Dr. Fetah Reçica, Dr.Sc. Bedri Millaku, PhD.(c). Shqiponja Nallbani.
"Ndërmarrjet e udhëtimeve turistike" (2012).
<b>Technology Integration:</b> n/a
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a
<b>Dual activities:</b> This module include simulations in classroom and guided visits.

## Module 16

<b>Course/Module Title:</b> Market Research in Tourism
<b>Course Code:</b> [N/a]
<b>Course delivered by:</b> Faculty of Management in Tourism, Hospitality and Environment - "Haxhi Zeka"
<b>Course Overview:</b> The course focuses on preparing students for market research in tourism and hospitality, developing them as motivated managers oriented towards high-quality, sustainable tourism services. It covers market understanding, tourism marketing, product marketing, and the application of market research in various aspects of tourism.
<b>Course Duration:</b> 60h
<b>Learning Outcomes:</b>
Understand and analyze the tourism market.

Apply market research methods and techniques.
Develop strategic plans for tourism and hospitality.
Contribute to the development of tourism strategies by comparing local and international practices.
<b>Course Content:</b>
Understanding the tourism market.
Basics of the tourism market, tourism marketing, and travel.
Market research application in tourism travel.
Marketing in the tourism and travel industry.
Business characteristics, types, and significance of small tourist businesses.
Seasonality and other variations in market demand.
Marketing in the tourism travel industry.
Market research process and techniques
<b>Practical Training Component (if applicable):</b> n/a
<b>Assessment Methods (if applicable):</b>
The final grade is based on two tests (each 0-30%),
exercises and seminars (0-20%),
scientific research (0-10%), interactivity (0-10%),
final exam (100%).
<b>Resources and Materials:</b>
Marketingu i Udhëtimeve Turistike" by Dr.sc. Fetah Reçica & Mr.sc. Bedri Millaku (2012).
"Hyrje në Marketing" by Bardhyl Ceku, Dr. Arian Abazi, Dr. Ilia Kristo, and Dr. Artan Duka (1998).
<b>Technology Integration:</b> n/a
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a



**Dual activities:** This module includes simulations in classroom

## Module 17

<b>Course/Module Title:</b> Information Systems and Reservations in Hospitality
<b>Course Code:</b> [N/a]
<b>Course delivered by:</b> Faculty of Management in Tourism, Hospitality and Environment - "Haxhi Zeka"
<b>Course Overview:</b> The course is designed to provide foundational knowledge about general systems, particularly information systems in hospitality. It covers basic concepts and methodologies for analyzing and designing information systems, with an emphasis on their applications in the hospitality industry.
<b>Course Duration:</b> The total workload for the course 2+ 2 hour per week, 60h
<b>Learning Outcomes</b>
Understand general concepts of information systems.
Utilize information systems effectively in hospitality.
Understand professional concepts and language.
Employ the Internet and its services.
Conduct independent market research online.
Develop commercial web pages.
Handle online banking and reservation transactions in hospitality companies.
<b>Course Content:</b>
General theory of systems.
Methodologies for analysis and development of information systems.
Management of databases.
Strategic role of information systems.
Information systems for management.
Information systems and enterprises.

Online reservation systems in hospitality.
Development of hospitality company websites.
Interconnection of information systems.
Systems for office automation.
Usage of information systems in hospitality companies.
Presentation of different platforms of information systems used in modern hospitality companies.
<b>Practical Training Component (if applicable):</b> n/a
<b>Assessment Methods (if applicable):</b>
Practical part 50%
Theoretical 50%.
<b>Resources and Materials:</b>
Dr.sc.Vehbi Ramaj, “Biznesi Elektronik”, Biznesi Elektronik, Universiteti i Prishtines,
dispenc, 2012.
Bashkim Ruseti, Kozeta Sevrani, “Sistemet e informacionit të menaxhimit”, 2010, Tirane
Avison D.E. and Fitzgerald G. (2012) “Information systems development: Methodologies, techniques and tools” McGraw Hill, London
Dr.sc. Edmond Beqiri, “Biznesi elektronik dhe ekonomia digjitale”, Universiteti Haxhi Zeka, Pejë, dispensë, 2014
Edmond Beqiri etj, “E drejta bankare, bankat dhe e-biznesi”, SCARA, 2017
Collin Combe, Introduction to ebusiness, Elsevier, 2006
<b>Technology Integration:</b> n/a
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a
<b>Dual activities:</b> This module include simulations in classroom.

Module 18

<b>Course/Module Title:</b> Customer Services in Hotels
<b>Course Code:</b> [N/a]
<b>Course delivered by:</b> Faculty of Management in Tourism, Hospitality and Environment - “Haxhi Zeka”
<b>Course Overview:</b> The course is designed to prepare employees and managers to meet customer expectations in the hospitality sector. It reviews customer service philosophy and techniques, service marketing, quality issues, service design and distribution, consumer interaction systems, handling service complaints, and customer relations.
<b>Course Duration:</b> 60h
<b>Learning Outcomes:</b>
Understand and apply fundamental theoretical and practical knowledge of hotel service characteristics.
Ensure quality in service offerings.
Address the key issues of local and international tourism service competition.
Create a connection between theoretical concepts of service quality and their actual application in adaptation to tourism conditions in developed countries.
<b>Course Content:</b>
Introduction to course content and assessment methods.
Characteristics and specifications of accommodation.
Types and characteristics of visitors.
Quality of services and visitor satisfaction.
Measurement of service quality and visitor satisfaction.
Trust management towards visitors.
Methods for identifying visitor dissatisfaction.
Communication and satisfaction with visitors.
Internal marketing.
Application of technology in hospitality now and in the future.

Organizational culture.
<b>Practical Training Component (if applicable):</b>
<b>Assessment Methods (if applicable):</b>
The final grade is based on lecture and exercise activities (0-20%), two tests (each 0-15%), and a final exam (50%).
<b>Resources and Materials:</b> Customer Service for Hospitality and Tourism" by Simon Hudson & Louise Hudson, London 2013.
<b>Technology Integration:</b> The course includes lectures with PowerPoint presentations
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a
<b>Dual activities:</b> This module include simulations in classroom

## Module 19

<b>Course/Module Title:</b> Hotel Business
<b>Course Code:</b> [N/a]
<b>Course delivered by:</b> Faculty of Management in Tourism, Hospitality and Environment - "Haxhi Zeka"
<b>Course Overview:</b> The course offers an overview of the hotel business, covering aspects of supply and demand, sustainability, management and organization, business life cycle, leadership, financing, digital era opportunities, and professional development in the field.
<b>Course Duration:</b> 2+2 per week, 60h
<b>Learning Outcomes:</b>
Understand fundamental principles underlying business development and operation.
Apply knowledge for analysis, planning, organization, management, and control in business.
Develop creative business ideas and entrepreneurial skills.
Gain knowledge and experience in identifying programs and projects for business creation and development.
Prepare for employment and self-employment in the hotel business field.

<b>Course Content:</b>
Introduction to the course and business history in hospitality.
Business organization forms.
Characteristics of hotel and tourist businesses.
Quality research as a basis for service improvement in hospitality.
Marketing organization in tourism businesses.
Business environment, pricing principles, ethics, and social responsibility in tourism.
Leadership and business management.
Short, medium, and long-term financing sources.
Impact of information technology in business.
Starting a successful business, business plan importance.
<b>Practical Training Component (if applicable):</b> n/a
<b>Assessment Methods (if applicable):</b> The final grade is based on two tests (each 20%), class activities (10%), regular attendance (5%), and a final exam (45%).
<b>Resources and Materials:</b> "Menaxhimi i Turizmit" by Vjollca Bakiu.
"Business Changing the World" by Ferrel O.C, Ferrel Linda Hirt, Gefrey, McGraw-Hill.
<b>Technology Integration:</b> The course includes interactive lectures with case presentations
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a
<b>Dual activities:</b> This module include simulations in classroom and guided visits.

## Module 20

<b>Course/Module Title:</b> Hotel Industry
<b>Course Code:</b> [N/a]
<b>Course delivered by:</b> Faculty of Management in Tourism, Hospitality and Environment - "Haxhi Zeka"

<b>Course Overview:</b> The course is designed to focus on the largest group of hospitality enterprises, particularly hotels. It covers the concept of hospitality industries, the active operation and balanced and operational development of these industries, and key aspects of hotel tourism
<b>Course Duration:</b> 2 +2 per week, 60h
<b>Learning Outcomes:</b>
Understand the hotel industry and its significance in the development of tourism.
Focus on key factors of the hotel industry.
Learn about the functioning and importance of hotel industry development.
<b>Course Content:</b>
Concepts of hospitality enterprises (accommodation and lodging).
Dimensions of enterprises and management types.
Management functions.
Coordination and command in hotel and tourism enterprises.
Organizational structure of hospitality industries.
Planning and programming of enterprises.
First written colloquium.
Forecasting the implantation.
Management of hotel and tourism enterprises.
<b>Practical Training Component (if applicable):</b> n/a
<b>Assessment Methods (if applicable):</b>
The final grade is based on two evaluations (each 15%), homework or other assignments (20%), and a final exam (50%).
<b>Resources and Materials:</b>
Drejtimi i Ndërmarrjeve Hoteliere" by As.Prof. Dr. Vjollca Bakiu.
"Human Resources Management in the Hospitality Industry" by David K. Hayes, Jack D. Ninemeier, and Nigel Evans.



"Administrimi i shërbimeve në Turizëm dhe Hotelieri" by Prof.Dr. Armand Krasniqi.
<b>Technology Integration:</b> powerpoint
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a
<b>Dual activities:</b> This module include simulations in classroom and guided visits.

## Module 21

<b>Course/Module Title:</b> Tourist Market
<b>Course Code:</b> [N/a]
<b>Course delivered by:</b> Faculty of Management in Tourism, Hospitality and Environment - "Haxhi Zeka"
<b>Course Overview:</b> This course aims to provide knowledge on marketing strategies and management in the field of tourism. It covers topics such as tourism and recreational services marketing, service characteristics, strategic marketing planning, marketing environment, information systems, consumer behavior, segmentation, targeting, product design and management, internet marketing, pricing considerations, and distribution channels.
<b>Course Duration:</b> 120 h
<b>Learning Outcomes:</b>
Develop analytical skills for formulating and implementing market-driven strategies and plans.
Understand the role of marketing in tourism strategy development.
Apply strategic marketing frameworks, concepts, and methods.
Evaluate the lifetime value of the customer.
Assist tourism organizations in delivering excellent tourism experiences.
Discuss and overcome internal and external barriers to strategy implementation.
<b>Course Content:</b>
Marketing for tourism and recreational services.
Characteristics of Tourism and Recreational Services.
Role of Marketing in Strategic Planning.

Marketing Environment.
Marketing Information Systems and Research.
Consumer Markets and Buyer Behavior.
Market Segmentation, Targeting, and Positioning.
Product Design and Management.
Internet Marketing.
<b>Practical Training Component (if applicable):</b> n/a
<b>Assessment Methods (if applicable):</b> The final grade is based on two evaluations (each 20%), homework or other assignments (10%), regular attendance (5%), and a final exam (45%).
<b>Resources and Materials:</b> "Marketing for Hospitality and Tourism" by Kotler P., Bowen J., & Makens J. (latest edition).
<b>Technology Integration:</b> case presentations
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a
<b>Dual activities:</b> This module include simulations in classroom.

## Module 22

<b>Course/Module Title:</b> Information Systems and Reservations in Travel Agencies in Tourism
<b>Course Code:</b> [N/a]
<b>Course delivered by:</b> Faculty of Management in Tourism, Hospitality and Environment - "Haxhi Zeka"
<b>Course Overview:</b> This course offers foundational knowledge on general systems and specifically on information systems in tourism, focusing on methodologies for analyzing and designing such systems, their applications in business, and the role of these systems in management.
<b>Course Duration:</b> 2+2 per week, 60h
<b>Learning Outcomes:</b>
Understand general and specific concepts of information systems.

Use information systems effectively in travel agencies.
Understand professional concepts and language.
Utilize the Internet and its services.
Conduct independent market research online.
Design and develop commercial websites.
Handle online transactions.
<b>Course Content:</b>
General theory of systems.
Participative methodologies for analysis and development of information systems.
Management of databases and strategic roles of information systems.
Information systems for management and their impact on enterprises.
Online reservation systems in travel agencies.
Development of travel agency websites.
Interconnection of information systems.
Systems for office automation.
<b>Practical Training Component (if applicable):</b> n/a
<b>Assessment Methods (if applicable):</b> The assessment is divided into a practical part (50%) consisting of exercises, the first test, and the second test, and a theoretical part (50%), which includes lecture analysis, individual work, and seminar papers.
<b>Resources and Materials:</b>
"Biznesi Elektronik" by Dr.sc. Vehbi Ramaj.
"Sistemet e informacionit të menaxhimit" by Bashkim Ruseti, Kozeta Sevrani.
"Information Systems Development: Methodologies, Techniques, and Tools" by Avison D.E. and Fitzgerald G.
<b>Technology Integration:</b> The course includes lectures, individual computer work, seminar presentations, and case studies.

<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a
<b>Dual activities:</b> This module include simulations in classroom.

## Module 23

<b>Course/Module Title:</b> Practical Lesson
<b>Course Code:</b> [N/a]
<b>Course delivered by:</b>
<b>Course Overview:</b> This course is a practical experience where students are assigned work objectives related to their study topics. It promotes personal and career development by allowing students to apply theoretical knowledge in a work environment, specifically in the tourism and hospitality industry.
<b>Course Duration:</b> 6 ECTS credits, 180 hours of study.
<b>Learning Outcomes:</b>
Apply theoretical knowledge in a real work environment.
Develop skills relevant to the tourism and hospitality industry.
Create professional networks useful for future employment.
Test career interests and apply theory in real work situations.
Develop new skills or enhance existing ones relevant to career development.
<b>Course Content:</b>
The course includes practical work in hospitality and tourism enterprises, professional conduct, and time management during fieldwork. There are also consultations with students sent to enterprises and presentations of seminar papers.
<b>Practical Training Component (if applicable):</b> Includes fieldwork in hospitality and tourism enterprises, consultations, and seminar paper presentations.
<b>Assessment Methods (if applicable):</b> The assessment includes regular and active participation (20%), presentations and assignments (30%), assessment of enterprise work (30%), and a final exam (20%).
<b>Resources and Materials:</b> A manual for practical work by students

<b>Technology Integration:</b> The course involves presentations using PowerPoin
<b>Prerequisites (if applicable):</b> n/a
<b>Recommended Electives (if applicable):</b> n/a
<b>Dual activities:</b> This module include simulations in classroom and guided visits.

## Module 24

<b>Course/Module Title:</b> OPERATIONS AND WORK PROCESSES IN HOSPITALITY
<b>Course Code:</b> n/a
<b>Course delivered by:</b> SHME ,, ALI HADRI,,
<b>Course Overview:</b> Provide a brief overview of the course/module, describing its main focus and objectives.
<b>Course Duration:</b> 38.4 Credits (384 teaching hours) at Level 4 of the KKK
<b>Learning Outcomes:</b>
Mastery of the fundamental principles of hospitality operations.
Ability to analyze and improve work processes within a hospitality setting.
Development of skills to manage operations efficiently in various hospitality sectors.
Understanding of quality service delivery and its impact on customer satisfaction.
Knowledge to implement sustainable practices in hospitality operations.
<b>Course Content:</b>

20. Basic Characteristics and Types of Hotel Hospitality Services
21. Operational and Functional Coordination of the Reception Department
22. Operational Functioning and Processes of Reservation Services
23. Food and Beverage Service System
24. Production Processes – Food Preparation and Food and Beverage Service
25. Types and Features of Food and Beverage Services
26. Functions and Operations of Food and Beverage Services in Hotel Facilities

pag. 90



27. Operational and Functional Organization of the Food and Beverage Division in the Hotel
28. Organogram - Restaurant Team within the Hotel
29. Positive Attributes of Food and Beverage Service Personnel in the Hospitality Facility /
30. Cycle and Objectives of Food and Beverage Service
31. Objectives of the Kitchen within Food Services
32. Segment and Methods of Food Production – Cooking
33. Segment of Food and Beverage Service
34. Five Methods of Food and Beverage Service
35. Table Service, Assisted Service, and Self-Service by Guests
36. Food and Beverage Service at a Single Point
37. Table Setting and Types of Cover (Mis en place)
38. Role, Importance, Content, and Objectives of the Menu
39. Process and Objectives of Menu Planning
40. Banquet Operations and Profit Opportunities
41. Bar Management and Supervision of the Cleanliness of Equipment, Dishes, and Inventory
42. Tourism Project “Designing the Package” for MICE Event Tourism

**Assessment Methods (if applicable):**

11. The written test,

- Must contain questions with closed answers to verify the degree of acquisition by each student of the evaluation criteria

12. Oral Questions

- Oral questions must be open-ended,

**Technology Integration:** Computer

**Dual activities:** This module includes simulations in classroom and guided visits.





### III. DUAL TRAINING PATHS MAPPED IN MACEDONIA

#### 1. LEARNING COURSES MAPPED

<b>1. Course/Module Title:</b> <i>Trainings in hotel and catering activities (Reception)</i>
<b>Course Code:</b>
<b>Course delivered by:</b> CES Academy
<b>Course Overview:</b> The course will enable the advancement of techniques, methods and professional knowledge of the employees in the reception area, as well as their advancement in communication skills. Participants will understand the methods of learning and working according to the principles of SHL, as well as the standards for the part of services, methods and communications in reception work. Participants will learn to apply qualitative and quantitative learning methods and will find out what their meaning is for implementation in practice.
<b>Course Duration:</b> 24 hours total (3 days)
<b>Prerequisites (if applicable):</b> The course is intended for all those who work in the hotel industry in the field of reception work and who want to improve their knowledge according to the Swiss standards.
<b>Dual activity:</b> Practical training in companies

#### Learning Outcomes:

- To explain the structure and techniques of reception work
- To identify the right way of selling in hotels
- Communicate effectively and handle complaints
- To perform quality control at the reception
- To communicate effectively according to the different ways of communication
- To recognize the basic ways of revenue management
- To understand the basic rules of communication
- Use complaints as a way to provide better service
- To listen to customers efficiently and effectively
- To understand the importance of body language

<b>2. Course/Module Title:</b> <i>Trainings in hotel and catering activities (Waiters/ Waitresses)</i>
<b>Course Code:</b>
<b>Course delivered by:</b> CES Academy

pag. 93



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<b>Course Overview:</b> This training is intended for individuals working in the service department. The participants will learn the necessary techniques and methods to become professional waiters, applying the standards inherent in SHL in the preparation section for serving, serving guests and serving wine. Communication is an important tool for teamwork and interpersonal relationships. Participants will learn its importance during this training and learn successfully apply it in the course of their work.
<b>Course Duration:</b> 24 hours total (3 days)
<b>Dual activity:</b> Practical training in companies
<b>Prerequisites (if applicable):</b> The course is intended for all those who work in the hotel industry in the field of food service and who want to improve their knowledge according to the Swiss standards.

#### Learning Outcomes:

- To understand the hotel industry and the role of the restaurant
- To apply the working techniques in the service department
- To prepare and serve drinks (coffee, cocktails...)
- To present knowledge about the wine culture, about its history and about the rules of serving wine
- To prepare for serving
- To set a table according to Swiss standards
- To apply the rules of service
- To have successful communication and a successful relationship with customers
- To apply the learned theory in everyday work

<b>3.Course/Module Title:</b> <i>Trainings in hotel and catering activities (Marketing)</i>
<b>Course Code:</b>
<b>Course delivered by:</b> CES Academy
<b>Course Overview:</b> The course will upgrade the knowledge and skills of the participants in the processing of marketing plan for a hotel. Participants will understand the correct application of the marketing plan and methods for improving the overall marketing strategy. Basic knowledge about distribution channels, their business models and their costs will be presented. The theoretical lectures are based on the best practices relevant to the requirements of this industry. This will help participants understand the business of effective and efficient sales and negotiation techniques.
<b>Course Duration:</b> 24 hours total (3 days)
<b>Dual activity:</b> Online training
<b>Prerequisites (if applicable):</b> The course will upgrade the knowledge and skills of the participants in the processing of marketing plan for a hotel

### Learning Outcomes:

- To understand the basic rules of communication with customers
- To learn from complaints and offer quality service
- To achieve quality listening
- To understand the importance of body language and how to control yourself/myself
- To understand hotel marketing
- Implement, execute and evaluate a marketing plan
- Understand marketing and advertising on social media platforms
- media
- Understand and calculate costs per distribution channel
- To implement techniques on how to attract more direct bookings
- Understand basic sales and negotiation techniques
- To understand and process the hotel marketing plan
- Understand and calculate online distribution costs channels
- To understand basic sales and negotiation

<b>4.Course/Module Title:</b> <i>Trainings in hotel and catering activities (Hospitality)</i>
<b>Course Code:</b>
<b>Course delivered by:</b> CES Academy
<b>Course Overview:</b> The course contains the necessary techniques, methods and professional knowledge for people who want to work in the housekeeping department or for those who are employed in it. Participants will understand the processes for maintaining high hygiene according to high SHL standards. Participants will learn to apply the qualitative and quantitative methods of learning and their significance for implementation in practice.
<b>Course Duration:</b> 24 hours total (3 days)
<b>Dual activity:</b> Practical training in companies
<b>Prerequisites (if applicable):</b> The course is intended for all those who already work in the hospitality industry in the hospitality department, and who want to raise the level of their knowledge according to the Swiss standards.

### Learning Outcomes:

- To apply the techniques of working in the household
- To recognize and report a technical problem
- To control the minibars
- To maintain an orderly lost/found procedure
- Handle equipment and cleaning aids

- To take safety and health measures necessary for this work process
- Enter the guest room correctly, according to SHL standards
- Apply the cleaning procedure correctly
- Properly clean public rooms, public areas
- For daily, periodic and general cleaning
- For cleaning kitchens without affecting food safety

<b>5.Course/Module Title:</b> <i>Trainings for waiter/waitress (Hospitality)</i>
<b>Course Code/ Provider:</b> CES Academy
<b>Course Overview:</b> The main goal of the program is for the participant to acquire competencies for the application of the basic techniques of catering as well as the correct use of equipment and inventory for serving. The method of realization of the program is through practical and theoretical training. The theoretical part of the program will be performed several times a week in agreement with the participants, and the practical part will be performed with a determined dynamic. The theoretical training takes place in specialized rooms within the company under the mentorship of a professor, and the practical training takes place within the company during which the participants will be assigned a mentor employed by the company. The evaluation of the participants' achievements is carried out after the completion of the theoretical part through a knowledge check in order to compare the knowledge before and after the theoretical training, and after the completion of the practical training there is also a final exam through which the acquired skills and competencies will be defined.
<b>Course Duration:</b> no info
<b>Dual activity:</b> Practical training in companies
<b>Prerequisites (if applicable):</b> The course is intended for: people who would like to work within a company as waiters; all those who want to retrain for a better and more profitable occupation; companies that want to train their employees; employees who want to gain additional knowledge and advance in their career;

### Learning Outcomes:

- Knows the basics of hotel and catering operations;
- Uses the correct way of using and maintaining the means of work;
- For the basics of proper food storage and hygiene standards;
- Establish a correct way of communicating with customers;
- Establish a way of setting the table;
- Takes orders and way of serving food and drinks;
- Maintains the inventory in the bar (devices, glasses, drinks, etc.);
- Performs control of issued invoices and control of service quality;
- Applies basics of first aid and protection at work.
- Plans, prepares and performs works in catering facilities;

- Checks the quality of the work performed;
- Organizes and serves a restaurant table for dinner or lunch by choosing from the list of dishes or according to a set menu;
- Uses equipment and inventory required for serving food and beverages;
- Applies in practice rules when serving different types of daily meals;
- Applies wedding table setting rules;
- Presents gastronomic rules to the guest;
- Applies regulations for occupational safety and environmental protection;
- Issues and collects an invoice for the service performed.

<b>6.Course/Module Title:</b> <i>Trainings for servers (Hospitality)</i>
<b>Course Code/ Provider:</b>
<b>Course delivered by:</b> CES Academy
<b>Course Overview:</b> The server training is intended for all ages, and especially for all those who are interested in working in the hospitality and tourism industry. The training includes adequate preparation and a way to master all the necessary techniques and knowledge needed for quality performance of this catering occupation. There is a wide range of employment opportunities in this profession: kindergartens, schools with kitchens, school canteens, student dormitories, homes for the elderly, hospitals, camps, kitchens of large catering establishments and hotels in the country and abroad.
<b>Course Duration:</b> 1 month
<b>Dual activity:</b> Practical training in companies, lecturing, Job shadowing
<b>Prerequisites (if applicable):</b> people who would like to work within a company as servers; all those who want to retrain for a better and more profitable occupation; companies that want to train their employees; employees who want to gain additional knowledge and advance in their career;

#### Learning Outcomes:

- Responsibility and function of a waiter/waitress;
- Guests (different categories of guests);
- They control quality
- Application of ordering procedures
- They apply suggestive selling;
- They use different ways of serving (carrying a tray, sides for the approach of guests, forwarding orders, preparing the table in the presence of guests);
- Present an account;
- They have the right approach and communication;
- Apply different ways of recommending offers to guests;

- Communicate with collections;
- Take care of the appearance of the staff;
- Apply measures for protection at work;
- They provide first aid to guests/colleagues in case of injury.

<b>7. Course/Module Title:</b> <i>Trainings in hotel and catering activities (Reception)</i>
<b>Course Code/ Provider:</b> HTCA (Hospitality Training Center Akademik)
<b>Course Overview:</b> The course will enable the advancement of techniques, methods and professional knowledge of the employees in the reception area, as well as their advancement in communication skills. Participants will understand the methods of learning and working according to the principles of SHL, as well as the standards for the part of services, methods and communications in reception work. Participants will learn to apply qualitative and quantitative learning methods and will find out what their meaning is for implementation in practice. The course is intended for all those who work in the hotel industry in the field of reception work and who want to improve their knowledge according to the Swiss standards. During the course, the participants will have a lecture, interactive and practical work in the reception area. In the section of communications, they will learn the basic skills of communications and types of sales services. Because it is an advanced course, assuming that the participants are already with acquired knowledge, as a separate lesson from this course we also introduce the section on management of profits from hotel operations.
<b>Course Duration:</b> 8 hours total (1 days)
<b>Dual activity:</b> Lecturing, Interactive and practical training in companies
<b>Prerequisites (if applicable):</b> The course is intended for all those who work in the hotel industry in the field of food service and who want to improve their knowledge according to the Swiss standards.

**Learning Outcomes:**

- To explain the structure and techniques of reception work
- To identify the right way of selling in hotels
- To manage the income
- Communicate effectively and handle complaints

<b>8. Course/Module Title:</b> <i>Trainings in hotel and catering activities (Waiters/ Waitresses)</i>
<b>Course Code/ Provider:</b> HTCA (Hospitality Training Center Akademik)
<b>Course Overview:</b> Communication is an important tool for teamwork and interpersonal relationships. Participants will learn its importance during this training and learn successfully apply it in the course of their

work. Quality service depends on many factors that can be learned at the training and to be implemented further in the work. Procedures for preparation for serving, rules of serving and other skills are part of the practical work in a restaurant which is a mandatory part of this course. Part of the lectures dedicated to the study of the history of wine, wine culture, serving wine will allow you to perfect even the smallest details and finesse for impeccable service.

**Course Duration:** 8 hours total (1 day)

**Dual activity:** Interactive and practical training in companies

**Prerequisites (if applicable):** The course is intended for all those who work in the hotel industry in the field of food service and who want to improve their knowledge according to the Swiss standards.

#### Learning Outcomes:

- To apply the techniques of operation in the service section
- To apply the rules of serving wine
- To prepare for serving
- To set a table according to Swiss standards
- To apply the rules of service
- To have successful communication and a successful relationship with customers

**9. Course/Module Title:** *Trainings in hotel and catering activities (Sales and Distribution)*

**Course Code/ Provider:** HTCA (Hospitality Training Center Akademik)

**Course Overview:** They are intended for people who are not employed or are beginners, and want to acquire thorough knowledge in the field. After 70 hours of theoretical training in ten working days, at least 30 hours of practice in the Center or in real conditions at the workplace must be added. Successful participants acquire an international SHL-certificate for successfully completed training in a specific activity. During this training, the participants will learn to prepare a marketing plan for a hotel and understand its correct application, and at the same time they will learn the methods to improve the overall marketing strategy. They will also calculate the cost of marketing and advertising on social media channels, they will be able to distinguish between online and offline distribution channels. Furthermore, they will acquire basic knowledge about distribution channels, their business models and their costs.

**Course Duration:** 72 hours total (9 days)

**Dual activity:** Lecturing, Practical work in companies

**Prerequisites (if applicable):** The course is intended for all those who work in the hotel industry in the field of food service and who want to improve their knowledge according to the Swiss standards.

#### Learning Outcomes:



- Hotel marketing plan and its implementation/execution
- Marketing on social networks and its calculation
- Distribution in the hotel – perspective of the client and the hotel
- Working with external distributors/online travel agencies
- Sales and negotiation skills
- Self-assessment and distribution checklists.

<b>10. Course/Module Title:</b> <i>Trainings in hotel and catering activities (Pastry Chef)</i>
<b>Course Code/ Provider:</b> CES Academy
<b>Course Overview:</b> The program provides professional training for a confectioner-preparer of confectionary products for a duration of 120 hours and includes professional theoretical content that is realized in a classroom/cabinet and is a function of the practical training, which in turn is carried out in an equipped confectionary workshop.
<b>Course Duration:</b> 120 hours
<b>Dual activity:</b> Lecturing, Interactive and practical training in companies
<b>Prerequisites (if applicable):</b> Secondary education is obligatory. The course is intended for: people who would like to work within a company as confectioners

**Learning Outcomes:**

- to prepare and organize his own work;
- operates and properly uses appliances, devices, machines and inventory in a pastry shop;
- uses professional terminology at work; applies rules, regulations and HACCP system for hygienic-technical protection at work;
- classifies the division and application of products according to origin;
- applies ways of preparing sweet dough products that are different in the manufacturing process;
- prepares desserts with different techniques and work processes; prepares creams, fillings, toppings, glazes from different areas;
- bakes and fills sponge cakes for making cakes, mignons, pastes; combines ways of preparing small cakes different in composition,

<b>11. Course/Module Title:</b> <i>Trainings in hotel and catering activities (Baker)</i>
<b>Course Code/ Provider:</b> Business Training Center Ohrid

**Course Overview:** The main goal of the training is for the participants to acquire knowledge, skills and competencies from the profession of baker. After completing the training, the participant will be able to work in the bakery industry, catering facilities and hotels, bakeries and pizzerias.

**Course Duration:** 200 hours

**Dual activity:** Lecturing, practical training in companies

- **Prerequisites (if applicable):** Primary education is obligatory. The course is intended for: people who would like to work within a company as bakers

**Learning Outcomes:**

- flour processing and preparation of different types of bread dough, white pastries, pizza dough and puff pastry.
- to be able to use various techniques and processes of kneading and processing the dough.
- knows the technological processes for the preparation of various types of bread and white pastries, pizzas and puff pastry.
- to be trained to store and store bakery products.
- to have knowledge of using various types of spices, seeds and herbs.

**12. Course/Module Title:** *Training for presentation skills of Tourist products*

**Course Code/ Provider:** UTMS Skopje

**Course Overview:** The aim of this training is to train tourism workers how to present their product to customers in 8 steps.

**Course Duration:** 2-3 days

**Dual activity:** Lecturing, practical training in companies

**Prerequisites (if applicable):** The course is intended for people who would like to work within the Tourism sector

**Learning Outcomes:**

- obtain presentation skills of Tourist products

**13. Course/Module Title:** *Training for Skills for creating an intrapreneurial organization*

**Course Code/ Provider:** UTMS Skopje

**Course Overview:** The training on the topic: Skills for creating an intrapreneurial organization is made possible by the patronage of the Fund "Prof. Dr. Ljube Milenkovski", organized by the UTMS Career Center and the Faculty of Entrepreneurial Business. The training is one day, designed for high school students and college students. The program is easy to understand and allows participants to improve their knowledge of the modern management concept of intrapreneurship, the process of creating an intrapreneurial organization, building an intrapreneurial culture and encouraging intrapreneurial spirit, creativity and innovation. At the end of the training, participants are awarded certificates for attended training.

**Course Duration:** no info

**Dual activity:** Lecturing, Practical work on field

**Prerequisites (if applicable):** The course is intended for all interested to work within the Tourism sector

#### Learning Outcomes:

- The training is in the function of acquiring applicable knowledge for creating an intrapreneurial organization. The training methodology is interactive and simulates real business situations of good practices through which the trainees learn which tools are used in the management of a proactive organization. The training enables the participants to acquire competitive skills and competencies.

**14. Course/Module Title:** *Event Management*

**Course Code/ Provider:** KONCEPT Institute

**Course Overview:** The training is based on the practical work of the participants on concrete examples. The program is interesting, interactive, and covers the core of what you need to know about the event management business. The emphasis is on lecturer-student interaction, case studies, experiential learning, so that when you leave our classrooms, you can immediately apply what you've learned.

**Course Duration:** 8 modules / 24 hours in total

**Dual activity:** Lecturing, practical work on field

**Prerequisites(if applicable):** The course is intended for: To attend the training you do not need any previous knowledge in the field of event organization, nor a university degree. Anyone who sees themselves in the business of planning and organizing events can apply for the training: company employees, students, unemployed, people who need retraining.

- all interested to work within the Tourism sector

#### Learning Outcomes:

- The purpose of the training is to acquire the necessary knowledge, skills and feel for every aspect of event organization, so that you can perform the function of event manager independently. You

will learn what is the basis of a good organization, why you need negotiation and sales skills and that energy, will and inexhaustible creativity are the basis of this work.

<b>15. Course/Module Title:</b> <i>Sales Manager Academy</i>
<b>Course Code/ Provider:</b> <b>KONCEPT Institute</b>
<b>Course Overview:</b> successful sales managers do not actually sell products and services, but rather sell emotions. A woman will not buy twenty dresses because she needs so many dresses, but because it fulfills her and makes her feel satisfied. If you understand the logic of sales, you will no longer be uncomfortable selling and you will no longer have the feeling that you are "forcing" someone to buy your product or service, but you will have a sincere desire and need to help your customers.
<b>Course Duration:</b> 80 school hours, organized in 20 meetings, twice a week
<b>Dual activities:</b> Practical work, simulation of specific situations
<b>Prerequisites (if applicable):</b> The course is intended for: Entrepreneurs and managers, The sales staff, anyone who wants to improve their knowledge and skills in this area.

**Learning Outcomes:**

- leading teams,
- creating a strategy to create a positive experience for your customers,
- implementation of the entire process of communication and sales,
- planning and organizing all sales activities,
- taking a key role in the sales team,
- communicating and conducting effective negotiations,
- building successful relationships with clients and finding new clients,
- implementing a digital marketing strategy,
- recognition of new business opportunities.

<b>16. Course/Module Title:</b> <i>TRAINING FOR ADVANCEMENT OF CULINARY SKILLS AND CAREER</i>
<b>Course Code/ Provider:</b> <b>FJ Culinary Consultants</b>
<ul style="list-style-type: none"> <li>• <b>Course Overview:</b></li> <li>• Advanced Culinary Training: Nutrients in Food, Mechanics of the Human Senses, Food Selection, Culinary Techniques</li> <li>• Practical experience: making menus, visiting an organic garden</li> <li>• Hospitality management: brigade system, food safety practices</li> </ul>

- Career and entrepreneurship support: personalized career guidance, matching with potential employers, soft skills (culinary ethics, communication-organizational skills)
- Networking opportunities: exchange experiences with fellow participants and guest speakers – more experienced chefs and industry professionals

**Course Duration:** 4-5 days

**Dual activity:** Interactive lecturing, Practical work, individual consulting

**Prerequisites (if applicable):** All young people up to the age of 29 who have basic knowledge of cooking and want to improve their skills can participate in the training.

After completing the training, all participants will receive a certificate of successfully completed training from the organizer.

**17. Course/Module Title:** *FIRE PROTECTION TRAINING IN HOTELS*

**Course Code/ Provider:** KOUZON Fire Academy

- **Course Overview:** "KOUZON" Fire Academy recognizes the importance of providing professional recommendations to the management (owners) of the hotel and catering facilities in R. Macedonia. For each facility, a training plan and program is prepared, which includes the specifics of the facility and the installed equipment, the dangers of fire, as well as defining the procedure in the event of a fire and evacuation in the event of a technological breakdown. and natural disasters.

**Course Duration:** 2 days (10 hours)

**Dual activity:** Practical work, Interactive presentations and lecturing

**Prerequisites (if applicable):** Hotel managers

### Learning Outcomes:

Theoretical part - in the premises of the "Kouzon" Training Center or on the ground in the hotel complex or building (outside of working hours).

The duration of this training is 1 day (7 teaching hours).

Practical part – it is carried out in the hotel building (outside working hours)

The duration of this training is on average 1 day (from 2 to 3 teaching hours).

This part of the training includes elements (contents) for methods and procedures during evacuation and rescue in case of fire, natural disaster or other type of accident.

**18. Course/Module Title:** *FIRE PROTECTION TRAINING IN RESTAURANTS AND BARS*

**Course Code/ Provider:** KOUZON Fire Academy

- **Course Overview:** Due to the potential dangers of fire in commercial catering facilities (cooking equipment and devices, deep fryers, freezers, refrigerators, etc.), a professional approach to detecting places that are under a "constant" risk of fire is of particular importance, as well as properly installation and maintenance of fire fighting and other technical equipment for protection and safety in the facility. "Kouzon" Fire Academy has established a special team that is qualified to plan and set up the basic elements for fire protection, to train employees how to respect the prescribed safety measures during work and how to act in case of fire.

**Course Duration:** 2 days (10 hours)

**Dual activities:** Theoretical lectures, Practical work in the company

**Prerequisites (if applicable):** Hotel managers

**Learning Outcomes:**

Fire protection training in commercial catering facilities is carried out in two parts:

1. Theoretical part - in the premises of the "Kouzon" Training Center or on the field in the catering facility, (outside of working hours).

The duration of this training is 1 day (7 teaching hours).

2. Practical part – it is carried out in a catering facility (outside working hours)

The duration of this training is on average 1 day (from 2 to 3 teaching hours). This part of the training includes elements (contents) for methods and procedures during evacuation and rescue in case of fire, natural disaster or other type of accident.

Note: For each training, a separate Plan and Program for the implementation of the training is drawn up and adjusted.

**19. Course/Module Title:** *Customer Oriented Communication Training in the Hospitality Industry*

**Course Code/ Provider:** REGENT Hospitality Consulting

- **Course Overview:** This training is an intensive course of acquiring theoretical knowledge and practical skills. Through interactive exercises and simulations of real situations, the training will be carried out with a frontal form of work combined with a demonstration method.

<b>Course Duration:</b> NO INFO
<b>Dual activity:</b> Interactive and practical training, simulation of real life situations
<b>Prerequisites (if applicable):</b> Hotel employees

#### Learning Outcomes:

The main purpose of this training is to train and provide knowledge and skills for the activities related and necessary for this job position as well as for raising the awareness of the candidates when engaging in this business

<b>20. Course/Module Title:</b> <i>Training Course for Digital Marketing in the Hospitality Industry</i>
<b>Course Code/ Provider:</b> REGENT Hospitality Consulting

- Course Overview:** The Internet marketer in the hospitality industry leads/assists the work of the marketing team in daily marketing activities, leads the activities of Internet marketing sales, participates in the preparation/making of the marketing strategy and promotional materials, helps in the organization of marketing research as well as in the analysis of the results of the research itself, implements the broad framework of internet marketing communication, provides support for marketing events in hotel operations. Participates in gathering information and data for the preparation of promotional materials, articles and promotional texts for the organization. Prepares and uploads content/texts on websites and portals and social networks, and expands the scope of work creating brand recognition in the hotel industry in the country and the world. Continuously updates and maintains a database of internet marketing data and documentation. Participates in the organization of events and campaigns through logistics with third parties and in all promotional activities in the organization.

<b>Course Duration:</b> no info
<b>Dual activity:</b> Interactive and practical training
<b>Prerequisites (if applicable):</b> Hotel employees

#### Learning Outcomes:

The main goal of the program is for the participant to acquire knowledge, skills and abilities in the field of internet marketing when working in hotel facilities, i.e. internet marketing activities for the sale of hotel facilities, building and managing the brand through a series of marketing activities conducted through social media, internet marketing sales channels and alike.



**21. Course/Module Title:** *Training Course for Basic Culinary Skills and Techniques*

**Course Code/ Provider:** **REGENT Hospitality Consulting**

- **Course Overview:** The program covers all cooking techniques. This program provides work training for a Cook in a catering facility and includes professional theoretical content and practical training.

**Course Duration:** no info

**Dual activity:** Theoretical lectures, practical training in the company

**Prerequisites (if applicable):** Hotel employees

**Learning Outcomes:** After the successful completion of the program, the participant will be able to prepare and organize his work, to compile a list of dishes and a menu for regular meals and to prepare food products in different types of cooking products, cold and hot appetizers, soups, stews and stews, basic sauces, meat dishes, fish, side dishes, vegetarian and national dishes, salads, serve, decorate and deliver the dishes in appropriate dishes, keep and update the records of the work in the kitchen, work in accordance with the norms and guarantees the quality of work and services, to carry out work in accordance with the regulations for the protection of the working environment and the environment, to know the rights of employment and the possibilities of opening and running one's own business.