

FACULTY OF MANAGEMENT IN TOURISM, HOSPITALITY AND ENVIRONMENT

Analysis of student demands and the needs of stakeholders for bachelor's and master's
programs in the field of tourism

STATISTICAL REPORT

SEPTEMBER 5, 2023

1. Introduction

In a period when the needs of the labor market and the expectations of students are constantly changing, the analysis of student demands and industry needs for Bachelor's and Master's programs holds particular importance. This report aims to shed light on the various dynamics characterizing these levels of study, delving into the preferences, expectations, and goals of students, as well as the business needs. Through the analysis of statistical data, we aim to identify key trends and provide a clear overview of these demands and needs. The results and recommendations presented have contributed to improving the quality of the study program and better aligning it with the challenges and opportunities of the labor market.

Report objectives

The main objective of this report is to identify the demands of students and the needs of the industry for Bachelor's and Master's programs at the FMTHE.

The primary aim of this report is: **Analyzing the compliance of programs with the requirements of both students and the industry.**

2. Methodology

To determine the sample of interested parties, the method of Stratified Random Sampling has been used, while to determine the sample of students, the method of Simple Random Sampling has been applied. The tool used to collect data in both cases is an online questionnaire created with open and closed-ended questions. The Survio (<https://www.survio.com/en/>) program was used to create the online questionnaire. Descriptive statistics and qualitative data from open-ended questions were extracted from this program. The size of the student sample is 115, while the size of the sample of interested parties is 15.

3. Statistical report with active students and graduates of FMTHE

This statistical report focuses on two key aspects: active students and graduates of FMTHE. Subsequently, detailed data have been presented, which have served to draw necessary conclusions and recommendations for the restructuring of the Bachelor's program and the development of the Master's program in the field of tourism and hospitality.

3.1. Data analysis

1. Age and Gender

	18-28	29-39	40-50	Total
F	38	17	12	67
M	17	20	11	48
Total	55	37	23	115

Source: FMTHE

From the presented data, it is evident that 67 respondents are female, and 48 are male, with the majority falling within the age range of 18-28 years.

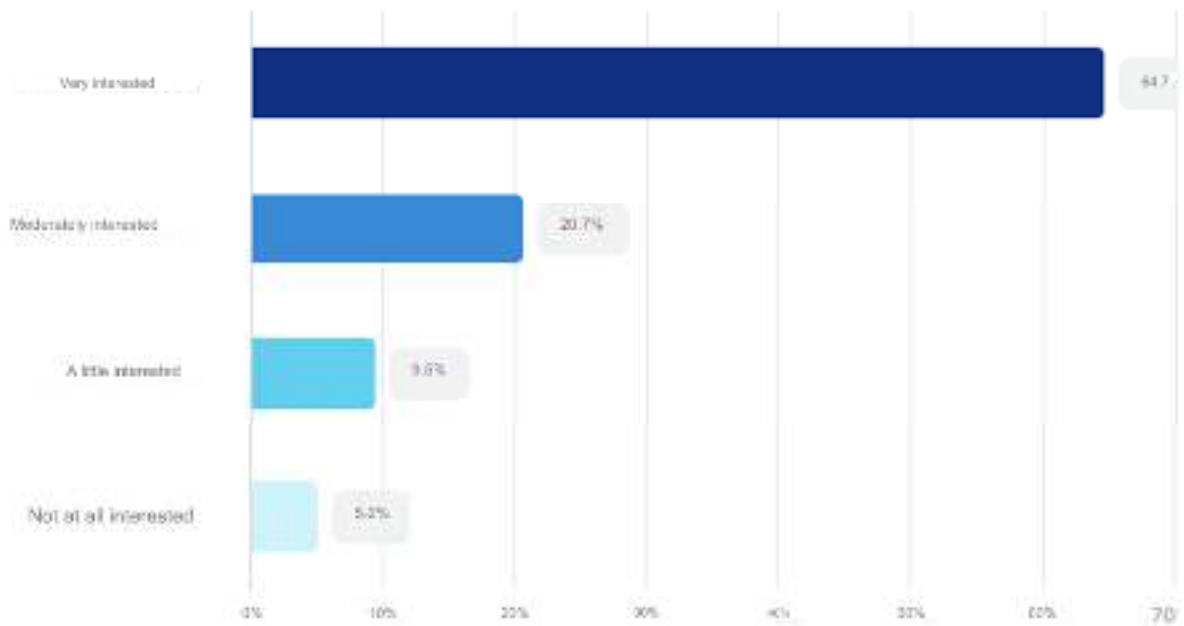
2. The level of education and the need of students for the master's program

	Student	Bachelor's degree graduate	Total
yes	29	57	86
not	5	21	26
Total	34	78	112

Source: FMTHE

Based on the presented results, we conclude that graduates at the bachelor's level, as well as current students at FMTHE, have high demand for the master's program in the field of tourism management.

3. Interest in working in the tourism industry



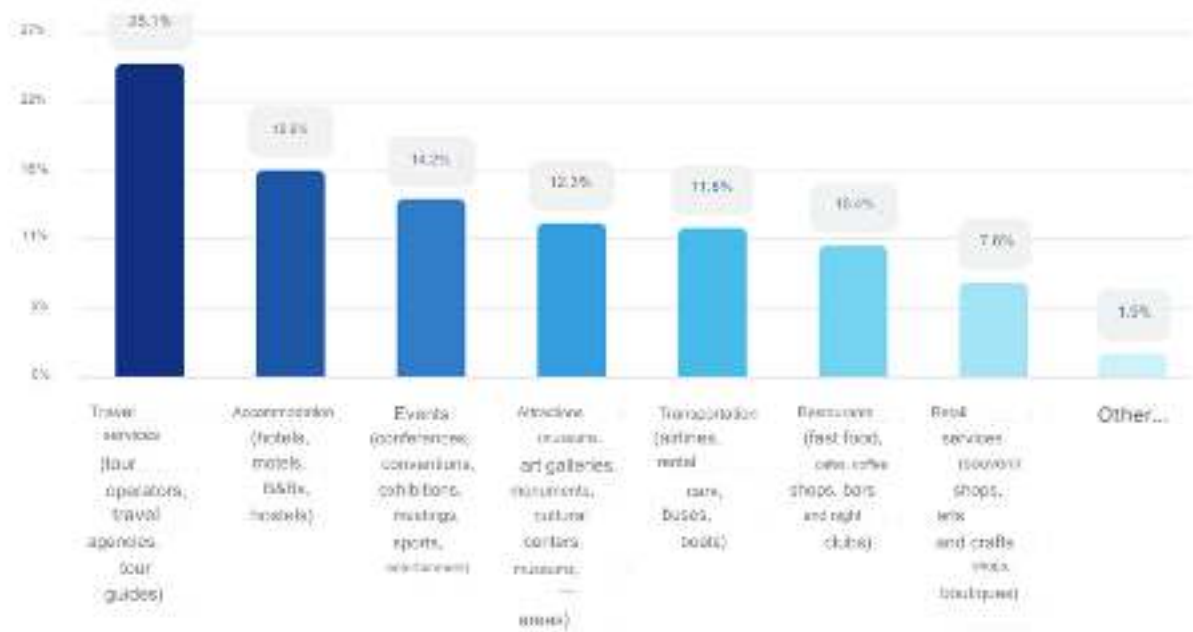
4. *The report between active students and graduates, as well as efforts to work in the tourism industry*

	Student	Bachelor's degree graduate	Total
yes	18	53	71
not	16	25	41
Total	34	78	112

Source: FMTHE

From the presented data, it appears that over 50% of students are very interested in working in the tourism industry.

5. In the question about which of the following options you have a higher interest in working, it is found that:



Source: FMTHE

A percentage of over 25% of respondents are interested in working in the travel organization sector, while 16.6% in the accommodation sector.



6. *The interest of active students and graduates in the following professions in tourism*

Source: FMTHE

From the presented data, we see that respondents are very interested in working as a manager in the tourism industry and as a public relations manager.

7. *The main barriers encountered in employment in the field of tourism*

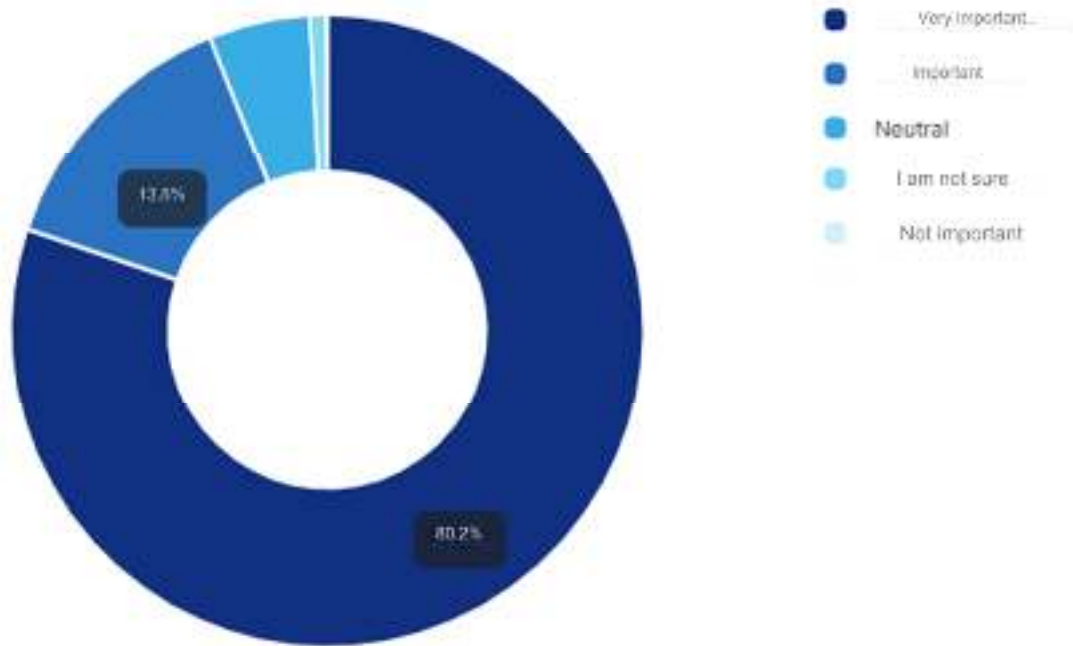
	Number	%
Low salaries	49	42.2%
Lack of good work habits	30	25.9%
Insufficient information about employment opportunities in tourism	27	23.3%
Lack of work experience in young people	27	23.3%
Lack of technical/professional skills	22	19%
Difficult work schedules (long hours, late shifts)	15	12.9%
Lack of foreign language skills	14	12.1%
Geographical location (distance from work)	13	11.2%
Discrimination (gender, age, health conditions, etc.)	12	10.3%
Three-month temporary contracts	8	6.9%

Unsafe or hazardous work environment	8	6.9%
Other...	6	5.2%
Lack of family support in pursuing a career in tourism	5	4.3%
Weak customer service skills	5	4.3%
Childcare concerns	2	1.7%

Source: FMTHE

Low salaries (42.2%): A notable concern of respondents is the level of wages in the tourism sector. This can influence their career choice and motivation to stay in this field.

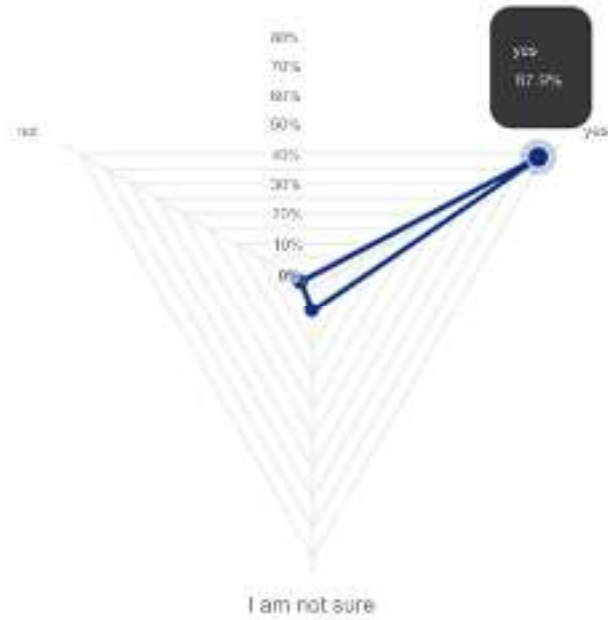
8. The importance of study programs in the field of tourism and hospitality to be in compliance with the needs and demands of the market



Source: FMTHE

Over 80% of respondents believe that it is very important for study programs to be in harmony with the needs and demands of the market.

9. To what extent do you believe that the tourism programs at FMTHE should offer opportunities for students to study abroad or participate in international exchange programs?



Source: FMTHE

The study programs at FMTHE are seen as a great opportunity by the respondents to participate in international exchange programs.

10. The skills that are most important for active students and graduates in the field of tourism are:

	Student	Bachelor's degree graduate	Total
Communication skills	10	19	29
Solving skills problem	6	6	12
Cooperation and Work teamwork	2	12	14
Technical, management skills and conceptual	5	21	26
Promotional skills and interpersonal relations with customers	10	19	29

Source: FMTHE

According to the responses of the respondents, communication skills, technical skills, leadership skills, promotional skills, and teamwork are considered the most important for active students and graduates in the field of tourism.

11. Additional thoughts on students' knowledge, perceptions, and interests in tourism (qualitative data)

Below are summarized responses from the respondents:

1. Expanding knowledge in the field of tourism at higher study levels, such as Master's and Ph.D.;
2. Better study of sustainable tourism involves a combination of theoretical and practical subjects. Field experience and practice in the tourism industry are important to develop a deep understanding of the sector. Study subjects may include destination management, tourism marketing, cultural tourism, tourism product development, finance in the

tourism industry, and many others. Also, it is important to have a multidisciplinary approach and be willing to learn from diverse experiences in the field of tourism.

3. Master's studies in tourism offer strong skills in the development and management of tourism projects. You will learn to plan, organize, and lead various projects in the tourism industry, including destination development, organizing tourism events, creating innovative tourism products, and more. This will prepare you to make a positive and successful impact in the industry.

4. Master's studies in tourism offer significant value in developing professional skills in high-level tourism management. Through this program, you will gain in-depth knowledge in fundamental subjects of tourism management, such as marketing strategy, finance, destination management, tourism product development, and many others. This will prepare you to lead and successfully manage organizations and tourism projects at a high level.

5. Master's studies in tourism are accredited by specialized organizations to ensure quality and integrity. Accreditation provides the opportunity to receive a recognized diploma and gain respect in the labor market. This allows you to acquire in-depth knowledge and specialization in various tourism fields. It is an excellent opportunity to advance your career and influence the development of the tourism industry.

6. Master's studies in tourism are an excellent opportunity to deepen knowledge and advance in a career in the tourism industry. You will have the opportunity to explore various tourism topics and develop your skills and expertise in this field.

7. Master's studies in the field of tourism are highly significant. They offer in-depth knowledge and specialization in various areas such as destination management, strategic planning, tourism marketing, and the development of innovative tourism products. Master's studies are an excellent opportunity to advance a career in the tourism industry.

8. Higher studies in tourism offer in-depth knowledge and specialization in various areas of the tourism industry. These programs cover all study levels, from bachelor's to doctoral. They provide opportunities to learn about destination management, tourism marketing, tourism product development, and much more. These studies are important

for those who want to become experts in the field of tourism and influence its development.

9. The academic staff must work with dedication and professionalism in the accreditation process of master's level studies in tourism. They must ensure that the study program meets the necessary standards and criteria to provide a quality and suitable education for students. Academic staff must continuously prepare, follow the latest developments in the tourism industry, and ensure that teaching materials and methodologies are updated and relevant to the labor market requirements. Also, they should collaborate with relevant organizations and institutions in the tourism industry to ensure a strong connection between theory and practice.

10. Additional knowledge in new market research, training, trips, new programs, etc., is important.

11. A master's level in tourism is required to enrich knowledge and advance in a career in the tourism industry. This offers the opportunity to develop expertise in various areas of tourism and better understand the challenges and trends of this industry. Through the master's level study program, students develop analytical, managerial, and innovative skills and are able to contribute to the development of tourism strategies and policies at the local and international levels.

12. In master's studies in tourism, where the focus is on Sustainable Tourism Management, professionalism is essential. These programs offer in-depth knowledge and specialization in various areas of tourism. Academic requirements, involvement in practical projects, and the creation of professional connections are integral parts of master's studies in tourism to develop a successful career.

13. Having a program where students can simultaneously have paid internships would be a great help for students, both financially and professionally.

14. Exchange programs with other universities in Europe would be a great plus for students in this field.

15. I think it is very necessary to have a Master's program in sustainable tourism.

16. Conferences on tourism development in higher studies are very important to share and exchange knowledge and experience in the field of tourism. They provide a platform for discussions, presentations, and the latest study presentations, innovative strategies, and new developments in the industry. Participation in these conferences gives the opportunity to meet other professionals and create valuable contacts in higher studies in tourism.

4. Statistical report on stakeholders in the tourism industry

Analyzing the demands of the industry for study programs is an important process to ensure that FMTHE is offering the right programs that prepare students for the challenges and opportunities of the labor market. Below is a possible analysis to identify the industry's demands regarding bachelor's and master's study programs.

4.1. Data analysis

1. Stakeholders involved in research

Municipality of Peja
Municipality of Deçan
Tourism Union of Kosovo
Balkan Natural Adventure
Hotel Dukagjini
Hotel&Restaurant te Liqeni
Villa Limi-Resort
Mountain Climbin Association "RRASA E ZOGUT", Junik
Kulla Guesthouse LLC, Touristic lodge
Gold
Rugova Autochthonous Folk Ensemble
Roll
Bujtina Kacaku, lodging/guesthouse
Touristic business, Klinë
Art Resort LLC, lodge

2. Areas where stakeholders have the most challenges

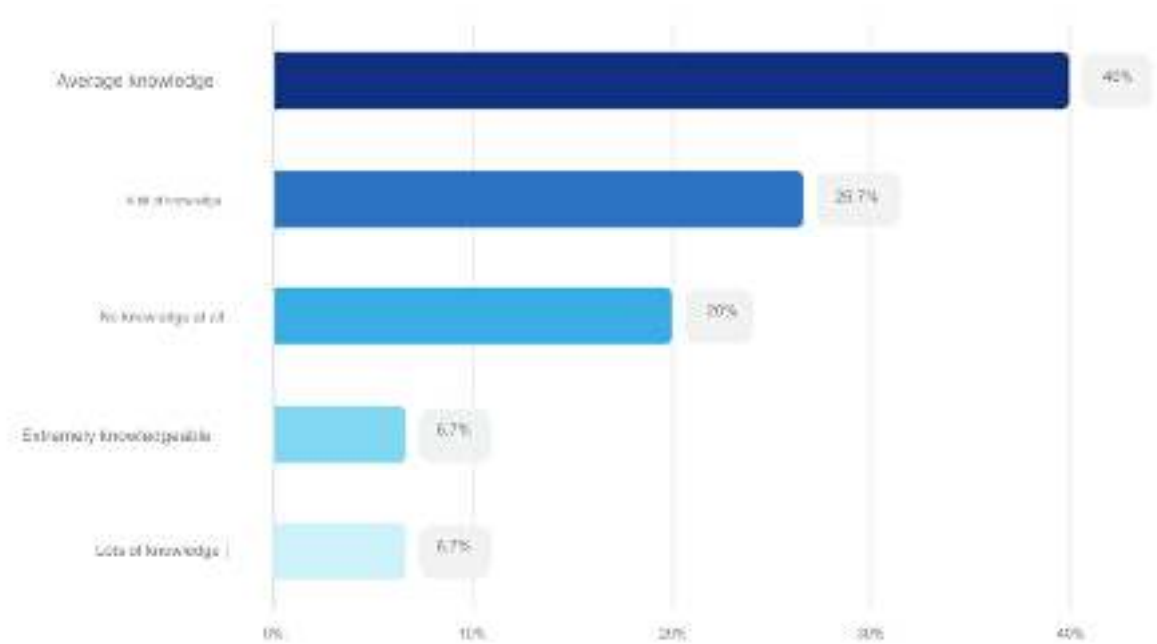
	No challenge	Challenge	Not sure
Using ICT to improve productivity	1	11	3
Unethical practices or corruption	5	5	5
Customer service	7	7	1
Hygiene and food preparation	6	7	2
Health and safety of guests	4	10	1

Health and safety of staff	4	9	2
Maintenance and repair of facilities	2	10	3
Financial management	4	9	2
Human resources management	2	12	1
Lack of tourism awareness among residents	3	11	1
Lack of opportunities for staff development and training	2	13	0
Preservation of cultural and natural heritage	3	12	0
Publicity and marketing	4	11	0
Impact of climate change	3	10	2
Development of specialized tourism markets	2	12	1
Market research	3	11	1
Legislation/public policy related to tourism and hospitality	2	10	3

Source: FMTHE

A considerable number of stakeholders perceive the use of Information Technology and Computers as a challenge, perhaps due to the lack of necessary infrastructure or technological knowledge. Additionally, major challenges include the health and safety of guests, human resource management, market research, opportunities for staff development and training, preservation of cultural and natural heritage, as well as publicity and marketing.

3. Knowledge about the current programs at FMTHE



From the presented data, it is evident that 40% of the respondents have an average familiarity with the current program at FMTHE.

4. In which of the following areas do you think the current programs in tourism and hospitality need improvement? (Select all that apply)

Practical application of knowledge	10	66.7%
Creating opportunities for collaboration with industry professionals	8	53.3%
Professional development and readiness for a career	4	26.7%
Integration of technologies in program development	4	26.7%
Other...	1	6.7%

Source: FMTHE

This result indicates that the overwhelming majority of respondents (66.7%) see a need for improvement in the practical application of knowledge. Additionally, a significant percentage (53.3%) believes there is room to enhance opportunities for collaboration with industry professionals. On the other hand, a smaller portion of respondents (26.7%) believes there are

areas for improvement in professional development and career readiness, as well as in the integration of technologies into program development. A minimal percentage (6.7%) has suggested other aspects for improvement, emphasizing the need for a more in-depth analysis to identify specific needs.

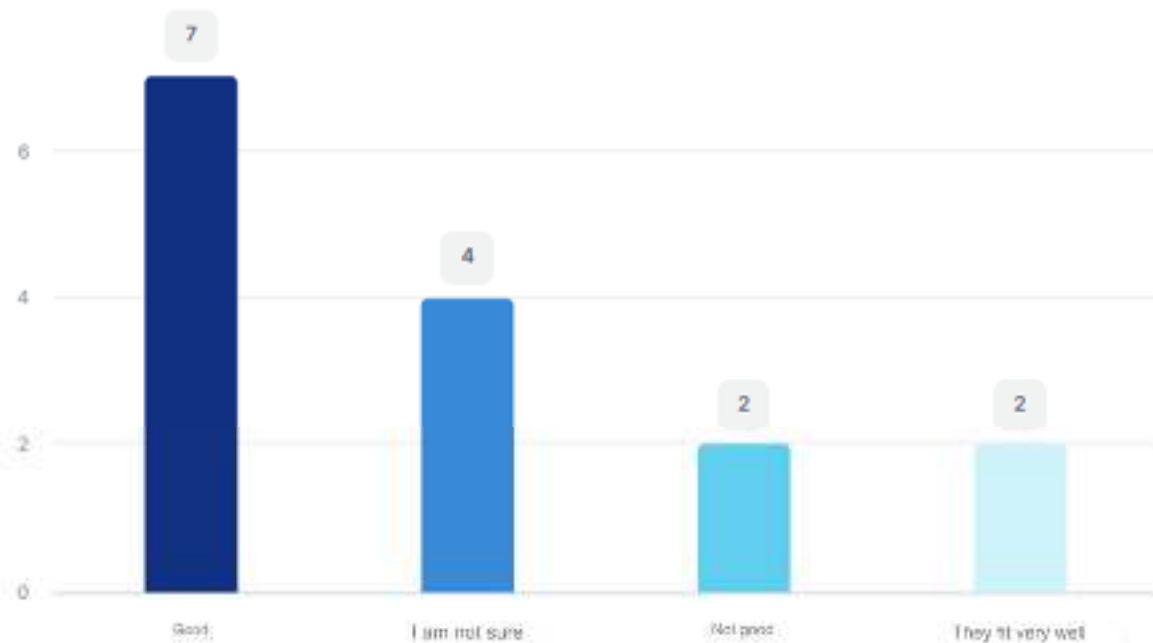
5. Our tourism programs adequately prepare students for a career:

ANSWER	AMOUNT	RATIO
Yes	8	53.3%
Not sure	7	46.7%
No	0	0%

Source: FMTHE

This result indicates that a significant percentage of respondents (53.3%) believe that the tourism programs at FMTHE adequately prepare students for a career in the tourism industry. On the other hand, 46.7% of respondents are unsure about this aspect. There are no negative responses in this case, showing an overall positive perception of the preparation of students for a career in the field of tourism from the offered programs.

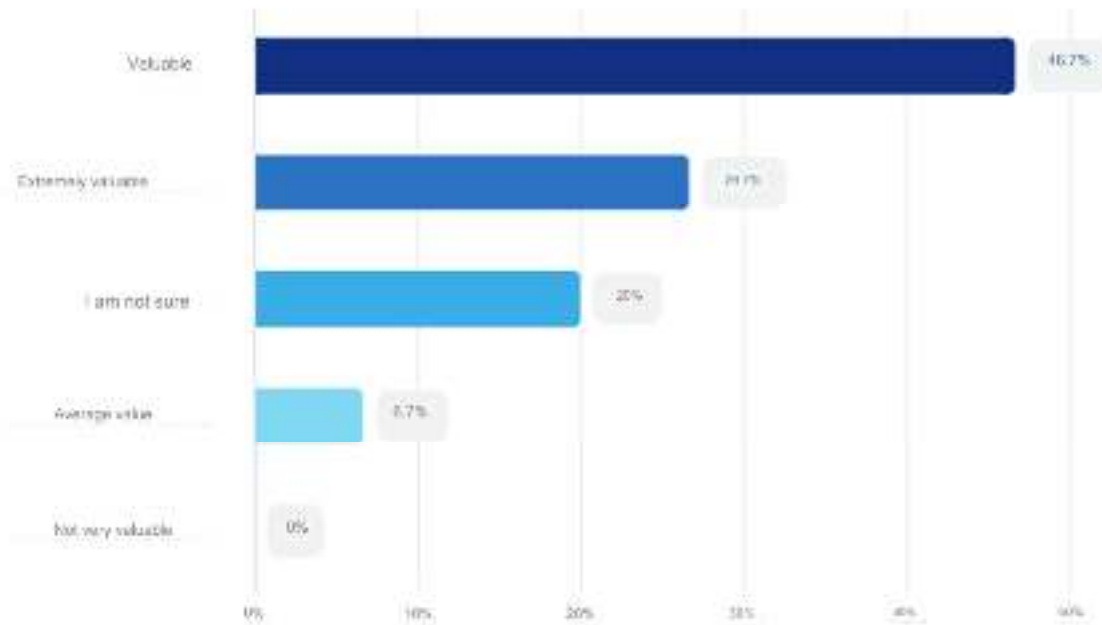
6. To what extent do you think the tourism and hotel programs at our faculty align with current industry trends and demands?



Source: FMTHE

This result indicates that a significant percentage of respondents (46.7%) assess that the tourism and hotel programs at their faculty complies well with current industry trends and demands. At the same time, 26.7% of participants are unsure about the compliance of the programs with current requirements, while 13.3% consider them not good. A small portion (13.3%) of respondents believes that the programs comply very well with industry trends and demands.

7. How valuable do you think the lectures delivered by industry experts and networking opportunities for students in tourism programs are?



Source: FMTHE

From the data presented in the graph, it appears that over 46% of participants see lectures delivered by industry experts as a good opportunity for students.

8. Areas that they think current programs need improvement (open-ended question):

- Expansion of knowledge in the practical application of services and customer behavior.
- Preservation, cultivation, and promotion of spiritual and material heritage as a basis for sustainable tourism development.
- I think practical knowledge of using social media and digital marketing is very necessary. Collaboration with tour operators is also a significant deficiency.
- Management and environment.
- Flexibility of exercise schedules for students who are employed simultaneously.

- Professional practice.

9. Key skills and competencies that professionals in the field of tourism and hospitality

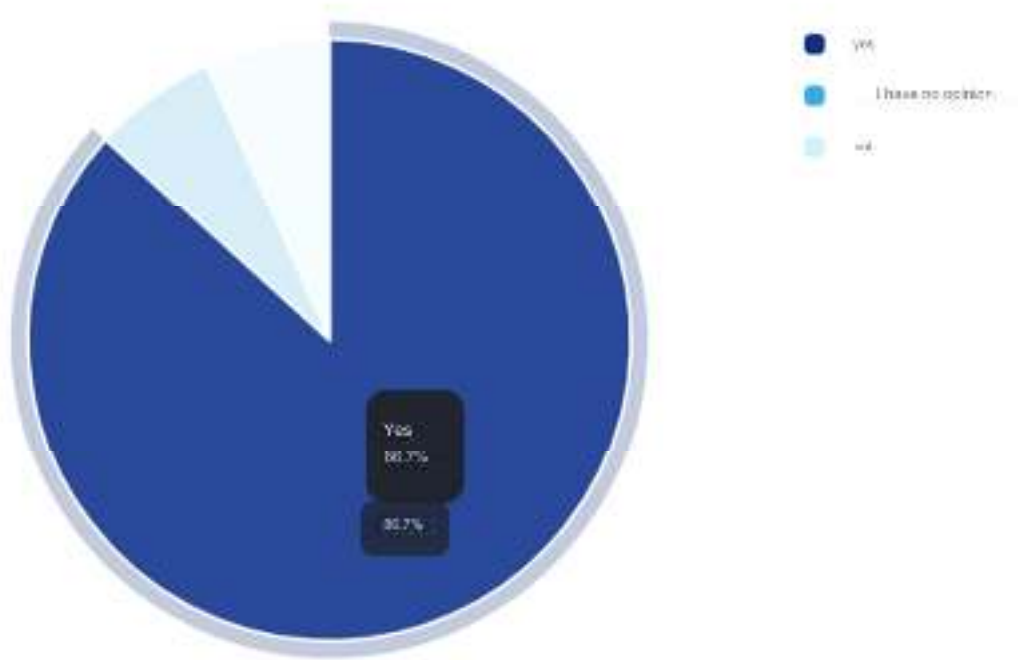
should possess (open-ended question):

- Possession of organizational, creative, and promotional skills.
- Knowledge in customer service, staff training, competitor analysis, and expanding expertise in promoting business abroad.
- Destination management and hotel management.
- Communication in foreign languages and understanding foreign cultures.
- Key competence, I believe, should be professionalism in all areas of tourism and hospitality, such as correctness, hospitality, information, marketing, etc.
- Ability to effectively manage the services offered and adapt them to the requirements of tourists and their clientele.

10. What elective courses would you recommend to be included in the curriculum in order to meet the needs of the emerging industry (open question)?

- Sustainable Tourism
- Tourism: Management and Marketing
- Cultural Heritage
- Communication Skills
- Customer Service and Business Promotion
- Digital Media and Digital Tourism Platforms
- Subjects promoting education in destination management
- English Language

11. Do you believe that FMTHE should offer master's level programs in the field of tourism and hospitality?



Over 86% of the respondents believe that FMTHE should offer master's program in the field of tourism and hospitality.

12. Which of the specialization areas do you need the most (this question is related to the master's level program):

Answer	Amount	Ratio
Sustainable Tourism	9	60%
Management of Tourism and Hospitality	9	60%
Tourism Marketing	7	46.7%
Human Resource Management	4	26.7%
Destination Management	4	26.7%
Travel and Tourism Administration	3	20%
Event Planning and Management	1	6.7%
Other...	0	0%

The table shows that there is a high demand for specialization in these specific areas at the master's level program at FMTHE. According to the data, the most sought-after specialization fields are "Sustainable Tourism" and "Management of Tourism and Hospitality," both with an equal percentage of 60%. "Tourism Marketing" is also in demand, reaching 46.7%. While fields such as "Human Resource Management," "Destination Management," and "Travel and Tourism Administration" are also sought after, but at a lower percentage.

Conclusion

Based on the results from the research section focused on active students and graduates of FMTHE, the following conclusions are drawn:

- *From data analysis, there seems to be a dominance of the percentage of female students, with 67% of responses, compared to 48% of male student responses. It is also noted that the highest percentage of students is in the age group of 18-28 years.*
- *Bachelor's degree graduates and current students at FMTHE have shown a high demand for the master's program in sustainable tourism management. This indicates a pronounced interest in developing knowledge and skills in this field by students.*
- *Over 50% of students are very interested in working in the tourism industry, indicating a significant focus on this field and a high potential for engagement in careers after completing their studies.*
- *More than 81% of respondents consider it very important for study programs to be in harmony with the needs and requirements of the market. FMTHE study programs are seen as a great opportunity to be part of international exchange programs. From respondents' perspective, key skills include communication, technical skills, leadership, promotional skills, and teamwork, indicating that these qualities are important for a successful career in tourism.*
- *To advance in sustainable tourism, it is important to combine theoretical knowledge with practical knowledge. Study programs should include various subjects covering destination management, tourism marketing, development of tourist products, finance in the tourism industry, and others.*

- *Master's programs in tourism offer an excellent opportunity to develop skills in managing tourism projects. Experience in planning, organizing, and directing various projects in the tourism industry provides good preparation for a positive impact and success in this sector.*
- *Through master's studies in tourism, students have the opportunity to advance personally and professionally. This includes exploring various tourism topics and developing skills and expertise in this field, opening doors to numerous career opportunities.*
- *To ensure quality education, master's programs in tourism should align with recent developments in the industry and offer a combination of theoretical and practical subjects. Collaboration with relevant organizations and institutions in the tourism industry can enhance the connection between theory and practice. Master's programs in tourism should incorporate new knowledge from tourism market research, training, travels, and new programs. Collaboration with other universities in Europe and contribution to tourism development conferences are important for improving education and professional skills.*
- *Academic staff should work with dedication and professionalism in preparing and accrediting master's programs in tourism. This includes keeping track of developments in the tourism industry and ensuring a strong connection between theory and practice. Programs should offer opportunities for paid internships and prepare students for the labor market.*

Based on the results from the research section focused on stakeholders, the following conclusions are drawn:

- *There is a considerable number of stakeholders who see the use of ICT as a challenge, especially due to the lack of necessary infrastructure or technological knowledge.*
- *The overwhelming majority of respondents (66.7%) see a need for improvement in the practical application of knowledge.*
- *A significant percentage (53.3%) believes there is room to improve the creation of opportunities for collaboration with industry professionals.*

- *A high percentage (53.3%) believes that FMTHE's tourism programs adequately prepare students for a career in the tourism industry.*
- *The majority (46.7%) assess that the programs align well with current industry trends and requirements.*
- *Over 46% of participants see it as a good opportunity for students to have lectures by industry experts.*
- *Research and training of staff in ethics and corruption prevention may be key issues to address.*
- *Meeting customer demands for quality service should be a significant focus for the development of the tourism sector.*
- *Respondents emphasized the need for a deeper and more applicable approach to the practical application of knowledge, especially in customer service and behavior.*
- *Preservation, cultivation, and promotion of spiritual and material heritage were valued as a critical basis for sustainable tourism development.*
- *A considerable percentage of respondents expressed that practical knowledge of using social media and digital marketing is necessary.*
- *Collaboration with tour operators was mentioned as an area that needs improvement and addressing existing gaps.*
- *Greater flexibility of exercise schedules for students who are simultaneously employed was highlighted.*
- *Key skills and competencies that professionals in the tourism and hospitality field should possess include organizational, creative, and promotional skills, in-depth knowledge of customer service, staff training, competition analysis, effective communication in foreign languages, and understanding of different cultures.*
- *Recommendations for subjects and concentrations in the curriculum of study programs include Sustainable Tourism, Management and Marketing in Tourism, Cultural Heritage, Communication*

Skills, Customer Service, and Business Promotion, Digital Media, and Digital Tourism Platforms. Subjects promoting education in destination management and English language are also suggested.

- The analysis of responses indicates a strong demand for FMTHE to offer a master's program in tourism and hospitality. In particular, there is a specific demand for specialization in the fields of "Sustainable Tourism" and "Management of Tourism and Hospitality," each with an equal percentage of 60%. This shows a high interest in fields related to sustainability and strategic tourism management.*