



'SUSTAINABILITY UNDERPINS FUTURE PROFITS.'

EUROPEAN MASTER IN
TOURISM MANAGEMENT
EMTM - JOINT MASTER PROGRAMME



— Sir Neville Simms



PROGRAMME
OFFERED IN
ENGLISH

www.ef.uni-lj.si/en



EUROPEAN MASTER IN TOURISM MANAGEMENT

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The **Erasmus Mundus European Master in Tourism Management (EMTM)** is a two-year world-class integrated programme aimed at qualifying graduates to deal with the huge challenges in contemporary tourism.

EMTM study starts in Kolding, Denmark (University of Southern Denmark, Faculty of Humanities). All students meet at the end of August each year for introductory programme and first EMTM study term. Then they move to Ljubljana, Slovenia (University of Ljubljana, Faculty of Economics) and then to Girona, Spain (University of Girona, Faculty of Tourism) for the last, third term together. Fourth term is reserved for master research, which can be carried out at any of the participating Universities.

All courses are taught in English.



WHO CAN APPLY?

The main selection criteria for applicants are:

- Bachelor degree in Tourism, Management, Economics, Geography or related fields in the Social Sciences and the Humanities;
- Grades point average;
- Proficiency in English;

- C.V.;
- Personal statement of motivation;
- Recommendations of two referees.

More information about fees and scholarships you can find on the web page www.emtmmaster.net.

STRUCTURE OF THE PROGRAMME

TERM 1 STEP 1

ADVANCED CONCEPTUALIZATION

University of Southern Denmark

RATIONALE

Advanced conceptualisation and communication of tourism and sustainability in strategic and project management

SUBJECTS 30 ECTS

Sustainable Tourism Development

Strategic Communication

Tourism Innovation

Project Management

TERM 2 STEP 2

POLICY DESIGN

University of Ljubljana

RATIONALE

Development of sustainable tourism strategy into policy instruments, indicators and management tools

SUBJECTS 30 ECTS

Environmental Economics in Tourism

Environmental Management in Tourism

Tourism Policy

Tourism in the European Union

Tourism Economics

TERM 3 STEP 3

IMPLEMENTATION AND MANAGEMENT

University of Girona

RATIONALE

Implementation of sustainable tourism management at the local/destination and tourism product level

SUBJECTS 30 ECTS

Collaboration Management in Tourism

Tourism Destination Management

Heritage Tourism Management

Customer Relations in Tourism

Research Methods in Tourism

Tourism Business Management

TERM 4

INTEGRATION MASTER THESIS

30 ECTS

University of Southern Denmark
or
University of Ljubljana
or
University of Girona

WHY SHOULD I CHOOSE EMTM?

Joint Master Degree

Students are awarded joint master degree signed by the official representatives of all three universities.

Diversity

First-hand experience of tourism development and management in three different geographies, Mediterranean, Central and Northern Europe.

Multidisciplinary

Three diverse Faculties involved; Humanities, Economics and Tourism.

International Dimension

A truly two-year long international and cross cultural experience.

Learning Environment

Academic lectures, guest speakers, case studies, teamwork, educational trips, tuition in English, and an internship in a tourism company or a research group.

PhD Prospect

Direct access to a high quality PhD programme in tourism research.

1 University of Southern Denmark
Faculty of Humanities

2 University of Ljubljana
Faculty of Economics

3 University of Girona
Faculty of Tourism



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