



TOURISM



'SUSTAINABILITY UNDERPINS FUTURE PROFITS.'
— Sir Neville Simms



PROGRAMME
OFFERED IN
ENGLISH

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TOURISM

TRANSFER OF KNOWLEDGE INTO BUSINESS PRACTICE

Tourism is one of the fastest growing activities. Today, the number of journeys reached the number of world population of about seven billion people. Travelling generates one-tenth of the world's gross domestic product, while the development of tourism also brings social, cultural and environmental benefits. The expansion of tourism offers business opportunities to countries, regions, local communities and entrepreneurs as well as the public and non-governmental sectors. Travelling has become an element of lifestyle and quality of life. In a narrow sense, tourism encompasses work in hotels, bars and restaurants, tourist agencies, airlines, congress offices, entertainment parks, destination organisations, governmental and municipal offices etc. In a broader sense however, tourism also includes other tourism-related work in banks, insurance companies, shops, promotion agencies, the construction industry and traffic sector

Enrolling in the second-level programme Tourism is the right choice for those who are aware of the business opportunities this industry offers.



GENERAL CURRICULUM

1st year

1st semester

Managerial Economics

Research Methods and Techniques

Tourism Economics

Accounting Information for Decision-Making

2nd semester

Economic Policies of the EU

Sustainomics in Tourism

Tourism Destination Management

ELECTIVE COURSE

Business Skills Development 1

* Student selects one of the two offered courses type 11.

2nd year

3rd semester

Service Design and Innovations in Tourism

* Research Methods in Tourism

* Tourism Marketing

** Tourism Law

** Tourism Policy

MASTER'S THESIS PROPOSAL

4th semester

ELECTIVE COURSE

Business Skills Development 2

MASTER'S THESIS

** Student selects one of the two offered courses type 11.

CONTACTS

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