



UNIVERSITY
OF LJUBLJANA

SEB

School of Economics
and Business

Presentation document

Master in Sustainable Tourism Management

Academic year 2026/2027



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INFORMATION ABOUT THE STUDY PROGRAMME SUSTAINABLE TOURISM MANAGEMENT

General information

Programme	Sustainable Tourism Management
Programme characteristics	
Level of the qualification	Second cycle - Master's study programme SQF level: 8 EQF level: 7 Q F-EHEA level: Second cycle
Name of qualification	Diploma druge stopnje / Master's degree Second cycle master's study programme in Sustainable Tourism Management
Field(s) of study:	KLASIUS-SRV: Master's education (second Bologna cycle)/Master (second Bologna cycle) (17003) ISCED: Business and administration (34) KLASIUS-P-16: Management and administration (0413) Frascati: Social Sciences (5)
Duration of study	2 years (4 semesters)
Scope of ECTS	120 ECTS
UL member	School of Economics and Business, Kardeljeva ploščad 17, 1000 Ljubljana, Slovenija

Study programme learning outcomes

The key objectives and competencies of the Sustainable Tourism Management programme are as follows:

- Key objective 1: A graduate develops a value system for management.
 - Key sub-objective 1.1: A graduate knows how to use ideas and concepts as well as understands the doctrine of the sustainable development of tourism.
 - Key sub-objective 1.2: A graduate knows how to engage in dialogue with different stakeholder groups (employees, tourists, local community, local administration, etc.).
 - Key sub-objective 1.3: A graduate knows how to use and to implement tourism development initiatives for the benefit of the economy, society and the environment.
- Key objective 2: A graduate develops the ability to act professionally.
 - Key sub-objective 2.1: A graduate knows how to implement projects and resolve problems and challenges in cooperation with a group (teamwork).
 - Key sub-objective 2.2: A graduate is capable of proactively resolving problems and challenges.
 - Key sub-objective 2.3: A graduate is capable to lead and motivate employees to achieve common goals. Key sub-objective 2.4: A graduate is capable to recognise, understand and respond to changes in the wider environment.
 - Key sub-objective 2.5: A graduate develops the ability to implement tourist projects.
- Key objective 3: A graduate develops a value system of reciprocity.
 - Key sub-objective 3.1: A graduate understands diversity in tourism and is capable of working in tourism in an intercultural environment.
 - Key sub-objective 3.2: A graduate is capable of including and enforcing the principle of equality in resolving tourist problems and challenges.



- Key sub-objective 3.3: A graduate is aware of the importance and develops the ability of partnership (cooperation) in the development of tourism and tourist projects.
- Key objective 4: A graduate develops a knowledge-based value system.
 - Key sub-objective 4.1: A graduate develops the ability to think critically and critically reflect on tourist ideas and concepts as well as scientific and expert practical content.
 - Key sub-objective 4.2: A graduate is capable of resolving tourist problems and challenges in a systematic and thoughtful way.
 - Key sub-objective 4.3: A graduate is capable of resolving tourist problems and challenges ethically and with a high level of integrity.
 - Key sub-objective 4.4: A graduate is capable of resolving tourist problems and challenges through collaboration and inclusion.
- Key objective 5: A graduate develops a value system of ethics.
 - Key sub-objective 5.1: A graduate resolves tourist problems and challenges according to the principle of fairness, due diligence, compliance and integrity.
 - Key sub-objective 5.2: A graduate resolves tourist problems and challenges according to the principle of transparency.
 - Key sub-objective 5.3: A graduate is aware of the importance of diversity and comply with the diversity policy.
- Key objective 6: A graduate develops good behavioural and communication skills.
 - Key sub-objective 6.1: A graduate is capable to communicate with stakeholders in a structured and transparent way. Key sub-objective 6.2: A graduate knows how to effectively communicate in writing and prepare high-quality written materials.
- Key objective 7: A graduate knows how to apply appropriate economic principles, strategic theories and concepts when making managerial decisions.
 - Key sub-objective 7.1: A graduate knows how to apply economic principles when making managerial decisions.
 - Key sub-objective 7.2: A graduate is familiar with advanced strategic theories and concepts in the fields of economics, management and tourism management.

Based on the substantive concept and implementation of the graduate study programme, a graduate *acquires the following general competencies:*

- ability to think logically and in abstract terms, to analyse, synthesise and evaluate,
- ability to identify and resolve problems as well as formulate decisions,
- ability to think critically and comprehensively,
- ability to make independent searches, interpret and use new sources of knowledge in expert and scientific fields,
- ability to contextualise and autonomously upgrade information,
- ability to expertly and effectively use information and communication technologies (ICT) when searching, selecting, processing, presenting and forwarding data and information,
- ability to express in writing and orally their knowledge in an expert field as well as to critically evaluate it,
- ability to take a stance and make a decision,
- good teamworking skills.



Subject-specific competencies gained in the course of the study programme:

- ability to interpret the acquired results for discussion,
- ability to appropriately structure a tourist problem and develop alternative solutions, evaluate them and select the most appropriate one,
- ability to develop a comprehensive solution to a managerial problem as well as evaluate alternative solutions in terms of a company as a whole,
- ability to apply the concepts of ethical conduct, corporate professional and social responsibility in topical developments in tourism,
- ability to use appropriate economic principles, strategic theories and concepts in decision-making on tourist problems and challenges,
- ability to be familiar with advanced economic, managerial and governance theories in the field of the sustainable development of tourism.

Admissions Criteria

Anyone that has completed the following is eligible to enrol in the first year of the Master's programme Sustainable Tourism Management:

- Graduates of first-level programmes in relevant study programmes with at least 180 ECTS, or those that have completed the pre-Bologna programme of study for qualification in relevant study programmes;
- Graduates of equivalent courses listed in the previous paragraph in unrelated areas of study and must complete additional academic requirements of 12 ECTS: Microeconomics 1 (6 ECTS) and Introduction to Business (6 ECTS).

In cases where available spots are limited:

In cases where available spots are limited, candidates are ranked based on their undergraduate GPA (70%) and the exam results of Type 2 and Type 3 undergraduate elective courses (30%).

Enrolment by transition criteria:

Candidate, who passes from one programme to the other, must meet the enrolment requirements of the other. Commission for Academic Affairs of the UL SEB defines possible additional study obligations if the study content of previous studies does not cover the content of the chosen master's study programme.

Title conferred in the original language: magister poslovnih ved/ magistrica poslovnih ved

Title conferred in the original language (abbreviated): mag. posl. ved

Title conferred in English language (and title abbreviated): Master of Arts (M.A.)

STUDY PROGRAMME CURRICULUM SUSTAINABLE TOURISM MANAGEMENT

Year 1

	University Course Code	Course title	Lecturers	Contact hours					Individual student work	Total hours	ECTS	Semesters	Elective
				Lectures	Seminar	Tutorials	Clinical tutorials	Other forms of study					
1.	0090519	Managerial Economics	ANDREJA CIRMAN, MATJAŽ KOMAN, NEVENKA HROVATIN, POLONA DOMADENIK MUREN	45	30	15		15	105	210	7	1st semester	no
2.	0090735	Research methods and techniques	DENIS MARINŠEK	52	18	21		15	104	210	7	1st semester	no
3.	0091112	Sustainomics in Tourism	DAŠA FARČNIK, KIR KUŠČER, LJUBICA KNEŽEVIĆ CVELBAR, TANJA MIHALIČ	45	30	0		15	120	210	7	1st semester	no
4.	0090737	Accounting information for decision-making	BARBARA MÖREC, MARKO HOČEVAR, METKA TEKAVČIČ, SIMON ČADEŽ	45	0	30		15	120	210	7	1st semester	no
5.	0090740	Strategic Management 2	ADRIANA REJC BUHOVAC, MATEJ LAHOVNIK, TOMAŽ ČATER	48	14	28		15	105	210	7	2nd semester	no
6.	0643987	Tourism Business Management	DAŠA FARČNIK, LJUBICA KNEŽEVIĆ CVELBAR	45	30	0		15	120	210	7	2nd semester	no
7.	0091114	Destination Management and Marketing	LJUBICA KNEŽEVIĆ CVELBAR	45	30	0		15	120	210	7	2nd semester	no

	University Course Code	Course title	Lecturers	Contact hours					Individual student work	Total hours	ECTS	Semesters	Elective
				Lectures	Seminar	Tutorials	Clinical tutorials	Other forms of study					
8.	0096978	Elective course		45	45	0		27	93	210	7	2nd semester	yes
9.	0093709	Business skills development 1	MATEJ ČERNE	0	10	0		20	90	120	4	2nd semester	no
Total				370	207	94	0	152	977	1800	60		

Year 2

	University Course Code	Course title	Lecturers	Contact hours					Individual student work	Total hours	ECTS	Semesters	Elective
				Lectures	Seminar	Tutorials	Clinical tutorials	Other forms of study					
1.	0091122	Service Design and Innovations in Tourism	DAŠA FARČNIK, LJUBICA KNEŽEVIĆ CVELBAR	45	30	0		15	120	210	7	1st semester	no
2.	0096979	Specialised programme course 1		42	0	0		15	153	210	7	1st semester	yes
3.	0096980	Specialised programme course 2		30	45	15		15	105	210	7	1st semester	yes
4.	0090547	Master's thesis disposition		20	7	0		15	168	210	7	1st semester	no
5.	0096981	Elective course		30	0	0		27	153	210	7	2nd semester	yes
6.	0093735	Business skills development 2	MATEJ ČERNE	0	10	0		20	90	120	4	2nd semester	no
7.	0090548	Master's thesis		0	10	0		15	605	630	21	2nd semester	no
Total				167	102	15	0	122	1394	1800	60		

Year 2, Specialised programme courses

	University Course Code	Course title	Lecturers	Contact hours					Individual student work	Total hours	ECTS	Semesters	Elective
				Lectures	Seminar	Tutorials	Clinical tutorials	Other forms of study					
1.	0643988	Hospitality Management and Marketing	LJUBICA KNEŽEVIĆ CVELBAR	42	0	0		15	153	210	7	1st semester	yes
2.	0094312	Tourism Marketing	LJUBICA KNEŽEVIĆ CVELBAR	42	0	0		15	153	210	7	1st semester	yes
3.	0091118	Tourism in the European Union	LJUBICA KNEŽEVIĆ CVELBAR	30	0	0		15	165	210	7	1st semester	yes
4.	0091116	Tourism Economics and Tourism Policy	DAŠA FARČNIK, KIR KUŠČER	30	0	0		15	165	210	7	1st semester	yes
Total				144	0	0	0	60	636	840	28		

Specialised programme course 1 – student selects: Hospitality Management or Marketing or Tourism Marketing.

Specialised programme course 2 – Student selects: Tourism in the European Union or Tourism Economics or Tourism Policy.

Year 1, Year 2, Elective course

	University Course Code	Course title	Lecturers	Contact hours					Individual student work	Total hours	ECTS	Semesters	Elective
				Lectures	Seminar	Tutorials	Clinical tutorials	Other forms of study					
1.	0094311	Research Methods in Tourism	IRENA OGRAJENŠEK	42	0	0		33	135	210	7	2nd semester	yes
2.	0091117	Sustainable Tourism Management	KIR KUŠČER, LJUBICA KNEŽEVIĆ CVELBAR	30	0	0		45	135	210	7	2nd semester	yes
3.	0091119	Tourism Development Planning	KIR KUŠČER, LJUBICA KNEŽEVIĆ CVELBAR	30	0	0		45	135	210	7	2nd semester	yes

	University Course Code	Course title	Lecturers	Contact hours					Individual student work	Total hours	ECTS	Semesters	Elective
				Lectures	Seminar	Tutorials	Clinical tutorials	Other forms of study					
4.	0091111	Tourism Economics	DAŠA FARČNIK, TANJA MIHALIČ	45	30	0		27	108	210	7	2nd semester	yes
5.	0094314	Tourism Law	MITJA KOVAČ	42	0	0		33	135	210	7	2nd semester	yes
6.	0094313	Tourism Policy	KIR KUŠČER	42	0	0		33	135	210	7	2nd semester	yes
7.	0091120	Tourism Satellite Accounts	IRENA OGRAJENŠEK	30	0	0		45	135	210	7	2nd semester	yes
Total				261	30	0	0	261	918	1470	49		

Students may choose any elective course within the UL SEB or any other UL higher education institution which is properly accredited and has at least 7 ECTS and it is a course within second cycle programme.