

Master's programme "Tourism management"

2 semesters, 60 credits in ECTS

The cipher for the Master's program:

1354 (distance learning, self-financed)

(the cipher is used during the filling in of documents for applying/enrolling)

General characteristics of the major

The dynamic development of the tourism industry globally is faced by a number of changes and challenges. Successful tourism managers must be able to handle these changes, develop innovative products, find new markets and create business models that take advantage of the new realities. The tourism industry is also undergoing a phase of digital transformation and future managers need to navigate this world. With reference to this, there is a need for well-trained tourism managers with strategic and decision-making skills.

Educational goals

The Master's degree programme in "Tourism Management" extends the students' knowledge from a strategic point of view. The main objective of the program is to permit students to acquire the skills that will allow them to become manager who can transform the challenges to the tourism industry into opportunities.

The main focal points of the program are the international marketing, innovative management approaches to tourism and sustainable development of tourism. The curriculum also includes up – to – date topics such as alternative tourism and electronic business in tourism. During their training students can choose to study one of these two disciplines: Financial Management and Human Resources or International Financial Management.

Knowledge

Students acquire thorough and up – to – date knowledge about the state and opportunities for effective management of tourism. In particular, they gain:

- Knowledge about the principles, regulations and requirements of the professional activities; the international and European standards.
- Knowledge concerning the specifics of management of tourism enterprises on the level of destinations.
- Knowledge about the specifics of the tourism market and the methods for achieving effective balance between supply and demand.
- Knowledge about the basic principles of managing different types of tourism businesses, including their main units.

Skills

- After the successful completion of the programme, students will be able to:
- Manage specific activities by applying the principles of strategic management.
- Evaluate the quality of work.
- Apply information and communication technologies in tourism.
- Apply the principles of sustainable tourism.

Competencies

Autonomy and responsibility

Ability to analyze particular situations and make responsible management decisions.

Learning competencies

Ability to build on the acquired competences in the field of tourism management and improve them.

Communication and social competencies

Ability to organize, synchronize, motivate and supervise the activities of the particular units of the managed organizational structures.

Professional competencies

With reference to the marketing tools and their capabilities, abilities

- to create and offer innovative hotel products and services depending on tourism demand;
- to analyze and assess the market situation and make effective management decisions in accordance with the principles of sustainable development.

Professional realization

After the successful completion of the master's program students can apply for post in the tourism industry requiring managerial responsibilities. The acquired qualifications will enable them to pursue a career in companies operating in various fields such tourism, consulting, destination management or in the public sector.

Courses included in Semester 1:

Module 1

Sustainable Development of Tourism. The course is provided and included educational material related to the formation of knowledge about the genesis and evolution of the concept of sustainable development. The course will form the knowledge and professional skills and habits in students the mechanisms and tools for integrating principles of sustainability into tourism business practice.

The course covered issues and aspects, objectives and approaches for application of the principles of sustainable development. Considerable attention is paid to the mechanisms and instruments for achieving sustainable development in tourism.

Tourism and Hospitality Marketing. The course "Tourism and Hospitality Marketing" provides an introduction to the marketing concepts and techniques inherent in the tourism and hospitality industries. It is focused on the evaluation of marketing environments that affect the hospitality and tourism businesses, segmentation, targeting and positioning in the tourism and hospitality industries, establishment of marketing plan. This course covers the design and delivery of marketing components for a tourism and hospitality business based on customer services to achieve guest satisfaction and competitive distinctiveness.

Module 2

Innovation Management in Tourism. The academic discipline acquaints the students with primary issues relating to the substantial parameters and the management of innovations. The course aims at defining the key concepts in the field of innovations and at providing the students with the opportunity to learn how through innovations benefits can be materialized to tourism enterprises as well as to end consumers.

In the end of a course the students will be gain extended and profound theoretical and factual knowledge, masters methods and means in the field of innovations, allowing the solving of complicated problems related to the development

and realization of innovation strategies, the organization and management of the innovation process, the working out of innovation projects, assessment of the risk ensuing from the introduction and utilization of innovations at the tourism enterprise.

Electronic Business in Tourism. The main purpose of the discipline is to offer the students scientific, theoretical, practical and applicable professional knowledge in the field of electronic business in tourism.

Its content covers the theoretical foundation of electronic business – nature, functions, problems and challenges. The development of electronic commerce, as the main part of electronic business, assists tourism organizations to communicate directly with consumers and to offer specialized products for their needs. As a result, they can provide information and promote their products without the intervention of an intermediary, and are therefore in a better position to interact with consumers.

The focus is placed also on the internet resources in the tourism, and more precisely on the internet marketing and advertisement, and the customer relationship management systems. Some strategies and trends of information and communication technology application in the various sectors of the tourism industry are pointed out as well (airlines, hospitality, tour operators, travel agencies and destinations).

The received knowledge could be utilized from the students during their professional development in the light of the new information society.

Alternative Tourism. In terms of forming a tourist market of a new type, which in scale, trends and nature is a result of the growing consumer demands for higher standard of living, tourism companies need to specialize in the supply of tourist products of alternative tourism in order to develop successfully.

The forms of alternative tourism are various, and with the growing competition on the tourist market, they are increasingly diversifying. Therefore, when training the MP "Tourism management" students, it is useful for them to gain knowledge about the nature and organization of various forms of alternative tourism with the purpose of choosing and implementing competitive strategies for the positioning of tourism companies. All this is subject to the master's course "Alternative tourism".

Courses included in Semester 2:

Module 1

The Management of Tourism. The course "Tourism Management" formed on the one hand conceptual basic knowledge of tourism management and on the other specialized knowledge management activities and trends in the industry of tourism as a tour operator and tour agency activities, guiding, hotel and restaurants, tourist guiding and animation. Besides general theoretical knowledge objective of the course is to acquaint students with such practical and applied issues such as registration requirements of the business and licensing procedures and categorization.

Master's Degree Seminar in Tourism Management.

The main objective of the course is to teach students how to handle the methodology and tools for conducting research. To acquaint students with the manner in which significant research problem, methods of collecting, analyzing and summarizing scientific and applied data. Students will be able to demonstrate ability to separate analysis and interpretation with breadth and depth of understanding and solving practical problems, ability to use obtained during the training knowledge and skills.

Elective Course (One of the two disciplines is chosen):

Financial Management of Human Resources. The aim of the course is to develop the financial managers' competences for maximization of shareholder wealth through rational combination of the main production factors - labor and capital. Output of the course are the knowledge and skills which are further developed by the corporate and human resource management courses. The course feasibility is significant. It is broadly applicable, as each company has a specific personnel structure and each occupation generates specific inputs for evaluation of human resource investment profitability. The life cycle is practically limitless, because of the permanent nature of the process of creation and development of human capital.

International Financial Management. The course „International Financial Management” presents the theories, concepts, technical tools and practical dimensions of financial management of international companies. The course is very topical in terms of processes of globalization and financial and business processes around the world. It trains the students to work in a highly dynamic and open national market economy which actively interacts with other economies and international markets. The basic concept of the course is an international company - any company with one or more asset or liability components denominated in foreign currencies. This makes the course suitable for preparing managers of large multinational companies and financiers of small companies.

Module 2

Master's thesis defence