

CURRICULUM: TOURISM, Undergraduate study programme **from 2014/2015****YEAR 1**

No.	COURSE UNIT	ECTS
MANDATORY SUBJECTS		
1	Tourism systems	6
2	Management	6
3	Introduction to methodology	6
4	Tourism paradigms	6
5	Human resources in tourism	6
6	English in tourism I	6
7	Communication in tourism	6
8	Physical space management and sustainable tourism	6
9	Tourism information systems	6
ELECTIVE SUBJECTS		
10	External elective subject: student selects one of the subjects from the field of social sciences or humanities (student should select also one of offered internal elective subjects from the first year of study.)	6
TOTAL		60

ELECTIVE SUBJECTS		
1	Cultural heritage and development of tourism culture	3
2	Tourism geography	3

YEAR 2

No.	COURSE UNIT	ECTS
MANDATORY SUBJECTS		
1	Quality management in tourism	6
2	Consumer behaviour in tourism	6
3	Analysis and quantitative and qualitative methods	6
4	Hospitality industry	6
5	Travel industry	6
6	E-tourism and global networks	6
7	Introduction into marketing in tourism	6
8	Accounting in tourism	6
9	Tourism economics	6
ELECTIVE SUBJECTS		
10	External elective subject: student selects one of the foreign world languages at first level or one of offered internal elective subjects	6
TOTAL		60

ELECTIVE SUBJECTS		
1	Foreign language in tourism – first level (German, Italian or Russian language in tourism)	6
2	English in tourism II	6
3	Thematic tourism	6

YEAR 3

No.	COURSE	ECTS
MANDATORY SUBJECTS		
1	Project management	6
2	Destination management	6
3	Strategic management in tourism	6
4	Entrepreneurship	6
5	Tourism attractions	6
6	Security and tourism	6
ELECTIVE SUBJECTS AND MODULES		
7, 8	ELECTIVE MODULE I: student selects two subjects in the module	6
9,10	ELECTIVE MODULE II: student selects two subjects in the module	6
11	Elective subject	6
12	Diploma paper seminar (In cooperation with mentors student work on their final project work.)	6
TOTAL		60

ELECTIVE SUBJECTS AND MODULES		
ELECTIVE MODULE I		
	Marketing research in tourism	3
	Authenticity in tourism	3
	Marketing communication in tourism	3
	Innovation in tourism	3
ELECTIVE MODULE II		
	Accountancy for managers	3
	Business finances in tourism	3
	Law in tourism	3
ELECTIVE SUBJECTS		
	Tourism events	6
	Foreign language in tourism II – first advanced level (German or Italian language in tourism)	6