

CURRICULUM: TOURISM, Undergraduate study programme

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: students select one of the subjects from the field of social sciences or humanities (students should select also one of the 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: students select 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, Russian or French 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, students 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
	Practicum	6
	Sport tourism	6