



Bachelor in Tourism Management

Standard Period of Studies: 48 months

ECTS Credits: 240

The Bachelor in Tourism Management is designed to prepare students for qualified roles in various functions of the tourism industry. Upon completion of the course students are able to profoundly understand those drivers being essential for the contemporary travel and tourism organisation and its operations in theoretical and practical form.

Graduates will be equipped with cross-functional capabilities and demonstrate their ability to handle international tourist service operations, which includes, but is not limited to managing and planning tours; the handling of domestic and international air ticketing; design tourism marketing campaigns or work in areas such as tourism development planning, management, and monitoring and evaluation.

A further specific emphasis of this programme of studies addresses sustainability and social responsibility in the tourism and travel industry.

Modules of the Bachelor in Tourism Management:

1. Year 1

- i. Introduction to Travel and Tourism
- ii. Fundamentals of IT in the Tourism Industry
- iii. Foreign Language and Culture
- iv. Airline and Travel Operations
- v. English for Tourism
- vi. Business Communications
- vii. Principles of Management
- viii. Geography of Travel and Tourism
- ix. Cruise Services and Their Management
- x. Economics of Tourism

2. Year 2

- i. Accounting for Tourism
- ii. Ticketing and Computerised Reservations
- iii. Leisure and Recreation Management
- iv. Structure of Tourism
- v. Organisational Behaviour
- vi. Tourism Marketing
- vii. Event Management
- viii. Destination and Visitor Management
- ix. Tourism Finance and Accounting
- x. Statistics and Tourism Evaluation



3. *Year 3*

- i. E-Business for Tourism
- ii. Human Resource Management
- iii. Environmental Management for Tourism
- iv. Tourism Planning and Development
- v. Tourism and Sustainability
- vi. Entrepreneurship in Travel and Tourism
- vii. Casino Management
- viii. Eco-Tourism Management
- ix. Ethics and Corporate Social Responsibility
- x. Tourism and Hospitality Law

4. *Year 4*

- i. Environment and Society
- ii. Contemporary Issues in the Tourism and Travel Industry
- iii. Service Quality Management
- iv. Theme Parks and Attractions
- v. International Tourism
- vi. Internship with a Tourism Organisation
- vii. Internship Report