



TOURISM AND HOSPITALITY

PROFILE: PRACTICAL | DEGREE: MASTER | PROGRAM FOR 2024/2025 INTAKE



FULL-TIME STUDIES

2-year studies – 4 semesters



TOTAL NUMBER OF HOURS AND ECTS

ECTS credits: 120

No. of hours: 1563

LEGEND

FORM OF CREDIT: E – Exam, ZO – Graded credit, Z – Non-graded credit

  COURSE TITLE	SEMESTER I				
	FULL-TIME STUDIES				
	ECTS	Lecture	Practical classes (eg. workshop)	E-learning	Form of credit
Module 1 -Tourism in the Socio-Cultural Environment					
Sociology of Leisure	3	30			E
Sustainable Tourism Development	3	30			E
Leisure Time Consumption	3	30		15	Z
Corporate Social Responsibility (CSR) in Tourism & Hospitality	3			15	Z
Elective Course 1: Compendium of Tourism Basics/ Volunteering	3	30			Z/Z
Module 2 - Soft Skills Development					
Management of Individual Potential II	2	10	30		Z
Intercultural Communication	3	30	20		Z/Z
Standards of Customer Relationship Management	2	10			E
Business Negotiations	2	10	20		E/Z
Interpersonal Communication / Teambuilding	3		20		Z/Z
Foreign Language English 1	3		30		Z
OSH (Occupational Health and Safety)				4	ZAL
Library Instruction				4	ZAL
	TOTAL: 30	TOTAL: 180	TOTAL: 120	TOTAL: 38	



SEMESTER II



FULL-TIME STUDIES

COURSE TITLE	ECTS	Lecture	Practical classes (eg. workshop)	E-learning	Form of credit
	Module 3 - Tourism and the Hotel Industry Economic Aspects				
Tourism Destination Management	2	20	20		E/Z
Law in Tourism and Hospitality	2	30			E
Finances&Managerial Accounting in Tourism and Hospitality	2	20	30		E/Z
Enterpreneurship	3	20	25		Z/Z
Module 4 - Tourism and Hotel Industry Management					
Theory of Management	2			15	Z
Marketing Management in Tourism and Hospitality	3	25	25		E/Z
Managerial Skills	2	20	20		E/Z
Crisis Management in Tourism and Hospitality	2	20	20		Z/Z
Foreign Language English 2	3		30		Z
SPECIALIZATIONS TO CHOOSE					
SPECIALIZATION Intercultural Communication in Tourism					
Specialty Subject: Effective Intercultural Communication in Speaking: English	3	20	20		Z/Z
Specialty Subject: Organizational Culture in Tourism Sector in an International Context	3	20	20		Z/Z
Elective Course 2: Intecultural Tourism / Sustainable Development in Tourism: International Context	3	10	15		Z/Z
SPECIALIZATION Hospitality and Gastronomy Management					
Specialty Subject: Hospitality Service Quality Management	3	20	20		Z/Z
Specialty Subject: Hotel Operations Management	3	20	20		Z/Z
Elective Course 2: Regional Cuisines in Hotel Gastronomy / Hotel spa and wellness services	3	10	15		Z/Z
SPECIALIZATION Tourism Management					
Specialty Subject: Innovations in Tourism Enterprises	3	20	20		Z/Z
Specialty Subject: Tourism Enterprises Operations Management	3	20	20		Z/Z
Elective Course 2: Air transport / E-marketing in Tourism	3	10	15		Z/Z
SPECIALIZATION Event Management					
Specialty Subject: Innovations in Meetings Industry	3	20	20		Z/Z
Specialty Subject: Online Events Management	3	20	20		Z/Z
Elective Course 2: Sustainable Events and Meetings Planning / Cooperation with Suppliers in Meetings Industry	3	10	15		Z/Z
	TOTAL: 57	TOTAL: 355	TOTAL: 390	TOTAL: 15	



SEMESTER III

FULL-TIME STUDIES

COURSE TITLE	ECTS	Lecture	Practical classes (eg. workshop)	E-learning	Form of credit
	Module 5 - IT support in Tourism and the Hotel Industry				
Tourism Information Technologies	2	15	30		E/Z
Business Analytics in Tourism and Hospitality	2	20	20		Z/Z
Foreign Language English 3	3		30		Z
Proseminar	1		5		Z
Diploma Seminar I	2		30		Z
 INTERNSHIP					
Vocational Training - 3 months	14		360		Z
 SPECIALIZATIONS TO CHOOSE					
SPECIALIZATION Intercultural Communication in Tourism					
Specialty Subject: Effective Intercultural Communication in Writing: English	2	10	30		Z/Z
Specialty Subject: Effective Intercultural Communication in Writing: French / Spanish	2	10	20		Z/Z
Specialty Subject: Effective Intercultural Communication in Speaking: French / Spanish	2	10	20		Z/Z
SPECIALIZATION Hospitality and Gastronomy Management					
Specialty Subject: Management Support Systems for Hospitality	2	10	30		Z/Z
Specialty Subject: Hospitality Customer Relationship Management	2	10	20		Z/Z
Specialty Subject: Advanced Hotel Revenue Management	2	10	20		Z/Z
SPECIALIZATION Tourism Management					
Specialty Subject: Management Support Systems for Tourism Business	2	10	30		Z/Z
Specialty Subject: Travel Agency Customer Relationship Management	2	10	20		Z/Z
Specialty Subject: Socio-economical Environment of Tourism Enterprises	2	10	20		Z/Z
SPECIALIZATION Event Management					
Specialty Subject: Information Technologies in Event Industry	2	10	30		Z/Z
Specialty Subject: Business Customer Relation Management	2	10	20		Z/Z
Specialty Subject: Event Funding	2	10	20		Z/Z
	TOTAL: 48	TOTAL: 90	TOTAL: 755	TOTAL: 0	



SEMESTER IV

FULL-TIME STUDIES

COURSE TITLE	ECTS	Lecture	Practical classes (eg. workshop)	E-learning	Form of credit
Module 6 - Project Management					
Project Management	4	15	30		E/Z
Diploma Seminar II	12		30		Z
Foreign Language English 4	5		30		E
SPECIALIZATIONS TO CHOOSE					
SPECIALIZATION Intercultural Communication in Tourism					
Specialty Subject: New Technologies and Social Media in International Tourism - Business Project	6		40		Z
Elective Course 3: Etiquette and Business Ethic in International Tourism / Serving Tourists from Various Social and Cultural Backgrounds	3	10	15		Z/Z
SPECIALIZATION Hospitality and Gastronomy Management					
Specialty Subject: Hospitality Management - Business Project	6		40		Z
Elective Course 3: Marketing Strategies in Gastronomy / Safety Procedures in F&B	3	10	15		Z/Z
SPECIALIZATION Tourism Management					
Specialty Subject: Tourism Enterprise Management - Business Project	6		40		Z
Elective Course 3: Selected Forms of Tourism / Leisure time animation forms	3	10	15		Z/Z
SPECIALIZATION Event Management					
Specialty Subject: Event Organisation - Business Project	6		40		Z
Elective Course 3: Formal Aspects of Event Management / Event and Meetings Designing (EventCanvas)	3	10	15		Z/Z
	TOTAL: 48	TOTAL: 45	TOTAL: 255	TOTAL: 0	



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