

# **TOURISM ENTERPRISE MANAGEMENT**

## **(Undergraduate professional study programme, 1st level)**

Graduates who complete their studies under the program Tourism enterprise management will distinguish the dynamics of domestic and international tourism markets, marketing activities in the tourism sector, and particularly, business, organisation and management of business systems in tourism. This expertise will be combined with linguistic competence in foreign languages. The knowledge of the operational and technological processes in tourism firms, the relevant knowledge in economics and business management, knowledge about creating integral tourist products of the destinations and knowledge about the languages will allow graduates to the efficiently work in the tourism industry. Hence, they will be indispensable in the development of tourism products and their marketing as well as in the conduct of business systems (or their parts) in tourism.

### **1. General information about study programme**

Name of programme: **Tourism Enterprise Management**

Level of study programme: **1**

Type of study programme: **Higher education professional programme**

Duration (in years and ECTS): **3 years (six semester), 180 ECTS**

Professional title: **diplomirani/a organizator/ka turizma (VS)**

**abbreviation: dipl. med. v turiz. (VS)**

Definition of study programme under KLASIUS-P: 8120 (**personal services; travel, tourism, leisure time**)

Definition of study areas under the ISCED classification: **81 – personal services**

Academic disciplines under the Frascati classification: **other**

### **2. Programme objectives**

- to provide interdisciplinary knowledge needed for understanding of tourism study and the dynamics of home and international tourism economies,
- to provide basic knowledge for business systems management or its parts in tourism,
- to provide interdisciplinary and multidisciplinary knowledge for the need of understanding the hotel, food and beverage, tourism and gaming professions,
- to provide deepened professional knowledge from the field of managing food and beverage as well as accommodation institutions, travel agencies and tour operators as well as complementary tourism activities,
- to provide basic knowledge and skills from the field of marketing, needed for understanding the process of marketing, use of tools for market research, shaping tourism products and their international marketing,
- to train students for independent professional and leading work positions in tourism economy and in activities connected with tourism,
- to provide language knowledge and skills needed for successful communication in an intercultural environment.

### **3. Competencies of graduates**

For reaching the goals of the study programme the students will develop the following general and subject-specific competencies:

#### **3. 1. General competencies**

- managing different research methods, procedures and processes, development of critical and self-critical assessment,
- the ability to autonomously search and gain professional knowledge and its integration with the already-existing knowledge,

- autonomy at professional work and at taking business decisions,
- the development of ethical reflection and commitment to professional ethics,
- the development of cooperativeness, abilities to work in groups in national as well as international environments.

### 3.2. Subject-specific competencies

- the ability to analyse, synthesise and predict solutions and consequences on the field of tourism, management and marketing,
- the use of knowledge from the field of tourism, management and economy in practice,
- the knowledge and understanding of foundations and history of tourism, economic, managerial and business studies,
- coherent core knowledge management and the ability to connect knowledge with different areas and their use in home and international tourism market
- ability to find new information and their interpretation as well as placing in the field of tourism study
- understanding the general structure of core discipline and connections among its sub-disciplines,
- developing competence and skills in knowledge use for a specific professional field,
- the use of information-communication technology and systems in tourism

### 4. International comparison of the study programme

In the analysis of international comparability of the study programme Tourism enterprise management 4 undergraduate study programmes of acknowledged universities from different countries have been included.

No.	Institution	Name of programme	Country
1.	HAAGA Institute Polytechnic	Bachelor in Hospitality Management	Helsinki, Finland
2.	School of Management, University of Surrey	Bachelor of Science in the International Hospitality Management	Guildford, UK
3.	Isenberg School of Management, University of Massachusetts	Bachelor of Science in Hospitality and Tourism Management	Massachusetts, USA
4.	Lynn University	Bachelor in Hospitality Management	Boca, USA

### 5. Curriculum

### 6. Conditions for enrolment in the programme

The programme of Tourism Enterprise Management can enrol those who:

- have passed the Matura examination
- have passed the Vocational matura examination
- have passed the final examination after any four-year long high school programme

Selection criteria in the case of limited enrolment:

- general success rate at the Matura examination or final examination – 60%
- general success rate in the third and fourth year of high school education – 40%

## **7. Recognising knowledge acquired outside the study programme**

In the undergraduate professional study programme Tourism Enterprise Management, the knowledge and skills obtained before enrolment are also taken into account. By that we mean different forms of formal education for acquiring education or programmes for training and informal education.

For recognising these abilities, competencies and knowledge students must show different certificates demonstrating the content and duration of students' work in order to be evaluated according to the ETCS system.

On the basis of 3-year work experience in tourism or leading positions students get 10 ETCS for the field of practical training – professional practice in an organisation.

Students can get 30 ETCS of elective subjects and up to 10 ETCS for practical training I., II., III. Obtained at prior informal education or portfolio (project, elaborate, invention, patent, publication and other author work). According to this system a student can get up to 50 ETCS (27.8% of the study programme).

Individual forms for recognising their knowledge and skills obtained prior to UP FTŠ Turistica enrolment are dealt and accepted at Turistica in accordance with the Regulations for acknowledgment passed forward by the University of Primorska.

Students of this programme can get full or partial recognition of study obligations from the mandatory subjects of the study field on the basis of appropriate year of work experience on a professional field and professional references proven by their portfolio. The commission for study matters is responsible for these kinds of matters.

A student may request for assessment and grading of knowledge by taking an exam if the knowledge was obtained by self-educating or experiential learning.

## **8. Conditions for progression through the programme**

Obligations for students at individual subjects are defined in the curriculum and measured in ETCS. One ETCS represents 30 hours of students' work.

A student of a full-time study programme can progress to a higher level if they obtain 45 ETCS (a part-time student needs 40 ETCS) in a current year of study and passes all the obligations from the prior year of study.

A student can do the same year of study once again if they have obtained 30 ETCS of a current year.

A student can pass the missing obligations and finishing the study programme in 12 months after the conclusion of last semester according to the 70<sup>th</sup> article of the Higher education law. With progression or retaking a student can maintain the student status and with it the rights, obligations and benefits defined by the law. In accordance with the law a student can request a prolongation of their status but no longer than for a year.

At possible problems in passing the study obligations students can turn to the Center for career planning at UP FTŠ Turistica. There we organise counselling for students.

## **9. Conditions for transferring between programmes**

A student can transfer between programmes under the conditions defined by the study programme (if they fulfil the obligations for enrolment to a starting year of a programme and if there are available places) and in accordance with the Higher education law or The measurements for transferring among the study programmes accepted by the Council of the National agency of the Republic of Slovenia for higher education quality. Transferring among the programmes means concluding studying at one programme and starting with a different one. The other study programme is the programme into which a student has transferred.

Transfers are possible between programmes that:

1. enable acquirement of similar competence, and
2. between which at least half of the study obligation can, according to the ETCS system, be recognised from the first study programme that are similar to the mandatory subjects at the other study programme.

According to the number of recognised obligations from the first study programme in the Republic of Slovenia or abroad a student can enrol into the same or higher year of study in the other study programme.

At transferring there can be recognised:

1. comparable study obligations that a student passed at the first study programme
2. comparable knowledge obtained at the informal education.

Knowledge obtained prior to enrolment can be proven by appropriate certificates. The Senate of the UP FTŠ Turistica decides whether the obtained knowledge is appropriate.

In accordance with the Regulations for transfers between study programmes and internal articles at the University of Primorska a student can enrol into a higher year of study of the other study programme if we recognise the needed number and the appropriateness of credit points needed for enrolling into a higher year of the study programme.

In the case of enrolment restrictions the candidates are selected on the basis of criteria in from the case of enrolment restrictions for the enrolment into the first year of study.

#### **10. Conditions for completion of the course**

A student can successfully complete the course when they pass all the needed obligations (positive grade at all subjects, seminar papers, professional practice and completed as well as defended the final project).

The final project is directed into a professional problem solving (e.g. developing new products, suggesting of measures for better operation of an institution, new model of organising, theoretical background of a problem, etc.). A student can complete a final project on the basis of their professional practice or on the basis of their own work experience. The topic for the final project is accepted at the Senate and appointed where also the mentor from UP FTŠ Turistica is appointed. Defence of their final project is done publicly in front of their mentors and students or in front of a three-member commission appointed by the Senate.

#### **11. Parts which can be completed singly**

The programme contains no parts which can be completed singly

#### **12. The study programme reflects the employment needs of**

The graduates of Tourism enterprise management study programme will be able to be employed in travel agencies, tourism information offices, local and regional as well as national tourism organisations, development agencies, foreign representatives, advertising agencies, in even, festival, fair management enterprises, etc.

In the non-business sector, there are demands that show the need for promotion councillors for cultural and art programmes, for marketing, for promotional office managers, etc.