

CURRICULUM: TOURISM, Undergraduate study programme from 2020/2021

Year 1

No.	COURSE UNIT	ECTS
	MANDATORY SUBJECTS	
1	Introduction to tourism	6
2	Management in Tourism	3
3	Research in tourism	3
4	Global dialogue in tourism	3
5	German / Italian Language in Tourism I (no command necessary)	6
6	Communication in tourism	3
7	Tourism Economics	6
8	English for tourism I (level B2)	6
9	Spatial management and sustainable tourism	3
10	Digitalization of tourism	6
11	Culture and tourism	3
12	Statistics in tourism	3
13	Psychology and Ethics in Tourism	3
14	Tourism Geography	3
15	Introduction into marketing in tourism	3
	TOTAL	60

Year 2

No.	COURSE UNIT	ECTS
	MANDATORY SUBJECTS	
1	Travel industry	3
2	Human resources in tourism	3
3	Security and Safety in Tourism	3
4	Tourism destination	3
5	Accommodation industry	3
6	Management of food and beverage operations	3
7	Fundamentals of business finance in tourism	3
8	Transport and tourism	3
9	English for tourism II	6
10	Consumer behaviour in tourism	3
11	Quality management in tourism	3
12	Thematic tourism	3
13	Fundamentals of accounting in tourism	3
14	Professional training	9
15	Tourism attractions	3
16	ELECTIVE SUBJECT (student selects one)	6
	TOTAL	60

ELECTIVE SUBJECTS		
1	German Language in Tourism II (first advanced level)	6
2	Italian Language in Tourism II (first advanced level)	6
3	External elective subject	6

Year 3

No.	COURSE UNIT	ECTS
	MANDATORY SUBJECTS	
1	Project management	3
2	Tourism strategies	3
3	English for tourism III	3
4	Entrepreneurship in tourism	6
5	Interpretation in tourism	3
6	Law in Tourism	6
7	Innovation in tourism	3
8	Digital marketing in tourism	3
9	ELECTIVE SUBJECT (student selects one)	6
10	ELECTIVE MODULE (student selects one)	18
11	Diploma paper seminar (in cooperation with mentors, students work on their final project work)	6
	TOTAL	60

ELECTIVE SUBJECTS		
1	German Language in Tourism III	6
2	Italian language in tourism III	6
3	External elective subject	6

ELECTIVE MODULES		
	BUSINESS MODULE	
1	Trends in accommodations	3
2	Trends in Management of Food and Beverage Operations	3
3	Revenue management in tourism enterprises	3
4	Design in tourism	3
5	Travel industry trends	3
6	Hygiene and sanitation	3
	DESTINATION MODULE	
1	Tourism Event Management	3
2	Design and marketing of tourism experiences at the destination	3
3	Sustainable destination management	3
4	Congress Tourism	3
5	Sport tourism	3
6	Destination development and management	3
	CULTURAL MODULE	
1	Tourism Guidance	3
2	Heritage Tourism	3
3	Gastronomy tourism	3
4	Creative industries in tourism	3
5	Intercultural Communication in tourism	3
6	Cultural Events	3