

TOURISM ENTERPRISE MANAGEMENT (Undergraduate professional study programme, 1st level)

Graduates who complete their studies under the program Management of tourist companies 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. org. turiz. (VS)

Definition of study programme under:

KLASIUS-P: **8120 (personal services; travel, tourism, leisure time)**

KLASIUS P-16: **1015 (transport, safety, Hospitality industry and tourism, personal services)**

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 connect existing and new knowledge in practice and to be particularly skilled in solving complex situations and making decisions,
- autonomy in professional work and in making business decisions,
- commitment to professional ethics, with the ability to engage in ethical reflection in the event of ethical dilemmas at work,
- developing cooperativeness and the ability to work in a team, both in domestic as well as international and intercultural environments.

3.2. Subject-specific competencies

- the ability to analyse, synthesise, and develop solutions for sustainable business operations and the development and promotion of tourism organisations,
- the ability to integrate professional knowledge, skills, and competences in the interdisciplinary field of tourism management, while recognising one's own limitations,
- the ability to lead responsibly and work effectively in interdisciplinary and multicultural teams in various tourism organisations or settings,
- the capacity for creative/innovative thinking and independent critical judgement in addressing specific professional issues/challenges in tourism organisations using modern scientific and professional approaches,
- the use of modern information technology for professional tasks and communication in both virtual and real environments, as well as for monitoring and planning the performance of tourism organisations,
- the ability to plan, lead, and apply basic entrepreneurial skills in practice,
- knowledge of methods for ensuring safety, quality, and hygiene standards in the operation of tourism organisations under both regular and extraordinary circumstances,
- the ability to differentiate between various types of tourism organisations and their stakeholders within specific socio-geographical environments (destinations), with an understanding of the opportunities, needs, and legal-formal prerequisites for their operation and collaboration.

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

The curriculum is attached.

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%

All applicants enrolling in a study program carried out in English must demonstrate English language proficiency at the B2 level according to the Common European Framework of Reference for Languages (CEFR) with an appropriate certificate.

Acceptable evidence for meeting this enrollment requirement includes:

- A certificate confirming the completion of an English language exam at the B2 level or an equivalent certificate (e. g. TOEFL iBT score of 72-94, IELTS score of 5.5-6.5, Cambridge FCE 160-179, Oxford B2 Upper intermediate EF SET 51-60, TOEIC min. 785 points, Pearsons PTE exam 59-75);
- A certificate awarded to a general matura graduate indicating that the English language exam at the B2 level was completed during the matura;
- A high school diploma indicating completion of secondary education in English at a higher level (B2);
- A diploma from a higher education institution certifying the completion of a study program carried out in English, along with a certificate (declaration) that the candidate completed the program in English.

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 based on 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 70th 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 Centre for career planning at UP FTŠ Turistica. There we organise counselling for students.

9. Conditions for transferring between programmes

In accordance with the Measurements for transferring between study programmes a candidate, who is transferring from a comparable study programme of the same level (1st level) or comparable undergraduate study programme (before the Bologna study programmes) may enrol to a higher year of the study programme Tourism enterprise management.

The transfer is possible:

- if the study programmes at the conclusion of the studies enable the acquirement of similar competencies or learning outcomes, and
- between study programmes, where at least half of the study obligations, according to the conditions for recognising skills and knowledge, obtained prior to the enrolment, can be recognised, according to the ETCS system, from the first study programme and related to the mandatory subjects at the new study programme.

The candidate is required to comply to the conditions for the enrolment to the study programme.

If the number of candidates' applications exceeds the number of available places, the candidates shall be selected based on their average grade of the previous studies.

The applications for transferring between study programmes are processed by the 1st level Commission for study matters. In the application-selection process the aforementioned Commission determines the year, to which the candidate can enrol or based on the contents obtained prior to the enrolment, defines the obligations, that they have to meet, if they wish

to graduate on this study programme. The candidates can enrol into a higher year of study programme, if during the process of transferring we recognise the required number and appropriateness of credits, that are necessary for enrolling into a higher year of the study programme.

10. Conditions for completion of the course

Students can successfully complete their studies, when they pass all the study programme's required obligations (positive grade at all subjects, seminar papers, professional practice and when they complete as well as successfully defend the Final project). Students can successfully complete their studies even if they do not choose the Final project. Instead of the latter, when enrolling to the 3rd year, they can choose and successfully complete an additional elective subject from the selected elective module of the study programme Tourism Enterprise Management, which is carried out in the current study year and has the same number of ECTS as the final project. In this case, the students choose the entire Elective module with 4 subjects and an additional subject from the other presented Elective module.

By content, the final project is directed towards specific solving of a certain professional problem (e.g. developing new products, suggesting the measures for a better operation of an institution, new model of organising, etc., and exceptionally a theoretical examination of a professional problem). Students can prepare the Final project based on their professional practice or based on their own work experience on at least two author's pages. The topic for the final project is accepted by the UP FTŠ Turistica Senate, where the mentor from UP FTŠ Turistica academic staff is also appointed. The defence of their final project is done publicly in front of their mentors and students or in front of a three-member commission among academic and administrative staff appointed by the Dean.

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.