

About Faculty of Tourism Studies – TURISTICA.

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Quick facts

about Faculty of Tourism Studies Turistica
(UP FTŠ Turistica)

- First higher education institution in Slovenia to approach tourism studies through a multidisciplinary perspective;
- More than 30 years of academic excellence, shaping generations of tourism professionals;
- Comprehensive study opportunities across all three levels;
- A strong global network of partner universities and institutions, enabling rich international collaboration, exchange opportunities, and global perspectives.

STUDY PROGRAMMES IN ENGLISH LANGUAGE:

TOURISM ENTERPRISE MANAGEMENT (TEM)

TOURISM DESTINATION MANAGEMENT (TDM)

HERITAGE TOURISM



Bachelor full-time or part-time study

TOURISM ENTERPRISE MANAGEMENT

Builds your knowledge on

- dynamics of domestic and international tourism markets;
- marketing activities in the tourism sector;
- organization and management of business systems in tourism;
- operational and technological processes in tourism companies;
- economics and business management;
- creating integral tourist products of destinations;
- languages.

Advantages of studying Tourism Enterprise Management at UP FTŠ Turistica

- UP FTŠ Turistica is integrated into a wide international network of educational institutions around the world, offering students many opportunities to share knowledge, travel, visit, and study and professional placement abroad.
- The study program is designed in a way that the acquired theoretical knowledge is put into practice during the course of study.
- Located in Portorož, Slovenia's leading tourism destination, offering students a unique living laboratory for tourism development and innovation.

Key information

Admission Requirements:

- General or vocational matura, no admission exams.

Years: 3 years

Programme type: Part-time higher education professional study program

Professional Title: **Bachelor of Applied Arts**

Career Opportunities

- Travel agencies
- Tourism information offices
- Local and regional as well as national tourism organisations
- Development agencies
- Foreign representatives
- Advertising agencies
- Event management enterprises

Unlock your potential as

- employee who works in tourism and tourism-related organizations that operate in the domestic and international tourism markets;
- employee in various non-business sector, there is a need for promotion professionals for marketing, for promotional office managers, etc.

Check the Curriculum



Bachelor part-time study

TOURISM DESTINATION MANAGEMENT

Builds your knowledge on

- managing tourism organizations;
- managing complex processes in the field of tourism;
- methodological research;
- leadership and strategic networking of individuals and groups within a tourist destination;
- understanding and developing tourism products while ensuring sustainable management of the destination's available resources.

Advantages of studying Tourism Destination Management at UP FTŠ Turistica

- UP FTŠ Turistica is integrated into a wide international network of educational institutions around the world, offering students many opportunities to share knowledge, travel, visit, and study and professional placement abroad.
- The study programme is designed in a way that the acquired theoretical knowledge is put into practice during the course of study.
- The study programme is carried out in Ljubljana, the capital of Slovenia.

Key information

Admission Requirements:

- General or vocational matura, no admission exams.
- All applicants enrolling in a study programme 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. More info on our webpage.

Years: 3 years

Programme type: Part-time higher education professional study program

Professional Title: **Bachelor of Applied Arts**



Career Opportunities

- local, regional, and national tourism organisations;
- tourist information offices;
- development agencies;
- tourism and travel agencies;
- tourism representative offices abroad

Unlock your potential as

- Employee who works in tourism and tourism-related organizations that operate in the domestic and international tourism markets;
- Employee in tourism and travel agencies, tourist information offices, local, regional, and national tourism organizations, development agencies, representative offices abroad, advertising agencies, cultural institutions, and with organizers of events, festivals, fairs, and similar activities.

Check the Curriculum



Master's part-time study

Heritage Tourism

Builds your knowledge on

- the fields of tourism and heritage;
- cultural and natural heritage;
- tourism business, with a particular emphasis on integrating heritage content into tourism products and services.

Advantages of studying Heritage Tourism at UP FTŠ Turistica

- As the first programme of its kind in Slovenia, it fills an important gap in higher education in the fields of tourism and heritage, two areas that are becoming increasingly interconnected.
- The programme provides knowledge and competences in the fields of cultural and natural heritage and tourism business, with a particular emphasis on integrating heritage content into tourism products and services.

Key information

Admission Requirements:

- A first-cycle degree in one of the following fields of study: tourism, humanities and social sciences, natural sciences
- All applicants enrolling in a study programme 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. More info on our webpage.

Years: 2 years / 4 semesters

Programme type: Part-time study programme

Professional Title: **Master of Heritage Tourism**



Career Opportunities

- independent or dependent work in both the private and public sectors;
- travel organisation;
- tourism organisations (both Slovenian and international);
- nature conservation organisations and cultural institutions;
- public and civil sectors;
- small entrepreneurship.

Unlock your potential as

- A highly specialised professional Master's graduate capable of working in the tourism industry as well as in independent entrepreneurial activities in tourism that are based on heritage resources.

Check the Curriculum







University of Primorska

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