

CURRICULUM: TOURISM DESTINATION MANAGEMENT

YEAR 1

No.	COURSE UNIT	ECTS
	MANDATORY SUBJECTS	
1	Management	6
2	Introduction to tourism	6
3	Introduction to research methodology and statistics	6
4	Destination as system	6
5	English in tourism	6
6	Economics of tourism enterprises	6
7	Tourism product of Slovenia	6
8	Basics on accounting in tourism	6
	ELECTIVE SUBJECTS AND MODULES	
9	2 nd Foreign language in tourism I (student selects one language)	3
10, 11	Elective module (student selects one): - Social science module, - Module E-tourism, - Language module or - external elective module	9
	TOTAL	60

ELECTIVE SUBJECTS AND MODULES		
	2 nd Foreign language in tourism German I	3
	2 nd Foreign language in tourism Italian I	3
	SOCIAL SCIENCE MODULE	
	Psychology and ethics in tourism	6
	Social science aspects of tourism	3
	MODULE E-TOURISM	
	Basics of information and communication technologies	6
	Management of tourism information systems	3
	LANGUAGE MODULE	
	Business English for tourism	6
	Intercultural communication in tourism in German language – elective subject in Language module	3
	Intercultural communication in tourism in Italian language – elective subject in Language module	3

YEAR 2

No.	COURSE UNIT	ECTS
	MANDATORY SUBJECTS	
1	Business finances	3
2	Destination management	6
3	Sustainable tourism	6
4	Basics on travel industry	6
5	Marketing in tourism	6
6	Human resources in tourism	6
7	Thematic tourism	6
8	Hotel management and operations	6
9	Spatial planning and regulation	6
10	Project management	6
	ELECTIVE SUBJECTS	
11	2 nd Foreign language in tourism II (student continues with selected language)	3

	from first year of study)	
	TOTAL	60

ELECTIVE SUBJECTS		
	2 nd Foreign language in tourism German II	3
	2 nd Foreign language in tourism Italian II	3

YEAR 3

No.	COURSE UNIT	ECTS
	MANDATORY SUBJECTS	
1	Strategic management in tourism	6
2	Administration law in tourism	3
3	Service quality management	3
4	Modern trends in travel management	6
	ELECTIVE SUBJECTS AND MODULES	
5, 6, 7	Elective module: Hospitality, Travel industry and nautical tourism, Contemporary trends in tourism, Cultural tourism (student selects 3 subjects in one module)	18
8	Professional training	18
9	Final Project or additional subject from the selected Elective module	6
	TOTAL	60

ELECTIVE SUBJECTS IN MODULES		
	ELECTIVE MODULE HOSPITALITY	
	Strategic hotel management	6
	Management of food and beverage operations	6
	Safety and tourism	6
	Congress management	6
	ELECTIVE MODULE TRAVEL INDUSTRY AND NAUTICAL TOURISM	
	Management in travel industry	6
	Nautical tourism	6
	E-business	6
	Information systems	6
	ELECTIVE MODULE CONTEMPORARY TRENDS IN TOURISM	
	Entrepreneurship in tourism	6
	Innovation and tourism	6
	Revenue management in tourism	6
	Marketing research in tourism	6
	Sport tourism	6
	ELECTIVE MODULE CULTURAL TOURISM	
	Gastronomy tourism	6
	Urban and rural tourism	6
	Travel, tourism and art	6
	Culture heritage and tourism	6