

TOURISM (2nd level of study)

The postgraduate Master's study programme Tourism is an interdisciplinary programme that looks at the phenomenon of tourism from socio-cultural, economic and business, environmental, and scientific-research perspectives. The student develops the ability to shape new concepts and models of tourism, tourism products and services development. With the possibility to choose between two courses – the business-management and socio-environmental course – students can be appropriately qualified in the chosen direction. Graduates are trained to assume leadership and management positions in the tourism industry and tourism-related activities in the private and public sectors as well as to conduct independent methodological research in tourism.

1. General information about the study programme

Name of programme: **Tourism**

Level of study programme: **2**

Type of study programme: **Master's programme**

Duration: **2 years (four semester), 120 ECTS**

Professional title: **magister / magistrica turizma**
abbreviation: mag. turiz.

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**

Study directions:

- **Business-Management Course**
- **Socio-Environmental Course**

2. Programme objectives

- to provide methodological knowledge and tools needed for thorough and applicative scientific and research work on the field of tourism,
- to provide ground social and humanities knowledge needed for understanding, recognizing and analysing as well as critically assessing the society and social characteristics of countries that represent possible emitive markets for Slovene tourism economy and ethical and reflective functioning in the environment and the relationship with different tourism stakeholders,
- to provide theoretical knowledge from the field of spatial planning, sustainable development, destination marketing and tourism networking as well as to train students for the implementation of this knowledge at actual tourist destinations,
- to train students for project management and cooperation at project work in tourism with stress put on recognizing and shaping organisational cultures, creative leadership, motivation and human resources management.

3. Competencies of graduates

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

3. 1. General competencies

- managing different research methods, procedures and processes,
- analyses, synthesis, planning solutions and consequences,
- using theoretical knowledge in practice,

- the development of communication skills and competencies, especially communication in international and cross-cultural environments,
- ethical reflection and commitment to professional ethics,
- team work and group cooperation.

1.2. Subject-specific competencies

- deeper understanding of tourism as a social phenomena and tourism subjects' operation,
- recognising trends in contemporary tourism markets and the factors that impact the success of tourism enterprise operation and the possibilities to change them,
- analytic, methodological and research approaches to complex problem solving in the field of service activities and tourism,
- connect different aspects of tourism development (personal, social, environmental, macroeconomic and business) and on the basis of their understanding ethically and responsibly accept decisions,
- monitor, recognize and place new information and interpretations in the context of tourism industry (marketing, security, sociological, cultural, ecologic, economic, technologic and other aspects),
- to understand general organisation, interdisciplinarity and the connection of tourism and tourism economy, together with the influence on the environment, national and international economy,
- understand and use research and scientific methods, the methods of critical analysis and theory development for actual fields of tourism and their use in solving actual professional problems at the level of a company, region or a country,
- independently recognise the needs for new knowledge and skills on the field of tourism and their development,
- use information and communication technology and systems in tourism.

4. International comparison of the study programme

In the analysis of international comparability of the study programme Tourism, 6 postgraduate study programmes of acknowledged universities from different countries have been included.

No.	Institution	Name of programme	Country
1.	Leeds Metropolitan University	Master of International Tourism Management	Leeds, UK
2.	School of Management, University of Surrey	Master of Science in Tourism Management	Guildford, UK
3.	Scottish Hotel School, University of Strathclyde	Master of Science in Tourism Studies	Glasgow, UK
4.	CERAM Sophia Antipolis European School of Business	Master of Science in Strategic Tourism Management	France
5.	Dublin Institute of Technology- DIT	Master of Science in Tourism Management	Dublin, Ireland
6.	Florida International University	Master of Science in Tourism Studies	Miami, USA

5. Curriculum

The first year comprises six mandatory subjects and six subjects from the chosen study course. The second year includes four mandatory and five elective subjects (students choose five subjects within the offered elective courses), one elective module with four subjects and the Master's thesis. Instead of internal electives, the student can also choose external electives in other 2nd level study programs.

6. Conditions for enrolment in the programme

Enrolment to first year is possible for those who have completed:

- study programmes of the level from the following fields: tourism, personal services, social studies, business and organisational studies, law, humanities, journalism and informing, health, social work, transport services, environment protection.
- The study programme of the first level from other fields on condition that before studying a student passes the exams from: Introduction to tourism (6ETCS) and Business system management (6ETCS).

Selection criteria in the case of limited enrolment:

- average grade of the undergraduate study – 70% of points
- grade of thesis – 30% of points

In the case that the undergraduate student has not written their thesis or final project work, the average grade of undergraduate study accounts for all points.

7. Recognising knowledge acquired outside the study programme

In the Master's study programme Tourism, recognition may also be given to knowledge and skills acquired by candidates through formal, informal or experiential learning prior to entering the programme.

Students prove the knowledge acquired in formal forms of education with certificates and other documents showing the content and scope of the student's work, so that the knowledge and skills can be evaluated according to the ECTS system.

Individual forms for recognition of knowledge acquired prior to entering the programme will be processed by The Commission for student affairs of the 2nd and 3rd level at Turistica.

Students in this programme may receive full or partial recognition of study obligations from the mandatory subjects in the professional field in they have appropriate years of work experience in a professional field and professional references evidenced by their portfolio.

Recognition of formal skills is the responsibility of the Commission for recognising knowledge and skills. A student may request knowledge assessment at an exam if the knowledge was obtained through self-study or experiential learning.

8. Conditions for progression through the programme

A student progresses from the first to the second year by fulfilling all the study obligations from the first year or by achieving at least 51 ETCS in course requirements.

Students who have not fulfilled all the obligations set out in the study program for the enrolment in a higher year may repeat the study year once during the study period if they achieve at least 24 credits within the enrolled year.

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 (2nd level) may enrol to a higher year of the study programme Tourism.

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 2nd and 3rd 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

Passing all exams and successfully completing as well as defending the master's thesis are conditions for completion of the course.

Mentor advises students to propose a thesis topic, helps with the choice of research methodology and guides him/her in writing a thesis. Mentor connects student with researchers that can (by student's and mentor's opinion) contribute to the successful development of a thesis. In connection with the proposed topic of thesis, mentor advises the student on the appropriateness of elective courses, especially those that a student wants to choose outside of the University of Primorska.

11. Parts, which can be completed singly

The study program does not include individual parts that can be completed.

12. The study programme reflects the employment needs of

The graduates of this study programme will cover the demand for managerial staff in tourism economy and industries connected with tourism in the private and public sector. The graduates will be employable in tourism and with tourism connected institutions and organisations that operate on home and international markets; travel agencies, hotels and other accommodation companies, tour operators, tourism information offices, local or regional tourism organisations, developmental agencies, 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. We especially want to stress the need for this kind of staff in Regional tourism organisations and local tourism organisations.

The graduates also get employed in the sectors of public administration and chambers that are directly or indirectly connected to tourism (Ministry of Economy, Ministry of external affairs, the Chamber of commerce, etc.)