

TOURISM MANAGEMENT



4 semesters
(2 years)



120 ECTS



Ing.
(equivalent to MSc.)

BE READY FOR FUTURE TOURISM

TM is a modern study programme meant to shape up the career of perspective tourism managers at the middle and top management positions in the sector of tourism. It is an academically enriched programme with various management aspects taught during study. Graduates are able to use managerial methods, to develop and implement strategies, to elaborate marketing, economic and/or feasibility studies of tourism enterprises and regions and to take responsibility for a comprehensive solution.

The programme is designed to suit those in the line of tourism, hotel management, travel agencies, air transportation, etc. It provides a broad learning and training experience that helps graduates to find the job also in regional tourism organizations, associations, in state administration and self-government organizations and/or non-profit institutions in the field of tourism and regional development.

YOU WILL LEARN AND UNDERSTAND

- economic context and possible consequences of team management decision making throughout creative simulations in hotels and travel agencies,
- application of technologies in distribution systems (Opera),
- the importance of tourism at international market,
- sustainable tourism development principles,
- technique of tourism services,
- marketing management of international events,
- economic context in family business,
- destination tourism management at regional level,
- tourism management at business level,
- spa and wellness processes.

PROGRAMME STRUCTURE

The curriculum of the programme consists of mandatory and elective courses. The mandatory courses will give you a strong foundation in core disciplines a well-versed manager has to master. The elective courses will widen your knowledge by a number of specialisations. You can also choose from a selection of optional courses to enrich your study experience by different perspectives.

Tourism Economics

Travel and Tourism Management

Hotel Management

Innovations in Tourism

Technique in Tourism

International Tourism

Sustainable Tourism

Controlling in Tourism Enterprises

Client in Tourism

Management of International Events

Analyzes and Trends in Tourism Services

Project Management in Tourism

Good Practice in Tourism

Law in Tourism

ADMISSION REQUIREMENTS

The programme is open to applicants with a bachelor's degree in management, economics and business-related disciplines (business, finance, tourism, logistics, business informatics, etc.). Applicants who have not finished their bachelor's studies by the date of admission must provide an official

confirmation of their ongoing studies along with the expected date of graduation. They can be given a conditional offer with the final decision to be taken upon delivery of the proof of completed bachelor's programme. The selection process is based on the review of submitted documents.

SCHOLARSHIPS

Talented students with excellent academic performance are eligible for EUBA's motivation scholarship.

A number of external scholarships is also available. For more information please visit webpage of the Slovak Academic Information Agency.

Students from Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Georgia, Kosovo, Macedonia, Moldova, Montenegro, Serbia, Ukraine and the rest of the Visegrad countries can be considered for the Visegrad Scholarship.

Please note that these are external scholarship schemes and are not administrated by the EUBA.

Program Code Name: iMCRa_19

Language: English

Application Deadline: by 29 Feb. 2024

Start: September

Tuition Fee: 2.500 € per year

Application Checklist:

- Completed online application form
- Bachelor's diploma in English
- Official transcript of records in English
- Short CV or resume
- Copy of an identity card or passport
- Motivation letter
- Proof of payment of the application fee 90€

Study Plan
Master in Tourism Management

	Course Title	Semester			
		1	2	3	4
C	Client in Tourism Services	●			
C	Tourism Economics	●			
C	Travel and Tourism management	●			
C	Hotel Management	●			
C	Management and Operations of Tour Operators/Travel Agencies	●			
C	Innovation in Tourism		●		
C	Controlling in Tourism Enterprises		●		
C	International Tourism		●		
C	Good Practice in Tourism		●		
CEC	Compulsory Elective Course 1		●		
EC	Elective Course 1		●		
C	Project Management in Tourism			●	
C	Technique in Tourism			●	
C	Sustainable Tourism			●	
C	Analyzes and Trends in Tourism Services			●	
C	Business in Practice 2			●	
C	Seminar to Final Thesis 1			●	
C	Seminar to Final Thesis 2				●
CEC	Compulsory Elective Course 2				●
EC	Elective Course 2				●
CSE	Diploma Thesis Defense				●
CSE	State Exam				●

Notes: C - compulsory course, CEC - compulsory elective course; EC - elective course, CSE - course of state exam