

## DEPARTMENT OF TOURISM AND COMMUNICATION STUDIES

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## ABOUT US:

The Department of Tourism and Communication Studies dates back to 1972, when the former Teacher Training College in Zadar (as part of the former Faculty of Arts) established a two-year study programme of tourism in the field of humanities with two courses: Tourism Culture and Selective Tourism. Bearing in mind the complexity and interdisciplinary nature of the phenomenon of tourism, the primary idea of the study in Zadar was to supply the tourist industry with such experts who had never been trained in Croatia before, and whose professional profile would be extended from the indispensable field of economy towards the fields of culture, pedagogy, communications and humanities. Based on these benchmarks, in 1994 was launched a four-year university course in Culture and Tourism at the same name department, which, upon graduation, provided to its students the academic title of Bachelor in Tourism Communication. As a result of cooperation with the Universities of Zagreb and Maribor, in 2001 the Department launched the Postgraduate Master's and Doctoral programme in information sciences. After the establishment of the University of Zadar in 2003, the Department changes its name into the Department of Information and Communication Studies, which after the reform of higher education system in 2005 and the introduction of new study programmes in 2009 has been operating under the new and current name. Upon implementation of the Bologna process, the Department has received accreditation from the Ministry to carry out an undergraduate study programme of Culture and Tourism, and four graduate study programmes: Entrepreneurship in Culture and Tourism for the professional title of Master of Economics; Cultural Heritage and Tourism, Journalism

and Public Relations and the Ecology in Culture and Tourism, with the same name professional master's titles. In the academic year 2013/14 the graduate study programmes was changed and currently the Department is authorised to carry out three graduate study programmes: Entrepreneurship in Culture and Tourism; Cultural and Natural Heritage in Tourism; Journalism and Public Relations. In cooperation with the Faculty of Philosophy in Zagreb and its pertaining Department of Information Sciences as a holder, a new doctoral programme in information and communication sciences was launched in 2010 with the Department as a partner institution. From 2002 to 2004 the Department participated as a partner in an international Tempus project "Champions of Entrepreneurship" in cooperation with Levon Institute from Finland, ISTUD Institute from Italy and Centre for Entrepreneurship of the Zadar County, which later produced the above mentioned graduate study programme in entrepreneurship. In addition, the Department has been organizing various educational tours for its students for years, which includes visits to trade fairs, agencies and tourist board offices and, furthermore, has established regular contacts with a number of related departments and research institutions at home and abroad. So far, visits have been organized to London (2002), Salzburg, Vienna and Munich (2005), Amsterdam, Paris, Brussels and Cologne (2006), Dublin (2007), Berlin (2008), Edinburgh (2009) and Milan (2009). In the same period, the Department has organized five international scientific conferences which resulted in conference proceedings: *Kraglski Dalmatin - 200 Years of Zadar and Croatian Journalism in a European Context* (2006); *Media and Tourism* (2009) and in cooperation with the University of Klagenfurt: *4th Symposium on European Issues "What Will Be? Analysis and Visions for Europe"*; *Pilgrimage and Sacred Places in Eastern Europe* (2012); *Myths of Tourism* (2013).

## STUDY PROGRAMMES

### Undergraduate university study programme of Culture and Tourism (single major, full time and part time)

**Duration of the study:** 6 semesters

**Admission requirements:** Completed four-year high school and passed the state graduation exam. Completed four-year high school and passed the entrance exam for students older than 25.

#### **Competencies acquired upon finishing the university undergraduate study programme of Culture and Tourism:**

During the first two semesters, students acquire specific knowledge and skills in the field of study programme, such as the use of information and communication technology, statistics and knowledge in specific fields of organization and economy, which are important for profiling students in their fields of interest. In addition to basic communication skills, in all six semesters students acquire basic knowledge and skills to communicate in at least two foreign languages. Knowledge of foreign languages is necessary for the presentation of the tourism and culture supply of our country in the tourist market. In the next two semesters, students expand their knowledge of tourism mastering the skills of management and public relations. During their studies, students learn about various software tools for conducting research in the field of tourism and culture, which are used during the composition of their seminars, projects and final papers. In the fifth and sixth semester, students expand their knowledge in the field of evaluation and protection of cultural and natural heritage and the skills in business communication and communication in culture and tourism. Other knowledge and skills students can define by themselves according to their own desires through elective courses offered by the Department and the University. In the sixth semester, students enrol professional practice and final paper. Through professional practice, students are associated with the labour market, especially with institutions dealing with culture and tourism. Defending the bachelor's thesis is a prerequisite for the completion of undergraduate studies and admission to graduate study courses. These kinds of experts obtain necessary competencies for inclusion in the labour market and the use of modern information and communication technologies.

After graduation, the Bachelors in culture and tourism have acquired the following competences defined by the learning outcomes:

- to identify, analyse and evaluate the behaviour of tourists, tourism workers and domicile people in the context of social and humanistic understanding of tourism,
- to describe and analyse the positive and negative aspects of the connection between culture and tourism, assess the impacts of tourism using an analytical framework and select the most acceptable form of tourism in a certain area,
- to apply information and communication technologies at the level of the ECDL core programme,
- to use at least one foreign language through spoken and written production and interaction at the B2 level, and other foreign language at the B1 level with the use of general and specific vocabulary in the field of culture and tourism,
- to analyse, select and use the most appropriate software solution for business in culture and tourism,

- to identify and combine different elements of the marketing mix in order to develop a marketing plan for a successful tourism product,
- to define and describe the steps in conducting market research, analyse and interpret the results of research in order to select the market, set appropriate goals, strategies and implement appropriate activities to achieve them,
- to apply statistical methods and packages in the implementation, analysis and interpretation of research results in tourism and to present them to expert and non-expert circles on the basis of the conducted research,
- to analyse the behaviour of individuals, business subjects, markets and states in a modern economy, and in this context to understand the tourism phenomenon and new trends in tourism,
- to plan, organize, recruit, manage and control business processes in cultural and tourism organizations,
- to acquire and implement the understanding of differences within one's own and other cultures in the physical environment,
- to analyse interdependence of functions of tourism and implement the principles of sustainable development based on them,
- to understand social, political, cultural and historical importance of the Republic of Croatia in European and global contexts,
- to understand modern media and communication environment and critically assess the media and communication contents and relationships,
- to apply appropriate communication skills through communication with clients, colleagues and public,
- to identify, evaluate and recommend specific forms of tourism appropriate for a particular area,
- to apply standard academic procedures in finding and evaluating modern sources of knowledge, and in presenting one's own and other people's views and arguments in various written and oral methods,
- to apply legislation, standards and ethical principles used in the field of culture and tourism,
- to work in a dynamic team.

**Professional title acquired upon finishing the university undergraduate study programme of Culture and Tourism:** Bachelor (*baccalaureus*) in culture and tourism (univ. bacc. turism. cult.)

**Course list by semesters:**

Course unit code	I SEMESTER	Status	Hours per			ECTS
			L	S	E	
IKP103	General Cultural History and Tourism	O	15	30	-	4
IKP101	Fundamentals of Informatics	O	15	-	30	4
IKP104	Social Psychology	O	15	15	-	3
IKP110	Academic Writing and Culture of Language	O	15	15	15	4
IKP120	Introduction to Communication Studies	O	15	15	-	3
IKP121	Principles of Economics	O	30	30	-	5
IKP131	English Language I	O	15	-	30	4
IKP134	French Language I	O	15	-	30	4
IKP133	German Language I	O	15	-	30	4

IKP132	Italian Language I	O	15	-	30	4
IKP007	Event Management in Tourism	E	15	15	-	3
IKP141	English Language 1	E	15	-	30	4
IKP144	French Language 1	E	15	-	30	4
IKP143	German Language 1	E	15	-	30	4
IKP142	Italian Language 1	E	15	-	30	4
<b>II SEMESTER</b>						
IKP123	Fundamentals of Statistics	O	15	15	15	4
IKP107	Tourism Geography	O	15	15	-	3
IKP122	Introduction to Tourism	O	30	15	-	5
IKP124	Introduction to Tourism Culture	O	15	15	-	3
IKP009	Media Literacy	O	15	15	-	3
IKP135	English Language II	O	15	-	30	4
IKP138	French Language II	O	15	-	30	4
IKP137	German Language II	O	15	-	30	4
IKP136	Italian Language II	O	15	-	30	4
IKP145	English Language 2	E	15	-	30	4
IKP148	French Language 2	E	15	-	30	4
IKP147	German Language 2	E	15	-	30	4
IKP146	Italian Language 2	E	15	-	30	4
<b>III SEMESTER</b>						
IKP200	Organisation of Cultural Events	O	15	15	-	3
IKP210	Fundamentals of Public Relations	O	15	15	-	4
IKP201	Ecology	O	15	30	-	4
IKP209	Leisure Activities and Sociology of Tourism	O	30	30	-	4
IKP208	Culture and Tourism Legislation	O	15	15	-	3
IKP205	Tourism Management	O	15	15	-	4
IKP231	English Language III	O	15	-	30	4
IKP234	French Language III	O	15	-	30	4
IKP233	German Language III	O	15	-	30	4
IKP232	Italian Language III	O	15	-	30	4
IKP018	Creative Writing 1	E	15	15	-	3
IKP027	Fundamentals of Education	E	15	30	-	5
IKP241	English Language 3	E	15	-	30	4
IKP244	French Language 3	E	15	-	30	4
IKP243	German Language 3	E	15	-	30	4
IKP242	Italian Language 3	E	15	-	30	4
<b>IV SEMESTER</b>						
IKP202	Business of Catering and Hotel Management	O	15	15	-	3
IKP203	Croatian History and Tourism	O	15	30	-	4
IKP204	Tourism Research	O	15	15	15	4

IKP207	Travel Agencies and Tour Operators	O	15	15	-	4
IKP206	Cultural Management	O	15	15	-	4
IKP235	English Language IV	O	15	-	30	4
IKP238	French Language IV	O	15	-	30	4
IKP237	German Language IV	O	15	-	30	4
IKP236	Italian Language IV	O	15	-	30	4
IKP030	Communication Skills in Tourism	E	15	15	-	3
IKP245	English Language 4	E	15	-	30	4
IKP248	French Language 4	E	15	-	30	4
IKP247	German Language 4	E	15	-	30	4
IKP246	Italian Language 4	E	15	-	30	4
<b>V SEMESTER</b>						
IKP303	Valorisation and Protection of Cultural Heritage	O	15	15	-	3
IKP322	Special Interest Tourism	O	15	30	-	5
IKP321	Business Communication	O	15	30	-	4
IKP308	E-business	O	15	-	30	3
IKP301	Communication in Culture and Tourism	O	15	30	-	4
IKP331	English Language V	O	15	-	30	4
IKP334	French Language V	O	15	-	30	4
IKP333	German Language V	O	15	-	30	4
IKP332	Italian Language V	O	15	-	30	4
IKP036	Fundamentals of Mathematics	E	15	-	15	3
IKP341	English Language 5	E	15	-	30	4
IKP344	French Language 5	E	15	-	30	4
IKP343	German Language 5	E	15	-	30	4
IKP342	Italian Language 5	E	15	-	30	4
<b>VI SEMESTER</b>						
IKP303	Valorisation and Protection of Natural Heritage	O	15	15	-	3
IKP306	Professional Practice	O	-	-	15	3
IKP309	Promotional Activities in Culture	O	15	15	-	4
IKP304	Marketing	O	30	30	-	6
IKP322	Special Interest Tourism	O	15	30	-	5
IKP399	Final Exam	O	-	-	-	6
IKP335	English Language VI	O	15	-	30	4
IKP338	French Language VI	O	15	-	30	4
IKP337	German Language VI	O	15	-	30	4
IKP336	Italian Language VI	O	15	-	30	4
IKP038	Organization of Recreation Activities	E	15	15	-	3
IKP345	English Language 6	E	15	-	30	4
IKP348	French Language 6	E	15	-	30	4

IKP347	German Language 6	E	15	-	30	4
IKP346	Italian Language 6	E	15	-	30	4

## Graduate university study programme of Cultural and Natural Heritage in Tourism (single major, full time and part time)

**Duration of the study:** 4 semesters

**Admission requirements:** The following can apply for admission to the graduate university study programme of Cultural and Natural Heritage in Tourism: 1. Bachelor in culture and tourism from the Department of Tourism and Communication Studies of the University of Zadar; 2. applicants who have successfully completed appropriate university undergraduate studies (180 ECTS credits) in the humanities, social sciences or interdisciplinary fields of science or professional undergraduate studies (180 ECTS credits) in the humanities, social sciences or interdisciplinary sciences. Enrollment in this graduate study is done according to the point ranking list, which is compiled on the basis of the maximum number of ECTS points related to the subjects of the undergraduate university study programme of Culture and Tourism. An additional ranking criterion for candidates tied according to the mentioned ECTS credit list will be the grade point average of the undergraduate study programme. Students who have completed the undergraduate university study programme of Culture and Tourism do not take separate exams. Students who have completed the other mentioned undergraduate studies and obtained a bachelor's degree take the following differential exams: 1. General cultural history and tourism - 4 ECTS, 2. Ecology - 4 ECTS, 3. Valorisation and protection of cultural heritage - 3 ECTS- a, 4. Valorisation and protection of natural heritage - 3 ECTS. To enroll in the programme, knowledge of at least two foreign languages (English or French or German or Italian) at least at B1 level is required, which must be proven with appropriate documentation.

### **Competencies acquired upon finishing the graduate university study programme of Cultural and Natural Heritage in Tourism:**

During the graduate study of Cultural and natural heritage in tourism, the students acquire specific knowledge and skills based on the study programme such as the valorisation of cultural and natural heritage, positive and negative impact of tourism on cultural and natural heritage, effective management of cultural and natural heritage and tourism development, presentation of cultural and natural heritage in tourism market in Croatian and leading foreign languages, research methods and procedures that associate cultural and natural heritage and tourism, etc. Furthermore, the aim of this study is to make students familiar with modern types of tourism based on untouched nature. In addition to basic courses, students can specifically devote themselves to the study of certain aspects of cultural and natural heritage and their placement in the context of specific forms of tourism, according to their own interest, through the elective courses offered within the Department or the University, whose origin is primarily humanistic. In the final fourth semester students work on their master's theses associated with the study programme. A successful defence of the master's thesis is a prerequisite for the completion of the study.

After graduation, the Masters of cultural and natural heritage in tourism have acquired the following competences defined by the learning outcomes:

- to analyse, identify, explain and propose solutions to environmental risks and problems,

- to understand the objectives of the sustainable development concept and in this context to define and understand the possibilities and limitations of the policy (measures) of environmental protection and conservation,
- to calculate the indicators of the sustainable destination development and propose the guidelines for future sustainable development accordingly,
- to reflect critically on the concepts of cultural and natural heritage in contemporary society,
- to identify parts of different cultures and cultural communities in given space and time in order to design a cultural and tourism product,
- to describe different ecosystems and recognise their uniqueness at micro and macro locations,
- to acquire and apply legislation and standards that are used in environmental management,
- to assess and reflect critically on the valorisation and presentation of cultural and natural heritage in the tourist market,
- to connect separated segments of cultural and natural heritage into a collective or integrated tourism product,
- to critically analyse and understand the process of transfer and exchange of cultural values and intercultural communication processes,
- to identify and analyse key management factors and present suggestions to improve the efficiency of museums in working with stakeholders,
- to apply benchmark analysis in valorisation and presentation of cultural and natural heritage in tourism,
- to develop communication and presentation skills for public appearance,
- to work in a dynamic team,
- to apply procedures for conducting scientific research (to formulate a research question and hypothesis, to set, select and develop a research methodology, to conduct scientific research, and to process and interpret research results) in order to draw and defend conclusions,
- to use at least one foreign language through spoken and written production and interaction at the C1 level, and other foreign language at the B2 level with the use of general and specific vocabulary in the fields of cultural and natural heritage and tourism.

**Professional title acquired upon finishing the graduate university study programme of Cultural and Natural Heritage in Tourism:** Master of cultural and natural heritage in tourism (mag. turism. cult.)

**Course list by semesters:**

Course unit code	I SEMESTER	Status	Hours per			ECTS
			L	S	E	
IKB402	Cultural History and Tourism	O	15	30	-	5
IKB403	Research Methodology	O	15	15	15	5
IKB501	Intercultural Communication	O	15	30	-	5
IKB409	Sustainable Tourism	O	15	30	-	5
IKB401	Ecology and Natural Heritage	O	15	30	-	5
IKB421	English for Specific Purposes I	O	15	15	15	2.5
IKB422	German for Specific Purposes I	O	15	15	15	2.5
IKB423	French for Specific Purposes I	O	15	15	15	2.5

IKB424	Italian for Specific Purposes I	O	15	15	15	2.5
ORT192	Transport in the Function of Sustainable Tourism Development	E	15	30	-	6
ORT196	Public Finances	E	15	30	-	6
ORT103	Sustainable Development Management of Tourist Destination	E	30	30	-	6
IKB421	English for Specific Purposes 1	E	15	15	15	2.5
IKB422	German for Specific Purposes 1	E	15	15	15	2.5
IKB423	French for Specific Purposes 1	E	15	15	15	2.5
IKB424	Italian for Specific Purposes 1	E	15	15	15	2.5
	<b>II SEMESTER</b>					
IKB407	Croatian Cultural History and Tourism	O	15	30	-	5
IKB408	Environmental Legislation	O	15	15	-	5
IKB405	Cultural Heritage and Tourism Development	O	15	15	-	5
IKB406	Traditional Culture in Tourism	O	15	15	-	5
IKB425	English for Specific Purposes II	O	15	15	15	2.5
IKB426	German for Specific Purposes II	O	15	15	15	2.5
IKB427	French for Specific Purposes II	O	15	15	15	2.5
IKB428	Italian for Specific Purposes II	O	15	15	15	2.5
IKB491	Linguistic and Cultural Heritage in Tourism	E	15	30	-	5
IKB487	Human Resource Management	E	15	15	-	5
IKB492	Web Technologies and Analytics	E	15	-	30	5
ORT195	International Standards and Indicators in	E	15	30	-	6
IKB487	Psychology of Communication	E	15	15	-	5
IKB425	English for Specific Purposes 2	E	15	15	15	2.5
IKB426	German for Specific Purposes 2	E	15	15	15	2.5
IKB427	French for Specific Purposes 2	E	15	15	15	2.5
IKB428	Italian for Specific Purposes 2	E	15	15	15	2.5
	<b>III SEMESTER</b>					
IKB503	Coastal, Sea and Subsea Ecology	O	15	30	-	5
IKB507	Project Management	O	15	30	-	5
IKB502	Cultural Tourism	O	15	15	-	5
IKB508	Information Systems	O	15	-	30	5
IKB504	Environmental Economics	O	15	15	-	5
IKB582	Marketing in Culture and Tourism	E	15	30	-	5
IKB586	Semiotics	E	15	30	-	5
IKB591	Advertising Semiotics	E	15	30	-	5
IKB586	Destination Management	E	15	15	-	5
IKB592	Gastro Culture	E	15	15	-	5
	<b>IV SEMESTER</b>					
IKB506	Plant and Animal World in the Function of	O	15	30	-	5
IKB599	M.A. Thesis	O	-	-	-	25

IKB589	ICT in Tourism	E	15	-.	30	5
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## Graduate university study programme of Digital Communication (single major, full time and part time)

**Duration of the study:** 4 semesters

**Admission requirements:** The following can apply for admission to the full-time and part-time graduate university study programme of Digital Communication: 1. a related university undergraduate study in the field of social sciences, the field of information and communication sciences or a related interdisciplinary university undergraduate study; 2. unrelated university undergraduate studies with the obligation to take the established differential courses by the end of the second semester; 3. a related professional undergraduate study with the obligation to take the established differential courses by the end of the second semester. Enrollment in the graduate study is done according to the point ranking list, which is compiled based on the specified order, and within each category applicants are ranked according to the average of the grades from the previous study. Different obligations are determined by the Committee during the classification enrollment procedure by reviewing the documentation of applicants from undergraduate studies.

### **Competencies acquired upon finishing the graduate university study programme of Digital Communication:**

We live in the world of digital transformation that changes our life, the way we work and communicate. To implement digital transformation, the labour market needs educated workforce, that is why one of the main aims of this study programme is to educate for digital communication competency in contemporary business. In this study programme, the students will develop competencies of using information and communication technologies and data science, considering that communication skills are listed among transversal skills necessary for professions of all job sectors. Together with theoretical knowledge that students acquire in obligatory and elective courses during the three semesters, in the fourth semester they acquire practical knowledge through internship. The course of study is completed by writing and defending of master thesis dealing with topics of the study programme.

After graduation, the Masters of digital communication have acquired the following competences defined by the learning outcomes:

- to apply various research methodologies to communication problems and develop effective solutions,
- to apply advanced research and communication skills to present and interpret research results properly,
- to create and design a website and evaluate available tools for website development and analytics,
- to identify and develop the skills necessary for performing tasks in an intercultural environment under the influence of digital technologies,
- to critically evaluate how various trends in digital communication influence strategic communication,
- to use operational databases,
- to adopt an adequate IT solution to execute a defined task,
- to analyse business processes and create a specification of minimum requirements for a supporting business information system,
- to manage big data and apply big data analytics with the aim to increase understanding of structured and unstructured data and the possibility of their application in practice,

- to distinguish the specifics of information systems in relation to the forms of organization in business organisations,
- to identify and evaluate different information systems used in business,
- to define the basic elements of visual communication and design and describe the development and role of visual communication in society,
- to analyse and evaluate models of public relations and critically assess the possibilities of applying new digital technologies in approaching the public,
- to identify the key causes of crisis situations and use appropriate communication tools in crisis communication,
- to design and develop digital content adapted to different communication channels,
- to analyse, predict and select elements of visual tools as part of digital media,
- to adapt the company's operations to social and economic changes effected by IT,
- to identify the variability of network technologies and the need for continuous training,
- to manage marketing activities on digital platforms,
- to apply the legislative framework in the digital age,
- to apply acquired knowledge of current social and professional issues,
- ability to work independently and in an interdisciplinary team.

**Professional title acquired upon finishing the graduate university study programme of Digital Communication:** Master of digital communication (mag. dig. kom.).

**Course list by semesters:**

Course unit code	I SEMESTER	Status	Hours per			ECTS
			L	S	E	
DDK101	Theory of Mass Communication	O	15	15	-	3
DDK106	Strategic Communication	O	15	30	-	5
DDK110	Business Information Systems	O	15	-	30	5
DDK104	Intercultural communication	O	15	30	-	5
DDK105	Public Opinion and Market Research Methodology	O	15	15	30	7
DDK191	Creative Writing in Digital Environment	E	15	30	-	5
SOCD30	Culture, Modernisation and Globalisation	E	15	30	-	5
	<b>II SEMESTER</b>					
DDK102	Digital Literacy	O	15	30	-	5
DDK107	Web technologies and Analytics	O	15	-	30	5
DDK108	IT Tools in visual communication	O	15	30	-	5
DDK109	Psychology of communication	O	15	30	-	5
DDK103	Information Technologies and Media	O	15	-	30	5
DDK192	Linguistic and Literary Heritage in Tourism	E	15	30	-	5
	<b>III SEMESTER</b>					
DDK201	Crisis Communication	O	15	30	-	5
DDK202	Big Data Technologies	O	15	30	-	5
DDK203	Heritage in Digital Age	O	15	30	-	5
DDK204	Legislative Framework of Digital Communication	O	15	30	-	5

DDK205	Digital Marketing	O	15	15	30	5
DDK291	Information technologies and Innovations in Tourism	E	15	30	-	5
DDK292	Smart Tourism	E	15	30	-	5
<b>IV SEMESTER</b>						
DDK206	Internship	O	-	-	-	5
DDK	M.A. Thesis	O	-	-	-	20

## Graduate university study programme of Sustainable Tourism Development (single-major)

**Duration of the study:** 4 semesters

**Admission requirements:** The following can apply for admission to the graduate university study programme of Sustainable Tourism Development: 1. students of undergraduate university study programme of Culture and Tourism and undergraduate university study programme of Management; 2. students of undergraduate university study programmes in the field of economics (economics and business economics, all majors from all universities in the Republic of Croatia), with the fact that students majoring in tourism do not have differential subjects, while students of all other majors have differential subjects; 3. students of related interdisciplinary and social fields with mandatory passing of differential courses; 4. students of professional studies in the field of economics with mandatory passing of differential courses; 5. students of non-related university undergraduate studies with the obligation to take established differential courses.

Enrollment in the graduate study is done according to the point ranking list, which is compiled based on the specified order, and within each category applicants are ranked according to the average of the grades from the previous study. Different obligations are determined by the Committee during the classification enrollment procedure by reviewing the documentation of applicants from undergraduate studies.

### **Competencies acquired upon finishing the graduate university study programme of Sustainable Tourism Development:**

The goal of the graduate study Sustainable Development of Tourism is to respond to the contemporary demands facing tourism, through the education of personnel who will be able to propose solutions to reduce the negative impact that tourism has on the environment and society, while at the same time increasing the well-being of the local community, as well as the experience of tourists. During the study, theoretical and practical knowledge from management, marketing, finance, entrepreneurship, environmental protection, transport and various other areas will be considered in the context of sustainable management of the development of tourism and tourist destinations. The basis will be the application of theoretical knowledge to solve practical tasks/case studies through which students will have the opportunity to develop sustainable practices in tourism themselves, while through various study trips, field classes, and professional practice in business organizations in tourism, students will have the opportunity to learn from best business practices. Through the study, the students want to be made aware that with their knowledge they can directly influence the change in the behavior of all stakeholders in tourism, in order to develop sustainable tourist products and encourage socially responsible behavior of tourists who respect the life of the local community, which is the basis for thoughtful planning and control of tourism development. The last semester of study is primarily intended for the independent preparation of a M.A. thesis, as well as professional practice. Through the preparation of the M.A. thesis, the student will acquire knowledge and skills for quality identification of problems, setting research hypotheses and finding solutions for the problems posed, as well as presentation and argumentative defense of own knowledge. The master of this study programme will be able to competently and comprehensively manage the sustainable development of tourism in destinations. Ultimately, upon completion of this study, the student will master the techniques and methodology of creating sustainable tourism products and services, in order to reduce seasonality and disperse tourism demand and reduce or eliminate various negative impacts on the destination and its sustainability.

After graduation, the Masters of economics in tourism have acquired the following competences defined by the learning outcomes:

- to analyse the potentials for the development of special interest tourism, to design and recommend suitable special interest tourism,
- to analyse impacts of globalization processes on tourism and to design appropriate tourism products and services in the context of globalization trends,
- to analyse the interrelation between tourism and transport and to recommend a transport development strategy in the function of tourism,
- to analyse key factors of a crisis and to develop a crisis management system in tourism,
- to valorize the attraction potential of a tourism destination,
- to manage space in tourism in a sustainable manner,
- to manage the sustainable development of a tourism destination,
- to manage business processes,
- to manage projects in tourism,
- to manage marketing of a tourism destination,
- to develop an entrepreneurial model in tourism,
- to design a SMART tourism product,
- to develop business communication in an intercultural surrounding,
- to apply the legislative framework for a sustainable tourism development,
- to independently design, create, and defend a research work,
- to apply the acquired knowledge and skills from compulsory and elective courses in efficient solving of organization's work assignments.

**Professional title acquired upon finishing the graduate university study programme of Sustainable Tourism Development:** Master of economics in tourism (mag. oec.)

**Course list by semesters:**

Course unit code	I Semester	Status	Hours per week			ECTS
			L	S	E	
ORT101	Research Methods in Tourism	O	30	-	30	6
ORT102	Tourism Economics	O	30	30	-	6
ORT103	Managing Sustainable Destination Development	O	30	30	-	6
ORT104	Financial Management in Tourism	O	15	30	15	6
ORT196	Public Finance	E	15	30	-	6
ORT192	Transport in the Function of Sustainable Tourism Development	E	15	30	-	6
ORT193	Intercultural Communication	E	15	30	-	6
	<b>II Semester</b>					
ORT105	Entrepreneurial Ecosystem in Tourism	O	15	30	-	6
ORT106	Consumer Behavior in Tourism	O	15	30	-	6
ORT107	Environmental Economics and Policy in Tourism	O	15	30	-	6
ORT108	Human Resource Management in Tourism	O	15	30	-	6
ORT191	Crisis Management in Tourism	E	15	30	-	6
ORT193	Legislative Framework for Sustainable Destination Management	E	15	30	-	6
ORT195	International Standards and Indicators in Tourism	E	15	30	-	6

	<b>III Semester</b>					
ORT201	Destination Marketing	O	30	30	-	6
ORT202	Special Tourist Product Development	O	30	30	-	6
ORT203	Project Management in Tourism	O	15	-	30	6
ORT204	Information Technologies and Innovations in Tourism	O	30	-	30	6
ORT291	Social Media Marketing in Tourism	E	15	-	30	6
ORT292	Smart Tourism	E	15	30	-	6
ORT293	Entrepreneurial Venture in Tourism	E	15	30	-	6
ORT294	Space and Tourism	E	15	30	-	6
	<b>IV Semester</b>					
ORT205	Professional Practice in Tourism	O	-	-	-	15
ORT206	M.A. Thesis	O	-	-	-	15