TOURISM (2nd level of study)

The postgraduate study programme of Tourism is interdisciplinary and looks upon the phenomena of tourism from socio-cultural, economic and business, environmental, science and research perspectives. A student develops the ability to shape new concepts and models of tourism, tourism products and services development. With the possibility to choose between two directions – business-organisational and social-environmental – students can shape themselves in one direction. They are able to individually research in tourism.

1.General information about 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 semester comprises five compulsory subjects, the second semester five compulsory electives (chosen study programmes) and the third semester five elective courses (students choose 5 items of the offered elective courses or subjects from the unselected study programme in the 1st year). Students may also choose 2 courses (and

accumulate 12 ECTS) at postgraduate programmes of other members of UP; in agreement with the thesis supervisor also outside UP. The fourth semester is intended for preparing the thesis.

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

At the postgraduate masters study programme Tourism, the knowledge and skills that candidates have obtained before entering the programme through formal, informal or experiential learning can also be recognised.
The knowledge obtained through formal education is proven by different certificates, which show the content and the workload of the student. They can be accredited for up to 12 ETCS.
Individual forms for recognising knowledge obtained before entering the programme are dealt with by The Commission for student matters of the 2nd and 3rd level at Turistica.

Students can get 30 ETCS of elective subjects and up to 10 ETCS for practical training I., II., III. Obtained at prior informal education or portfolio (project, elaborate, invention, patent, publication and other author work). According to this system, a student can get up to 50 ETCS (27.8% of the study programme).

Students of this programme can get full or partial recognition of study obligations from the mandatory subjects (2nd semester – up to 12 ETCS) and elective subjects from the professional field (3rd semester – up to 12 ETCS) based on appropriate year of work experience in a professional field and professional references proven by their portfolio. The commission for recognising knowledge and skills is responsible for these kinds of matters. Based on the regulations, a student can have up to 24 ETCS recognised. A student can request for knowledge assessment at an exam if the knowledge was obtained through self-education or experiential learning.

8. Conditions for progression through the programme

Obligations for students at individual subjects are defined in the curriculum and measured in ETCS. One ETCS represents 30 hours of students' work.

A student progresses to the second year by fulfilling all the responsibilities from the first year or getting at least 42 ETCS cumulatively under the condition that they have done their study and research workload at the subject Methodology and research in tourism and at two mandatory subjects representing the basis for further studies: Tourism economics and Organisation management of tourism structures.

Student may repeat a study year only once during the whole study period if there was no change of the study program or the study direction due to the unfulfilled obligations in the previous course or study program. Condition for repeating a year is: 50% fulfilled obligations for subscribing for the next year (21 ECTS). The application for re-enrolment in the study year has to be submitted before the published date for submission of applications (around 20th of September) and has to be addressed to the Commission for Student Affairs.

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 programme provides the implementation of two individual parts of the programme as programme for management training in tourism organisations:

- Tourism management,
- Management of tourism destinations.

A student or a candidate wanting to pass an individual part must get at least 18 ETCS cumulatively and pass the exams:
a) 6 ETCS by passing Spatial impacts of tourism or Social and individual dimensions of tourism
b) 12 ETCS by passing two of the offered subjects of Social and spatial study direction from the second semester.

A candidate that passes individual parts of the programme gets a certificate (in accordance with the 32nd Article of Higher education law), which is a public act. It can be used at enrolment to other study programmes.

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.)