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DEPARTMENT OF TOURISM AND HOSPITALITY HOTEL & TOURISM STUDIES

The main purposes and objectives are:

- To provide a basic knowledge of the tourism business and show the connections between hotel and travel management.
- To Acquire a general understanding of the specialization subjects, like events management, human resources, public relations, and tour guiding.
- To improve English language communication skills

Year I: 60 ECTS credits

- Module I: Introduction to the Business of Tourism
- Module II: Human Resources Management in Tourism
- Module III: Public Relations and Marketing in Tourism
- Module IV: Accounting Tourism
- Module V: Management and Finance
- Module VI: Course Project
- Module VII: Internship (optional)

Year II: 60 ECTS credits

- Module I: Introduction to the Real Estate Management
- Module II: Management in the Hospitality Industry
- Module III: Leading Customer Service Experience
- Module IV: Introduction to Marketing
- Module V: F&B Management
- Module VI: Internship

Year III: 60 ECTS credits

- Module I: History of Business in Tourism
- Module II: Digital Consumer Behavior in Tourism
- Module III: Introduction to Events Management
- Module IV: Introduction to Luxury Management
- Module V: Organizational Behavior in Tourism
- Module VI: Internship

