



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

