Upon the completion of the Programme a student is able to:

A. KNOWLEDGE AND UNDERSTANDING

A1 Develop and apply theoretical and practical knowledge to make sense of all aspects of planning, advertising and running a sustainable tourism business and destination.

A2 Demonstrate an understanding of the structure, characteristics, key players, current ethical issues and challenges involved in the contemporary tourism and hospitality industry.

B. INTELLECTUAL SKILLS

B1 Apply the theoretical concepts discussed onto real-life problems and cases from the tourism industry.

B2 Think systemically and identify new trends in the tourism industry.

C. PRACTICAL/PROFESSIONAL SKILLS

C1 Develop a tourism strategy taking into account concepts of destination competitiveness and sustainability.

C2 Organize and manage human resources to achieve organizational, environmental and social objectives.

D. KEY TRANSFERABLE SKILLS

D1 Exercise initiative and take personal responsibility for one’s own work; demonstrate timeliness, professional behavior, ethical judgment, respect for diversity, intrinsic motivation and planning skills.

D2 Work collaboratively, exercise team leadership, demonstrate the ability to manage group conflict and produce team outcomes.