



MSc in Tourism Management PROGRAM INTENDED LEARNING OUTCOMES (PILOs)

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.