

TOURISM DESTINATION MANAGEMENT (Undergraduate professional study programme, 1st level)

The graduate of the study program of the 1st level Management of tourist destinations will be an expert in theoretical and practical knowledge for managing tourism organisations, managing complex processes in the field of tourism, methodological research knowledge, with which he/she can independently carry out scientific R&D professional research and is qualified for the management and implementation of professional tasks that fall within the scope of tourism services. At the same time he/she will be able to successfully enrich the tourist services with the cultural traditions of our society and the environment. The graduate is able to take on the most demanding tasks in research, analysis, planning, design, development and management of processes in tourism, both at the level of business as well as public organisations. In the area of education, graduates holding a teaching and adult education exam will be able to be recruited as primary or secondary school teachers; in the field of higher education they will be recruited as lab assistants or instructors.

1. General information about study programme

Name of programme: **Tourism destination management**

Level of study programme: **1**

Type of study programme: **Higher education professional programme**

Duration (in years and ECTS): **3 years (six semester), 180 ECTS**

Professional title: **diplomirani/a organizator/ka turizma (VS)**
abbreviation: dipl. org. tur. (VS)

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**

2. Programme objectives

- Managing contacts with individuals and business subjects on a tourism destination (tourism economy, local residents, tourists, etc.),
- Training for taking a mentor role at developing tourism products at rational operation with available resources at a certain tourism destination,
- Entering in the environment by developing tourism infrastructure and superstructure in and eco-friendly manner,
- Directing the development of appropriate human resources for marketing of tourism products, their quality realization, as well as directing and enhancing tourism demand,
- Strategic managers of placements of tourism offers in the flows of tourism industry.

3. Competencies of graduates

For reaching the goals of the study programme, the students will develop the following general and subject-specific competencies:

3. 1. General competencies

- development of communication skills with emphasis put on the international environment,
- ethical reflection and bounding to professional ethics,

- ability to cooperate, work in groups, work in projects and work in national and international environments,
- ability to autonomously find and obtain professional knowledge and its integration with the already obtained knowledge,
- autonomy at professional work and in the process of making business decisions.

3.2. Subject-specific competencies

- the ability to analyse, synthesise and predict solutions and consequences of happenings at a certain tourism destination,
- the ability to place new information and interpretations into the context of tourism study,
- critical judgment of activities on the field of tourism destination management,
- understanding the foundations and history of tourism and business studies,
- understanding of tourism studies and tourism destination management,
- solving concrete problems in destination management by using appropriate methods and procedures,
- planning, organising and monitoring the relations and processes of social and economic surroundings on local level with the emphasis put on sustainable development,
- recognizing and using the characteristics of international market segments and macro environmental characteristics of emitive tourism markets.

4. International comparison of the study programme

In the analysis of international comparability of the study programme Tourism destination management, 4 undergraduate study programmes of acknowledged universities from different countries have been included.

No.	Institution	Name of programme	Country
1.	Saint Thomas University	Tourism and Hospitality Management	Miami Gardens, USA
2.	School of Management, University of Surrey	Tourism management	Guildford, UK
3.	Griffith University	Tourism management	Gold Coast, Australia
4.	Leeds Metropolitan University	Tourism Destination Management	Leeds, UK

5. Curriculum

The curriculum is attached.

6. Conditions for enrolment in the programme

The programme of Tourism destination management can enrol those who:

- have passed the Matura examination
- have passed the Vocational matura examination
- have passed the final examination after any four-year long high school programme

Selection criteria in the case of limited enrolment:

- general success rate at the Matura examination or final examination – 60%

- general success rate in the third and fourth year of high school education – 40%

7. Recognising knowledge acquired outside the study programme

In the undergraduate professional study programme Tourism destination management, the knowledge and skills obtained before enrolment are also taken into account. By that we mean different forms of formal education for acquiring education or programmes for training and informal education.

For recognising these abilities, competencies and knowledge students must show different certificates showing the content and duration of students' work in order to be evaluated according to the ETCS system.

On the basis of 3-year work experience in tourism or leading positions students get 10 ETCS for the field of practical training – professional practice in an organisation.

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).

Individual forms for recognising knowledge and skills obtained prior to UP FTŠ Turistica enrolment are dealt with and accepted at Turistica in accordance with the Regulations for acknowledgment passed forward by the University of Primorska.

Students of this programme can get full or partial recognition of study obligations from the mandatory subjects of the study field on the basis of appropriate year of work experience on a professional field and professional references proven by their portfolio. The commission for study matters is responsible for these kinds of issues.

A student may request for assessment and grading of knowledge by taking an exam if the knowledge was obtained by self-educating 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 of full-time study programme can progress to a higher level if they obtain 45 ETCS (a part-time student needs 40 ETCS) in a current year of study and passes all the obligations from the prior year of study.

A student can do the same year of study once again if they have obtained 30 ETCS of a current year.

A student can pass the missing obligations and finishing the study programme in 12 months after the conclusion of last semester according to the 70th article of the Higher education law. With progression or retaking a student can maintain the student status and with it the rights, obligations and benefits defined by the law. In accordance with the law a student can request a prolongation of their status but no longer than for a year.

At possible problems in passing the study obligations students can turn to the Centre for career planning at UP FTŠ Turistica. There we organise counselling for students.

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

(1st level) or comparable undergraduate study programme (before the Bologna study programmes) may enrol to a higher year of the study programme Tourism destination management.

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 1st 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

Students can successfully complete their studies, when they pass all the study programme's required obligations (positive grade at all subjects, seminar papers, professional practice and when they complete as well as successfully defend the Final project). Students can successfully complete their studies even if they do not choose the Final project. Instead of the latter, when enrolling to the 3rd year, they can choose and successfully complete an additional elective subject from the selected elective module, which is carried out in the current study year and has the same number of ECTS as the final project. In this case, students choose 4 instead of 3 elective subjects in the frame of the selected Elective module.

The final project is directed towards specific solving of a certain professional problem (e.g. developing new products, suggesting the measures for a better operation of an institution, new model of organising, etc., and exceptionally a theoretical examination of a professional problem). Students can prepare the Final project based on their professional practice or based on their own work experience on at least two author's pages. The topic for the final project is accepted by the UP FTŠ Turistica Senate, where the mentor from UP FTŠ Turistica is also appointed. The defence of their final project is done publicly in front of their mentors and students or in front of a three-member commission among academic and administrative staff appointed by the Dean.

11. Parts, which can be completed singly

The programme contains no parts, which can be completed singly.

12. The study programme reflects the employment needs of

This programme graduates can be employed in tourism organisations that function on the international tourism market: travel agencies, tour operators, tourist information

offices, national tourism organisations, local and regional tourism organisations, intermediates abroad, embassies, advertising companies, cultural institutions and festivals.