

Magister turizma/magistrica turizma

Selected qualifications

Name of qualification	Magister turizma/magistrica turizma
Translated title (no legal status)	Master of Arts in tourism
Type of qualification	Diploma druge stopnje
Category of qualification	Izobrazba
Type of education	Master's education
Duration	2 years
Credits	120 credits

Admission requirements

- Diploma from a first-cycle, higher vocational programme from the following fields, totalling 180 ECTS credits: economics, business, organisation and administrative sciences, tourism, sociology and legal science, or
- diploma from a first-cycle programme from other vocational fields, totalling at least 180 ECTS credits, and other requirements, totalling 15 ECTS credits from the following undergraduate subjects: Economics of Business Systems (7 ECTS credits) and the Basics of Tourism (8 ECTS credits).

ISCED field

Field
Transport, varnost, gostinstvo in turizem, osebne storitve

ISCED subfield

subfield potovanja, turizem, prosti čas

Qualification level

SQF 8
EQF 7
Second level

Learning outcomes

The qualification holder is qualified to:

(specific competences)

- understand and resolve specific problems relating to service activities, particularly in the tourism and hotel sector, using scientific research methods and critical assessment methods,
- recognise opportunities and threats on the global tourism market, particularly in the EU, and implement organisational changes based on that ability,
- enhance understanding of tourism as a social phenomenon and its impact on the environment, and national and international economy,
- analyse specifics when formulating contractual relationships that tourism organisations enter into to perform their activities,
- study and analyse status and contractual links between tourism companies and their business units (e.g. concerns, hotel chains, etc.),
- identify key strengths and weaknesses, and the economic effects of tourism in the implementation of sustainable development,
- use methodologies when researching purchasing and sales markets for the needs of tourism and hotel companies,
- define key elements of the marketing mix and formulate operating strategies for tourism and hotel companies,
- use analytical processes linked to the marketable activity of an organisation and to understand in full marketing processes on the purchasing and sales sides in the context of increasing globalisation (inter-cultural differences and specifics),
- take on the most demanding tasks in planning, formulating, developing and managing contemporary business systems in the tourism sector, hotel industry and other service activities,

- link knowledge from various areas (interdisciplinary),
- be familiar with certain tools to assess own cultural orientation and the cultural orientation of others,
- use information and communication technologies and systems in the tourism sector,
- understand national and regional European policies, and regional issues for the formulation of regional development programmes,
- demonstrate knowledge of the characteristics of individual business functions as they relate to revenue management and their role in improving the revenue approach in the tourism sector,
- understand the importance of the abilities of personnel to work in the tourism sector, from planning, recruiting and training, to remunerating and comprehensive professional development,
- recognise the specifics of the organisational structure of accounting in the hotel industry and understand the importance of international accounting standards to the aforementioned industry, and
- identify the costs and revenues generated by the natural environment, control them and determine their effect on a company's profit.

Assessment and completion

Examination performance is scored as follows: 10 (excellent); 9 (very good: above-average knowledge but with some mistakes); 8 (very good: solid results); 7 (good); 6 (adequate: knowledge satisfies minimum criteria); 5-1 (inadequate). In order to pass an examination, a candidate must achieve a grade between adequate (6) and excellent (10).

Progression

Students must meet requirements totalling 40 ECTS credits to progress from the first year to the second year.

Transitions

Third-cycle doctoral study programmes (SQF level 10)

Condition for obtaining certificate

All requirements prescribed in a programme must be met and a master's thesis written and successfully presented for the completion of studies. A total of 120 ECTS credits must be accumulated.

Awarding body

Faculty of Commercial and Business Sciences

URL

<http://www.fkpv.si/en/>
