

Degree Programme in Tourism

The programme provides students with a comprehensive understanding of Travel Demand Management that encompasses the desire to optimize the travel and transportation system performance of companies. It attempts to modify existing travel demand patterns through a variety of strategies based on sustainable tourism.

The programme is designed especially for experts in travel intermediaries and retailing, tour operating, transportation, travel management and tourism and service organisations, who are interested in developing individual companies and work communities on different levels of organisations.

Objectives of the DP

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Structure, Content and Extent of the DP

The Degree Programme in Tourism consists of 90 credit points. The studies are divided in to five modules.

Modules (ECTS)	Courses (ECTS)
<i>Responsible Leadership module (15)</i>	Responsible Business Operations (5)
	Responsibility in One's Own Working Environment (5)
	The Self as an Agent of Responsibility (5)
<i>Tools for the Development of Working Life module (15) *</i>	Qualitative Research in IB (5) *
	Understanding International Business Environment (5) *
	Tools for Managing the Future (5) *
<i>Travel Demand Management module (20)</i>	Travel Demand Management (10)
	Strategic Behaviour (5)
	Change Leadership (5)
<i>Free-Choice studies (10)</i>	Elective courses (10)
<i>Thesis module (30)</i>	Thesis as work development project (collaboration of the student, company and HH)

* Tools for Development of working Life studies (15 ECTS) are offered for the students of the Degree Programme in International Business Management (IBMA) and Degree Programme in Tourism (DPT)

Curriculum

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Courses

Degree Programme in Tourism (Master)	Code	ECTS credits
Core Studies		30
<i>Responsible Leadership module</i>		15
Responsible Business Operations	YMA2RQ011	5
Responsibility in One's Own Working Environment	YMA2RQ012	5
The Self as an Agent of Responsibility	YMA2RQ013	5
<i>Tools for the Development of Working Life module</i>		15
Qualitative Research	MGT2LG010	5
Understanding International Business Environment	YMA2RQ025	5
Tools for Managing the Future	YMA2RQ023	5
Specialization studies		20
<i>Travel Demand Management module</i>		20
Travel Demand Management	YMA4RQ031	10
Strategic Behaviour	YMA4RQ032	5
Change Leadership	YMA4RQ033	5
Free-Choice Studies		10
Business Relationships and Networks	YMA8RQ001	5
SAP as a Management Tool	YMA8RQ002	5
Thesis		30
Thesis	YMA7RQ001	30
TOTAL		90

Course descriptions are available through links in course codes.

Recommended Study Schedule

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Study Paths

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Personal Study Plan

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