

## MSc Tourism Management

Course	Credit	Course	Credit
Semester 1		Semester 2	
Tourism System	6	Tourism Enterprise Development	3
Sustainability Strategies and Practices	3	Strategic Planning in Tourism	6
Foreign Language for Business and Social Sciences 1	3	Data-Driven Decision Making in Tourism	3
Marketing Management in Tourism	6	Foreign Language for Business and Social Sciences 2	3
Applied Project Management	3	People Management	6
Strategic Management	6	Financial Management	6
Semester 3		Semester 4	
Destination Strategic Planning	6	Comprehensive Corporate Project	6
International Hotel Management	6	Revenue Management in Tourism	3
Tourism Product and Experience Design	6	Programme-specific elective courses 2	12
Hospitality Management	6	Free elective course	3
Advanced Research Methodology	5	Thesis Project 1	5
Free elective course	3	Thesis Project 2	5

Programme-specific elective courses include

Health Tourism Management  
 Human Resource Management in Tourism  
 Cultural and Heritage Tourism Management  
 Quality Management in Tourism  
 Major Event Management  
 Sports Tourism Management  
 Tourism Case Studies and Analyses