



**UNIVERSITETI I EVROPËS JUGLINDORE**  
**УНИВЕРЗИТЕТ НА ЈУГОИСТОЧНА ЕВРОПА**  
**SOUTH EAST EUROPEAN UNIVERSITY**

## **Study program      Sustainable Tourism (120 ECTS)**

Faculty      Business and Economics

Study Cycle      Second Cycle (Postgraduate)

ECTS      120

### **Description of the program**

The faculty has developed the study program based on the interest of students and the experiences of faculty itself, which has the following objectives: students to acquire general knowledge and understand the subjects in the field of tourism, especially the concepts and the content of sustainable tourism, as well as preparing students to plan a sustainable tourism, understanding the environment and sustainability, and management of clients in tourism. The programme for Sustainable Tourism has a primary goal to provide students with knowledge of tourism aimed at raising awareness about the environment and realize the sustainable development of tourism. The program provides students with an extensive knowledge in the field of business and tourism and also provides an impact on the global society.

After successful completion of this course, students will be able to

- Develop an awareness of the environmental, socio-cultural and economic impacts of tourism;
- Acquire knowledge of the possible measures to redress the negative impacts of tourism;
- Develop an understanding and appreciation of sustainability in tourism;
- Develop knowledge and understanding of the concept of ecotourism;
- Incorporate the principles of sustainable tourism into developing and managing tourism destinations and products.

### **Career**

When students graduate from this program, they can obtain many managerial positions in the tourism industry, such as:

- Regional tourism manager, tourism adviser, destination marketing manager, tourism entrepreneur, etc.
- Touristic local developer and promoter of Rural, Eco-tourism, as well as Sport Tourism in their places.
- Work in other touristic agencies and institutions and prepare touristic plans, research the possibilities for development of sustainable tourism, etc.

### **Learning outcomes**

#### **Knowledge and understanding**

- Demonstrate knowledge and understanding of subjects from the field of tourism and its sustainability;
- Demonstrate knowledge and understanding tourism issues, like: sustainable development of tourism, environmental impacts of tourism, Principles of sustainable tourism, Ecotourism and sustainable tourism, Case studies of (un)sustainable tourism practices, etc.

#### **Applying knowledge and understanding**

- Apply their knowledge and understanding in tourism industry by solving problem in new or unfamiliar tourism environments;
- Independently research the tourism market by analysing their needs and managing touristic plans, relations, destinations, prices, promotional activities, and sales;
- Works in turist industry and private sectors that operate in touristic market;
- Prepare and design plans, and carry out a necessary market research for getting authentic data for developing the touristic organization's strategies.

### **Making judgement**

- Evaluate and assess marketing implications for sustainable tourism such as service design, pricing strategies, media assesment, effective promotion and customer satisfaction in a systematic and creative way;
- Evaluate market conditions (market share, target customers, known and unknown environment) in order to plan products or services, to coordinate marketing activities within the touristic company and control and monitor those activities continuously within the company;
- Think critically on marketing issues (product, price, place, promotion, people) and business situations in tourism environments.

### **Communication skills**

- Present marketing strategies and plans within the organization and to audiences from different institutions and organizations, along with using the proper media and form of expression for all the audience;
- Leading and initiating activities considering touristic plans and strategies;
- Choose the proper means of communication while producing, , promoting and selling products/serviles;
- Share and transfer the knowledge to new generations in the field of sustainable tourism.

### **Learning skills**

- Identify personal need, and select proper learning resources for further knowledge and operate independently;
- Acquire new knowledge and skills autonomously;
- Carry out self initiatives independently researching market needs in order to fulfill customers' needs and wants.

## **List of courses**

### **Semester 1**

- [6.0 ECTS] **Research Methodology**
- [6.0 ECTS] **Financial Accounting in Tourism**
- [6.0 ECTS] **Policies for Tourism Development**
- [12.0 ECTS] **Free elective course 1**

### **Semester 2**

- [6.0 ECTS] **Marketing of Touristic Destinations**
- [6.0 ECTS] **Human Resource Management**
- [9.0 ECTS] **Elective course 2/1**
- [9.0 ECTS] **Elective course 2/2**

### **Semester 3**

- [6.0 ECTS] **Marketing Strategies for Tourism Development**
- [6.0 ECTS] **Management of Touristic Capacities in the Republic of Macedonia**
- [9.0 ECTS] **Elective course 3/1**
- [9.0 ECTS] **Elective course 3/2**

### **Semester 4**

- [30.0 ECTS] **Master Thesis**

# Description of courses

## Core courses

- **Research Methodology**

The main goal of this course is to develop research methods and techniques that are used in studies of tourism. This course will help students to improve their analytical skills, and to use different research methods in the field of tourism. The main focus will be on application of research methods, that the business communities face in the field of tourism in the internal market and in the global market. This course will also examine the role of research methods, its theoretical justification and their application in the field of tourism. Finally, this subject will enable students to use different analytical techniques and methods in their research on issues related to tourism.

- **Financial Accounting in Tourism**

The purpose of lecturing this subject is to assist students understand the essence of accounting. The subject financial accounting relates with the fundamentals of financial accounting. It introduces students the field of financial accounting and covers the following areas: general accounting, bookkeeping, financial statements - balance sheet and income statement, cash flow statement and statement of changes in ownership equity, assets and liabilities and so on.

- **Policies for Tourism Development**

The main goal of this course is to develop fundamental ideas about policies and planning of tourism development. This course will help students to improve their analytical skills and the use of different strategies for policy development of tourism. The focus will be on issues related to policies of tourism development, that the business community faces in tourism in the domestic and in the global market. This course will also examine various policies, planning and strategies and their application in the development of tourism. This subject will enable students to be aware of the development of current and future policies and planning of tourism in each area.

- **Marketing of Touristic Destinations**

The purpose of this course is to acquaint students with the concept of marketing of tourist destinations. Looking at specifics of marketing and management of tourist services. Internal, external and interactive marketing as an integral and integrated marketing of tourism services are issues to be emphasized. Giving meaning with real approaches to the process of monitoring client satisfaction of services and service quality delivery. The role and importance of new technology (Internet) in the design, supply and marketing communication in tourism services.

- **Human Resource Management**

The purpose of the subject "Human Resource Management" is to acquaint students with the importance and the role of human resource management in contemporary business organizations. Students within this course will become familiar with the process of human resources both in theory and practice of international and domestic companies.

- **Marketing Strategies for Tourism Development**

Marketing strategies for tourism development will prepare students to use and manage 4-P in tourism in order to be able to design optimal marketing elements, etc. products, pricing, promotion and distribution methods that companies face. Marketing solutions include careful analysis of the situation, intelligent use of research, and marketing principles. The purpose of this course is to understand the complexity of decisions in marketing strategies for tourism development, as well as the frameworks for analysis of markets, customers, competitors, and integrating concepts with original marketing plan.

- **Management of Touristic Capacities in the Republic of Macedonia**

The subject "Management of tourist facilities in the Republic of Macedonia" aims to prepare students with specific knowledge about management in tourist facilities with special emphasis on the management of tourist facilities in the Republic of Macedonia. Taking into account the nature of the issue, it will be entirely practical oriented and a special attention will be given to the practical situations faced by business organizations in the field of tourism in Macedonia.

- **Master Thesis**

After passing examinations, the student may begin the procedure of filing, making and public defense of thesis topic. The student chooses the mentor, who gives him instructions for preparation of the application of master theses. The application must be granted by the Graduate Studies Educational Collegium and the Scientific and Academic Council

of the Faculty. After preparing the final version of Masters Thesis, Academic-Scientific Council of Faculty forms a three-member committee, which prepares the report, which is may be accepted or rejected. The positive report is approved by the Academic-Scientific Council and it is set the date of public defense. After successfully defending the thesis, the student gains the degree - Master of Economic Sciences / Field: Tourism.

## Elective courses

- **Quality Management in Tourism and Hotel Industry**

The main objective of this course is to manage in the best way the service quality in the service quality in Tourism in general and in particular in hotel industries. The following are the main issues related with the course objectives :delivering quality service to clients, the meaning and importance of quality, value of the customer and service quality, quality management process, its impact on organizations and the significance of service quality to tourism and hospitality concepts together with the mechanism of quality management approach to providing service excellence through several advancements in quality such as benchmarking and total quality management.

- **Business Law**

The purpose of the subject is for students to acquire basic knowledge of business agreements. In this way, students are introduced to business entities, ways of organizing business entities, conditions for establishment and registration of business entities, sole proprietorships, as well as ways of termination of business entities, methods of establishing business and legal terms, the conditions for these relations, the effects and consequences; types of business agreements, ways of resolving disputes in commercial contracts and so on.

- **Rural Tourism in the Republic of Macedonia**

The main goal of this course is to develop managerial understandings of rural tourism in Macedonia. This course will help students to improve their analytical skills, decision making and their implementation in designing rural tourism in Macedonia. The focus will be on rural tourism in the RM, the issues faced by companies operating in many parts of the country. Specifically, this course will examine the role of rural tourism in Macedonia and to examine its theoretical justification, to provide an overview of business in the context of Macedonia, such as structure, problems and opportunities, as well as political, cultural, legal and economic conditions in Macedonia, etc. this course will also enable students to demonstrate how to manage rural tourism.

- **Eco Tourism in the Republic of Macedonia**

The main objective of this course is to develop the knowledge of opportunities of the eco-tourism as the most important part of eco-tourism, with special emphasis on ecotourism. The principles of the concept of sustainable development are represented in almost all areas of economic, social, legal and other spheres. Within this course students will gain the analytical skills to study the potentials of tourism that is consistent with the concept of sustainable development and protecting and improving the environment. The program will include a study of a comparable system of eco-tourism in European countries and the region.

- **Tourism and Intercultural Relations**

The main goal of this course is to develop understandings of tourism management and intercultural relations. This course will help students to improve their analytical skills, decision making and their implementation in designing plans for tourism and intercultural relations. The focus will be on tourism and intercultural relations, management issues faced by companies operating in many parts of the world. This course will specifically examine the role of tourism in world markets and to examine its theoretical justification, to provide an overview of business in the international context, such as , its structure, problems and opportunities, as well as political, cultural, legal and economic conditions abroad, etc. This course will also enable students to demonstrate how to manage tourism and international relations.

- **Client Management in Tourism**

The main goal of this course is to develop managerial understandings of customer service in tourism. This course will help students to improve their understanding in management strategies in tourism to improve the quality of service means meeting the expectations of tourists and other customers. The purpose of this course is to introduce, discuss and analyze several important topics related to tourism organizations. Upon successful completion of this course, students will gain knowledge of the challenges involved in the management of clients in tourism.

- **Innovation in Tourism**

The purpose of this subject is to assist students in understanding the nature and role of innovation in the sector of tourism as an important component of overall economic development. This framework will indicate the basic characteristics of innovation, process innovation, principles and rules that should be taken into account in the process of innovation in the sector of tourism and competition in tourism. Then, an attention will be paid to developing strategies for innovation in catering establishments and tourist agencies, as well as their implementation and ways of financing, with the ultimate goal in offering better quality products and customer service, i.e., tourists. Then, governmental and nongovernmental institutions will be treated that need to support innovation in tourism and protect them.

- **Service Marketing**

The main goal of this course is to develop an understanding of marketing management services. This course will help students to improve their understanding in designing marketing strategies to improve the quality of service means in order to meet the expectations of consumers. The purpose of this course is to discuss and analyze several important topics related to service organizations. Upon successful completion of this course, students will gain knowledge of the challenges involved in marketing of services, which will identify the differences between marketing services versus marketing in the organization of production. The course will also enable students to identify and analyze the various components of marketing mix of services.