

Zagreb School of Management
Tourism Studies

Specialist Professional Master Course

Sustainable Tourism Management

Programme Description

May 2007

Contents:

Aims of the course.....	2
Objectives of the course	2
Purpose of the course	3
Enrolment requirements	3
Professional title:.....	3
Duration of the course:	3
Class beginning:	3
Organisation of the lectures:	3
List of the subjects per semester/year.....	4

Aims of the course

Tourism is today one of the fastest growing economic industries in Croatia, as well as in the world. Today, the fierce competition in all business fields imposes the need for increasingly complex management on all levels and in all structures. Globalisation, advanced technology, and ever-faster communication call for a greater competence and diverse skills in the decision-making process. Today, tourism is an industry that is transforming very rapidly, both in demand and supply, which greatly influences the intensity and quality of its development in many of our destinations. Managing tourism in such destinations, in a manner permitting the protection of all natural and cultural resources and simultaneously protecting the owners' economic interests, as well as the interests of the residents, has become complicated and requires various skills and knowledge. Having in mind these changes, as well as the changes in educational process taking place throughout Europe, we at the Zagreb School of Management have decided to offer a 2-year (4 semesters) master programme, which would give the students of tourism or other social studies, the opportunity to advance their acquired skills, and thus promote their careers.

Objectives of the course

Students who complete this professional master course acquire knowledge required for highly professional, managerial positions in tourism and hospitality industry. This is particularly in relation to organisation and management of tourism in a tourist destination and to numerous professional positions in various organisations of tourism and hospitality industry. The acquired knowledge enables students to work in different managerial positions including: organisation, planning and marketing in tourism for the needs of tourist boards, tourism departments in the local government, chamber of commerce, tourist agencies, destination marketing and management organisations, tourist enterprises – hotels and other accommodation facilities, as well as other institutions and organisations within the tourism sector.

Purpose of the course

Specialist master professional course is designed for the employees who work or would like to work in private and public tourist sector – administration and local government, tourist organisations and agencies, as well as hotel and hospitality enterprises. Programme enables the actualisation of previous knowledge along with the acquisition of new cognitions and skills in the field of sustainable tourism development. Particularity of the course are elective subjects related to the management of different types of tourism, which are specific for Croatian tourism and which will considerably contribute to the quality development.

Enrolment requirements

Completed undergraduate course of the Zagreb School of Management or some other undergraduate course in tourism, economy, or other art studies. Those students who have not completed one of the undergraduate economic courses have to pass an exam that consists of several compulsory subjects from the Zagreb School of Management undergraduate course.

Professional title:

Students who complete the specialist professional master course „Sustainable Tourism Management“ acquire 120 ECTS credits and specialist professional title of

Specialist – Sustainable Tourism Manager**Duration of the course:**

Two years (4 semesters)

Class beginning:

October 2008

Organisation of the lectures:

The lectures will be held in the afternoons from 5 p.m. till 9 p.m. every weekday.

List of the subjects per semester/year

First year					
LECTURER	SUBJECT	SEMESTER I		SEMESTER II	
		Lecture hours	ECTS	Lecture hours	ECTS
Sanda Čorak, PhD	Research methodology in tourism	35	6		
Ivo Kunst, PhD	Strategic management	35	6		
Eduard Kušen, PhD	Spatial planning in tourism	35	6		
Blaženka Vrdoljak-Šalamon, PhD	Destination recommendation system	35	6		
	Elective subject 1	25	3		
	Elective subject 2	25	3		
Pirjevec, PhD	Economics of tourism			35	6
Saša Poljanec-Borić, PhD	Tourism policies and tourism sociology			35	6
Zoran Klarić, PhD	Sustainable development			35	6
Irena Ateljević, PhD	Trends and innovations in tourism			35	6
	Elective subject 1			25	3
	Elective subject 2			25	3
ELECTIVE SUBJECTS –SEMESTER I					
Siniša Horak, PhD	Nautical tourism management				
Marko Koščak, PhD	Rural tourism management				
Zlatko Hodak, PhD	Sport tourism management				
Snježana Boranić-Živoder, MA	Designing promotional campaigns				
ELECTIVE SUBJECTS –SEMESTER II					
Eduard Kušen, PhD	Health and wellness tourism management				
Renata Tomljenović, PhD	Cultural tourism management				
Sanja Rocco, MA	Design management				
Vesna Mikačić, PhD	Cultural marketing				

Second year					
LECTURER	SUBJECT	SEMESTER III		SEMESTER IV	
		Lecture hours	ECTS	Lecture hours	ECTS
Tomislav Hitrec, PhD	Tourism law	35	6		
Davor Krasić, PhD	Project management	35	6		
Sanda Čorak, PhD	Thesis preparation methodology	35	6		
Renata Tomljenović, PhD	Consumers' psychology	35	6		

	Elective subject 1	25	3		
	Elective subject 2	25	3		
	Specialist professional internship*			160	12
	Final thesis				18
ELECTIVE SUBJECTS –SEMESTER III					
Amelia Tomašević, PhD	Congress tourism management				
Zoran Klarić, PhD	Eco tourism management				
Marija Novak- Ištok, MA	Crisis management				
Sanja Čižmar, PhD	Revenue management				

*** Specialist professional internship:**

Specialized professional internship is a compulsory part of the ZSM's programme. Internships last for 160 working ours during the 4th semester of the specialist master course. The basic aims of student internship are to merge theory with practical experience, acquire new skills, learn work ethics, as well as learn critical reasoning and argumentation of their standpoints.

Employed students remain at their jobs and submit papers in the form of a Work Report.

For non-working students the internship lasts for 2 months.