

Master Degree: Hotel and tourism management

1st year

Fall Semester					
Courses	Credits	Coefficients	weekly time load		
			Lectures	Directed work	Practical works
Tourism and hotel services management	5	2	1h30	1h30	-
Tourism marketing	5	2	1h30	1h30	-
Hotel marketing	4	2	1h30	1h30	-
tourist consumer behaviour	4	2	1h30	1h30	-
Quantitative methods in marketing 1	5	2	1h30	1h30	-
Communication and administrative editing	4	2	1h30	1h30	-
Tourism and hotel law	2	2	1h30	1h30	-
Specialized foreign language 01	1	1	-	1h30	--
Total	30	15	10h30	12h	
Spring Semester					
Courses	Credits	Coefficients	weekly time load		
			Lectures	Directed works	Practical works
Management of Tourism Service Quality	6	3	1h30	1h30	
Tourism Marketing Communication	6	3	1h30	1h30	
Brand Management	6	3	1h30	1h30	
Customer Relationship Management	5	2	1h30	1h30	
Tourist Geography	5	2	1h30	1h30	
Master's Thesis Preparation Methodology	4	2	1h30	1h30	
Quantitative Methods in Marketing 2	2	2	1h30	1h30	
Specialized Foreign Language 02	1	1		1h30	
Total	30	15	10h30	12h	

2nd year

Fall Semester					
Courses	Credits	Coefficients	weekly time load		
			Lectures	Directed work	Practical works
Strategic and Competitive Analysis	6	3	1h30	1h30	-
Event and Tourist Destination Management	6	3	1h30	1h30	-
Tourism Human Resource Management	6	3	1h30	1h30	-
Statistical Software 2	5	2	1h30	-	1h30
Management of Tourism Companies and Agencies	4	2	1h30	1h30	-
Electronic Tourism Marketing Software	2	2	1h30	-	1h30
Course in Tourism and Hotel Marketing	1	1	-	1h30	-
Total	30	16	09h	07h30	03h
Spring Semester					
Courses	Credits	Coefficients	weekly time load		
Personal work	30	04	30h		
Field study (in various formats according to the subject of the note)	-	-	03h		
Forums (certificate of attending a forum, training course or training course in the second year master's degree)	-	-	02		
Other works (to be determined according to the pedagogical committee of the specialization)	-	-	05		
Total	30	04	40		