



Bachelor degree programme

Website

Tourism Industries

The aim of the study program is to develop competent, socially responsible managers of broad-based tourism industries, who understand the peculiarities of the tourism market and rapidly changing consumer needs, the changing set of cultural values, are able to apply the most advanced information technologies to analyze, creatively evaluate, forecast new national and international tourism development opportunities to develop innovative activities that complement the tourism industry.

While studying in the study program are trained competent, socially responsible high-skilled tourism industry managers who are aware of the tourism market peculiarities and rapidly changing customer needs. Students will be capable of applying advanced information technologies for the development of innovative tourism services, predict new domestic and international tourism opportunities.

Faculty of Bioeconomy Development

Group of Fields of Study Business and Public Administration (L)

Length of Programme 3.5 years

ECTS credits 210

Name of Qualification Bachelor of Business Management

Tuition fee (per year) 2628 Eur

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