



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

Study program **Sustainable Tourism**

Faculty Business and Economics

Study Cycle First Cycle (Undergraduate)

ECTS 180

Description of the program

The faculty has considered both the interest of students and the experiences of faculty for developing this study program with the following objectives: student to acquire general knowledge and understanding of subjects in the field of tourism, especially the concept and content of the sustainable tourism, as well as preparing students to plan a sustainable tourism, understand the environment and its sustainability, and managing clients in tourism. The programme for Sustainable Tourism has a primary goal to provide students with knowledge of tourism in order to raise the awareness about the environment and realize a sustainable development of tourism. Furthermore, the program provides students with an extensive knowledge in the field of business and tourism and provides an impact on society globally.

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 assessment, 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/services;
- 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] **Economics of Tourism**
- [6.0 ECTS] **Marketing in Tourism**
- [6.0 ECTS] **Introduction to Business**
- [6.0 ECTS] **Free elective subject 1**
- [3.0 ECTS] **Elective English language 1**
- [3.0 ECTS] **Elective subject**

Semester 2

- [6.0 ECTS] **The Principles of Management**
- [6.0 ECTS] **Human Resources Management**
- [6.0 ECTS] **Business Planning in Tourism**
- [6.0 ECTS] **Free elective subject 2**
- [3.0 ECTS] **Elective English language 2**
- [3.0 ECTS] **Elective subject**

Semester 3

- [6.0 ECTS] **Environmental Science and Ecology**
- [6.0 ECTS] **Mathematics and Statistics**
- [6.0 ECTS] **Practical work**
- [6.0 ECTS] **Free elective subject 3**
- [6.0 ECTS] **Elective English for Specific Purposes 1**

Semester 4

- [6.0 ECTS] **International Tourism**
- [6.0 ECTS] **Intercultural Relations and Tourism**
- [6.0 ECTS] **Practical work**
- [6.0 ECTS] **Elective English for Specific Purposes 2**
- [6.0 ECTS] **Elective subject 4/1**

Semester 5

- [6.0 ECTS] **Tourism and Hospitality Development Policies**
- [6.0 ECTS] **Hotel and Restaurant Management**
- [6.0 ECTS] **Practical work**
- [6.0 ECTS] **Elective subject 5/1**
- [6.0 ECTS] **Elective subject 5/2**

Semester 6

- [6.0 ECTS] **Strategic Management in Tourism**
- [6.0 ECTS] **Tourism and the Living Environment**
- [6.0 ECTS] **Practical work**
- [6.0 ECTS] **Elective subject 6/1**
- [6.0 ECTS] **Elective subject 6/2**

Description of courses

Core courses

- **Economics of Tourism**

This subject explores the competitive forces acting in the tourist sector, the actual trends, developments, opportunities and threats to development in regions like Macedonia. The course has also an entrepreneurial approach by tackling optimal organization design, operational and financial management of the tourist businesses, the characteristics of the tourist offer of different micro-regions as well as the demand by categories of consumers, the recommended theoretical and practical methods for meeting the demand and company viability requirements.

- **Marketing in Tourism**

The aim of this course is to convey the students the most efficient modern marketing procedures, practices and techniques an effective management tool for all these in an ever changing global environment. It will also show its necessity and its dynamic and stimulating effect on the performance of companies operating in the tourism sector, the marketing decisions that managers make about the strategies that apply and the consequences of those strategies, of marketing planning, marketing tactics and marketing control. Starting from the fact that the main concern of every company should be the consumer and his needs and desires, it is necessary to make the right marketing decisions by the level of the enterprise as a whole, and also down to the lower levels of the company.

- **Introduction to Business**

The Introduction to Business course is designed to familiarize students with the external and internal environment of the enterprise. However, attention will be given to the financial, marketing and organizational function of the company. Besides it will be taken into consideration the impact of enterprise on the community in which it operates.

- **The Principles of Management**

This course is designed to acquaint students with the language of management "(terms and theories) and the role of managers in the organization. Students will apply the knowledge gained in various case studies relating the relevant aspects. This course will cover: major schools and theories of management, the understanding of management, as a process and the main functions of management as planning, organizing, leadership, motivation, human resources management and control.

- **Human Resources Management**

The course enables students to become familiar with the complex issue of managing human resources, understood it as a process of performing a range of activities and functions aimed at people as important resources in the organization, to use them in the most effective and most efficient way. In this context, particular attention is paid to the following aspects of human resources: different concepts, goals and objectives of HR management, its position in the functioning of the organization, analysis of operations, human resource planning, recruitment, the initiation of the new employees, professional development of the personnel, motivation at work, discovering new resources and managerial capabilities, and management of labor relations.

- **Business Planning in Tourism**

This course introduces students to the concept of business planning, the characteristics of the business plans and conduct identification and evaluation of opportunities for business development. Students will be able to analyze several case studies and practical experiences in this area.

- **Environmental Science and Ecology**

This course examines the key laws and relationships governing the living environment as a whole. It will also highlight the connections between environment and economics, focusing on how the economy can identify key aspects of environmental problems. Economic concepts are used to find a solution to pollution, optimal management of resources, and enable sustainable development.

- **Mathematics and Statistics**

The course will help students to understand the elements of descriptive statistics, probability theory followed by the probability distribution of the samples, calculation of distribution parameters, calculation and control of statistical hypotheses, hypothesis testing, linear analysis and analysis of time series, simple linear regression and correlation.

- **Practical work**

- **International Tourism**

The main purpose of this course is to present modern trends in international tourism and their impact on national economies. Short summary: an introduction to international tourism, contemporary trends of globalization of international economic developments, technological developments and structural changes in world tourism, the place of Macedonia in international tourism.

- **Intercultural Relations and Tourism**

This course allows students to gain knowledge of the culture of the countries and its importance of the tourism for the state. The course is founded on the significance of the knowledge of the cultural heritage and of the historical development of the culture in the world, with particular reference to Macedonia.

- **Practical work**

- **Tourism and Hospitality Development Policies**

The aim of this course is to present policies for development and their influence on tourism. We study different policies in different countries and analyze their application in the field of tourism, highlighting their positive and negative effects.

- **Hotel and Restaurant Management**

This course deals with the meaning, organization, and specifics of catering and accommodation services and their successful application - the characteristics of catering facilities, their function, location, conditions offered and other aspects

- **Practical work**

- **Strategic Management in Tourism**

The aim of teaching this course is to enable students to understand the decision making process in order to make good business decisions as future managers. The subject matter allows students to get closer to the fundamentals of system access, system analysis, information theory and the theory of information systems. Decision-making is an essential part of the managerial profession. By performing the exercises with practical examples, students practice individual and team work, thus getting closer to the companies' realities and get properly trained to solve problems appearing in tourism businesses.

- **Tourism and the Living Environment**

The course offers the basic concepts about the living environment, its pollution, the ecological problems caused by it, its prevention, and control and monitoring. The economic, social effects of the environment would be also assessed

and their impact on different forms of tourism.

- **Practical work**

Elective courses

- **Sociology of Tourism**

The main goal of the course is to get students acquiring the basic knowledge about the society how it functions, workout the solutions to contemporary problems based on the social thought developed during throughout history. The major fields of sociology, the stages of the development of social thought will be addressed as well the ways how sociological research can contribute to the development of the science of tourism and therefore offer lasting solutions to specific cultural or sectoral challenges.

- **Business Contracts**

This course is designed for would-be entrepreneurs to understand the basics of different business contracts, their responsibility arising from them, the formation, negotiation, performance of these contracts as well how to tackle failures of performance, assess its risks, and mitigate the risks with different contractual tools. The course covers all the contracts typical to tourist activities, focus been on commercial contracts but employment, financial, e-service and pertaining EU regulations will be also covered.

- **EU Regulations for Tourism**

This course studies the application of EU regulations in the field of tourism in terms of meeting the needs of businesses and career development. Some of the topics to be covered are: history of law, contracts, relationships between the employer and the employee, consumer protection, instruments of negotiation and other legal instruments. Students will acquire and apply their knowledge in different activities in the classroom in terms of developing skills in critical thinking. Topics include: law, ethics, judicial system, contracts, debts, claims and bankruptcy.

- **Business Ethics**

The subject of ethics is morality in its complexity, contradiction, incompleteness. Business ethics is a part of applied ethics dealing with the ethical issues arising in different professions(accountants, auditors, investment fund managers) in different branches of business (insurance, financial transactions) in corporate governance, highlighting the very thin , fluctuating or invisible line which separates what is ethical from what is unethical. The course shows the contradictions between codified ethics, law and practice, namely not everything which is legal is ethical and not everything which is ethical is also legal. The importance of business ethics is ever growing and is especially important in building a normally functioning market economy in Macedonia.

- **Accounting**

The course deals with the basics of financial accounting in Macedonia. It covers the following areas: general accounting, bookkeeping, financial statements - balance sheets and income statements, cash flow statements and statement of changes in equity capital, assets and liabilities.

- **Gastronomy**

This course acquaints students with the issues of gastronomy, types of food, preparation and serving, planning and production of food, designing a menu and so on.

- **The History of the Balkans and Europe**

This course studies the history of the Balkans and Europe from ancient times through to modern times and its impact on the tourism of the region

- **Entrepreneurship**

This course is designed to discover the personality of the entrepreneur and how to create innovative business ideas. Students will review the plans, self-evaluations and the operational strategies needed for starting a small business. Business planning process includes the identification of the opportunities, developing the business concept, feasibility analysis and the business plan. The business plan consists of: the management and organizational plan,

the product / service plan, the marketing and the financial plan. Students will acquire the knowledge, skills, concepts and strategies necessary for starting a new business. The course also will cover the purchase of an existing business and of a franchise.

- **Eco-Tourism**

The course focuses on the ways, methods and importance of eco-tourism for human and social development, presenting the good practices in countries where its development is on a high level in order to establish guidelines for its development in Macedonia. It promotes the mentality of responsible tourism, developing skills for wildlife watching, feeding, biodiversity and landscape protection and rehabilitation as well its economic benefits.

- **Rural Tourism**

This course addresses the development of rural tourism and its future focusing on its practices and importance in local development. The practices of developed countries are presented in order to establish guidelines for their adaptation to Macedonia's circumstances.

- **Sports Tourism**

This course deals with sport related tourism both amateur and professional, its categories development paths and actual impact on the local or regional economies. It promotes active sporting among the students developing essential skills for practicing some of them like for example swimming, hiking, driving, paragliding, skiing. Besides presenting the good practices involving trainers and stakeholders interested in its development, one of its main goals is to help establishing such networking in Macedonia.

- **Service Marketing**

The course focuses on analyzing the challenges of marketing services and management services and how to provide quality customer services. How to attract and retain customers, and building strong relationships with customers through quality services is the core of this course. The basic concepts covered in this module are: the difference between marketing services versus products, the role of those who deliver services, the key drivers of quality of services, the user's role in creating services; the design and innovation of services, creating a better customer experience, the impact of technology in services, managing customer expectations, etc.

- **Consumer Behavior**

The course will focus on analyzing the factors that has an impact on the process of deciding to purchase some products or services. One of the most complex aspects of marketing is how to understand the consumer; if the understanding of consumer behavior was so easy, then all products or services could have been sold. At the heart of every business is the demand for products or services. Therefore, understanding the what, when, why, where and how consumers choose products is important for the market. Research on consumer behavior over the last few decades has attracted the attention of various fields such as psychology, economics, anthropology and sociology, for a better understanding of the consumer behavior.

- **The Management of Touristic Agencies**

The course covers the know-how of efficient sales and intermediation of tourist services. Contemporary trends in management, tourism, wellness, fitness would be taken into consideration and the adequate technical background for a successful travel agency, including special softwares and the use of online advertising.

- **Economics of Touristic Services**

The aim of this course is to familiarize students with the characteristics of the main tourist services, their innovational aspects, the demand and offer of such services, their assessment, planning, resources, forecast, price analysis, cost benefit analysis from both producer and consumer points of view.

- **Business Communication**

In recent years, many more companies apply the techniques of business communication as a major tool as a response to the fierce competition in the global market. This subject is an attempt to improve the communication skills of students using theory as well as the practice of the correct ways and forms of communicating within the organizational environment with employees and managers as well as holding meetings, interviewing others, how to respond when interviewing, negotiating and motivating people around them.