

List of taught subjects

No	SUBJECT	COURSE	CREDITS (ECTS)	TOURISM
1	CULTURAL TOURISM	2	5	V
2	INTRODUCTION TO TOURISM	2	5	V
3	TOURISM GEOGRAPHY AND ECOSYSTEM	2	5	V
4	IMAGE MAKING	2	5	V
5	PUBLIC SPEAKING AND PRESENTATION	2	5	V
6	E. SUSTAINABLE DEVELOPMENT	2	3	V
7	E. STRATEGIC BRAND MANAGEMENT	2	3	V
8	CUSTOMER SERVICE IN TOURISM AND HOSPITALITY	2	5	V
9	INTRODUCTION TO AIRLINE INDUSTRY	2	5	V
10	INTRODUCTION TO HOSPITALITY INDUSTRY	2	5	V
11	INTRODUCTION TO INBOUND TOURISM	2	5	V
12	TOURISM MARKETING	2	5	V
13	BUSINESS COMMUNICATION IN TOURISM	2	5	V
14	E. AGROTOURISM	2	3	V
15	E. PUBLIC RELATIONS	2	3	V
16	TOURISM LAW AND SECURITY	3	5	V
17	TOURIST BEHAVIOR AND PSYCHOLOGY	3	5	V
18	FOOD & BEVERAGE SERVICE	3	5	V
19	HOTEL MANAGEMENT	3	5	V
20	LEADERSHIP AND ORGANIZATIONAL BEHAVIOR	3	5	V
21	E. MARKETING RESEARCH	3	3	V
22	E. CORPORATE FINANCE IN THE HOSPITALITY	3	3	V
23	RESEARCH METHODOLOGY	3	6	V

24	HUMAN RESOURCE MANAGEMENT IN HOTEL	3	6	V
25	DIGITAL MARKETING IN TOURISM AND HOSPITALITY	3	5	V
26	ROOMS DIVISION MANAGEMENT	3	5	V
27	E. ECO AND RURAL TOURISM	3	3	V
28	E. E-COMMERCE IN TOURSIM	3	3	V
29	CASE STUDY ON TOURISM AND HOSPITALITY	4	6	V
30	TOUR GUIDE AND TOUR OPERATOR	4	5	V
31	RESTAURANT AND FOOD SERVICE	4	6	V
32	HOSPITALITY EVENT MANAGEMENT	4	6	V
33	UNDERSTANDING THE HOSPITALITY BUSINESS	4	6	V