

MA IN LUXURY HOSPITALITY MANAGEMENT

(Taught in Bulgarian)

Brief presentation of the program:

Master program “Luxury Hospitality Management” follows the model of master programs from France, Switzerland and Canada.

There is no analogue in any higher educational institution in Bulgaria to the present day. It aims at preparing professionals in Luxury hospitality sector (that is high category hotels, type: palace, apart-hotels, boutique hotels, residences, as well as gastronomic restaurants, spa complexes and golf courses) and meeting the expectations and peculiarities of a new domestic and foreign VIP market.

Luxury hospitality displays ultra customized services and products. These services are offered in hospitality establishments with luxury design, spa and accessories, as well as in social, cultural and commercial environment at luxury standard (interior, haute couture, decoration and art works).

The program is interdisciplinary in its character, strongly practice oriented, building on and upgrading knowledge accumulated in Bachelor program “Hospitality Management”. It comes as a result of strong necessity for highly qualified professionals, meeting European standards for management of high category hotels and restaurants. It is also in response to the growing need for luxury hospitality managers in the world – over 20%, in Europe – 60% and to the new priorities in the development of Bulgaria.

The necessity for that type of education is provoked by the needs of the developing luxury hospitality industry in Bulgaria and is supported in written form by prospective employee users. Prospective students in this program could be not only graduates from the Bachelor program in “Hospitality Management” of NBU in Albena resort, but also holders of bachelor diplomas in Tourism, professional bachelor – colleges – in Tourism, hospitality related studies and Economics, master and bachelor from a different professional field, as well as professionals from the Hospitality sector holding diplomas within a professional field different from Tourism.

The program focuses on a business study set in the context of Hospitality acquiring integrated knowledge and skills related to luxury hospitality. That is knowledge and skills related to the notion luxury hospitality, professions, activities, concepts and management tools in the sphere of luxury. Guest satisfaction, public relations, security, benchmarking, management training are also part of the curriculum. Our learning environment includes academic lectures, team work and practical studies. It covers communication with guests and partners in three foreign languages, problem based learning in various hotel and restaurant background. The premises and the program are in close liaison with professional environment and prospective employee users and in accordance with the European standards. The sessions are conducted by renowned lecturers of NBU and professionals that work together in different projects, tourist exhibitions and concept for the development of the tourist industry.

Extracurricular studies include workshops, videoconferences, self studies, projects, internship and practical training sessions. The internship takes place in high category hotels and restaurants in our country and abroad.

The program offers an additional upgrade semester for applicants with academic degree of professional bachelor and a preparatory module for bachelor, and master degrees of different professional fields.

Academic and professional degree of the graduates and professional development opportunities

Major and professional qualification

Field of study 3. Social, business and legal studies: 3.9 Tourism

Professional field of study: 3.9. Tourism

Major: Luxury Hospitality Management

Professional qualification:

Graduates of “Master” degree acquire professional qualification “**Master in Luxury Hospitality Management**”.

According to the list of job titles in the **National standard classification of occupations of 1st January 2012**, students can occupy different positions: sales managers, marketing and development, commercial directors, marketing managers / marketing directors, managing and executive directors, hotel and restaurant managers, managers of different catering establishments, business administration specialists, human resource specialists.

Courses

First semester

LECTURE COURSES

ALHM 100 Company Structures in Luxury Hospitality Management 30 h. 3cr.

ALHM 101 Marketing of Luxury 30 h. 3 cr.

ALHM 102 Human Resources in Luxury Hospitality 30 h. 3 cr.

ALHM 103 Anthropology and Sociology of Luxury Tourism 30 h. 3 cr.

ALHM 104 Models of Organizational Excellence in Luxury Hospitality Management 30 h. 3 cr.

ALHM 105 Principles of Security 30 h. 3 cr.

ALHM 106 Foreign Language Training / Third Foreign language – English/

ALHM 107 Foreign Language Training / Third Foreign language – Russian/

ALHM 108 Foreign Language Training / Third Foreign language – German/

ALHM 109 Foreign Language Training / Third Foreign language - Dutch/

ALHM 110 Foreign Language Training / Third Foreign language – French/ 30 h. 3 cr.

EXTRACURRICULAR TRAINING FORMS (CREDIT COURSES)

ALHM 111 Workshop in Practice (Visit of Hotel companies working in the sphere of Luxury)
3 cr.

ALHM 112 Workshop in “Human Resources in Luxury Hospitality”

6 cr.

ALHM 113 Video conference “Marketing of Luxury in Boutique Hotels”

3 cr.

ALHM 114 Workshop in “Anthropology and Sociology of Luxury”

3 cr.

ALHM 115 Workshop “Trends in the Development of Luxury Hospitality”

3 cr.

ALHM116 Training in “Models of Organizational Excellence in Luxury Hospitality”

3 cr.

ALHM117 Self study to the course “Foreign Language Training / Third Foreign language – English/”

ALHM118 Self study to the course “Foreign Language Training / Third Foreign language – Russian/”

ALHM119 Self study to the course “Foreign Language Training / Third Foreign language – German/”

ALHM120 Self study to the course “Foreign Language Training / Third Foreign language - Dutch/”

ALHM121 Self study to the course “Foreign Language Training / Third Foreign language – French/”

3 cr.

Second semester

LECTURE COURSES

ALHM 200 Management processes and team work in Luxury Hospitality

30 h. 3 cr.

ALHM 201 Luxury Design and Fashion in Tourism

30 h. 3 cr.

ALHM 202 Assessment of Guest Satisfaction in Luxury Hospitality

30 h. 3 cr.

ALHM 203 Balneo and Spa Tourism

30 h. 3 cr.

ALHM 204 Positioning of Luxury Hospitality Product

30 h. 3 cr.

ALHM 205 Foreign Language Training – Third Foreign Language - English

ALHM 206 Foreign Language Training – Third Foreign Language - Russian

ALHM 207 Foreign Language Training – Third Foreign Language - German

ALHM 208 Foreign Language Training – Third Foreign Language - Dutch

ALHM 209 Foreign Language Training – Third Foreign Language - French

30 чh 3 cr.

ALHM 210 Specialized Second Foreign Language - German

ALHM 211 Specialized Second Foreign Language - French

ALHM 212 Specialized Second Foreign Language - Russian

ALHM 213 Specialized Second Foreign Language - English

ALHM 214 Specialized Second Foreign Language - Dutch

30 h. 3 cr.

EXTRACURRICULAR TRAINING FORMS (CREDIT COURSES)

ALHM 215 Workshop “Good Practices in Luxury Hospitality” (with participants from BATA, BHRA and other professional authorities and associations in the tourist industry

3 cr.

ALHM 216 Practice workshop “Concept and Implementation of Services in the Luxury sector” hotels Bulgaria

3 cr.

ALHM 217 Self study to the course: “Assessment of Guest Satisfaction in Luxury Hospitality”

3 cr.

ALHM 218 Practice in high category hotels in the district and the country

6 cr.

ALHM 219 Project Development for a Luxury Hospitality Facility

3 cr.

ALHM 220 Self study in “Specialized Second Foreign Language – German”

ALHM 221 Self study in “Specialized Second Foreign Language – French”

ALHM 222 Self study in “Specialized Second Foreign Language – Russian”

ALHM 223 Self study in “Specialized Second Foreign Language – English”

ALHM 224 Self study in “Specialized Second Foreign Language – Dutch”

3 cr.

ALHM 225 Self study in “Third Foreign Language – English”

ALHM 226 Self study in “Third Foreign Language – Russian”

ALHM 227 Self study in “Third Foreign Language – German”

ALHM 228 Self study in “Third Foreign Language – Dutch”

ALHM 229 Self study in “Third Foreign Language – French”

3 cr.

Third semester

LECTURE COURSES

ALHM 300 Entertainment Management

30 h. 3 cr.

ALHM 301 Culture resources and local development

30 h. 3 cr.

ALHM 302 Innovation in Gastronomic Restaurant and Catering
30 h. 3 cr.

ALHM 303 Advertising and Public Relations in Luxury Hospitality
30 h. 3 cr.

ALHM 304 Specialized First Foreign Language - French

ALHM 305 Specialized First Foreign Language - German

ALHM 306 Specialized First Foreign Language - English

ALHM 307 Specialized First Foreign Language - Russian

30 h. 3 cr.

ALHM 308 Specialized Second Foreign Language - German

ALHM 309 Specialized Second Foreign Language - English

ALHM 310 Specialized Second Foreign Language - Russian

ALHM 311 Specialized Second Foreign Language - Dutch

ALHM 312 Specialized Second Foreign Language - French

30 h. 3 cr.

ALHM 313 Specialized Third Foreign Language - English

ALHM 314 Specialized Third Foreign Language - Russian

ALHM 315 Specialized Third Foreign Language - German

ALHM 316 Specialized Third Foreign Language - French

ALHM 317 Specialized Third Foreign Language - Dutch

60 h. 6 cr.

EXTRA CURRICULAR TRAINING FORMS (CREDIT COURSES)

ALHM 318 Master internship – min 16 weeks

15 cr.

ADDITIONAL UPGRADE MODULE

LECTURE COURSES

ALHM 400 MITH, RITUAL, RELIGION

30 h. 3 cr.

ALHM 401 Social Policy of Small companies

30 h. 3 cr.

ALHM 402 Marketing Policy in the Tourist Industry

30 h. 3 cr.

ALHM 403 Economics of Tourism

30H. 3CR.

ALHM 404 European Standards and Traditions in Hospitality

30 h. 3 cr.

ALHM 405 Business Communications and Negotiations in First Foreign Language - French

ALHM 406 Business Communications and Negotiations in First Foreign Language - English

ALHM 407 Business Communications and Negotiations in First Foreign Language - German

ALHM 408 Business Communications and Negotiations in First Foreign Language - Russian

RADOSTINA GEORGIEVA

30 h. 3 cr.

ALHM 409 Specialized Second Foreign Language - German

ALHM 410 Specialized Second Foreign Language - French

ALHM 411 Specialized Second Foreign Language - English

ALHM 412 Specialized Second Foreign Language - Russian

30 h. 3 cr.

EXTRACURRICULAR TRAINING FORMS (CREDIT COURSES)

ALHM 413 SELF STUDY IN "MITH, RITUAL, RELIGION"

3 cr.

ALHM 414 Analysis of a Tourist Facility

3 cr.

ALHM 415 Workshop – Types of Clientele and Liaison

3 cr.

ALHM 416 Practice in Organoleptic Analyses and Oenology

3 cr.

ALHM 417 Internship – min 8 weeks

9 cr.

ALHM 418 Self study in "Business Communications and Negotiations in First Foreign Language – French"

ALHM 419 Self study in "Business Communications and Negotiations in First Foreign Language – English"

ALHM 420 SELF STUDY IN "Business Communications and Negotiations in First Foreign Language - German

ALHM 421 Self study in "Business Communications and Negotiations in First Foreign Language – Russian"

3 cr..

ALHM 422 SELF STUDY IN Specialized Second Foreign Language - German

ALHM 423 SELF STUDY IN Specialized Second Foreign Language - French

ALHM 424 SELF STUDY IN Specialized Second Foreign Language - English

ALHM 425 SELF STUDY IN Specialized Second Foreign Language - Russian

3 cr.

PREPARATORY MODULE

LECTURE COURSES

ALHM 400 MITH, RITUAL, RELIGION

30 h. 3 cr.

ALHM 402 Marketing Policy in the Tourist Industry

30 h. 3 cr.

ALHM 426 HOTEL MANAGEMENT

30H. 3CR.

ALHM 429 Cuisine, Culinary Technology and Applied Sciences

30 h. 3 cr.

ALHM 430 Restaurant Management

30 h. 3 cr.

ALHM 431 First Foreign Language - French

ALHM 432 First Foreign Language - English

ALHM 433 First Foreign Language - German

ALHM 434 First Foreign Language - Russian

30 h. 3 cr.

ALHM 435 Second Foreign Language - German

ALHM 436 Second Foreign Language - English

ALHM 437 Second Foreign Language - French

ALHM 438 Second Foreign Language - Russian

30 h. 3 cr.

EXTRACURRICULAR TRAINING FORMS (CREDIT COURSES)

ALHM 439 Internship

6 cr.

ALHM 415 Workshop "Types of Clientele and Liaison"

3 cr.

ALHM 414 Analysis of a Tourist Facility

3 cr.

ALHM 442 Workshop "Gourmet Restaurant Philosophy"

3 CR.

ALHM 416 Practice in Organoleptic Analyses and Oenology

3 cr.

ALHM 444 Self study in First Foreign Language - French

ALHM 445 Self study in First Foreign Language - English

ALHM 446 Self study in First Foreign Language - German

ALHM 447 Self study in First Foreign Language - Russian

3 cr.

ALHM 448 Self study in Second Foreign Language - German

ALHM 449 Self study in Second Foreign Language - English

ALHM 450 Self study in Second Foreign Language – French

ALHM 451 Self study in Second Foreign Language - Russian

3 cr.