

**MA IN TOURISM MANAGEMENT**  
(Taught in Bulgarian and foreign language)

**Brief Presentation of the Programme:**

The tuition in the programme, specially emphasizing on the contemporary developments in the field, is intended to prepare specialists in the Tourism industry, who are well educated in terms of the theoretical basis and the practical aspects, but are also capable of developing and applying complicated tourism management concepts. The programme has been developed with view to the necessity to meet the demands of the tourist business for knowledge about effective management of the tourism sector in the market economy conditions and in compliance with the requirements of the European Union. The Programme encompasses – theoretically and practically – the main aspects of the Tourist Management. There is also a preparatory module for specialists with different educational background provided within the Programme.

**Speciality and Professional Qualification:**

**Specialization:** Tourism Management

**Speciality:** Tourism Management

**Qualification:** Master in Tourism Management

<b>Preparatory programme for specialists in fields different from economics</b>
MBAM001 Market Economy Theory 60 academic hours, 6 credits.
MBAM010 Banking 30 academic hours, 3 credits
MBAM022 Management 30 academic hours, 3 credits
MBAM008 Marketing 30 academic hours, 3 credits
MBAM012 Accountancy 30 academic hours, 3 credits
MBAM013 Finance 30 academic hours, 3 credits
Extracurricular Courses
MBAM 034 Individual project: Market Economy Theory 30 academic hours, 3 credits
MBAM035 Individual project: Accountancy 30 academic hours, 3 credits
MBAM 036 Individual project: Finance 30 academic hours, 3 credits
MBAM 038 Individual project: Marketing 30 academic hours, 3 credits
MBAM037 Individual project: Management 30 academic hours, 3 credits

<b>Upgrading Semester (for Professional Bachelors)</b>
MBAM 640 Economics of the Tourist Enterprise 30 academic hours, 3 credits
MBAM 641 Hotel and Restaurant Management 30 academic hours, 3 credits
MBAM 642 Management and Organisation of Tour Operators' and Tour Agencies' Activities 30 academic hours, 3 credits
MBAM 643 International Standards in Tourism 30 academic hours, 3 credits

MBAM 644 Construction and Development of Tourist Facilities 30 academic hours, 3 credits
MBAM 64 Markets in Tourism 30 academic hours, 3 credits
MBAM 646 Human Resources Management in Tourism 30 academic hours, 3 credits
Extracurricular Courses
MBAM 647 Individual project: Economics of the Enterprise in the Tourism Sector 30 academic hours, 3 credits
MBAM 648 Individual project: Hotel and restaurant Management 30 academic hours, 3 credits
MBAM 649 Individual project: Management and Organisation of the Tour Operators' and Tour Agencies' Activities 30 academic hours, 3 credits
MBAM 650 Individual project: International Standards in Tourism 30 academic hours, 3 credits
MBAM 651 Individual project: Construction and Development of Tourist Facilities 30 academic hours, 3 credits
MBAM 652 Individual project: Markets in the Tourism Sector 30 academic hours, 3 credits
MBAM 653 Individual project: Human Resources Management in Tourism 30 academic hours, 3 credits

***First year***

***First semester***

***Auditorium Lecture Courses (with credits)***

**MBAM603 Quality Assessment and Competitiveness of the tourism industry product**  
30 academic hours, 3 credits

**MBAM605 Management Information Systems in Tourism** 30 academic hours, 3 credits

**MBAM607 English for Specialists in the field of Hotel and Restaurant Management**  
30 academic hours, 3 credits

**MBAM612 Strategic Management in the Tourism Industry** 30 academic hours, 3 credits

**MBAM614 Investment Policies in Tourism** 30 academic hours, 3 credits

**MBAM620 Current Problems of the Sustainable Development of the Tourism Industry**  
30 academic hours, 3 credits

**MBAM636 Entertainment Industry Management** 30 academic hours, 3 credits

***Extracurricular Learning forms (with credits)***

**MBAM611 Project: WEB page in English for a Family Hotel and Restaurant**  
**Tutor Mariana Melnishka**  
6 credits

**MBAM626 Individual Project: Investment Policy in Tourism** 3 credits

**MBAM627 Seminar: Research assignment within the Programme** 6 credits

**MBAM 638 Project: Developing an Entertainment Industry Object** 6 credits

***Second semester***

***Auditorium Lecture Courses (with credits)***

**MBAM602 Business Planning in Tourism** 30 academic hours, 3 credits

**MBAM606 Managing a Tourist Business** 30 academic hours, 3 credits

**MBAM608 Management of Alternative Tourism** 30 academic hours, 3 credits

**MBAM619 Regional Development of the Tourist Industry** 30 academic hours, 3 credits

MBAM621 **English for Specialists in the Restaurant Business** 30 academic hours, 3 credits  
MBAM623 **English for specialists in the Human Resources Management of the Tourist Industry.** 30 academic hours, 3 credits  
MBAM632 **International Strategic Marketing in Tourism** 30 academic hours, 3 credits  
*Extracurricular learning Forms (with credits)*  
MBAM628 **Project: Operative Management in tourism** 6 credits  
MBAM610 **Project: A project in the Field of Alternative/Ecological/Cultural Tourism**  
6 credits  
MBAM625 **Individual project: Financial Analysis of a Family Hotel** 6 credits  
MBAM639 **Project: Regional Development in Tourism** 3 credits

*Second year*

*Third semester*

*Auditorium Lecture Courses (with credits)*

MBAM600 **Taxation Modes and Legislation for Tourist Businesses**  
30 academic hours, 3 credits  
MBAM613 **Insurance and Reinsurance in the Tourist Objects**  
30 academic hours, 3 credits  
MBAM176 **Business Assessment** 30 academic hours, 3 credits  
MBAM617 **Leasing and Franchising in Tourism** 30 academic hours, 3 credits  
MBAM622D **English for Specialists in the Field of Accountancy**  
30 academic hours, 3 credits  
MBAM630 **Architectural Appearance of the Relaxation and Conference Tourism Sites**  
30 academic hours, 3 credits  
MBAM637 **Semiotics in Tourism: Symbols, interpretations and Cultural Landscapes**  
30 academic hours, 3 credits

*Extracurricular Learning Forms (with credits):*

MBAM635 **Master's Internship and Analytical Project**, 15 credits