

Competency profile in Master in Sustainable Tourism and Hospitality Management

Purpose and academic profile

The graduates of this program will be able to develop and support data-driven decision-making processes in tourism and hospitality organizations. They gain a deep understanding of the travellers' consumer behaviour; will be able to critical reflect on sustainable tourism challenges; be able to drive and support the digitalization of the industry; and have analytical skills combined with an in-depth understanding of business operations. The understanding of new business models will enable them to initiate entrepreneurial endeavours and sustainable tourism innovations. The awareness and understanding of ethical dilemmas and the leadership values taught, will enable graduates to overcome these challenges.

Graduates will be able to hold jobs with analytical tasks (market analyst, digital strategist, platform manager, and other management positions within tourism and hospitality); either as self-employed entrepreneurs or employed in private tourism and hotel companies and consulting houses. Career opportunities for graduates also include development operations and networking tasks (sustainable operations, relationship manager) in tourism organizations, such as Destination Management Organizations (DMOs) or NGOs.

Competencies

Upon graduation, the candidate is able to:

- A deep theoretical and practical understanding of the design, planning, implementation and evaluation of sustainable business strategies aimed at tourism and hospitality companies, including entrepreneurial endeavours and sustainable tourism innovations.
- An in-depth knowledge of the psychological and cultural driving forces of tourism consumption as well as the tourism industry's value chains and business models.
- A general skill-set of digital strategies to support and foster the industries digitalization.
- The ability to analyse different data streams with a focus on deriving meaningful facts and insights, valuable results and sustainable knowledge in order to support tourism companies' data-driven business processes and functions.
- A holistic understanding of sustainable tourism, including ecological, ethical and social aspects and the ability to understand its wider context and necessity – including a global and local perspective.
- The ability to work independently and in teams, including interdisciplinary groups and in local, national and international environments.