

# Competency profile

3. The study board has developed a competency profile, which describes the expected learning outcomes of this degree programme:

## Competency profile for Master of 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 critically 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.

The program helps graduates to work in international teams inside and outside of academia, being critical in thinking and constructive in collaboration. The aim is to implement an understanding of sustainability to the tourism and hospitality industry, making a change in our ecosystem and teach others to do the same. In doing so, our graduates aim to produce prosperity and protect the prosperity of future generations and to create value from both global connections (tourists) and for local (host) communities.

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:

- Work with a deep theoretical and practical knowledge of the design, planning, implementation and evaluation of sustainable business strategies aimed at tourism and hospitality companies, including entrepreneurial endeavours and sustainable tourism innovations.
- Have 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.
- Analyse different ambiguous 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.
- Show 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.

- Work independently and in teams, including interdisciplinary groups and in local, national and international environments.
- Use a general skill set of digital strategies to support and foster the industries digitalization – creating change and teach others how to do so.