

TOURISM COMPETITIVENESS MANAGEMENT Double degree master study programme

The industry-driven **master programme** in tourism strengthens the competences needed in strategic management of competitive tourism business. It provides future-oriented knowhow and tools necessary to develop tourism sectors, destinations and enterprises and to cope with the structural and transformational changes facing the tourism industry.

The studies incorporate advanced theories related to profitable and productive businesses and competitive destinations. The students acquire advanced professional competencies to manage tourism business and destinations in practice, and gain strong local and international perspectives, especially focusing on the best practices of the Nordic-Baltic tourism business environment. Students learn to build resilience of tourism organizations and destinations under the changing circumstances and different types of crises, as well as strengthen a wide spectrum of digital competences starting from effective business data analysis and forecasts to product development and marketing. The emphasis is also on personal development and leadership abilities significant for building careers in tourism.

The **double degree** programme is implemented in cooperation with Satakunta University of Applied Sciences (SAMK) in Finland. The students study simultaneously in two universities and get two separate diplomas, one from each university. The pre-condition to receive master degree in SAMK – at least two year work experience in tourism or related fields, business or service industries that is acquired after bachelor study programme graduation.

INTERNATIONAL STUDENTS

The degree programme offers a possibility to study in a truly international environment. The studies are carried out online, as a blended learning approach, which enables studying also alongside working, and even from overseas. The programme also includes intensive weeks once in a semester in Finland or Latvia and field school in the Nordic Baltic region. Travelling to the intensive weeks abroad and field school is not compulsory, but highly recommendable. Travel related costs are covered by Vidzeme University of Applied Sciences. The language of instruction is English.

WHY SHOULD YOU CHOOSE A MASTER'S IN TOURISM COMPETITIVENESS MANAGEMENT?

- The programme has been developed in collaboration with tourism professionals and experts from Finland and Latvia and is based on the analysis of tourism labour market needs.
- Studying is strongly connected with working life and programme is widely based on utilising business case study method which help to integrate theoretical knowledge with the development of practical skills
- The best practices and know-how applied in the Nordic-Baltic tourism business environment is integrated in the study programme and reflected by tourism professionals in different countries.

Tourism is a highly vulnerable industry and recent pandemic crisis has left a profound and long-term structural and transformational changes to tourism. However, the tourism industry should convert the crisis to innovation. Recovery and adapting to a new business landscape will require rebuilding tourism competitiveness. The managers in tourism and industry related organizations need competencies in strategic leadership, crisis and risk management, marketing and selling their products to be able to re-increase their size, market share and profit. Tourism destinations should be capable of managing and organising their resources in an efficient way to re-gain their market position. Vidzeme University of Applied Sciences' study offer addresses this demand, offering education that prepares specialists with skills in:

- Tourism strategic management & marketing
- Tourism competitiveness & risk management
- Business data management & digitalization
- Tourism product design & sales

CAREER

Graduates will gain skills to establish and / or develop their own business or work in management and expert positions in these various tourism, hospitality and leisure sectors in marketing, organization management, service management, product development as well as in destination management organizations, in tourism planning in municipalities, in various cultural heritage organizations such as museums, heritage sites etc.

FAST FACTS

Master in Tourism Competitiveness Management

Language: English

Duration: full time 1,5 years

ECTS: 90 or 120

Degree: Master of social sciences in business management (ViA)

Degree: Master degree in hospitality management (SAMK)

The double degree study programme provides future-oriented expertise necessary to manage sustainable and competitive tourism development, to strengthen resilience under the changing circumstances and different types of crises, as well as to strengthen digital competences to succeed in the contemporary world starting from effective business data analysis and forecasts to product development.

IMPORTANT DATES

Application for studies:

Applicants outside EU can submit documents from 16.08.2021. – 15.09.2021.***

Applicants from Latvia and other EU countries can submit documents from 15.09.-30.12.2021.

Further information: <https://va.lv/en/study-here/masters-degree/managing-tourism-competitiveness/about-programme>

Intensive week

The first intensive week takes place in Satakunta University of Applied Sciences (Pori, Finland) from 14.02.2022.-18.02.2022.

Partners: Vidzeme University of Applied Sciences, Valmiera, Latvia

Satakunta University of Applied Sciences, Pori, Finland

*** Applicants from Belarus will be able to apply for study grants starting from 2022.