

## **EMTM** **European Master in Tourism Management**

**Duration:** 2 years

**Course description:**

Tourism is a social and economic phenomenon, which calls for a holistic approach to tourism education where the broader aims of the industry and society need to be explicitly addressed. The indispensable complexity of the tourism phenomenon demands professionals with a far-reaching and integrated understanding of the multiple disciplines and paradigms that are concerned with tourism development and management. The European Master in Tourism Management (EMTM) aims at giving students advanced knowledge in contemporary tourism management in order to become international professional consultants, innovative entrepreneurs, government and public administration officials, tourism business managers, qualified employees, and academic researchers in the field of tourism.

EMTM is a fully integrated two-year joint European programme promoted and tailor-made by three university partners: the University of Girona (Spain), known for its research and pursuit of teaching excellence in tourism product innovation and destination management; the University of Southern Denmark (Denmark), internationally recognised for its research and education in the field of sustainable tourism development; and the University of Ljubljana (Slovenia), renowned for its excellence in tourism policy design and tourism environmental management and economics. Three different national, geographical and cultural European realities, and three different faculties - humanities, economics and tourism - are directly involved and experienced by students in the course.

The main objectives of the course are: (a) to prepare future professionals to strategically manage and make sustainable and effective decisions in placements of high responsibility in tourism institutions; (b) to provide future professionals with an integrated knowledge of the dynamics of tourism development, the principles of sustainable management, environmental issues, the role of cultural diversity and creativity for innovation and product development, the governance of tourism networks and the quality management of customer services; and (c) to train future researchers in the field of tourism management.

EMTM accomplishes these objectives by securing a multi-paradigmatic approach to tourism management, where the relevant disciplines are bound together through the frameworks of sustainability, competitiveness and innovation; and by emphasising the paradoxical nature of, and integrative skills needed in the effective management of tourism.

All EMTM students follow a common mandatory mobility scheme, starting in Esbjerg, Denmark, where they are introduced, at an advanced level, to the conceptualization of tourism development with particular attention to sustainability, strategic communication and economics. Moving next to Ljubljana, Slovenia, students learn about policy instruments and management tools available for tourism policy and strategy design, with emphasis on environmental issues in tourism development. Spending the subsequent semester in Girona, Spain, students become competent in effectively implementing tourism with particular emphasis on the effective management of organizational networks, consumers, innovation processes and new tourism products. Finally, the fourth semester is exclusively devoted to the completion of the students' Master thesis.

**Website:** [www.emtmmaster.net](http://www.emtmmaster.net)

**Partners:**

UNIVERSITY OF GIRONA, Spain (Coordinating institution)

UNIVERSITY OF LJUBLJANA, Slovenia

UNIVERSITY OF SOUTHERN DENMARK, Denmark

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**Maximum grant:**

854 000 € (30 000 € consortium + 824 000 € scholarships), 2010

707 600 € (30 000 € consortium + 677 600 € scholarships), 2011

680 600 € (30 000 € consortium + 650 600 € scholarships), 2012

684 400 € (30 000 € consortium + 654 400 € scholarships), 2013