



**Graduates have professional and future-oriented competence that is relevant to the tourism ecosystem and are able to apply it to sustainability**

- They possess the expertise required to operate in the various sectors of tourism – in employment as well as their own business (SME) – or to participate in shaping a destination.
- They consider sustainability holistically throughout the value chain and customer journey.
- They are able to identify the dimensions of tourism politics and policies, and their influence on sustainable tourism development.

**Graduates have problem-solving and assessment competence**

- They contribute practical, comprehensible work as part of self-imposed or lower and middle management challenges and tasks.
- They assess critically and outside the box.

**Graduates are able to communicate effectively and at an intercultural level in a multi-stakeholder environment**

- They communicate professionally, constructively, and at different contextual levels as senders and receivers.
- They provide content that is appropriate to the intended needs of stakeholders.

**Graduates are socially confident and self-confident**

- They work reliably and responsibly, both individually and as part of a team, and have the spirit to contribute to success.
- They interact respectfully and self-critically.