



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

1. 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.
2. They consider sustainability holistically throughout the value chain and customer journey.
3. They are able to identify the dimensions of tourism politics and policies, and their influence on sustainable tourism development.
4. They use digital and data-informed tools (AI) to act efficiently, effectively, and mindful.



Graduates have problem-solving and assessment competence in complex and dynamic contexts

1. They contribute practical, comprehensible work as part of self-imposed or lower and middle management challenges and tasks.
2. They assess critically and outside the box.
3. They critically evaluate AI supported outputs and integrate multiple perspectives into their final human judgement.



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

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



Graduates act with social confidence, self-reflection, and a strong sense of responsibility

1. They work reliably in individual and team settings, contribute actively to shared goals, and take ownership of their tasks and decisions.
2. They interact respectfully with others and reflect critically on their own assumptions, behaviour, and decisions.