

---

# Diplomirani organizator poslovanja v zdravstvenem turizmu (vs)/diplomirana organizatorka poslovanja v zdravstvenem turizmu (vs)

---

## Selected qualifications

<b>Name of qualification</b>	Diplomirani organizator poslovanja v zdravstvenem turizmu (vs)/diplomirana organizatorka poslovanja v zdravstvenem turizmu (vs)
<b>Translated title (no legal status)</b>	Bachelor of Applied Arts of Organisation of Operations in Health Tourism
<b>Type of qualification</b>	Diploma prve stopnje (VS)
<b>Category of qualification</b>	Izobrazba
<b>Type of education</b>	Professional bachelor's education
<b>Duration</b>	3 years

## Credits

180 credits

## Admission requirements

In order to be eligible to enrol in year one, a candidate must have passed a general secondary school-leaving exam, a vocational secondary school-leaving exam or final exam in accordance with an appropriate vocational secondary level education programme and finished any four-year upper secondary school programme. The graduates of similar higher education programmes may enrol in year three in accordance with transition criteria. They must pass the missing exams from years one and two. The graduates of higher vocational study programmes from other fields of expertise that were in force prior to 1994 may enrol in year three if during their studies they manage to pass the missing exams imposed on them by an appropriate body of the Higher Vocational College for Hospitality and Tourism Bled.

## ISCED field

Field  
Transport, varnost, gostinstvo in turizem, osebne storitve

## ISCED subfield

subfield potovanja, turizem, prosti čas

## Qualification level

SQF 7  
EQF 6  
First level

## Learning outcomes

The qualification holder will be able to:

General competences:

- Acquisition of professional knowledge and skills to use scientific methods in solving demanding professional and operational problems,
- The ability to understand and use economic and legal knowledge and characteristics of corporate operations,
- The understanding of the role and specifics of health tourism,
- Good command of the horizontal and vertical chain of creating added value in health tourism,
- Capacity to manage projects,
- Application of acquired theoretical knowledge to practical training in a work environment,
- Development of intra- and inter-professional communication ability,
- Good command of the ability to communicate in an international environment,
- Professional critical approach and responsibility,
- The development of moral values, self-initiative, a positive attitude towards diversity,
- Initiative and independence in decision-making and management,
- Capacity to work in a group and to manage teams, to resolve conflicts.

Subject-specific competences

- Management ability,
- Attainment of expert knowledge and capacities from the field of macro- and micro-economics, the legal aspects of business operations, the fundamental rules of establishing pricing and the analysis of a company's business performance,
- The ability to market health tourism services,
- The capacity to analyse demand and supply in solving complex professional and operational problems,
- The development of new health resort and medical tourism products,
- The development of the capacity to understand the consumption of individuals and groups with buying decision models for a successful marketing of products and services, and the management of marketing relationships
- The understanding and use of the consumption activities of individuals and groups alike,
- Initiative and independence in decision-making and leadership in the drafting of the marketing plan, the use of e-commerce and e-marketing technologies,
- The ability to create innovative combinations of preventive health treatments, rehabilitation and facilitation of health and tourism,
- The knowledge of how healthcare is embedded in tourism, the knowledge of how to monitor the strategy of the development of tourism on the national and global levels,
- The attainment of expert knowledge and capacities to draft a business plan,
- The development of the ability to understand and ascertain the economic efficiency of health tourism,
- The knowledge of the human physiology and the way it functions,
- Holistic treatment of the human being,
- The understanding and correct use of ethical codices and legal regulations from the field of tourism and healthcare,
- The ability to work in a team and to motivate a team,
- The management of communication abilities,
- The development of the capacity of intra- and inter-disciplinary communication
- The ability to communicate in various professional and everyday situations and circumstances,
- The ability to process and understand data in a foreign language, and apply it,
- The development of professional critical approach and responsibility in communicating with clients from various cultures, and correct and appropriate use of communication techniques,
- The knowledge and consideration of the factors impacting health, prevention, promotion of health and rehabilitation,
- The knowledge of health standards,
- Sustainable approach and environmental awareness,
- Synthesis of information and its pragmatic use,
- The ability to recognise the useable value of knowledge and its use in practical applications,
- Independence in the planning and implementation of tasks at the professional level,
- The ability to adopt decisions in difficult business situations.
- The understanding of concepts and models of interacting with people in organisations,
- Keeping up-to-date with and taking into consideration the guidelines of sustainable development at the destination.

## Assessment and completion

Examination performance is scored as follows: 10 (excellent); 9 (very good: above-average knowledge but with some mistakes); 8 (very good: solid results); 7 (good); 6 (adequate: knowledge satisfies minimum criteria); 5–1 (inadequate). In order to pass an examination, the candidate must achieve a grade between adequate (6) and excellent (10).

## Progression

Pursuant to Articles 66 and 70 of the Higher Education Act, and Articles 111, 112, 113, 114, 115, 116, 117, 118, 119 and 120 of the Statutes of the Higher Vocational College for Hospitality and Tourism Bled, a student wishing to progress to year 2 of the study programme must achieve at least 45 ECTS from year 1, to progress to year 3 at least 45 ECTS from year 2 as well as complete all obligations from year 1 totalling 105 ECTS credit points.

Pursuant to Article 113 of the Statutes of the Higher Vocational College for Hospitality and Tourism Bled, a student who failed to complete all of the obligations required to progress into the subsequent year, shall have the right to repeat that year, but only once in the entire duration of the study programme. It is not possible to repeat year 3 as 12 months after the end of the last semester have been allocated for the completion of the missing study obligations.

## Transitions

Second-cycle master's study programmes (SQF level 8)

## Condition for obtaining certificate

The conditions for the completion of the study course are determined in Article 121 of the Statutes of the Higher Vocational College for Hospitality and Tourism Bled, which, along with any amendments thereof are available at the College's website <http://www.vs-bled.si/o-nas/zakonodaja/>

## Awarding body

Higher Vocational College for Hospitality and Tourism Bled

URL

<https://www.vs-bled.si/#>

---