

Official Master's from the University of Cadiz (R.D.1393/2007)

1361 – MASTER'S DEGREE IN TOURIST MANAGEMENT

Degrees with direct admission: Diploma or Bachelor's Degree in Tourism, Business Studies, Marketing, Accounting and Finance, Marine and Environmental Sciences, Humanities, etc..

COMMON MODULE COMPULSORY

SUBJECTS

	Credit
STRATEGIC MANAGEMENT OF TOURISM COMPANIES	5
MANAGEMENT SKILLS	5
STATISTICAL TOOLS FOR TOURIST SURVEYS	5
INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) APPLIED TO TOURISM COMPANIES	5

OPTIONS

13611 INTEGRAL MANAGEMENT OF TOURIST HERITAGE	13612 BUSINESS MANAGEMENT	13613 WINE TOURISM
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SPECIFIC MODULES CHOOSE SPECIALISATION FROM

SUBJECTS		CREDITS	SUBJECTS		CREDITS	SUBJECTS		CREDITS
1361101	MANAGEMENT OF ETHNOGRAPHIC HERITAGE	5	1361201	ECONOMIC- FINANCIAL MANAGEMENT IN THE TOURISM SECTOR	5	1361301	BASIC LEGISLATION AND ECONOMIC ACTIVITY OF THE VITICULTURE INDUSTRY APPLIED TO THE TOURISM SECTOR	5
1361102	TOURIST MANAGEMENT OF HISTORICAL HERITAGE	5	1361202	REVENUE MANAGEMENT	5	1361302	WINE-MAKING PROCESSES AND PRODUCTS	5
1361103	PLANNING AND SUSTAINABLE MANAGEMENT OF TOURIST DESTINATIONS	5	1361203	QUALITY AND ENVIRONMENTAL MANAGEMENT	5	1361303	WINE HERITAGE MANAGEMENT: ART, CULTURE AND TRADITIONS	5
1361104	TERRITORY AND TOURIST TYPLOGIES	5	1361204	TOURISM MARKETING STRATEGY	5	1361304	VINEYARD AND WINE TERMINOLOGY IN ENGLISH	5

APPLICATION MODULE TO CHOOSE FROM

SUBJECTS		CREDITS	SUBJECTS		CREDITS
1361901	COMPANY OR INSTITUTION INTERNSHIPS	14	1361903	SCIENTIFIC METHODOLOGY	6
1361902	MASTER'S THESIS: PROFESSIONAL PROFILE	6	1361904	MASTER'S THESIS: RESEARCH PROFILE	14

TOTAL: 60 CREDITS

UNIVERSITY MASTER'S DEGREE IN TOURIST MANAGEMENT

Each credit is equivalent to 25 hours of student work