

RECOMMENDED STUDY TRACK

YEAR	SEMESTER	COURSE CODE	COURSE	TYPE	CREDITS	CREDIT ALLOTMENT	
YEAR 1	1	31314003	FUNDAMENTALS OF TOURISM BUSINESS MANAGEMENT	CC	6	54 OF 54	
		31314006	TERRITORIAL RESOURCES FOR TOURISM	CC	6		
		31314009	ECONOMICS I. MICROECONOMICS	CC	6		
		31314018	TOURISM INFORMATION SYSTEMS	B	6		
		31314021	ENGLISH FOR TOURISM I: ORAL AND WRITTEN USE	B	6		
	2	31314001	INTRODUCTION TO TOURISM LAW AND LEGISLATION	CC	6		
		31314007	GLOBAL TOURISM FLOWS AND AREAS	CC	6		
		31314024	ENGLISH FOR TOURISM II: RESTAURANTS, TRANSPORT AND AIRPORTS	B	6		
		31314008	STATISTICAL TECHNIQUES FOR TOURISM	CC	6		
		31314022	FRENCH FOR TOURISM I: ORAL AND WRITTEN USE	B	6		
		31314023	GERMAN FOR TOURISM I: ORAL USE	B	6	6 OF 12	
YEAR 2	1	31314002	TOURISM LABOR AND ADMINISTRATIVE LAW	CC	6	24 OF 24	
		31314004	OPERATIONS AND PROCESSES IN TOURIST COMPANIES	CC	6		
		31314010	ECONOMICS II. MACROECONOMICS	CC	6		
		31314025	ENGLISH FOR TOURISM III: TRAVEL, LEISURE AND ACCOMMODATION	B	6		
		31314026	FRENCH FOR TOURISM II: RESTAURANTS, TRANSPORT AND AIRPORTS	B	6		
			31314027	GERMAN FOR TOURISM II: ORAL AND WRITTEN USE	B	6	6 OF 12
	2	31314005	FUNDAMENTALS OF ACCOUNTING FOR TOURISM COMPANIES	CC	6	30 OF 30	
		31314011	INTERNATIONAL AND EUROPEAN TOURISM FRAMEWORK	B	6		
		31314012	BUSINESS MANAGEMENT OF TOURISM ACCOMMODATION	B	6		
		31314015	CULTURAL HERITAGE I	B	6		
		31314019	THE STRUCTURE OF TOURISM MARKETS	B	6		
YEAR 3	1	31314014	FINANCE FOR TOURISM COMPANIES	B	6	12 OF 12	
		31314016	CULTURAL HERITAGE II	B	6		
		31314037	ENGLISH FOR TOURISM IV: TOUR GUIDES AND DIGITAL ORAL AND WRITTEN COMMUNICATION (EL-G)	C	6	(*)	
		31314031	FRENCH FOR TOURISM III: TRAVEL, LEISURE AND ACCOMMODATION (EL-G)	C	6		
		31314032	GERMAN FOR TOURISM III: RECEPTION AND PERSONAL SERVICE (EL-G)	C	6		
		31314039	HUMAN RESOURCES MANAGEMENT IN TOURISM COMPANIES (EL-G)	C	6		
				31314042	FUNDAMENTALS OF TOURISM MARKETING (EL-CO)	C	6
			31314046	MARKETING STRATEGIES FOR TOURISM DEVELOPMENT IN THE PROVINCE OF CADIZ (OP-DT)	C	6	
	2	31314013	BUSINESS MANAGEMENT FOR TOURISM INTERMEDIATION	B	6	18 OF 18	
		31314017	TERRITORIAL PLANNING AND SUSTAINABLE TOURISM	B	6		
31314020		ECONOMIC POLICIES OF TOURISM	B	6			
31314033		FRENCH FOR TOURISM IV: TOUR GUIDES AND DIGITAL ORAL AND WRITTEN	C	6			

		COMMUNICATION (EL-G)				
	31314034	GERMAN FOR TOURISM IV: ATTENDING TO GROUPS AND PUBLIC SPEAKING (EL-G)	C	6	(*)	
	31314038	ENGLISH FOR TOURISM V: COMMUNICATION, CUSTOMER SERVICE AND PRESENTATIONS (EL-G)	C	6		
	31314041	ELECTIVE COMPANY INTERNSHIPS (EL-G)	C	12		
YEAR 4	1	31314028	CREATION OF TOURISM COMPANIES (PP)	B	6	6 OF 6
		31314035	FRENCH FOR TOURISM V: COMMUNICATION, CUSTOMER SERVICE AND PRESENTATIONS (EL-G)	C	6	(*)
		31314036	GERMAN FOR TOURISM V: TOOLS FOR CROSS-CULTURAL INTERACTIONS (EL-G)	C	6	
		31314040	INTEGRATED QUALITY MANAGEMENT IN TOURISM (EL-G)	C	6	
		31314043	PUBLIC RELATIONS AND TOURISM EVENT MANAGEMENT (OP-OC)	C	6	18 OF 36 ALL OF THE EL-CO OR THE EL-TD
		31314044	E-COMMERCE AND SOCIAL MEDIA MANAGEMENT IN THE TOURISM SECTOR (EL-CO)	C	6	
		31314045	SOCIAL, EMOTIONAL AND COMMUNICATION SKILLS IN THE TOURISM INDUSTRY (EL-CO)	C	6	
		31314047	BRAND MANAGEMENT AND COMMUNICATION OF TOURIST DESTINATIONS (EL-TD)	C	6	
		31314048	NEW TOURISM TRENDS (EL-TD)	C	6	
		31314049	CULTURAL TOURISM. DESTINATION CADIZ (OP-DT)	C	6	
2	31314029	COMPANY INTERNSHIPS	E	12	12 OF 12	
	31314030	FINAL DEGREE PROJECT	P	6	6 OF 6	

COURSE TYPE	
CC	Core Courses
C	Compulsory
O	Elective
E	External Internships
P	Final Degree Project
EL-GM	Elective General Module
EL-CO	Elective Customer Orientation Module
EL-TD	Elective Tourist Destinations Module
PP	Professional Projection Module

SUBJECTS AND CONTENTS

Distribution of subjects within the Degree	Contents
Fundamental of Tourism Business Management	The administration of the tourism enterprise. The administrative process in the tourist company: planning, organization, direction and control. The planning function in the tourist company. Strategic management of the tourist enterprise. The organization function: structure and organizational design in the tourist enterprise. The management function in the

	tourism enterprise. The control function in the tourism enterprise. Decision-making in the tourism enterprise.
Territorial resources for Tourism	Territory tourism resources. Basic concepts and mechanisms of identification. Study of the resources that any area has to offer and enhance.
Economics I. Microeconomics	Describing and interpreting the behaviour of economic agents from the microeconomic point of view and identifying the equilibrium situation in the market of goods and services from a Microeconomic approach.
Tourism Information Systems	Introduction to computer science. Information and its general treatment. Introduction to communications. Computer applications for the tourism sector. Practical block 1: operating system. Practical block 2: basic Internet and tourist information searches. Practical block 3: information processing by means of different computer applications.
English for Tourism I: oral and written use	Level I: Communication skills in English language within the specific field of the tourism industry.
Introduction to tourism law and legislation	Law basic concepts. Introduction to Civil, Commercial, Labour and Administrative Law.
Global tourist flows and areas	Analysis of patterns of tourism flows in the world. Different tourism areas worldwide and their appeal to the tourist.
English for Tourism II: restaurants, transport and airports	Level II: Communication skills in English language within the specific field of the tourism industry.
Statistical Techniques for Tourism	Organization and representation of univariate information. Measures of position, dispersion and shape. Measures of inequality. Temporal series. Descriptive bivariate statistics.
French for Tourism I: oral and written use	Level I: Fluid and correct communication in French for professionals in the tourism industry.
German for Tourism I: oral use	Level I: Linguistic skills aimed at grammatical, socio-linguistic, discursive and strategic competence in German language with special application to the tourism industry.
Tourism Labor and Administrative Law	Characterization, object and sources of labor law. The protagonists of labor relations: study of individual and collective labor relations in the tourism sector. Intermediation in the labor market. Triangular employment relationships (subcontracting, temporary employment, etc.). The employment contract. Administrative law. Study of the intervention of public administrations in the tourism sector. Management and promotion of tourist resources and management of the supply of tourist services. Measures of promotion of the tourist sector, arbitration and protection of the legality. The hotel establishments and other establishments of tourist lodging. The tourist

	intermediation and the tourist services of restoration. Tourist information services, the evolution of tourism: active and passive tourism.
Operations and Processes and in the tourism industry	The subsystem of production in tourism companies. Physical concepts in the production of tourism services. Stock control in tourism companies. Introduction to quality in tourism services.
Economics II. Macroeconomics	Current problems of macroeconomics. Basic macroeconomic magnitudes. Aggregate demand: the market for goods and services. Aggregate demand: the financial market. Aggregate demand: fiscal and monetary policies. Aggregate supply and macroeconomic equilibrium. The foreign exchange market.
English for Tourism III: travel, leisure and accommodation	Level III: Communication skills in English language within the specific field of the tourism industry.
French for Tourism II: restaurants, transport and airports	Level II: Communication skills in French for professionals in the tourism industry.
German for Tourism II: oral and written use	Level II: Communication skills in German language with special application to the tourism industry.
Fundamentals of accounting for tourism companies	Analyse, synthesise and critically summarise tourism organisations' economic and financial information
International and European Tourism Framework	International Law: general issues. The World Tourism Organization: background, purposes, membership, organizational structure, evolution and policies. The European Union: general issues. Other international actors and subjects relevant to tourism. The treatment of tourism in the international scope: measures and actions with incidence in tourism. The treatment of tourism in the European Union: measures and actions with an impact on tourism. Free movement of persons, foreigners and visas. External Action of the State in the field of tourism.
Business Management of Tourism Accommodation	Tourist Accommodation Establishments: concept and classification. Organizational structure of the establishments of tourist lodging. The lodging department: reservations, reception, concierge and apartments. The Food and Beverage department: Bar/Restaurant, Kitchen, Commissary and Wine Cellar. Introduction to Revenue Management: origins, concept, characteristics and applications. The new hotel marketing environment. Forecasting. Benchmarking. Segmentation. Pricing
Cultural Heritage I	The concept of cultural heritage, historical heritage and Art History. Introduction to the History of Art in Spain. UNESCO and criteria for declaring assets of cultural interest and preservation of heritage.

The structure of Tourism markets	Conceptualization of the terms 'tourism' and 'tourist', main forms of tourism. Definition of the elements that compose the tourism market. Main determinants of tourism demand and supply, different market structures and market failures. Analysis of the importance of tourism in the Spanish economy in relation to its direct impacts.
Finance for Tourism Companies	This course deals with the aspects that need to be known for the proper financial management of a tourism company.
Cultural heritage II	Evolution of the concept of cultural heritage. The protection of cultural heritage. The enhancement of cultural heritage and its transmission.
English for Tourism IV: tour guides and digital oral and written communication	Level IV: Communication skills in English language within the specific field of the tourism industry.
French for Tourism III: travel, leisure and accommodation	Level III: Communication skills in French for professionals in the tourism industry.
German for Tourism III: reception and accommodation	Level III: Communication skills in German language with special application to the tourism industry.
Human resources management in tourism companies	Introduction to Human Resource Management in tourism enterprises. Policies and Practices of Human Resource Management in tourism enterprises. Equality policies and non-discrimination based on gender or disability. Management skills.
Fundamentals of tourism marketing	Nature and scope of marketing. Typology of 21st century marketing. The new digital marketing. Strategic planning and the marketing process. Tourism consumer behaviour. Marketing analysis: Environment; Market research, segmentation and positioning. Marketing objectives. Strategies: Product, price, distribution, communication and sustainability. The tourism marketing plan.
Marketing strategies for tourism development in the province of Cadiz	Development and new challenges for the tourism sector in the province of Cadiz. Strategies and action plans for tourism in the province. Hotel marketing in the province of Cadiz. The development and future potential of heritage and cultural tourism in the province of Cadiz. Marketing strategies in gastronomic tourism in the province of Cádiz. The rise of social tourism: accessibility and equality in the field of tourism. Experiential tourism and its development in the province of Cadiz. Sports tourism in the province of Cadiz: motor, golf, equestrian and nautical tourism. Potential of other types of tourism in the province of Cadiz.

Business management for tourism intermediation	Travel agencies. Concept, types, regulations and characteristics. Management of travel agency operations. Intermediation in the reservation and sale of accommodation and catering services. Intermediation in the sale of air transport. Intermediation in the sale of water transport. Intermediation in the sale of rail transport. Brokering the sale of road transport. Cooperative learning. Intermediation in the sale of complementary tourist services. Intermediation in the sale of package tours created by other travel agencies. The production function: the organisation of travel.
Territorial planning and sustainable tourism	Spatial planning. The concept of sustainable tourism. Tourism planning in Spain and Andalusia. Planning and management of protected natural areas: towards integrated management. Tourism in natural protected areas.
Economic policies of tourism	Tourism activity: concepts and classification. The Spanish tourism model. International tourism. Instruments, analysis and trends. Main sources of tourist information. Importance and economic effects of tourism activity. Tourism and the labour market. The organisation of tourism markets. Tourism and the environment: Impacts. Tourism and innovation.
French for tourism IV: tour guides and digital oral and written communication	Level IV: Communication skills in French for professionals in the tourism industry.
German for tourism IV: attending to groups and public speaking	Level IV: Communication skills in German language with special application to the tourism industry.
English for tourism V: communication, customer service and presentations	Level V: Communication skills in English language within the specific field of the tourism industry.
Elective company internships	Practise of the activities related to the content of the Degree in an institution, organization or company
Creation of tourism companies	Opportunities and ideas: validity and feasibility analysis. The Canvas model. The business plan. Structure and content. Sector analysis. Market analysis. Marketing plan. Management team and ownership structure. Operations plan. Economic-financial plan.
French for tourism V: communication, customer service and presentations	Level V: Communication skills in French for professionals in the tourism industry.
German for tourism V: tools for cross-cultural interactions	Level V: Communication skills in German language with special application to the tourism industry.
Integrated quality management in tourism	Introduction to quality: concepts and evolution. Tourism service quality management. Standardization, auditing and quality certification. EFQM. A model for excellence. Quality costs.

Public relations and tourism event management	This course provides a brief introduction to Public Relations, its strategic planning process and the appropriate techniques and tools for its implementation. It also covers protocol and event management.
E-commerce and social media management in the tourism sector	This course provides a brief introduction to digital marketing, e-commerce and digital business models. It explains the tools for implementing, designing and managing an online tourist store, managing the associated social networks and the principles of community management.
Social, emotional and communication skills in the tourism industry	From a communicative, emotional and social perspective, this course analyses the main characteristics and skills needed for interacting better with customers, suppliers and other agents in tourism.
Brand management and communication of tourist destinations	In this course, students the basic concepts of branding and communication and their relevance in the sector. Students work on the concept of destination branding and brand and communication management.
New tourism trends	New tourism approaches related to sustainability, accessibility and blue tourism are addressed.
Cultural tourism. Destination Cadiz	Description, analysis and interpretation of the heritage resources (natural and cultural) that make Cadiz a unique tourist destination.
Companies internships	Observation and practise of the activities of the institution, organization or company related to the content of the Degree.
Final Project	Presentation and defence of an end-of-degree project, consisting of an exercise of integration of the training contents received and the competences acquired.