



INTERNATIONAL STAFF WEEK



Co-funded by the
Erasmus+ Programme
of the European Union

Master in Tourism Management

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Master in Tourism Management

Objective

- To train professionals who can carry out leadership, management, consulting and evaluation tasks in the tourism sector in public, private and other non-profit organisations.

Master in Tourism Management

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

STRATEGIC MANAGEMENT OF TOURISM COMPANIES	Credit
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 INTERNSHIP	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



Master in Tourism Management

Broad access profile:

- ✓ Diploma or Bachelor's Degree in Tourism
- ✓ Business Studies
- ✓ Marketing
- ✓ Accounting and Finance
- ✓ Marine and Environmental Sciences
- ✓ Humanities, etc.

Admission: Distrito
Único Andaluz



Master in Tourism Management

- ✓ Master's degree with increasing internationalization



Master in Tourism Management

Percentage of foreign students who have taken the master's degree:

Course 2021-22: 21,8%

Course 2022-23: 47%



THANKS!



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