

## DEGREE IN TOURISM (2021-22)

<b>Código:</b> C004	<b>Fecha de aprobación:</b> 27/02/2014	<b>Precio:</b> 15,59 1st-registration credits
<b>Créditos:</b> 240	<b>Título:</b> Undergraduate 3-5 years (ECTS)	

### RAMA

Social and Legal Sciences

### PLAN

DEGREE IN TOURISM

### TIPO DE ENSEÑANZA

Face-to-face

### CENTROS DONDE SE IMPARTE

Faculty of Arts

### ESTUDIO IMPARTIDO CONJUNTAMENTE CON

Solo se imparte en esta universidad

### FECHAS DE EXAMEN

[Acceda al listado de fechas de examen para esta titulación.](#)

**PLAN DE ESTUDIOS OFERTADO EN EL CURSO 2021-22**

Nodo inicial:

Leyenda: No ofertada Sin docencia

**FIRST YEAR**

CORE SUBJECTS

54 créditos

Curso	Título	Créditos	Subject
1	CORE	6	<a href="#">23510 - CIVIL LEGISLATION FOR TOURISM</a>
1	CORE	6	<a href="#">23511 - FUNDAMENTALS OF BUSINESS ECONOMICS</a>
1	CORE	6	<a href="#">23512 - INTRODUCTION TO ECONOMICS</a>
1	CORE	6	<a href="#">23513 - INTRODUCTION TO THE GEOGRAPHY OF TOURISM</a>
1	CORE	6	<a href="#">23514 - ENGLISH FOR TOURISM I</a>
1	CORE	6	<a href="#">23515 - MARKETING IN TOURISM</a>
1	CORE	6	<a href="#">23516 - TERRITORIAL TOURISM RESOURCES</a>
1	CORE	6	<a href="#">23517 - INFORMATION TECHNOLOGY IN THE TOURISM INDUSTRY</a>
1	CORE	6	<a href="#">23519 - CULTURAL HERITAGE</a>

LANGUAGE

6 créditos

Curso	Título	Créditos	Subject
1	CORE	6	<a href="#">23518 - FRENCH FOR TOURISM I</a>
1	CORE	6	<a href="#">23618 - GERMAN FOR TOURISM I</a>

**CURS D'ADAPTACIÓ PER A DIPLOMATS/ADES EN TURISME**

OBLIGATÒRIES

42 créditos

Curso	Título	Créditos	Subject
3	COMPULSORY	6	<a href="#">23531 - GLOBAL ECONOMICS OF TOURISM</a>
3	COMPULSORY	6	<a href="#">23532 - TOURISM POLICIES</a>
3	COMPULSORY	6	<a href="#">23534 - ADVERTISING AND PUBLIC RELATIONS IN TOURISM</a>
4	OPTIONAL	6	<a href="#">23650 - INTEGRATED MANAGEMENT OF TOURIST DESTINATIONS</a>
4	OPTIONAL	6	<a href="#">23660 - TOURISM MANAGEMENT OF COASTAL AREAS</a>
4	OPTIONAL	6	<a href="#">23752 - TOURISM AND REGIONAL APPROACHES TO LOCAL DEVELOPMENT</a>
4	END OF DEGREE WORK	6	<a href="#">23599 - FINAL PROJECT</a>

OPTIONAL SUBJECTS

1 créditos

Superado este bloque se obtiene  
**DEGREE IN TOURISM**

**SECOND YEAR**

COMPULSORY SUBJECTS

54 créditos

Curso	Título	Créditos	Subject
2	COMPULSORY	6	<a href="#">23520 - TYPOLOGIES OF TOURIST SITES</a>
2	COMPULSORY	6	<a href="#">23521 - ENGLISH FOR TOURISM II</a>
2	COMPULSORY	6	<a href="#">23522 - MARKET STRUCTURES</a>
2	COMPULSORY	6	<a href="#">23523 - ACCOUNTING</a>
2	COMPULSORY	6	<a href="#">23524 - COMMERCIAL LAW AND TOURISM CONTRACTS</a>
2	COMPULSORY	6	<a href="#">23525 - SOCIOLOGY OF TOURISM</a>
2	COMPULSORY	6	<a href="#">23527 - HUMAN RESOURCE MANAGEMENT AND PLANNING IN TOURISM ORGANISATIONS</a>
2	COMPULSORY	6	<a href="#">23528 - OPERATIONS AND PRODUCTION PROCESSES IN TOURISM COMPANIES</a>
2	COMPULSORY	6	<a href="#">23529 - LABOUR LAW</a>

LANGUAGE

6 créditos

Curso	Título	Créditos	Subject
2	COMPULSORY	6	<a href="#">23526 - FRENCH FOR TOURISM II</a>
2	COMPULSORY	6	<a href="#">23626 - GERMAN FOR TOURISM II</a>

**THIRD YEAR**

COMPULSORY SUBJECTS

54 créditos

Curso	Título	Créditos	Subject
3	COMPULSORY	6	<a href="#">23530 - TOURISM MARKET RESEARCH</a>
3	COMPULSORY	6	<a href="#">23531 - GLOBAL ECONOMICS OF TOURISM</a>
3	COMPULSORY	6	<a href="#">23532 - TOURISM POLICIES</a>
3	COMPULSORY	6	<a href="#">23533 - ENGLISH FOR TOURISM III</a>
3	COMPULSORY	6	<a href="#">23534 - ADVERTISING AND PUBLIC RELATIONS IN TOURISM</a>

3	COMPULSORY	6	<a href="#">23535 - TAX LAW</a>
3	COMPULSORY	6	<a href="#">23536 - STRATEGIC MANAGEMENT OF TOURISM COMPANIES</a>
3	COMPULSORY	6	<a href="#">23538 - REGIONAL TOURISM PLANNING</a>
3	COMPULSORY	6	<a href="#">23539 - ANTHROPOLOGY OF TOURISM</a>

**LANGUAGE**

6 créditos

Curso	Título	Créditos	Subject
3	COMPULSORY	6	<a href="#">23537 - FRENCH FOR TOURISM III</a>
3	COMPULSORY	6	<a href="#">23637 - GERMAN FOR TOURISM III</a>

**FOURTH YEAR**

**COMPULSORY SUBJECTS**

18 créditos

Curso	Título	Créditos	Subject
4	END OF DEGREE WORK	6	<a href="#">23599 - FINAL PROJECT</a>
4	COMPULSORY	12	<a href="#">23598 - TRAINEESHIP</a>

**OPTIONAL SUBJECTS**

42 créditos

Curso	Título	Créditos	Subject
4	OPTIONAL	6	<a href="#">23550 - QUALITY MANAGEMENT IN TOURISM</a>
4	OPTIONAL	6	<a href="#">23551 - FINANCIAL MANAGEMENT OF TOURISM COMPANIES</a>
4	OPTIONAL	6	<a href="#">23560 - GROWTH STRATEGIES FOR TOURISM COMPANIES</a>
4	OPTIONAL	6	<a href="#">23561 - INNOVATIONS AND TRENDS IN THE HOTEL SECTOR</a>
4	OPTIONAL	6	<a href="#">23562 - TRAVEL AGENCIES AND INTERMEDIARIES IN THE TOURISM MARKET</a>
4	OPTIONAL	6	<a href="#">23563 - PROMOTION AND SALES TECHNIQUES</a>
4	OPTIONAL	6	<a href="#">23564 - DATA ANALYSIS</a>
4	OPTIONAL	6	<a href="#">23650 - INTEGRATED MANAGEMENT OF TOURIST DESTINATIONS</a>
4	OPTIONAL	6	<a href="#">23651 - GEOGRAPHIC INFORMATION SYSTEMS APPLIED TO PLANNING AND MANAGEMENT OF TOURISM SITES</a>
4	OPTIONAL	6	<a href="#">23660 - TOURISM MANAGEMENT OF COASTAL AREAS</a>
4	OPTIONAL	6	<a href="#">23661 - ENVIRONMENTAL SUSTAINABILITY AND ECO-TOURISM</a>
4	OPTIONAL	6	<a href="#">23662 - PROTOCOL AND ORGANISATION OF EVENTS IN TOURISM</a>
4	OPTIONAL	6	<a href="#">23663 - TOURIST ACTIVITIES IN THE RURAL ENVIRONMENT</a>
4	OPTIONAL	6	<a href="#">23664 - TOURISM VALUE ENHANCEMENT OF ARCHAEOLOGICAL HERITAGE</a>
4	OPTIONAL	6	<a href="#">23750 - ADMINISTRATIVE LAW</a>
4	OPTIONAL	6	<a href="#">23751 - GEOGRAPHY OF TOURISM IN SPAIN: REGIONS, ROUTES AND DESTINATIONS</a>
4	OPTIONAL	6	<a href="#">23752 - TOURISM AND REGIONAL APPROACHES TO LOCAL DEVELOPMENT</a>
4	OPTIONAL	6	<a href="#">23753 - NEW TECHNOLOGIES IN TOURISM COMPANY AND DESTINATION MANAGEMENT</a>
4	OPTIONAL	6	<a href="#">23754 - SOCIAL RESEARCH IN TOURISM</a>

**LANGUAGE**

Superado este bloque se obtiene

**DEGREE IN TOURISM**

**ROUTE 1 ECONOMICS OF TOURISM COMPANIES**

**ROUTE 1 OPTIONAL SUBJECTS**

42 créditos

Curso	Título	Créditos	Subject
4	OPTIONAL	6	<a href="#">23560 - GROWTH STRATEGIES FOR TOURISM COMPANIES</a>
4	OPTIONAL	6	<a href="#">23561 - INNOVATIONS AND TRENDS IN THE HOTEL SECTOR</a>
4	OPTIONAL	6	<a href="#">23562 - TRAVEL AGENCIES AND INTERMEDIARIES IN THE TOURISM MARKET</a>
4	OPTIONAL	6	<a href="#">23563 - PROMOTION AND SALES TECHNIQUES</a>
4	OPTIONAL	6	<a href="#">23564 - DATA ANALYSIS</a>
4	OPTIONAL	6	<a href="#">23750 - ADMINISTRATIVE LAW</a>
4	OPTIONAL	6	<a href="#">23751 - GEOGRAPHY OF TOURISM IN SPAIN: REGIONS, ROUTES AND DESTINATIONS</a>
4	OPTIONAL	6	<a href="#">23752 - TOURISM AND REGIONAL APPROACHES TO LOCAL DEVELOPMENT</a>
4	OPTIONAL	6	<a href="#">23753 - NEW TECHNOLOGIES IN TOURISM COMPANY AND DESTINATION MANAGEMENT</a>
4	OPTIONAL	6	<a href="#">23754 - SOCIAL RESEARCH IN TOURISM</a>

**ROUTE 1 COMPULSORY SUBJECTS**

12 créditos

Curso	Título	Créditos	Subject
4	OPTIONAL	6	<a href="#">23550 - QUALITY MANAGEMENT IN TOURISM</a>
4	OPTIONAL	6	<a href="#">23551 - FINANCIAL MANAGEMENT OF TOURISM COMPANIES</a>

Superado este bloque se obtiene

**ROUTE 1: ECONOMICS OF TOURISM COMPANIES**

**ROUTE 2 PLANNING AND MANAGEMENT OF TOURIST DESTINATIONS**

**ROUTE 2 OPTIONAL SUBJECTS**

42 créditos

Curso	Título	Créditos	Subject
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4	OPTIONAL	6	<a href="#">23660 - TOURISM MANAGEMENT OF COASTAL AREAS</a>
4	OPTIONAL	6	<a href="#">23661 - ENVIRONMENTAL SUSTAINABILITY AND ECO-TOURISM</a>
4	OPTIONAL	6	<a href="#">23662 - PROTOCOL AND ORGANISATION OF EVENTS IN TOURISM</a>
4	OPTIONAL	6	<a href="#">23663 - TOURIST ACTIVITIES IN THE RURAL ENVIRONMENT</a>
4	OPTIONAL	6	<a href="#">23664 - TOURISM VALUE ENHANCEMENT OF ARCHAEOLOGICAL HERITAGE</a>
4	OPTIONAL	6	<a href="#">23750 - ADMINISTRATIVE LAW</a>
4	OPTIONAL	6	<a href="#">23751 - GEOGRAPHY OF TOURISM IN SPAIN: REGIONS, ROUTES AND DESTINATIONS</a>
4	OPTIONAL	6	<a href="#">23752 - TOURISM AND REGIONAL APPROACHES TO LOCAL DEVELOPMENT</a>
4	OPTIONAL	6	<a href="#">23753 - NEW TECHNOLOGIES IN TOURISM COMPANY AND DESTINATION MANAGEMENT</a>
4	OPTIONAL	6	<a href="#">23754 - SOCIAL RESEARCH IN TOURISM</a>

**ROUTE 2 COMPULSORY SUBJECTS**

12 créditos

Curso	Título	Créditos	Subject
4	OPTIONAL	6	<a href="#">23650 - INTEGRATED MANAGEMENT OF TOURIST DESTINATIONS</a>
4	OPTIONAL	6	<a href="#">23651 - GEOGRAPHIC INFORMATION SYSTEMS APPLIED TO PLANNING AND MANAGEMENT OF TOURISM SITES</a>

Superado este bloque se obtiene

**ROUTE 2: PLANNING AND MANAGEMENT OF TOURIST DESTINATIONS**

## AIMS

The basic aim of this course is to produce professionals in the field of Tourism. The course provides a broad cross-disciplinary education, consistent with the purpose of tourism, and incorporates diverse scientific and social subjects in order to train experts capable of assuming a wide range of professional roles. To this end, the course programme offers an education in all areas related to tourism, enabling students not only to acquire a series of specific proficiencies in the disciplines involved, but also a range of general skills allowing them to develop their careers in diverse and changing professional environments.

The course will also prepare future graduates for specialisation in post-graduate study, where they may acquire more specialised learning for specific professional profiles, as so often required by the labour market.

On the basis of the foregoing and taking into account the skills required for the University of Alicante Degree Course in Tourism, the following general aims should be emphasised:

1. To respond to current educational needs, ensuring conversance with the tools needed for decision-making in the current context of tourism.
2. To offer a *corpus* of core higher learning, enabling technical specialisation and management of tourist companies and institutions.
3. To address issues crucial to the development of competitive advantages in relation to products and destinations.
4. To create two specialist profiles, reflecting the key areas of specialisation in tourism. One, with a markedly economic emphasis, focuses on the Economy and Tourism Companies, whilst the other focuses on the Planning and Management of Tourist Destinations, looking at the public management of tourism and resource planning and assessment.
5. To create the conditions for the development of cross-disciplinary, multi-disciplinary and interdisciplinary research.

Within the framework of the following general principles:

- Respect for basic rights and equality between men and women.
- Respect for and promotion of Human Rights and the principles of free accessibility and design for all, in accordance with the terms of Final Provision Ten of Act 51/2003 of 2 December, on equal opportunities, non-discrimination and universal accessibility for persons with disabilities.
- In accordance with the values of a culture of peace and democracy.



- [Credit structure of the degree course](#)
- [Distribution of credits per subject type](#)
- [General description of the course programme](#)
- [Optional subjects and routes](#)

## CREDIT STRUCTURE OF THE DEGREE COURSE

Subjects in the Degree in Tourism, each worth 6 European ECTS credits, are organised into semesters. Specifically, students are required to take 5 subjects each semester, to complete 30 credits per semester and 60 credits per year, for a total of 240 credits over four years.

In order to make the course compatible with other activities, students are allowed to take a part-time course consisting of 30 credits per academic year.

## DISTRIBUTION OF CREDITS PER SUBJECT TYPE

Subject type	Credits
Core	60
Compulsory	120
Optional	42
Work experience	12
Final Project	6
<b>Total credits</b>	<b>240</b>

## GENERAL DESCRIPTION OF THE COURSE PROGRAMME

Likewise, the Rule of the UA for the implantation of titles of degree establishes in his article 7: The student will have to have guaranteed the possibility to obtain recognition of until a maximum of six credits optativos of the total of the plan of studies cursado, by the participation in cultural university activities, sportive, of representation estudiantil, solidarias and of cooperation. Before the beginning of each academic course, the Council of Government will define the nature of the activities that will have this academic recognition.

**The Tourism Degree course programme is structured into the following modules:**

**Core subjects (60 credits, 7 units, 10 subjects):**

1. Law:
  - Tourism legislation.
2. Business:
  - Basics of company economics
  - Marketing in tourism
3. Economics:
  - Introduction to Economics
4. Geography:
  - Regional tourism resources
  - Introduction to the geography of tourism
5. IT:
  - IT applied to tourism
6. Language:
  - English for tourism (I)
  - French (I)/German (I) for tourism

7. Humanities:

- Cultural heritage

**Optional subjects (114 credits, 12 units, 19 subjects):**

1. Managing tourism companies:
  - Quality control in tourism
  - Growth strategies for tourism companies
  - Trends and innovation in the hotel sector
  - Travel agencies and intermediaries in tourism
2. The legal framework of tourism activities II:
  - Administrative Law
3. Financial economics and accounting II:
  - Financial management in tourism companies
4. Regional analysis and planning in tourism:
  - Comprehensive management of tourist destinations
  - Geographic information systems applied to the planning and management of tourist areas
  - Tourism geography in Spain: regions, routes, destinations
  - Tourism management of coastal areas
5. Eco-tourism:
  - Environmental sustainability and eco-tourism
6. Communication and advertising II:
  - Protocol and organisation of tourist events
7. Tourism and integrated regional development:
  - Tourism activities in the rural environment
  - Tourism and regional practices in local development
8. Applied IT. New technologies for managing tourism companies and destinations:
9. Marketing II:
  - Publicity and sales techniques
10. Cultural heritage:
  - Evaluating archaeological heritage for tourism
11. Tools for economic analysis:
  - Data analysis
12. Sociology of tourism II:
  - Social research on tourism

**Compulsory subjects (138 credits, 13 units, 22 subjects):**

1. The legal framework of tourism activities I:
  - Labour law
  - Commercial law and tourism contracts
  - Tax law
2. Management of tourism service companies:
  - Production and operations processes in tourism companies
  - Human resources management and planning in tourism
3. Strategic management of tourism companies:
4. Financial economics and accounting I:
  - Accounting



5. Marketing I:
  - Researching tourist markets
6. Economic analysis applied to tourism:
  - The world tourist economy
  - Market structures
7. Tourism policy:
  - Tourism policy
8. Foreign languages applied to tourism:
  - English for tourism (II)
  - French for tourism (II)
  - German for tourism (II)
  - English for tourism (III)
  - French for tourism (III)/German for tourism (III)
9. Sociology of tourism I:
  - Sociology of tourism
10. Tourism resources, products and destinations:
  - Typology of tourist areas
  - Regional planning for tourism
11. Communication and advertising I:
  - Advertising and public relations in tourism
  - Anthropology applied to tourism
12. Work Experience:
  - Work Experience
13. Final Project

Final Project. Prior to enrolling for the final project, the student must provide evidence of ability in a foreign language. Among other forms of accreditation, the minimum necessary requirement at the University of Alicante is to have attained level B1 of the European Framework of Reference for Languages, and this requirement may be raised in the future.

## OPTIONAL SUBJECTS AND ROUTES

The optional subjects are each worth 6 credits and total 42 credits. They are taught over 4-month terms. Optional subjects follow two routes; the first focuses on the Economics of Tourism Companies, and students are required to successfully complete the two subjects Quality Management and the Financial Management of Tourism Companies and at least five other subjects offered in the route. The second focuses on Planning and Management of Tourist Destinations, in which students are required to take Comprehensive Management of Tourist Destinations and Geographic Information Systems applied to the Planning and Management of Tourist Areas, and at least five of the other subjects offered as part of the route. Some of the optional subjects are common to both routes, while the rest are offered exclusively to one or the other. The unique character of the Degree in Tourism and the inherently cross-disciplinary nature of the subject matter are articulated in the range of optional subjects, enhancing the attractiveness of the degree and preparing students for the real needs of the tourism sector.

SUBJECT	TYPE	ECTS	SEMESTER
<b>ROUTE 1: THE ECONOMICS OF TOURISM COMPANIES:</b>			
* Students are required to successfully complete the following two subjects:			
QUALITY MANAGEMENT	OP	6	7
FINANCIAL MANAGEMENT OF TOURISM COMPANIES	OP	6	7
** And at least five of the following (two in semester 7 and three in semester 8):			
GROWTH STRATEGIES FOR TOURISM COMPANIES	OP	6	7
TRENDS AND INNOVATION IN THE HOTEL SECTOR	OP	6	7
TRAVEL AGENCIES AND INTERMEDIARIES IN TOURISM	OP	6	7

ADMINISTRATIVE LAW	OP	6	7
TOURISM GEOGRAPHY OF SPAIN: REGIONS, ROUTES, DESTINATIONS	OP	6	7
TOURISM AND REGIONAL PRACTICES IN LOCAL DEVELOPMENT	OP	6	7
NEW TECHNOLOGIES FOR THE MANAGEMENT OF TOURISM COMPANIES AND DESTINATIONS	OP	6	8
PUBLICITY AND SALES TECHNIQUES	OP	6	8
DATA ANALYSIS	OP	6	8
SOCIAL RESEARCH ON TOURISM	OP	6	8
<b>ROUTE 2: PLANNING AND MANAGEMENT OF TOURIST DESTINATIONS</b>			
* Students are required to successfully complete the following two subjects:			
COMPREHENSIVE MANAGEMENT OF TOURIST DESTINATIONS	OP	6	7
GEOGRAPHIC INFORMATION SYSTEMS APPLIED TO THE PLANNING AND MANAGEMENT OF TOURIST AREAS	OP	6	7
** And at least five of the following (two in semester 7 and three in semester 8):			
ADMINISTRATIVE LAW	OP	6	7
TOURISM GEOGRAPHY OF SPAIN: REGIONS, ROUTES, DESTINATIONS	OP	6	7
TOURISM AND REGIONAL PRACTICES IN LOCAL DEVELOPMENT	OP	6	7
ENVIRONMENTAL SUSTAINABILITY AND ECO-TOURISM	OP	6	7
PROTOCOL AND ORGANISATION OF TOURIST EVENTS	OP	6	7
TOURISM ACTIVITIES IN THE RURAL ENVIRONMENT	OP	6	7
TOURISM MANAGEMENT OF COASTAL AREAS	OP	6	8
NEW TECHNOLOGIES FOR THE MANAGEMENT OF TOURISM COMPANIES AND DESTINATIONS	OP	6	8
EVALUATING ARCHAEOLOGICAL HERITAGE FOR TOURISM	OP	6	8
SOCIAL RESEARCH ON TOURISM	OP	6	8

The temporalidad of the optional subject will be able to be modified inside the same course in function of the organisation of the centre.

### LANGUAGE REQUIREMENT (IN A FOREIGN LANGUAGE)

Students who study an **undergraduate degree** at the University of Alicante must **confirm** a minimum **level of B1 in a foreign language** (a B2 is recommended) in order to **obtain the diploma**.

The required language level is in accordance with the Common European Framework of Reference for Languages.

The language accreditation requirement can be obtained previously or at any time during university studies. However, the language requirement will be necessary in order to be able to **assess the final year project**.

The **different forms** of obtaining such language requirement can be consulted in the additional information in this section.

[+info](#)

### LANGUAGE TEACHING COMPETENCE CERTIFICATE

Students who want to have a career in non-university **teaching** when they finish their studies are **recommended** to obtain the **teaching competence certificate** (Valencian and/or foreign languages).

This certificate can be obtained by taking specific itineraries in your university studies or by taking the **UA teaching competence course in Valencian, German, French and English**.

[+info](#)

### FINAL YEAR PROJECT (TFG)

All the official undergraduate degrees must be completed by preparing and defending a final year project, which must be done in the final phase of the studies and be aimed at the assessment of competences associated to the degree.

The final year project must be an original, independent and personal work. The elaboration of it may be individual or coordinated. Each student will prepare this project under the supervision of a tutor, allowing students to show the received training content in an integrated way, as well as the acquired competences associated to the undergraduate degree.

In order to **register in the final year project**, students must comply with the requirements established in the "Regulations for continuation studies for students registered in undergraduate degrees at the University of Alicante". Among the requirements established to be able to register in the final year project, a minimum of 168 credits must be passed in undergraduate degrees with a total of 240 credits, and a minimum of 228 credits in undergraduate degrees with a total of 300 credits or more.

In order for **the final year project to be assessed**, a B1 level of a foreign language (B2 is recommended) must be confirmed.

[+info](#)

- [Access routes](#)
- [Procedure for applying for admission](#)
- [Recommended applicant profile](#)
- [Number of places and pass marks](#)

## ACCESS ROUTES

Admission to this degree course is open to any applicant who meets one of the following entrance requirements:

1. **SPANISH BACCALAUREATE (LOMCE) UNIVERSITY ENTRANCE EXAM (PAU):** Although students can access university by means of any Baccalaureate specialization, the recommended one is **Humanities and Social Sciences**.

## ADMISSION SCORES FOR THIS DEGREE CAN BE IMPROVED BY TAKING THE SPECIFIC MODULES OF THE UNIVERSITY ENTRANCE EXAM (PAU) AS INDICATED IN THE TABLE BELOW WITH THEIR RESPECTIVE WEIGHTINGS.

TABLE 1

Tourism

2. **PREVIOUS BACCALAUREATES WITH OR WITHOUT A PASS IN THE UNIVERSITY ENTRANCE EXAM (PAU):** Students who have completed their Baccalaureate under previous education systems and have passed the PAU will be able to use the mark obtained in their application.

**HOWEVER, STUDENTS CAN TAKE SPECIFIC EXAM MODULES DURING THE VOLUNTARY PAU EXAM PERIOD IN ORDER TO IMPROVE THEIR ADMISSION SCORE AS SHOWN IN TABLE 1. THEY CAN ALSO SIT FOR THE OBLIGATORY PAU EXAMS, IN WHICH CASE THEY WILL HAVE TO TAKE ALL THE EXAMS SCHEDULED DURING THIS PERIOD.**

3. **VOCATIONAL EDUCATION:** Vocational educational qualifications such as senior technician, senior technician of plastic arts and design, or senior technician in sports is the preferred professional area although access to this degree may be through any professional field.

**ADMISSION SCORES CAN BE IMPROVED BY TAKING THE PAU EXAM IN UP TO 4 OF THE MODULES IN TABLE 1.**

4. **STUDENTS FROM EDUCATION SYSTEMS IN COUNTRIES OF THE EUROPEAN UNION OR OTHER STATES WITH WHICH SPAIN HAS AN INTERNATIONAL AGREEMENT:** Accreditation is required and issued by *Universidad Nacional de Educación a Distancia (UNED)*.

**STUDENTS CAN SIT FOR EXAMS IN SUBJECTS INCLUDED IN THE *PRUEBAS DE COMPETENCIAS ESPECÍFICAS (PCE)*, ORGANISED BY THE UNED, IN ORDER TO IMPROVE THEIR ADMISSION SCORE UP TO 14 POINTS AS INDICATED IN THE WEIGHTINGS IN TABLE 1.**

5. **STUDENTS FROM FOREIGN EDUCATION SYSTEMS:** Prior to applying for the validation of their foreign Baccalaureate, students may sit for up to 4 exams in subjects offered by the *Pruebas de Competencias Específicas (PCE)* organised by **UNED** (at least one subject from the core subjects).

**THE WEIGHTINGS INDICATED IN TABLE 1 WILL BE APPLIED TO CORE AND/OR OPTIONAL SUBJECTS.**

6. **OTHER:** University degrees and other similar qualifications. University entrance exam for students over 25 (preferential option: **Social and Legal Sciences**). Access on the basis of professional experience (applicants over 40 years of age). Access to applicants aged 45 years or more by means of an exam.

### Weightings of the subjects of the specific phase of the Proof of Access to the University (PAU) in the previous years

High School Diploma Subjects	Weighting parameters	Music Analysis II	Biology	Earth and Environmental Sciences	Drawing II	Technical Drawing II	Design	Business Economics	Electronics	Physics	Geography	Greek II	History of Music and Dance	Art History	Latin II	Musical Language and Practice	World Literature	Mathematics Applied to the Social Sciences II	Mathematics II	Chemistry	Expressive techniques in the Arts and Crafts	Industrial Technology II	
Academic Years 2010-11	0.1																						
2011-12	0.2	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Academic Years	0.1	x	x	x	x	x	x			x		x	x		x	x			x	x	x	
2012-13																						
2013-14	0.2							x			x			x				x	x			
2014-15																						
2015-16																						

#### PROCEDURE FOR APPLYING FOR ADMISSION: PRE-ENROLMENT AND REGISTRATION

- Anticipated number of places offered during the first pre-enrolment session: 240
- In order to apply for a place, the procedure and pre-enrolment periods established each year must be observed. [Information concerning the application procedure \(Pre-enrolment\)](#).
- Applicants admitted to a course must formally register within the timescale established annually in the enrolment calendar. [Registration Information](#).

#### RECOMMENDED APPLICANT PROFILE

The studies taken prior to university admission should have prepared students to undertake degree level studies on a course which includes subjects from different areas of knowledge. Given the cross-disciplinary nature of the degree, it is expected that students will have an interest in learning about the economic, social and regional reality of their environment, in addition to possessing a desire to undertake business initiatives in the tourism sector. Furthermore, the need for students to understand several languages will enable them to broaden their outlook on the sector in addition to deepening their understanding of other social groups with different cultures and customs.

#### NUMBER OF PLACES AND PASS MARKS

YEARS	NUMBER OF PLACES	PASS MARKS						
		GENERAL	OVER 25	OVER 40	OVER 45	GRADUATES	SPORTSPEOPLE	DISABLED
2010-11	240	5,000	7,100	5,830	---	6,600	---	---
2011-12	240	5,514	7,443	5,000	---	5,000	5,000	---
2012-13	240	5,912	6,302	---	---	---	---	5,000
2013-14	240	5,590	5,370	---	5,000	5,000	---	5,000
2014-15	240	5,626	5,000	---	---	5,000	---	---
2015-16	240	5,000	6,290	---	---	---	---	---
2016-17	240	5,000	5,000	5,000	---	5,000	---	---
2017-18	240	5,000	5,000	---	---	5,000	---	---

- "Pass markss" indicated correspond to the results of the first adjudication of June.
- The definitive marks can be inferior to the here collected.

## PROFESSIONAL PROFILES

- Professions related to corporate and institutional management in the fields of accommodation, catering, intermediation, transport, leisure and recreation.
- Professions related to intermediary roles in the fields of accommodation, catering, intermediation, transport and logistics.
- Management technician in public institutions responsible for tourism planning and policy.
- Management technician in public institutions responsible for promotion, or manager of destination campaigns.
- Head of tourist development programmes or plans.
- Advisory technician for management of natural and cultural heritage, leisure facilities and events.
- Head of tourism promotion and marketing.
- Interpreter-guide.
- Manager of tourist and leisure products.
- Junior tourism consultant.
- Teacher and researcher.

## IMPLEMENTATION

Implementation of the new University of Alicante Degree in Tourism course will begin in the academic year 2010/2011. Simultaneously, the Diploma in Tourism will be phased out, to be replaced by the new Degree.

## TIMESCALE

Academic Year	Implementation of the Degree (Grado) in Tourism	Phasing out of the Diploma in Tourism
2010/2011	1 <sup>st</sup> Year	1 <sup>st</sup> Year
2011/2012	2 <sup>nd</sup> Year	2 <sup>nd</sup> Year
2012/2013	3 <sup>rd</sup> Year	3 <sup>rd</sup> Year
2013/2014	4 <sup>th</sup> Year	4 <sup>th</sup> Year

CREDIT EQUIVALENCE BETWEEN THE FORMER DEGREE AND THE NEW COURSE PROGRAMME

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EQUIVALENT SUBJECTS		EQUIVALENT SUBJECTS		TYPE
PRODUCTION OPERATIONS AND PROCESSES (8367)	6	PRODUCTION AND OPERATION PROCESSES IN TOURISM COMPANIES	6	OB
ACCOUNTANCY (8354)	6	ACCOUNTANCY	6	OB
ENGLISH FOR TOURISM I (8356)	9	ENGLISH FOR TOURISM I	6	FB
GERMAN FOR TOURISM I (8362)	9	GERMAN FOR TOURISM I	6	FB
FRENCH FOR TOURISM I (8361)	9	FRENCH FOR TOURISM I	6	FB
ENGLISH FOR TOURISM II (8365)	6	ENGLISH FOR TOURISM II	6	OB
GERMAN FOR TOURISM II (8372)	6	GERMAN FOR TOURISM II	6	OB
FRENCH FOR TOURISM II (8371)	6	FRENCH FOR TOURISM II	6	OB
REGIONAL TOURISM RESOURCES (8355)	9	REGIONAL TOURISM RESOURCES	6	FB
CULTURAL HERITAGE (8360)	6	CULTURAL HERITAGE	6	FB
MARKETING IN TOURISM (8359)	9	MARKETING IN TOURISM	6	OB
INTRODUCTION TO ECONOMICS (8352)	9	INTRODUCTION TO ECONOMICS	6	FB
PRIVATE PATRIMONIAL LAW (8350)	4'5	TOURISM LEGISLATION	6	FB
GEOGRAPHY OF TOURISM, LEISURE AND RECREATION (8357)	9	INTRODUCTION TO THE GEOGRAPHY OF TOURISM	6	FB
PRIVATE LAW GOVERNING CONTRACTS AND CONSUMER AFFAIRS IN THE TOURISM SECTOR (8351)	6	COMMERCIAL LAW AND TOURISM CONTRACTS	6	OB
ADMINISTRATIVE AND TAX LAW IN TOURISM (8363)	9	TAX LAW	6	OB
		ADMINISTRATIVE LAW	6	OP
SOCIOLOGY OF TOURISM AND LEISURE (8364)	6	SOCIOLOGY OF TOURISM	6	OB
MARKET STRUCTURES (8358)	9	MARKET STRUCTURES	6	OB
IT APPLIED TO TOURISM MANAGEMENT (8366)	9	IT APPLIED TO TOURISM	6	FB
LABOUR LAW (8373)	4'5	LABOUR LAW	6	OB
BUSINESS ORGANISATION AND MANAGEMENT (8353)	9	BASICS OF COMPANY ECONOMICS	6	FB
ENVIRONMENTAL IMPACT OF TOURIST DEVELOPMENT (8378)	4'5	ENVIRONMENTAL SUSTAINABILITY AND ECO-TOURISM	6	OP
MARKET RESEARCH (8376)	6	RESEARCHING TOURIST MARKETS	6	OB
FINANCIAL MANAGEMENT (8375)	6	FINANCIAL MANAGEMENT OF TOURISM COMPANIES	6	OP
HUMAN RESOURCES MANAGEMENT (8374)	4'5	HUMAN RESOURCES MANAGEMENT AND PLANNING IN TOURISM	6	OB
THE GEOGRAPHY OF SPANISH TOURIST REGIONS (8377)	4'5	GEOGRAPHY OF SPAIN: REGIONAL ROUTES	6	OP
INFORMATION SYSTEMS AND TOURISM MANAGEMENT (8379)	4'5	GEOGRAPHIC INFORMATION SYSTEMS APPLIED TO THE PLANNING AND MANAGEMENT OF TOURIST AREAS	6	OP
WORK EXPERIENCE: TRAVEL AGENCIES (8369) WORK EXPERIENCE: HOTELS AND RESTAURANTS (8368) WORK EXPERIENCE: TOURIST PLANNING (8370)	10	WORK EXPERIENCE	12	OB
		TOTAL	180	

**DEGREE IN TOURISM. SYLLABUS SUMMARY**
 turismo



- [Verified Report](#)
- [Resolution from the Universities Council: Positive verification](#)
- [Resolution from the Universities Council: Accreditation renewal](#)
- [Authorization from the Valencian Government](#)

#### Internal Quality Assurance System (SGIC) of the Title

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- Structure of the Centre for Quality
  - [Comission of Internal Quality Guarantee](#)
  - [Other Commissions](#)
- [Handbook SGIC](#)
- [Procedures](#)
  - [Strategic \(PE\)](#)
  - [Key \(PC\)](#)
  - [Support \(PA\)](#)
  - [Measurement \(PM\)](#)
- [Management of the SGIC](#) (Access to ASTUA)

#### Follow-up of the Title

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- [Self-reports UA](#)
- [External reports AVAP](#)
- [Other reports](#)
- [Improvement Plans](#)
- [Progress and Learning Outcomes](#)

Information about the Centre	General information for students
<ul style="list-style-type: none"> <li>• <b>Faculty of Arts</b> Telephone:+ 34 96 590 3448 Fax:+ 34 96 590 3449 <a href="mailto:facu.lletres@ua.es">facu.lletres@ua.es</a> <a href="http://lletres.ua.es/en/">http://lletres.ua.es/en/</a></li> <li>• <a href="#">Mobility Programmes</a></li> <li>• <a href="#">Work experience with companies and institutions</a></li> <li>• <a href="#">Reception and welcome events</a></li> <li>• <a href="#">Tutorial Action Programme</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Grants and assistance</a></li> <li>• <a href="#">Accommodation</a></li> <li>• <a href="#">Student refectories and cafeterias</a></li> <li>• <a href="#">Transport</a></li> <li>• <a href="#">Emergency medical care</a></li> <li>• <a href="#">Insurance</a></li> <li>• <a href="#">Services for students with special needs</a></li> <li>• <a href="#">Student representation and participation</a></li> <li>• <a href="#">University student identity card (TIU)</a></li> <li>• <a href="#">Frequently asked questions</a></li> </ul>
UA: General Regulations	+ Information about qualifications
<ul style="list-style-type: none"> <li>• <a href="#">Academic regulations and procedures of the University of Alicante</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Official State Gazette (BOE) on publication of course programmes</a></li> <li>• <a href="#">Information pamphlet</a></li> <li>• <a href="#">Video presentation of the degree</a></li> </ul>