

DIRECCIÓ I PLANIFICACIÓ DEL TURISME (2014-15)

Código: D014	Fecha de aprobación: 14/06/2007	Precio: 46,20 1st registration credits
Créditos: 120	Título: Master (ECTS)	

RAMA

Social and Legal Sciences

PLAN

Masters in Tourism Management and Planning (2007)

TIPO DE ENSEÑANZA

Face-to-face

CENTROS DONDE SE IMPARTE

Faculty of Economics and Business Sciences

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 2014-15

Leyenda: No ofertada Sin docencia

PRIMER CURS

OBLIGATORIES

54 créditos

Curso	Título	Créditos	Subject
1	COMPULSORY	5	11432 - STRATEGIC DIRECTION AND MANAGEMENT OF TOURISM/LEISURE COMPANIES
1	COMPULSORY	3	11433 - MANAGEMENT AND PROJECTS OF TOURISM SERVICES COMPANIES
1	COMPULSORY	3	11434 - NEW INFORMATION AND COMMUNICATION TECHNOLOGIES AND BUSINESS MANAGEMENT
1	COMPULSORY	3	11435 - REGULATION OF CONTRACTS, BRANDS, AND ELECTRONIC INSTRUMENTS IN TOURISM
1	COMPULSORY	3	11436 - EVALUATION OF HERITAGE RESOURCES AND TOURISM MANAGEMENT
1	COMPULSORY	3	11454 - INTERNATIONAL TOURISM ECONOMICS
1	COMPULSORY	3	11455 - REGIONAL ECONOMICS
1	COMPULSORY	4	11457 - ECONOMIC ANALYSIS TECHNIQUES FOR TOURISM
1	COMPULSORY	6	11458 - PLANNING TOOLS AND THE MANAGEMENT OF TOURIST SPACE
1	COMPULSORY	3	11459 - FACTORS OF TOURISM DEVELOPMENT
1	COMPULSORY	3	11461 - NEW TECHNOLOGIES FOR THE MANAGEMENT OF TOURIST SPACE
1	COMPULSORY	4	11462 - FINANCIAL ANALYSIS AND PLANNING IN THE TOURISM COMPANY
1	COMPULSORY	4	11463 - MARKET RESEARCH
1	COMPULSORY	3	11464 - TOURISM DEVELOPMENT AND LOCAL SOCIETY
1	COMPULSORY	4	11465 - SOCIAL RESEARCH METHODS AND TECHNIQUES IN TOURISM

OPTATIVES

6 créditos

Curso	Título	Créditos	Subject
1	OPTIONAL	3	11437 - FOREIGN LANGUAGE: GERMAN
1	OPTIONAL	3	11438 - FOREIGN LANGUAGE: FRENCH
1	OPTIONAL	3	11439 - FOREIGN LANGUAGE: ENGLISH
1	OPTIONAL	3	11456 - TOURISM AND ECONOMIC DEVELOPMENT
1	OPTIONAL	3	11460 - LOCAL DEVELOPMENT AND TOURISM DEVELOPMENT

SEGON CURS. ESPECIALITAT 1

OBLIGATORIES

39 créditos

Curso	Título	Créditos	Subject
2	COMPULSORY	3	11440 - TOURISM AND THE ENVIRONMENT
2	COMPULSORY	4	11441 - INTERNATIONAL MARKETING
2	COMPULSORY	4	11442 - PUBLIC MARKETING
2	COMPULSORY	4	11443 - SALES MANAGEMENT AND TECHNIQUES
2	COMPULSORY	5	11446 - IMPLEMENTATION OF QUALITY SYSTEMS IN TOURISM COMPANIES AND ORGANISATIONS
2	COMPULSORY	4	11447 - IMPLEMENTATION OF ENVIRONMENTAL MANAGEMENT SYSTEMS IN TOURISM COMPANIES AND ORGANISATIONS
2	COMPULSORY	15	11451 - PRACTICAL INDUSTRY EXPERIENCE

OPTATIVES

6 créditos

Curso	Título	Créditos	Subject
2	OPTIONAL	3	11444 - CONSUMER BEHAVIOUR AND COMMERCIAL MANAGEMENT
2	OPTIONAL	3	11445 - LEGAL SYSTEM FOR THE PLANNING AND MANAGEMENT OF ACTIVITIES AND LEISURE SPACE
2	OPTIONAL	3	11448 - FOREIGN LANGUAGE FOR TOURISM (II): GERMAN
2	OPTIONAL	3	11449 - FOREIGN LANGUAGE FOR TOURISM (II): FRENCH
2	OPTIONAL	3	11450 - FOREIGN LANGUAGE FOR TOURISM (II): ENGLISH

TFM

15 créditos

Curso	Título	Créditos	Subject
2	END OF MASTER WORK	15	11452 - END-OF-COURSE PROJECT

Superado este bloque se obtiene

