

## MASTER IN TOURISM

### OBJECTIVES

The main objective of the program is to provide postgraduate qualification in a forward sector of crucial importance for Spanish and regional economies, that is, tourism. The program is intended to satisfy the increasing need of qualification detected in management teams of the tourist sector. The program is envisaged for a professional profile, with the aim to provide some continuity to the current degrees in Tourism Schools in the region of Murcia; to serve as postgraduate studies to graduates in ADE (Business Administration and Management) and other graduates and professionals with an interest in this sector.

For this purpose, the following supplementary offer is defined: Tourist Business Administration and Management. The program includes the subjects relevant for business administration and management focusing on the tourist sector. The first term allows to go deeply in business administration and management fundamentals, whereas the second term allows students to keep in contact with professionals in the sector.

Nowadays, this is the only master of such characteristics which is offered in the region of Murcia. The master is intended to qualify professionals in a continuously expanding and highly competitive sector, guaranteeing that students cope with future professional challenges.

Training is supplemented with a wide offer of practice relevant to the sector, the development of master dissertations directed and tutored by teachers and professionals in tourism, and seminars hosted by well-known performers in the sector.

### KEYWORDS

- Tourist business management
- e-tourism
- Environment and sustainability
- Tourist quality management
- Marketing and tourist profile
- Tourist products and destinations
- Accommodation management
- Languages
- Protocol and events
- Gaining new customers and customer's loyalty
- Research techniques in tourism
- Practices and professional seminars

### MASTER STRUCTURE

Credits distribution is shown in the following table:

Distribution of work in ECTS credits.

FROM A 5-YEAR DEGREE (licenciados)

Speciality in Business Management

Tourist

1° Term            Compulsory    28

2° Term            Compulsory    8

Optional           4

Master dissertation    10

Practices in companies    10

TOTAL MASTER (Licenciados) (2 terms)

60 ECTS