



UNIVERSIDAD AUTÓNOMA DE MADRID

BACHELOR DEGREE PROGRAM IN TOURISM



Degree	Bachelor in Tourism
Credits/ Duration	240 ECTS / 4 years
Language of Instruction	Spanish
Language Courses	English (obligatory); German and French (elective)
Type of Instruction	On campus
Prerequisites	University Admission Test. Foreign students: http://www.uam.es/ss/Satellite/es/1234886370968/contenidoFinal/Estudiantes_de_sistemas_educativos_extranjeros.htm
How to Apply	http://www.uam.es/ss/Satellite/es/1234886370659/sinContenido/Accesso_y_admision.htm
For more information	Admission Process: administracion.economicas@uam.es Academic Information: coordinadora.grado.turismo@uam.es

Description of the program

The Bachelor Degree Program in Tourism aims at meeting the demand for well-trained professionals equipped with tools that enable them to make adequate decisions in the context of today's tourism industry. The program offers a basic high-quality training with a specialization in the management of tourism companies and institutions. It addresses essential aspects in development of competitive advantages for products and destinations. The program aims at standardizing transmission of knowledge in the field of tourism and creating conditions for the development of a transdisciplinary, multidisciplinary, and interdisciplinary research.

Why choose this Bachelor Program?

Since its introduction, the program has experienced high demand - all 90 available spots are usually filled. Tourism constitutes one of the largest economic sectors and trade flows in the world. Since 1950, the sector experienced steady growth, with a continuing positive growth trend expected for the coming years. Tourism generates one of every eleventh job worldwide and accounts for nine percent of global GDP, as well as for six percent of world exports. Spain is one of the most popular tourist destinations judging by the number of tourists arriving, and the revenues earned within this sector. Furthermore, the tourism sector employs eight percent of the population. For the last couple of decades it has been generating a major percentage (more than ten percent) of GDP every year. Therefore, this degree is connected to high employability. Graduates can be employed in the areas of accommodation, catering, mediation, transportation and logistics, public intervention in tourist destinations, and tourism activities and products.

What will you learn?

The Bachelor Degree Program in Tourism qualifies its graduates with sharp knowledge, practical skills and hands-on attitude needed in professional life. Tourism alumni demonstrate deep understanding of principles of tourism industry, including its spatial, social, cultural, legal, political, labor, and economic dimensions. By the end of the program students understand the dynamic and evolving nature of tourism and the modern leisure society. They possess deep knowledge of the main political and administrative structures of tourism, and have a strong orientation towards customer service. They recognize the main agents in tourism; able to analyze, synthesize, and critically summarize economic information of tourism organizations; able to manage financial resources and define objectives, strategies, and trade policies. In addition, they demonstrate ability to lead and manage various types of tourism organizations.

Tourism alumni are able to work in English, and communicate freely, both orally and in writing, in a second and third foreign language. Graduates are able to identify and manage tourist destinations in accordance with the principle of sustainability, as well as manage and plan human resources in tourism organizations.

Other opportunities (internships and study abroad, etc.)

The globalization in the tourism sector is inevitable, therefore student mobility is fully integrated and recognized within the study program. Students have to be prepared to join a global world, equipped with the knowledge of foreign languages and cultures. Students acquire and develop these skills by spending time in foreign countries through one of our various mobility programs.

Tourism students complete an obligatory supervised internship, preferably during the fourth year. Since 2000, these internships are completed in Spain; since 2008, the internships can take place abroad. Each year some of the most important companies in the sector collaborate with the Faculty offering intern placements.

Employment opportunities for graduates

Graduates of the Bachelor Degree Program in Tourism may pursue a professional career in any of the areas within tourism industry, in private companies as well as in public administration. They may be employed in operations management or middle management positions in:

- Intermediary companies;
- Transportation companies;
- Tourist accommodation companies;
- Catering companies, etc.

Moreover, they may be engaged in planning and public management of destinations, tourism activities and products, as well as education, research, and consulting in the area of tourism.

Curriculum

240 ECTS credits are required in order to obtain the Bachelor Degree in Tourism, which means students have a course load of approximately 60 ECTS credits per academic year. 90 ECTS credits are earned by basic courses, 132 ECTS credits are granted upon successful completion of obligatory courses, while 24 ECTS credits are awarded upon completion of internship and 12 ECTS credits are gained through the Bachelor thesis. The remaining 18 ECTS credits are comprised of elective courses.

First Year

Course	Credits	Semester
Introduction to Law	6	1
Introductory Economics	6	1
Business Management and Organization	12	1
English I	6	1
Psychology of Groups and Organizations	6	2
Sociology	6	2
Geography	6	2

English II	6	2
Public Law of Tourism	6	2

Second year

Course	Credits	Semester
Statistics	6	1
French I	6	1
German I	6	1
Accounting Information and Analyses	6	1
Development of the Spanish Cultural Heritage	6	1
History of the Present World	6	1
Tourism Economics	6	2
French II	9	2
German II	9	2
Tourism Marketing	6	2
Cultural Heritage	6	2
Tourism Private Law	6	2

Third year

Course	Credits	Semester
English III	6	1
Hotel Management	6	1
Travel Agencies Management	6	1
Resources and Planning of Tourism Sites	12	1
English IV	6	2
Tourism Market Research	6	2
Finance for Touristic Companies	6	2
Elective A	3 to 6	2
Elective B	3 to 6	2

Fourth Year

Course	Credits	Semester
Elective C	6	1-2
Elective D	6	1-2
Elective E	6	1-2
Elective F	6	1-2
Internship	24	1-2
End-of-degree project	12	1-2

Elective Courses	Credits
Local Development	6
Forecasting Methods of Tourism	6
Transport Economics	6
Taxation in the Tourism Sector	6
Event Management and Etiquette	3
Quality Management	3
Information and Communications Technology Applied to Tourism	6

Food and Nutrition	6
Marketing Channels of Tourism	6
Historical and Archaeological Heritage	6
Design and Planning of tourist itineraries	6
Inland Tourism Planning and Management	6
Monographic Course on Specific Tourism Activities	6
Environmental Impact of Tourism	6
Recreation and Leisure	6
Consumer and Lifestyle Sociology	6
Sociology of Culture	6
French I	6
French II	9
German I	6
German II	9