



Universidad Autónoma  
de Madrid

## TOURISM DEGREE

### ACADEMIC YEAR 2020/2021

|                  |  |
|------------------|--|
| Studies          | Tourism Degree   |
| Centre           | Faculty of Economics<br>Campus Universitario de Cantoblanco<br>c/ Francisco Tomás y Valiente, 5<br>28049 – Madrid.<br>Phone: 914973501<br><br><a href="#">Web page</a> |
| Knowledge Branch | Social and Legal Sciences  |
| ECTS Credits     | 240  |

| ECTS CREDITS                |            |
|-----------------------------|------------|
| Basic training (FB)         | 75         |
| Compulsory (OB)             | 105        |
| Optional (OP)               | 54         |
| End-of-degree Project (TFG) | 6          |
| <b>Total</b>                | <b>240</b> |

### FIRST YEAR

| Code         | Subject                                | Credits | Type | Semester |
|--------------|--|---------|------|----------|
| <u>16616</u> | INTRODUCTION TO LAW                    | 6       | FB   | 1        |
| <u>16617</u> | INTRODUCTION TO ECONOMICS              | 6       | FB   | 1        |
| <u>19512</u> | BUSINESS ORGANIZATION                  | 6       | FB   | 1        |
| <u>19513</u> | BUSINESS MANAGEMENT                    | 6       | FB   | 1        |
| <u>16619</u> | ENGLISH I                              | 6       | FB   | 1        |
| <u>16620</u> | PSYCHOLOGY OF GROUPS AND ORGANIZATIONS | 6       | FB   | 2        |



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| Code         | Subject               | Credits | Type | Semester |
|--------------|-----------------------|---------|------|----------|
| <u>16621</u> | SOCIOLOGY             | 6       | FB   | 2        |
| <u>16622</u> | GEOGRAPHY             | 6       | FB   | 2        |
| <u>16623</u> | ENGLISH II            | 6       | FB   | 2        |
| <u>16624</u> | PUBLIC LAW OF TOURISM | 6       | OB   | 2        |

## SECOND YEAR

| Code         | Subject                                      | Credits | Type | Semester |
|--------------|--|---------|------|----------|
| <u>16625</u> | STATISTICS                                   | 6       | FB   | 1        |
| <u>16626</u> | FRENCH I                                     | 6       | FB   | 1        |
| <u>16627</u> | GERMAN I                                     | 6       | FB   | 1        |
| <u>16628</u> | HISTORY OF THE PRESENT WORLD                 | 6       | OB   | 1        |
| <u>16630</u> | DEVELOPMENT OF THE SPANISH CULTURAL HERITAGE | 6       | OB   | 1        |
| <u>19514</u> | LAW OF TOURISM FIRM                          | 6       | OB   | 1        |
| <u>16629</u> | ACCOUNTING                                   | 6       | OB   | 2        |
| <u>16631</u> | FRENCH II                                    | 9       | FB   | 2        |
| <u>16632</u> | GERMAN II                                    | 9       | FB   | 2        |
| <u>16633</u> | TOURISM MARKETING                            | 6       | OB   | 2        |
| <u>16634</u> | MARKET STRUCTURE                             | 6       | OB   | 2        |
| <u>16636</u> | CULTURAL PATRIMONY                           | 6       | OB   | 2        |

## THIRD YEAR

| Code         | Subject                                  | Credits | Type | Semester |
|--------------|--|---------|------|----------|
| <u>16637</u> | ENGLISH III                              | 6       | OB   | 1        |
| <u>16638</u> | HOTEL MANAGEMENT                         | 6       | OB   | 1        |
| <u>19515</u> | MANAGEMENT OF INTERMEDIARY TOURISM FIRMS | 6       | OB   | 1        |
| <u>19516</u> | RESOURCES OF TOURISM SITES               | 6       | OB   | 1        |
| <u>16651</u> | QUALITY MANAGEMENT                       | 3       | OB   | 1        |
| <u>19517</u> | PLANNING OF TOURISM SITES                | 6       | OB   | 2        |
| <u>16641</u> | ENGLISH IV                               | 6       | OB   | 2        |
| <u>16642</u> | TOURISM MARKET RESEARCH                  | 6       | OB   | 2        |
| <u>16643</u> | FINANCE OF TOURISM COMPANIES             | 6       | OB   | 2        |
| <u>16648</u> | TRANSPORT ECONOMICS                      | 6       | OB   | 2        |

## FOURTH YEAR

| Code         | Subject               | Credits | Type | Semester |
|--------------|-----------------------|---------|------|----------|
|              | OPTIONAL              | 54      | OP   | 1 or 2   |
| <u>19519</u> | END-OF-DEGREE PROJECT | 6       | TFG  | 1 or 2   |



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## OPTIONAL SUBJECTS

### MAJOR IN MANAGEMENT OF TOURISM COMPANIES

| Code         | Subject   | Credits | Type | Semester |
|--------------|---|---------|------|----------|
| <u>16647</u> | FORECAST METHODS FOR TOURISM  | 6       | OP   | 1        |
| <u>16649</u> | TAXATION ON TOURISM BRANDS  | 6       | OP   | 1        |
| <u>19522</u> | TOURISM CORPORATE SOCIAL RESPONSIBILITY IN TOURISM FIRMS                            | 6       | OP   | 1        |
| <u>19523</u> | INFORMATION AND COMUNICATION TECHNOLOGIES IN THE TOURISM INDUSTRY                   | 6       | OP   | 1        |
| <u>19551</u> | EVENTS AND PROTOCOL MANAGEMENT  | 6       | OP   | 1        |
| <u>19524</u> | END-OF-DEGREE PROJECT FOR THE ACADEMIC ITINERARY ON MANAGEMENT OF TOURISM COMPANIES | 6       | TFG  | 1 or 2   |

### COMMON TO ALL MAJORS

| Code         | Subject                                    | Credits | Type | Semester |
|--------------|--|---------|------|----------|
| <u>16626</u> | FRENCH I                                   | 6       | OP   | 1        |
| <u>16627</u> | GERMAN I                                   | 6       | OP   | 1        |
| <u>16655</u> | DESIGN AND PLANNING OF TOURIST ITINERARIES | 6       | OP   | 1        |
| <u>16656</u> | PLANNING AND MANAGEMENT OF INBOUND TOURISM | 6       | OP   | 1        |
| <u>19520</u> | LOCAL DEVELOPMENT AND SUSTAINABLE TOURISM  | 6       | OP   | 1        |
| <u>19521</u> | TOURISM ACTIVITIES IN NATURAL AREAS        | 6       | OP   | 1        |
| <u>19528</u> | PORTUGUESE                                 | 6       | OP   | 1        |
| <u>16658</u> | LEISURE TIME                               | 6       | OP   | 2        |
| <u>16660</u> | CULTURE SOCIOLOGY                          | 6       | OP   | 2        |
| <u>16661</u> | TOURISM ENVIRONMENTAL IMPACT               | 6       | OP   | 2        |
| <u>16662</u> | FOOD AND NUTRITION                         | 6       | OP   | 2        |
| <u>19525</u> | FRENCH III                                 | 6       | OP   | 2        |
| <u>16644</u> | INTERNSHIP                                 | 24      | OP   | 1 or 2   |
| <u>19530</u> | INTERNSHIP                                 | 12      | OP   | 1 or 2   |
| <u>19531</u> | INTERNSHIP                                 | 18      | OP   | 1 or 2   |