



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA



UNWTO
AFFILIATE MEMBER

BACHELOR'S IN TOURISM MANAGEMENT



COMMENCEMENT
September



LOCATION
Murcia, Spain



DURATION
4 Academic Years



TUITION FEE
€6,000 / year



CREDITS
240 ECTS



SEATS
40

Career Opportunities

The studies in Tourism broaden your professional horizons. In today's job market, a high number of professional profiles related to these studies can be found:

- Field of accommodation
- Commercial Manager
- Public Relations
- Tourist Coordinator
- Field of catering
- Director of banquets and conventions
- Catering commercial
- Field of intermediation
- PCO (Professional Congress Organiser)
- Product Manager
- Quality Product Manager
- Field of transport and logistics
- Customer service technician
- Business Manager
- Relations Manager
- Field of destination planning and management
- Manager of tourism campaigns
- Manager of promotion and marketing
- Field of product and activities
- Event management advisor
- Business manager
- Promotion and commercialization manager
- Product manager
- Field of teaching and research
- Field of consultancy
- Field of cooperation for development

Curriculum

1st YEAR

| SUBJECT | SEMESTER | TYPE | ECTS |
|---|-----------------|------|------|
| Tourism Market Structure | 1 st | FB | 6 |
| Communication Theory | 1 st | FB | 6 |
| English for Tourism | 1 st | OB | 6 |
| Fundamentals of Accounting | 1 st | OB | 4,5 |
| Tourism Legislation and Regulation | 1 st | OB | 4,5 |
| Theology I | 1 st | OB | 3 |
| Advertising and Interactive Communication In Tourism | 2 nd | OB | 4,5 |
| Commercial Law | 2 nd | OB | 4,5 |
| Fundamentals of Ethics | 2 nd | OB | 3 |
| Business English | 2 nd | OB | 6 |
| Geographical Analysis of Tourism Resources and Destinations | 2 nd | FB | 6 |
| Business Organisation and Management | 2 nd | FB | 6 |

2nd YEAR

| SUBJECT | SEMESTER | TYPE | ECTS |
|---|-----------------|------|------|
| Fundamentals of Marketing | 3 rd | FB | 6 |
| Foreign Language I | 3 rd | OB | 6 |
| Fundamentals of Economics | 3 rd | FB | 6 |
| Territorial Tourism Planning and Sustainability | 3 rd | FB | 6 |
| Oral and Written Communication | 3 rd | OB | 6 |
| Media Industries and Tourism | 4 th | FB | 6 |
| Foreign Language II | 4 th | OB | 6 |
| Innovation Management | 4 th | FB | 6 |
| Commercial Management & Marketing | 4 th | FB | 6 |
| Applied Ethics and Bioethics | 4 th | OB | 3 |
| Theology II | 4 th | OB | 3 |

3rd YEAR

| SUBJECT | SEMESTER | TYPE | ECTS |
|--|-----------------|------|------|
| Consumer Behaviour | 5 th | OB | 4,5 |
| Tourism and Cooperation for Local Development | 5 th | OB | 4,5 |
| Events Management and Protocol | 5 th | OB | 6 |
| Social Doctrine of The Church | 5 th | OB | 3 |
| Statistics Applied to Tourism | 5 th | OB | 6 |
| Advertising and Public Relations | 5 th | OB | 6 |
| Humanities | 6 th | OB | 3 |
| Cultural Heritage Management | 6 th | OB | 4,5 |
| Tourism Distribution Channels and Intermediation | 6 th | OB | 6 |
| Optional Course I: International Marketing Creativity in Communication Leisure and Active Tourism Management | 6 th | OP | 6 |
| Market Research Methods | 6 th | OB | 6 |
| Leadership and Emotional Intelligence | 6 th | OB | 6 |

4th YEAR

| SUBJECT | SEMESTER | TYPE | ECTS |
|---|-----------------|------|------|
| Sales Management | 7 th | OB | 4,5 |
| Hospitality Management | 7 th | OB | 6 |
| Quality Tourism Management | 7 th | OB | 4,5 |
| Tourism Consulting and Research | 7 th | OB | 4,5 |
| Public Management of Tourism Destinations | 7 th | OB | 4,5 |
| Optional Course II: Strategic Management | 7 th | OP | 6 |
| Advertising Design Applied to Tourism | 7 th | OB | 6 |
| Management of Travel and Tourism Operations | 8 th | OB | 6 |
| Image Management and Communication | 8 th | OB | 6 |
| Bachelor's Degree Final Project | 8 th | OB | 6 |
| Internship | 8 th | OB | 6 |
| Optional Course III: Financial Analysis Public Relations Strategy | 8 th | OP | 6 |