

# Master's Degree in Development, Management and Sustainable Tourism Policy



UCAM AI

	Mode	<b>On Campus</b>
	Duration	<b>1 years</b>
	Credits	<b>60 ECTS</b>
	Faculty	<b>Economics and Business</b>
	Campus	<b>Murcia</b>
	Language	<b>English</b>

**"Specialize in the management and planning of sustainable tourism** to promote the economic, social, and environmental development of destinations"

## INTRODUCTION

The Master's Degree in Sustainable Tourism Development, Management, and Policy offers advanced and specialized training in the **planning and management of sustainable tourism policies**. With a comprehensive approach, the program trains professionals to design innovative strategies

that promote the social, economic, and environmental regeneration of territories. In addition, it promotes a harmonious balance between the **needs of the environment, local communities, and visitors**, ensuring responsible and sustainable tourism development.

Student profile

The master's degree is aimed at professionals and graduates who wish to specialize in the management of strategies and policies for sustainable tourism. It is ideal for those seeking to promote the economic, social, and environmental development of territories, balancing the needs of the environment, local communities, and visitors.

Career Opportunities

The Master's Degree in Sustainable Tourism Development, Management, and Policy opens up a wide range of opportunities in the tourism sector, both in public administration and in private companies, consulting, and education. Graduates will be able to work as managers of sustainable tourist destinations, consultants in sustainable tourism, managers of regenerative tourism strategies or innovation in companies in the sector, technicians in tourism promotion in public bodies, environmental and social impact auditors, teachers and researchers, as well as entrepreneurs in responsible tourism and ecotourism projects.

Objetives

- The master's degree aims to train professionals capable of:
- Applying sustainability in tourism management to generate a regenerative impact on destinations and communities.
  - Developing applied research projects and innovative strategies in economics, global politics, digital environments, and tourism sustainability.
  - Addressing the challenges of sustainable tourism from a local, regional, national, and global perspective, balancing tourism development and responsible consumption.
  - Fostering autonomous learning and critical thinking in the management of sustainability policies.
  - Integrating ethical principles into research and knowledge management, promoting responsible decision-making in the tourism sector.

Curriculum

Subject	ECTS	Type	Semester
<b>Module I. Global Scenario of Sustainable Development</b>			
Globalisation, Development and International Cooperation	CO	6	1st
Perspectives on Sustainable Development: Scenarios and Indicators for Global Sustainable Development	CO	6	1st
<b>Module II. Policies on Sustainable Tourism</b>			
Tourism Policies and Sustainable Society	CO	6	1st
Governance for Sustainable Tourism Development	CO	6	1st
<b>Module III. Innovation and Digitalisation for Sustainability</b>			
Innovation for Sustainable Tourism Development	CO	6	1st
Ecological Transition and Digitalisation: Tourism Practices in the Public and Private Sectors	CO	6	2nd
<b>Module IV. Assessment and Sustainable Consumption</b>			
Metodologías para la evaluación turística sostenible	CO	6	2nd
Sustainable Consumption and Green Marketing	CO	6	2nd
<b>Module V. Practical Development</b>			
Practical Formulation of Sustainable Tourism Projects	CO	6	2nd
<b>Module VI. Master's Dissertation</b>			
Master's Dissertation	MD	6	2nd
<b>TOTAL</b>		<b>60 ECTS</b>	

