

TOURISM MANAGEMENT

BACHELOR PROGRAMME (240 ECTS)

BECOME A GOOD TOURISM MARKET MANAGER AND ORGANIZER WITH A WIDE AREA OF KNOWLEDGE THAT MIXES CONTEXTUAL COMMUNICATION AND SPECIFIC SERVICE DESIGN, FROM ECOTOURISM TO CULTURAL EXPLORATION.

Social and Legal Sciences
External placement: max. 18 ECTS (mandatory)
Campus of Gandia – UPV



UNIVERSITAT
POLITÈCNICA
DE VALÈNCIA

STUDY PLAN

CODE – SUBJECT	YEAR SEMESTER // ECTS
10136 – Commercial Law	1A // 6
10133 – Mathematics for Tourism I	1A // 4,5
10120 – Tourism Theory	1A // 4,5
10122 – Travellers and tourists in history	1A // 6
10146 – English for International Tourism (B1)*	1AB // 9
10148 – French I	1AB // 6
10151 – German for international tourism	1AB // 6
10123 – Geography of Tourism and Leisure	1B // 6
10130 – Management and business administration I	1B // 6
10127 – Management IT	1B // 6
10135 – Tourism economics	1B // 6
10124 – Accounting	2A // 6
10134 – Mathematics for Tourism II	2A // 4,5
10143 – Tourist Intermediation	2A // 4,5
10121 – Tourist Markets	2A // 4,5
10137 – Tourist Territorial Resources	2A // 6
10145 – English for the Tourism Industry (B2)*	2AB // 6
10149 – French II	2AB // 6
10153 – German for the workplace	2AB // 6
10138 – Cultural Resources	2B // 6
10139 – Public Tourism Management	2B // 6
10125 – Tax Management	2B // 4,5
10129 – Tourism Marketing	2B // 6
10141 – Production management in accommodation	3A // 6
10132 – Quality Management	3A // 6
10140 – Tourist Destination Planning	3A // 6
10144 – Travel Management	3A // 6
10147 – Business English (B2-C1)*	3AB // 9
10152 – Business German	3AB // 6
10150 – French III	3AB // 6
10126 – Financial Management	3B // 4,5
10131 – Management and business administration II	3B // 6
10128 – New Technologies Applied to Tourism	3B // 4,5
10142 – Production management in restaurants	3B // 6
10165 – Coastal tourism management*	4A // 5
10156 – Commercial Management of Tourist Companies	4A // 5
10161 – Communication Strategies for Tourist Destinations	4A // 5
10157 – Consumer Behavior	4A // 5
13255 – Creación de empresas	4A // 5
10160 – Cultural heritage tourism management	4A // 5

CODE – SUBJECT	YEAR SEMESTER // ECTS
10168 – Ecotourism*	4A // 5
13250 – Español como lengua extranjera	4A // 5
10158 – Innovation Management and Entrepreneurship*	4A // 5
10167 – Intercultural Communication*	4A // 5
10163 – Management of protocolary events	4A // 5
10159 – Natural heritage tourism management	4A // 5
10164 – Sistemas globales de distribución	4A // 5
10155 – Strategic Management of Tourist Companies	4A // 5
10166 – Tourist guides	4A // 5
10171 – Bachelor's Thesis	4B // 7,5
10172 – Research techniques and presentation of the bachelor thesis	4B // 4,5

SEMESTER A = WINTER SEMESTER

SEMESTER B = SUMMER SEMESTER

*Subjects held in English



<http://gandia.upv.es/>