First school to offer official studies in tourism and hotel management in Spain

3 BACHELOR'S DEGREES

6 MASTER'S DEGREES

3 POSTGRADUATE COURSES

1 PhD PROGRAMME

25
Years teaching Tourism and Hotel Management

1
Hotel-school for in-class real work experience

93%
Employability rate of graduates in Tourism

95%
Success rate

4
Foreign languages: English, French, German and Chinese

188
Teaching staff including professionals active in the sector

General information

Language of instruction	English
Duration	4 academic years
Total number of credits	240 ECTS
Learning	Classroom-based

Course access

Type of access	Access preference	Entrance mark
Secondary school diploma and University entrance exam (PAU) and CFGS (HVTQ)	Any option	5,00
University access for people over 25 years	Any option	5,00
Other	- Work experience evaluation for people over 40 years - Entrance exams for people over 45 years - University Degree holders	5,00

University pre-enrolment

Places	60
Pre-enrolment code	21114
Pre-enrollment	universitats.gencat.cat
For more information about university access	University Admissions Office Barcelona Via Laietana, 2 08003 Barcelona Tel. 93 223 03 23 / Fax. 93 552 71 20 universitatsirecerca.gencat.cat/en/contacte

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Bachelor's Degree in Tourism

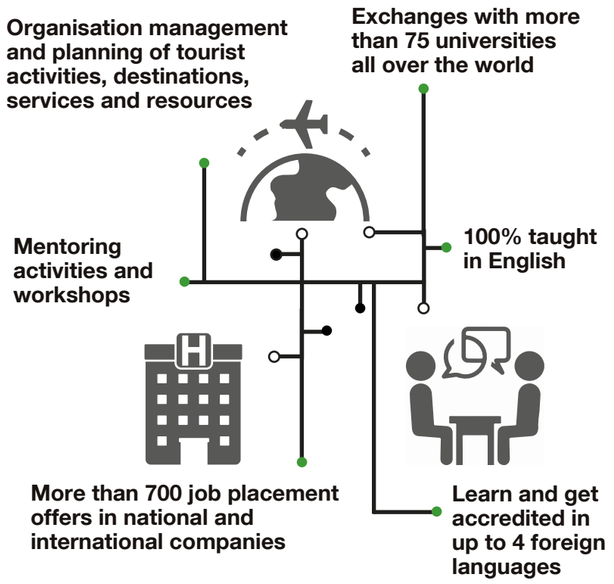
100% IN ENGLISH

UAB Universitat Autònoma de Barcelona

UAB CEI CAMPUS D'EXCEL·LÈNCIA INTERNACIONAL

Bachelor's Degree in Tourism

The **Bachelor's Degree in Tourism and the School of Tourism and Hotel Management** offer students a learning experience closely **linked to professional practice and working life**. This degree considers innovation and sustainability as central for a solid training and further access to Master's and PhD programmes.



Academic and professional personalised monitoring

Mobility Programmes

Students can choose from different exchange programmes.

ERASMUS + Exchanges with European universities. Exchange agreements with 43 universities in Germany, England, Austria, Belgium, Denmark, Finland, France, Netherlands, Italy, Hungary, Portugal, Poland and Switzerland, among others.

INTERNATIONAL INTERNSHIP PROGRAMMES Three to twelve-month internships in other countries around the world.

SICUE PROGRAMME Exchanges within Spain: Zaragoza, Valencia, Las Palmas, Lanzarote, Burgos, Madrid and Granada.

UAB EXCHANGE PROGRAMME With universities around the world in Canada, Puerto Rico, Vietnam, USA, Argentina, South Korea, China, among others.

DRAC PROGRAMME Teaching, Research and Cultural Activities. Mobility of all the university community belonging to the Vives Network of Universities.

Study plan structure - mandatory subjects

1st year

FIRST TERM	SECOND TERM
• Introduction to Tourist Economy • First Foreign Language I • Computer and Study Skills • Fundamentals of Tourism • Introduction to Tourism Law	• Introduction to Tourist Companies • Analysis of the Tourism Sector • Second Foreign Language I • Tourism Geography • Quantitative Techniques Applied to Tourism

2nd year

FIRST TERM	SECOND TERM
• Tourism Industry Skills • First Foreign Language II (English) • Economics of Tourism • Human Resources Management	• Tourism and Heritage • Accounting • Work Placement I • Second Foreign Language II • Tourism and Land Resources

3rd year

FIRST TERM	SECOND TERM
• First Foreign Language III • Management and Communication Skills • Management Accounting • Marketing for Tourism	• Strategic Planning of the Tourism Business • Financial Management • Work Placement II • Second Foreign Language III • Strategic Marketing

4th year

ACADEMIC PROGRAMME
• Bachelor's Degree Final Project

Other elective subjects different of those offered in the three existing specialisations:

- Organisation of Tourism Companies
- Cultural Heritage Management
- e-Marketing for Tourism
- Tourist Guide
- Second Foreign Language IV
- Third Foreign Language II
- Tourist Transport and Distribution
- Nutrition and Dietetics
- Research Methods and Techniques
- Professional Internship

Double International Degree with FH Salzburg University (Austria)

Option to obtain the Double International Degreee from the 3rd year.

Specialisations

In order to obtain one of these specialisations at the end of the degree, a minimum of 30 credits belonging to one of the following pathways are required.

Specialisation in Tourism Business Management (GET)

- First Foreign Language IV
- Entrepreneurship and Innovation
- Advertising and Public Relations
- Management of Customer Care and Services
- Congress and Event Organisation
- Tourism Innovation
- Management of Tourism Quality

Specialisation in Hotel Management (GH)

- Catering
- Gastronomy and Oenology
- Innovation in Hotel Management
- Congress and Event Organisation
- Hotel Management
- Information Systems and Hotel Management
- Third Foreign Language
- Financial Management and Stock Control
- Socio-Cultural Entertainment

Specialisation in Tourism Planning and Commercialisation (PT)

- Tourism and Sustainability
- Sociology and Psychology of Tourism
- Regional Tourism Policies
- Tourism Products
- e-Commerce for Tourism
- Tourist Office Management
- Promotion of Tourist Destinations

Student profile

This degree is aimed at students with an interest in training to become **creative, entrepreneurial and versatile professionals** in the world of tourism with a collaborative, participative and also critical and responsible attitude. People with **skills and abilities for management, direction and organisation.**

Career options

MANAGEMENT AND PROMOTION OF TOURIST DESTINATIONS **CULTURAL TOURISM**
TOURISM OFFICES AND PUBLIC AND PRIVATE ORGANIZATIONS **TOURISM CONSULTING**
MANAGEMENT OF TOURIST ACTIVITIES, ORGANIZATIONS OR COMPANIES
RESEARCH AND TEACHING **MANAGEMENT OF TOURIST INFORMATION AND PROMOTION**
REVENUE MANAGEMENT **MANAGEMENT OF DIGITAL TOURIST COMPANIES**
THEMED TOURISM **GUEST RELATIONS AT TOURIST OR ACCOMMODATION COMPANIES**
E-COMMERCE **TOURISM ENTREPRENEURSHIP** **TRANSPORT AND LOGISTIC COMPANIES**
IMPLEMENTATION OF NEW TECHNOLOGIES **COMMUNICATION AND MARKETING**
VIRTUAL PLATFORMS OF INTERMEDIATION OF TOURIST PRODUCTS AND SERVICES
ADMINISTRATION AND MANAGEMENT OF PERSONNEL, QUALITY, RESERVATIONS AND FINANCES
CONGRESSES AND EVENTS **USER EXPERIENCE** **TOURIST GUIDE**