



Universidad
Zaragoza

Facultad de Empresa y Gestión Pública

MASTER'S DEGREE IN TOURISM MANAGEMENT AND PLANNING

ACCESS AND ADMISSION

Admission to the Master's Degree in Tourism Management and Planning must be applied for at:
<https://academico.unizar.es/preinscripcion-master/preinscripcion-master>

Students with foreign studies not homologated, obtained outside the European Higher Education Area (EHEA) must follow the following instructions:

<https://academico.unizar.es/grado-y-master-master/acceso-y-admision/acceso-con-estudios-extranjeros-obtenidos-fuera-eees>

CONTACT WITH US

Facultad de Empresa y Gestión Pública
Plaza Constitución S/N
22001 Huesca (España)
974 23 93 73
fegp@unizar.es
masterturismo.unizar.es



Access to registration
information



Facultad de
Empresa y Gestión
Pública - Huesca
Universidad Zaragoza



DIPUTACIÓN
DE HUESCA

OBJECTIVES

- Training of high-level professionals for the management and planning of tourism companies, activities and institutions.
- Training of experts to orient their professional career towards research and knowledge in the field of tourism.

FACULTY

- University professors with PhDs with extensive teaching and professional experience in the tourism sector.
- Visiting professors

TRAINING PROGRAM

Compulsory subjects 39ECTS

| | |
|--|---|
| Advanced Information Management Techniques | 9 |
| Economic management of a tourist destination | 6 |
| Management of cultural and natural environment enterprises | 6 |
| Legal Regime of Tourist Activities and Spaces | 6 |
| Planning and management of the tourist space | 6 |
| Creation of tourist products | 6 |

Elective subjects 12ECTS

| | |
|--|---|
| External internships | 9 |
| Management skills | 3 |
| Economic and financial feasibility of tourism projects | 3 |
| Snow and mountain tourism | 3 |
| French for tourism | 3 |
| English for tourism | 3 |

Master's Thesis 9ECTS

Total 60ECTS



CAREER OPORTUNITIES

- Tourism destination manager
- Tourism product manager
- Tourism information, promotion and marketing manager
- Tourism consultant, advisor, analyst
- Entrepreneur in the tourism sector
- Hotel manager, travel agency manager
- Direct qualification as Tourist Guide of Aragón
- Access to Doctorate at the University of Zaragoza

INTERNATIONAL DOUBLE MASTER'S

DEGREE

Possibility of obtaining a double degree:

- University Master's Degree in Tourism Management and Planning - University of Zaragoza.
- Master Tourisme- parcours Loisirs, tourisme et développement territorial- Université de Pau et des Pays de l'Adour

Erasmus funding

PROJECT WEEK

- International program of work and in-depth research on a tourism theme together with students, professors and professionals from ten European university centers belonging to Accept (European Network of University Centers of Tourism).
- Developed each year in a different university center from among those belonging to the Network.



TALENT DAYS

Cycle of talks with professionals from the tourism sector in which they share their professional experience with the students and faculty of the degree program. These activities are open to public participation.

INTERNSHIPS

Guaranteed internships in companies and institutions of the tourism sector.

REDINTUR

Member of the Inter-University Network of Postgraduate Studies in Tourism (Red Intur) for the promotion of university teaching and research cooperation, knowledge transfer, postgraduate and doctoral activities and joint R&D&I projects.

INTERNATIONAL AND CROSS-BORDER CONFERENCES

Participation in national and international meetings in the field of tourism together with different universities and the collaboration of the Provincial Council of Huesca.



ON-SITE TRAINING

- Access to the contents of the training sessions through the Digital Teaching Ring of the University of Zaragoza.
- 60 ECTS
- 1 academic year
- Afternoon schedule

FIELD TRIPS

- Field analysis of different tourism initiatives
- Technical visits to companies in the tourism sector
- Meetings with entrepreneurs and representatives of public tourism entities



Facultad de
Empresa y Gestión
Pública - Huesca

Universidad Zaragoza