

## PLA D'ESTUDIS GRAU DE TURISME EN ANGLÈS

|                        |                                 |                                 |                       |
|------------------------|---------------------------------|---------------------------------|-----------------------|
| <b>Titulació:</b>      | <b>Grau de Turisme (Anglès)</b> | <b>F. Consell de Ministres:</b> | <b>08/03/2013</b>     |
| <b>Pla:</b>            | <b>1642</b>                     | <b>Publicació BOE:</b>          | <b>BOE 24/04/2013</b> |
| <b>Durada/Crèdits:</b> | <b>4 anys/240 ECTS</b>          | <b>Modificació pla estudis:</b> | <b>12/5/2025</b>      |

Distribució del pla d'estudis en crèdits ECTS (a cursar per l'estudiant), per tipus de matèria:

|               | Formació bàsica | Obligatori | Optatius  | Pràctiques Externes | Treball de fi de Grau |
|---------------|-----------------|------------|-----------|---------------------|-----------------------|
| 1r curs       | 48              | 12         |           |                     |                       |
| 2n curs       | 12              | 36         |           | 12                  |                       |
| 3r curs       |                 | 30         | 18        | 12                  |                       |
| 4t curs       |                 | 12         | 36        |                     | 12                    |
| <b>Totals</b> | <b>60</b>       | <b>90</b>  | <b>54</b> | <b>24</b>           | <b>12</b>             |

### Mencions

General training  
Specialisation in Tourism Business Management (GET)  
Specialisation in Tourism Marketing, Planning and Digitalisation  
Specialisation in Hotel Management (GH)

**Assignatures de formació bàsica i obligatòries** FB (Formació Bàsica) OB (Obligatòria)

| 1st year  | 2nd year  |
|---|---|
| Fundamentals of Tourism <b>6 cr. (OB)</b>   | Leadership and Team Management <b>6 cr. (FB)</b>                              |
| Tourism Economics <b>6 cr. (FB)</b>   | Management of Intermediation and Tourism Services Companies <b>6 cr. (OB)</b> |
| Digital and Communication Skills in Tourism <b>6 cr. (FB)</b>                               | Management of Tourist Accommodation Companies <b>6 cr. (OB)</b>               |
| First Foreign Language I (Chinese, English, French or German) (year-long) <b>6 cr. (FB)</b> | First Foreign Language II (year-long) <b>6 cr. (OB)</b>                       |
| Data Management Applied to Tourism <b>6 cr. (FB)</b>  | Tourism and Heritage <b>6 cr. (OB)</b>  |
| Tourism Geography <b>6 cr. (FB)</b>   | Tourist Destinations and Resources <b>6 cr. (FB)</b>                          |
| Tourism Law <b>6 cr. (FB)</b>   | Work Placement I (year-long) <b>12 cr. (PR)</b>                               |
| Tourism Company Management <b>6 cr. (FB)</b>  | Economic and Financial Management of Tourism Companies <b>6 cr. (OB)</b>      |
| Second Foreign Language I (year-long) (1) <b>6 cr. (FB)</b>                                 | Second Foreign Language II (year-long) (1) <b>6 cr. (OB)</b>                  |
| Innovation and Creativity in Tourism <b>6 cr. (OB)</b>                                      |   |

| 3rd year                                     |             | 4th year                                  |              |
|--|-------------|---|--------------|
| Tourism Marketing                            | 6 cr. (OB)  | Strategic Management of Tourist Companies | 6 cr. (FB)   |
| Professional and Intercultural Communication | 6 cr. (OB)  | Digital Marketing and Brand Positioning   | 6 cr. (OB)   |
| Cost Management in Tourism Companies         | 6 cr. (OB)  | Bachelor's Degree Final Project           | 12 cr. (TFE) |
| First Foreign Language III (year-long)       | 6 cr. (OB)  | <b>+36 credits of elective courses</b>    |              |
| Second Foreign Language III (year-long) (1)  | 6 cr. (OB)  |   |              |
| Work Placement II (year-long)                | 12 cr. (PR) |   |              |

**+18 credits of elective courses**

(1) S'ha de triar entre Alemany, Anglès, Francès o Xinès.

(2) Cal cursar una llengua diferent a la triada a First Foreign Language

### **Assignatures optatives** OT (Optativa)

Per a obtenir una menció s'han de cursar, com a mínim, 48 crèdits vinculats a cada itinerari.

Totes les assignatures optatives són de 6 crèdits excepte Professional Placement, que és de 12 crèdits.

| Specialisation in Tourism Business Management (GET)                                   |             | Specialisation in Tourism Marketing, Planning and Digitalisation |             |
|---|-------------|--|-------------|
| Business Tourism and Events   | 6 cr. (OT)  | Advertising and Public Relations                                 | 6 cr. (OT)  |
| New Trends in Tourism   | 6 cr. (OT)  | Promotion of Tourist Destinations                                | 6 cr. (OT)  |
| Tourist Transport and Distribution  | 6 cr. (OT)  | Tourism and Sustainability                                       | 6 cr. (OT)  |
| Personal Branding & Professional Development  | 6 cr. (OT)  | Society and Corporate Responsibility                             | 6 cr. (OT)  |
| Professional Communication in a Foreign Language (Chinese, English, French or German) | 6 cr. (OT)  | New Technologies in Tourism                                      | 6 cr. (OT)  |
| Customer Experience   | 6 cr. (OT)  | e-Commerce for Tourism   | 6 cr. (OT)  |
| Cultural Tourism Management and Tourist Guiding                                       | 6 cr. (OT)  | Governance and New Approaches to Tourism                         | 6 cr. (OT)  |
| Entrepreneurship and Innovation   | 6 cr. (OT)  | Personal Branding & Professional Development                     | 6 cr. (OT)  |
| Quality, Sustainability and Gender  | 6 cr. (OT)  | Corporate Communication and Protocol                             | 6 cr. (OT)  |
| Professional Placement  | 12 cr. (OT) | Creation of Tourist Experiences                                  | 6 cr. (OT)  |
|   |             | Professional Placement   | 12 cr. (OT) |

| Specialisation in Hotel Management (GH)      |                    | Other optional subjects                   |                   |
|--|--------------------|---|-------------------|
| International Management of Hotel Groups     | <b>6 cr. (OT)</b>  | Second Foreign Language IV (year-long)    | <b>6 cr. (OT)</b> |
| Hotel Management Innovation                  | <b>6 cr. (OT)</b>  | Third Foreign Language II (year-long) (2) | <b>6 cr. (OT)</b> |
| F&B Management                               | <b>6 cr. (OT)</b>  | Research Methods and Techniques           | <b>6 cr. (OT)</b> |
| Personal Branding & Professional Development | <b>6 cr. (OT)</b>  |   |                   |
| Business Simulation and Project Management   | <b>6 cr. (OT)</b>  |   |                   |
| Eno-Gastronomic Culture                      | <b>6 cr. (OT)</b>  |   |                   |
| Hotel Financial Management                   | <b>6 cr. (OT)</b>  |   |                   |
| Third Foreign Language I (year-long) (2)     | <b>6 cr. (OT)</b>  |   |                   |
| Revenue Management                           | <b>6 cr. (OT)</b>  |   |                   |
| Business Tourism and Events                  | <b>6 cr. (OT)</b>  |   |                   |
| Professional Placement                       | <b>12 cr. (OT)</b> |   |                   |

(3) Cal cursar una llengua no triada a *First Foreign Language* ni a *Second Foreign Language*.