Competences in Masters in Tourism Management and Planning

Universitat d’Alacant
Universidad de Alicante
Aim

The purpose of the title is the acquisition of an advanced, specialized and multidisciplinary education oriented to an academic or professional expertise and to promote research.
120 ECTS, 2 year-course

- 15 ECTS Training in tourism companies
- 15 ECTS Master’s Thesis

Quality and Environmental Management

Marketing

Research Methods and Techniques

Foreign Languages

Economics

Business Management
The general and specific competencies are defined taking into account:

- the fundamental rights and equal opportunities for men and women,
- the principles of equal opportunity and universal access for disabled people
- and the values of a culture of peace and democratic values,

in accordance with the provisions of Article 3.5 of RD1393/2007 29 October.
The Master’s degree qualifies for:

- Resort planner and manager: administrations, tourist boards, tourism planning officer.
- Tourism product development officer: specific product manager, tourist product development officer.
- Director of organizations: manager of non-profit organizations, tourism business group director (hotel chains, brokerage, leisure corporations, etc.), tourism company director, tourism division director in a larger business group.
- Operating director in a tourism company: information, promotion and marketing director, product director in an organisation (Spa Services, etc.) and business area director.
- R&D&I director: consultant, adviser or analyst.
- Teacher and research assistant.
Objectives

► Prepare students for decision-making in positions of high responsibility in businesses, activities and institutions of tourism.

► Empower students to respond to the demands of sustainability, diversity and quality of the tourist markets.

► Form in the application of methods, tools and practices for the development of scientific research in tourism.

► Improve the incorporation of technological solutions in the management of establishments, activities and destinations.

► Develop expertise profiles that take into account both the needs of innovation in the field of corporate governance as the development of new systems of management.
General Competences

► Be innovative and proactive.
► Setting priorities in achieving objectives.
► Adapting to new situations.
► Making decisions and solving problems.
► Working in a context of social responsibility.
► Interpret and critically evaluate the results.
► Manage communication skills.
► Negotiate: to reach agreements.
► Organize and lead teams.
► Recognize the competences and skills at individual, group and organizational level.
 Specific Competences (i)

- Apply planning tools.
- Apply the techniques of economic and financial management for tourism.
- Apply quality systems and environmental, economic and social management.
- Understand the legal framework of tourist activities.
- Understand the importance of organizational networks and to position.
- Knowing the management areas of tourism public administration.
- Learn the competences and functions of the different management areas.
- Learn about new trends in the creation of tourism products.
- Know the policies affecting destination.
Specific Competences (ii)

- Learn the techniques of business management.
- Know the trends and dynamics of tourism markets.
- Understand the fundamentals and apply appropriate scientific methodologies.
- Know the principles of sustainable management.
- Decide on the application of new technologies.
- Diagnose needs and opportunities, identify threats and potential of destination.
- Designing products and undertake tourism projects.
- Understanding the tourist destination as a system.
- Establish systems for monitoring the evolution of tourism.
- Use techniques for collecting and analyzing data.
- Linking agents involved in the development of the tourism product.
- Representing the organization.
### Our students opinion

- Making decisions and solving problems.  
- Be innovative and proactive.  
- Adapting to new situations.  
- Interpret and critically evaluate the results.  
- Setting priorities in achieving objectives.  
- Manage communication skills  
- Working in a context of social responsibility.
Thank you for your attention

R. Huete@ua.es