

		CODE	SUBJECT	ECTS	DESCRIPTION
1. YEAR	First Semester	43200	English for Tourism I	6	This subject introduces the key vocabulary and skills needed to speak English with tourists.
		43201	Introduction to Tourism Economy	6	Studying about economy principles such as the relationship of supply and demand, elasticity, utility, etc.
		43202	Statistics Applied to Tourism	6	This course will cover visualization, probability, regression and other topics that will help you how to learn the basic methods of understanding data with statistics.
		43203	Legal Environment in Tourism	6	Legal environment is a collective term describing international treaties (conventions), statutes, regulations, and common law or national law legislation.
		43204	Management of Tourism Administration	6	Introduction of all administration facilities needed in the tourism sector.
	Second Semester	43205	English for Tourism II	6	Skills needed to speak English in the tourism sector (II).
		43206	Territorial Tourism Resources	6	Territorial Tourism Resources- its management and importance in this sector.
		43207	Introduction to Financial Accounting	6	Introduction of financial accounting that treats money as a means of measuring economic performance instead of as a factor of production.
		43208	Sociology of Tourism	6	The Sociology of tourism is an emergent speciality of concerned with the study of tourist motivation, roles, relationships, and institutions and of their impact on tourists and on the societies who receive them.
		43209	Market Structure and Tourism	6	Market structure is the interconnected characteristics of a market, such as the number and relative strength of buyers and sellers and degree of collusion among them, level and forms of competition, extent of product differentiation, and ease of entry into and exit on the market.
2. YEAR	First Semester	43210	English for Tourism III	6	Skills needed to speak English in the tourism sector (III).
		43211	German for Tourism I	6	Skills needed to speak German in the tourism sector I.
		43212	Tourism and Transport	6	Transport in tourism- its manage skills and important economical and sustainable aspects.
		43213	Finance and Accounting of Tourism Enterprises	6	Financial accounting gives you an insight of the preparation of financial statements for decision makers, such as stockholders, suppliers, banks, employees, government agencies, owners, etc.
		43214	Management Skills	6	The practice of understanding, developing and deploying people and their skills. Well-implemented skills management should identify the skills that job roles require, the skills of individual employees, and any gap between the two.
	Second Semester	43215	Legal Framework for Tourism Enterprises	6	The legal structure a business chooses is fundamental to the way it operates. This legal framework determines who shares in the profits and losses, how tax is paid, where legal liabilities rests.
		43216	German for Tourism II	6	Skills needed to speak German in the tourism sector (II).
		43217	Heritage and Tourism	6	Cultural heritage tourism is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring.
		43218	Tourism Marketing	6	Learn about the process of communicating the value of a product or service to customers, for the purpose of selling that product or service.
		43219	Tourism Operations Management	6	Operations management is about the management of the processes that produce or deliver goods and services. Operations management decisions directly affect the size, shape, quantity, quality, price, profitability and speed of delivery of the output of travel, tourism and hospitality organisations, whether at the luxury end of the market or a budget product or service.
3. YEAR	First Semester	43220	German for Tourism III	6	Skills needed to speak German in the tourism sector (III).
		43221	Sustainable Tourism Development	6	The aim of sustainable tourism is to ensure that development brings a positive experience for local people, tourism companies and the tourists themselves. Sustainable tourism is an adopted practice in successful ecotourism.
		43222	Tourism Management of Information Technologies	6	Learn how developments in ITs revolutionise both, economies and enterprises.
		43223	Hospitality Management	6	The field of work or study of managing hotels, restaurants, cinemas, travel agencies and similar.
		43224	Food Management	6	Learn how to manage restaurant and catering business by organizing cost, input output relations, recepies and staff management.
	Second Semester	43225	Human Resource Management	6	Learn the process of an organization's workforce, or human resources. HR is responsible for the attraction, selection, training, assessment, and rewarding of employees.
		43234	Hotel Management- Information System	6	Learn how to manage organizations using information, administration, reservation and marketing software systems.
		43235	Tourism and Leisure	6	Learn about different leisure activities in the tourism sector.
		43236	Tourism Assessment of Projects and Politics	3	Learn about different promgrams to design tourism projects.
		43237	Accounting Analysis	6	Accounting analysis refers to an assessment of the viability, stability and profitability of a business, sub-business or project.
		43238	German for Tourism- Communication Skills	6	Communication skills needed to speak German in the tourism sector .
		43239	Historical and Archaeological Heritage- Strategy of Usage and Management	6	Learn about historical and archaeological heritage of the Canary Islands.
		43240	Hotel Marketing	3	Hospitality marketing is marketing efforts directed towards the increase of revenue in the hospitality industry.
		43241	Management of Travel Agencies and Intermediaries	6	Learn about the functions of intermediaries like tour operators, travel agent, tour brokers, tourist information centre, consortia and franchises, sales representatives.
		43242	Tourism Enterprise and Product Creation	3	Learn and analyse the important aspects of creating new toursim products.
		43243	Control Management	3	Control management is the control of efficacy and efficiency of the organization through the analysis of the resources, costs and proceeds.
4. YEAR	First Semester	43226	Environmental Quality Management	6	Quality Environmental Management refers to business management practices that reduce or prevent environmental pollution achieved through Total Quality Management techniques.
		43227	Tourism Finance Corporation in Enterprises	6	Learn about financial decisions of tourist enterprises and elements like financial market, financial institutions,etc.
		43228	Strategic Management of Tourism Enterprises and Destinations	6	Learn how to improve customer service, operations and financial management, sustainability practices and marketing, so that the destination collectively improves.
		43229	Territorial Analysis and Planning in Tourism	6	Learn the usage of all necessary instruments for a territorial planification.
		43230	Social Skills and Group- Animation	6	Learn about skill facilitating interaction and communication with others. Social rules and relations are created, communicated, and changed in verbal and nonverbal ways.
	Second Semester	43231	Tourism Market Research	6	Study the process or set of processes that links the consumers, customers, and end users to the marketer through information.
		43232	Practicum	18	Obligatory
		43233	Bachelor's Project	6	Obligatory