



CALENDARI ACADÈMIC URV 2025-26 – MÀSTER EN GESTIÓ DE DESTINACIONS TURÍSTIQUES

1R QUADRIMESTRE

ACTIVITAT	DATA INICIAL	DATA FINAL	SETMANES
Període docent	22/09/2025	06/02/2026	18

2N QUADRIMESTRE

ACTIVITAT	DATA INICIAL	DATA FINAL	SETMANES
Període docent	09/02/2026	23/06/2026	19

 Data màxima de tancament d'actes

 Data màxima de tancament d'actes de les assignatures
Pràctiques Externes i Treball de Fi de Màster de la
convocatòria de setembre

 Festa major URV

 Ponts oficials

 Dates de les proves d'accés a la Universitat (PAU) que tindran
prioritat en la reserva d'espais docents

Les festes locals no estan assenyalades

Setembre 2025

DL	DT	DC	DJ	DV	DS	DG
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Octubre 2025

DL	DT	DC	DJ	DV	DS	DG
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Novembre 2025

DL	DT	DC	DJ	DV	DS	DG
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Desembre 2025

DL	DT	DC	DJ	DV	DS	DG
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Gener 2026

DL	DT	DC	DJ	DV	DS	DG
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Febrer 2026

DL	DT	DC	DJ	DV	DS	DG
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

Març 2026

DL	DT	DC	DJ	DV	DS	DG
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Abril 2026

DL	DT	DC	DJ	DV	DS	DG
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Maig 2026

DL	DT	DC	DJ	DV	DS	DG
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Juny 2026

DL	DT	DC	DJ	DV	DS	DG
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Juliol 2026

DL	DT	DC	DJ	DV	DS	DG
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Setembre 2026

DL	DT	DC	DJ	DV	DS	DG
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

INTERNATIONAL MASTERS DEGREE IN 'MANAGEMENT OF TOURISM DESTINATIONS' / MASTER EN 'GESTIÓN DE DESTINOS TURÍSTICOS'

2 SPECIALIZATIONS

Destination management and governance (in English)
Destination marketing and branding (in Spanish / en Español)

2 ITINERARIES

Professional (Internship + professional Final Project work)
Research (Research TFM)



UNIVERSITAT ROVIRA I VIRGILI

60 CREDITS ECTS

31 credits of compulsory courses
17 credits of optional specialization courses (incl. internships)
12 credits of Final Project

EXPEDITED TITLE

Official master's title, giving access to Doctoral studies in the European Space of Higher Education (EEES) according to the Spanish law (Real Decreto 99/2011, 28 January, regulating doctoral studies)

COMPULSORY SUBJECTS	ECTS credits	Semester	Teaching language	Modality	Major (departament of affiliation)	Lecturers
TOURISM SECTORS AND SYSTEMS	5	1	English	ON-LINE	TOURISM ECONOMICS	J.M. Arauzo / JM. Giménez
DESTINATION PLANNING AND MANAGEMENT	3	1	English	ON-LINE	TOURISM GEOGRAPHY	A.P. Russo/A. Pastor
DESTINATION SPACES AND PLACES	3	1	English	ON-LINE	TOURISM GEOGRAPHY	Dpt. Geografia/J. Jurado
TOURISM MARKETING	3	1	English	ON-LINE	MANAGEMENT OF TOURIST ORGANIZATIONS AND FIRMS	N. Rabassa
INNOVATION AND CREATIVITY IN TOURISM	3	1	English	ON-LINE	MANAGEMENT OF TOURIST ORGANIZATIONS AND FIRMS	E. García
ECONOMIC ANALYSIS OF TOURISM MARKETS	5	1	English	ON-LINE	TOURISM ECONOMICS	JA. Duro / K. de Araujo
QUALITATIVE METHODS IN TOURISM ANALYSIS	3	2	English	FACE TO FACE / ON-LINE	MANAGEMENT OF TOURIST ORGANIZATIONS AND FIRMS	R. Cascón
QUANTITATIVE METHODS IN TOURISM ANALYSIS	3	2	English	FACE TO FACE / ON-LINE	TOURISM ECONOMICS	A. Pérez
CARTOGRAPHIC AND GEOANALYTIC METHODS IN TOURISM	3	2	English	FACE TO FACE / ON-LINE	TOURISM GEOGRAPHY	A. Domènech
FINAL PROJECT	12	1-2	English	FACE TO FACE / ON-LINE		Coordinator
Total ECTS	43					

OPTIONAL SPECIALIZATION SUBJECTS	Credits	Semester	Modality		Major (department of affiliation)	Profesorado
(17 among the following)						
DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS	3	2	English	FACE TO FACE / ON-LINE	MANAGEMENT OF TOURIST ORGANIZATIONS AND FIRMS	Dpt. Gestió d'Empreses/E. Hajiyeva
DESTINATION MANAGEMENT AND CLIMATE CHANGE	3	2	English	FACE TO FACE / ON-LINE	TOURISM GEOGRAPHY	Dpt. Geografia/J. Olano
EXPERIENCE DESIGN	3	2	English	FACE TO FACE / ON-LINE	TOURISM GEOGRAPHY	A. Font
WORK PLACEMENT (INTERNSHIP)	6	2	English/Spanish/Catalan	FACE TO FACE / ON-LINE	TOURISM ECONOMICS	Coordinator
MARKETING MANAGEMENT	5	2	English	FACE TO FACE / ON-LINE	MANAGEMENT OF TOURIST ORGANIZATIONS AND FIRMS	G. Cavalli
COMUNICACIÓN ESTRATÉGICA DE MARCAS Y TERRITORIOS	3	2	Spanish	FACE TO FACE / ON-LINE	BRAND COMMUNICATION	S. Huertas
GOVERNANCE, STAKEHOLDERS AND COMMUNITY IN DESTINATIONS	3	2	English	FACE TO FACE / ON-LINE	TOURISM GEOGRAPHY	C. Sanz