

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	Teaching period	Major (department of affiliation)	Lecturers
21655106 - TOURISM SECTORS AND SYSTEMS	5	1	English	ON-LINE	12/10-23/12/2020	TOURISM ECONOMICS	J.M. Giménez (coord.), J.M. Arauzo, F. Tomori
21655105 - DESTINATION PLANNING AND MANAGEMENT	3	1	English	ON-LINE	12/10-23/12/2020	TOURISM GEOGRAPHY	A.P. Russo
21655102 - DESTINATION SPACES AND PLACES	3	1	English	ON-LINE	12/10-23/12/2020	TOURISM GEOGRAPHY	S. Anton
21655104 - TOURISM MARKETING	3	1	English	ON-LINE	12/10-23/12/2020	MANAGEMENT OF TOURIST ORGANIZATIONS AND FIRMS	N. Rabassa
21655103 - INNOVATION AND CREATIVITY IN TOURISM	3	1	English	ON-LINE	12/10-23/12/2020	MANAGEMENT OF TOURIST ORGANIZATIONS AND FIRMS	E. García
21655101 - ECONOMIC ANALYSIS OF TOURISM MARKETS	5	1	English	ON-LINE	12/10-23/12/2020	TOURISM ECONOMICS	A. Mariscal, F. Tomori
21655108 - QUALITATIVE METHODS IN TOURISM ANALYSIS	3	2	English	FACE TO FACE / ON-LINE	18/1-26/2/2021	MANAGEMENT OF TOURIST ORGANIZATIONS AND FIRMS	R. Cascón
21655109 - QUANTITATIVE METHODS IN TOURISM ANALYSIS	3	2	English	FACE TO FACE / ON-LINE	18/1-26/2/2021	TOURISM ECONOMICS	A. Pérez
21655107 - CARTOGRAPHIC AND GEOANALYTIC METHODS IN TOURISM	3	2	English	FACE TO FACE / ON-LINE	18/1-26/2/2021	TOURISM GEOGRAPHY	A. Domènech
21655301 - FINAL PROJECT	12	1-2	English	FACE TO FACE / ON-LINE	yearly tutoring		J.M. Giménez (coord.)
Total ECTS	43						

OPTIONAL SPECIALIZATION SUBJECTS	Credits	Semester	Modality	Major (department of affiliation)	Profesorado		
Specialization 'Destination Management and Governance' (in English) (17 among the following)							
21655209 - DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS (DM)	5	2	English	FACE TO FACE / ON-LINE	18/1-30/4/2021	MANAGEMENT OF TOURIST ORGANIZATIONS AND FIRMS	Y. Ustrov
21655206 - VALUE CHAIN MANAGEMENT	3	2	English	FACE TO FACE / ON-LINE	1/3-30/4/2021	MANAGEMENT OF TOURIST ORGANIZATIONS AND FIRMS	M. Segu
21655203 - EXPERIENCE DESIGN**	3	2	English	FACE TO FACE / ON-LINE	1/3-30/4/2021	TOURISM GEOGRAPHY	M. Segu
21655501 - WORK PLACEMENT (INTERNSHIP)	6	2	English/Spanish/Catalan	FACE TO FACE / ON-LINE	3/5-31/8/2021		J.M. Giménez, J. Angla (coord.)
Specialization 'Destination marketing and branding' (in Spanish) (17 among the following)							
21655205 - MARKETING MANAGEMENT	5	2	English	FACE TO FACE / ON-LINE	18/1-30/4/2021	MANAGEMENT OF TOURIST ORGANIZATIONS AND FIRMS	G. Cavalli
21655202 - COMUNICACIÓN ESTRATÉGICA DE MARCAS Y TERRITORIOS	3	2	Spanish	FACE TO FACE / ON-LINE	1/3-30/4/2021	BRAND COMMUNICATION	S. Huertas
21655204 - E-TOURISM: ESTRATEGIAS Y HERRAMIENTAS	3	2	English	FACE TO FACE / ON-LINE	1/3-30/4/2021	TOURISM ECONOMICS	C. Massó
21655203 - EXPERIENCE DESIGN**	3	2	English	FACE TO FACE / ON-LINE	1/3-30/4/2021	TOURISM GEOGRAPHY	M. Segu
21655501 - PRÁCTICAS EXTERNAS	6	2	English/Spanish/Catalan	FACE TO FACE / ON-LINE	3/5-31/8/2021		J.M. Giménez, J. Angla (coord.)

** course taught in English for the 2 specializations

DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS (DMS/DMO)	5	DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS (DMS/DMO) (5 credits)
EXPERIENCE DESIGN	3	EXPERIENCE DESIGN (3 credits)
MARKETING MANAGEMENT	5	MARKETING MANAGEMENT (5 credits)
E-TOURISM: STRATEGIES AND TOOLS	3	E-TOURISM: STRATEGIES AND TOOLS (3 credits)

Total 66 credits offered (6 of which shared with Comm.) down from 80
Students can take
21655209 - DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS (DMS/DMO)
21655206 - VALUE CHAIN MANAGEMENT
21655203 - EXPERIENCE DESIGN**
21655501 - WORK PLACEMENT (INTERNSHIP)
 or (only for spanish-speakers)
21655209 - DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS (DMS/DMO)
21655206 - VALUE CHAIN MANAGEMENT
21655203 - EXPERIENCE DESIGN**
21655202 - COMUNICACIÓN ESTRATÉGICA DE MARCAS Y TERRITORIOS
21655204 - E-TOURISM: ESTRATEGIAS Y HERRAMIENTAS

MASTER'S DEGREE IN MANAGEMENT OF TOURISM DESTINATIONS

Calendar academic year 2022-23

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1	September 26	September 27	September 28	September 29	September 30
virtual courses: interaction time with lecturers to be arranged case by case			INAUGURAL SESSION h. 16:00	TOURISM SECTORS AND SYSTEMS Session #1 h. 15:00-16:00	CRAI course: introduction to Database and bibliographic management h. 16:00-17:00
WEEK 2	October 3	October 4	October 5	October 6	October 7
virtual courses: interaction time with lecturers to be arranged case by case	INNOVATION AND CREATIVITY IN TOURISM Session #1 h. 16:00-17:00	TOURISM SECTORS AND SYSTEMS Session #2 h. 15:00-16:00	TOURISM MARKETING Session #1 h. 17:30 a 18:30	ECONOMIC ANALYSIS OF TOURISM MARKETS Session #1 h. 14:30-15:30	DESTINATION PLANNING AND MANAGEMENT Session #1 h. 17:00-18:30
WEEK 3	October 10	October 11	October 12	October 13	October 14
virtual courses: interaction time with lecturers to be arranged case by case	DESTINATION SPACES AND PLACES Session #1 h. 17:30-18:30	TOURISM SECTORS AND SYSTEMS Session #3 h. 15:00-16:00	HOLIDAY	ECONOMIC ANALYSIS OF TOURISM MARKETS Session #2 h. 14:30-15:30	DESTINATION PLANNING AND MANAGEMENT Session #2 h. 17:00-18:00
WEEK 4	October 17	October 18	October 19	October 20	October 21
virtual courses: interaction time with lecturers to be arranged case by case	INNOVATION AND CREATIVITY IN TOURISM Session #2 h. 16:00-17:00 DESTINATION SPACES AND PLACES Session #2 h. 17:30-18:30	TOURISM SECTORS AND SYSTEMS Session #4 h. 15:00-16:00	TOURISM MARKETING Session #2 h. 17:30 a 18:30	ECONOMIC ANALYSIS OF TOURISM MARKETS Session #3 h. 14:30-15:30	
WEEK 5	October 24	October 25	October 26	October 27	October 28
virtual courses: interaction time with lecturers to be arranged case by case	INNOVATION AND CREATIVITY IN TOURISM Session #3 h. 16:00-17:00 DESTINATION SPACES AND PLACES Session #3 h. 17:30-18:30	TOURISM SECTORS AND SYSTEMS Session #5 h. 14:00-15:00	TOURISM MARKETING Session #3 h. 17:30 a 18:30	ECONOMIC ANALYSIS OF TOURISM MARKETS Session #4 h. 14:30-15:30	DESTINATION PLANNING AND MANAGEMENT Session #3 h. 15:00-16:00
WEEK 6	October 31	November 1	November 2	November 3	November 4
virtual courses: interaction time with lecturers to be arranged case by case		HOLIDAY	TOURISM MARKETING Session #4 h. 17:30 a 18:30	ECONOMIC ANALYSIS OF TOURISM MARKETS Session #5 h. 14:30-15:30	DESTINATION PLANNING AND MANAGEMENT Session #4 h. 17:00-18:00

MASTER'S DEGREE IN MANAGEMENT OF TOURISM DESTINATIONS
Calendar academic year 2022-23

WEEK 7	November 7	November 8	November 9	November 10	November 11
virtual courses: interaction time with lecturers to be arranged case by case	INNOVATION AND CREATIVITY IN TOURISM Session #4 h. 16:00-17:00			ECONOMIC ANALYSIS OF TOURISM MARKETS Session #6 h. 14:30-15:30	
WEEK 8	November 14	November 15	November 16	November 17	November 18
virtual courses: interaction time with lecturers to be arranged case by case	INNOVATION AND CREATIVITY IN TOURISM Session #5 h. 16:00-17:00 ----- DESTINATION SPACES AND PLACES Session #4 h. 17:30-18:30	TOURISM SECTORS AND SYSTEMS Session #6 h. 15:00-16:00	TOURISM MARKETING Session #5 h. 17:30 a 18:30	ECONOMIC ANALYSIS OF TOURISM MARKETS Session #7 h. 14:30-15:30	DESTINATION PLANNING AND MANAGEMENT Session #5 h. 17:00-18:00
WEEK 9	November 21	November 22	November 23	November 24	November 25
virtual courses: interaction time with lecturers to be arranged case by case	DESTINATION SPACES AND PLACES Session #5 h. 17:30-18:30	TOURISM SECTORS AND SYSTEMS Session #7 h. 15:00-16:00	TOURISM MARKETING Session #6 h. 17:30 a 18:30	ECONOMIC ANALYSIS OF TOURISM MARKETS Session #8 h. 14:30-15:30	DESTINATION PLANNING AND MANAGEMENT WEBINAR
WEEK 10	November 28	November 29	November 30	December 1	December 2
virtual courses: interaction time with lecturers to be arranged case by case	INNOVATION AND CREATIVITY IN TOURISM Session #6 h. 16:00-17:00 ----- DESTINATION SPACES AND PLACES Session #6 h. 17:30-18:30	TOURISM SECTORS AND SYSTEMS Session #8 h. 15:00-16:00		ECONOMIC ANALYSIS OF TOURISM MARKETS Session #9 h. 14:30-15:30	DESTINATION PLANNING AND MANAGEMENT Session #6 h. 17:00-18:00
WEEK 11	December 5	December 6	December 7	December 8	December 9
virtual courses: interaction time with lecturers to be arranged case by case		HOLIDAY		HOLIDAY	
WEEK 12	December 12	December 13	December 14	December 15	December 16
virtual courses: interaction time with lecturers to be arranged case by case		TOURISM SECTORS AND SYSTEMS Session #9 h. 15:00-16:00 Webinar	Introduction to interships and FMP h. 15:00 - 16:00	ECONOMIC ANALYSIS OF TOURISM MARKETS Session #10 h. 14:30-15:30	

MASTER'S DEGREE IN MANAGEMENT OF TOURISM DESTINATIONS

Calendar academic year 2022-23

WEEK 13	December 19	December 20	December 21	December 22	December 23
1st semester: 1st call	INNOVATION AND CREATIVITY IN TOURISM EVALUATION SESSION 1st call	DESTINATION PLANNING AND MANAGEMENT EVALUATION SESSION 1st call	TOURISM MARKETING EVALUATION SESSION 1st call	ECONOMIC ANALYSIS OF TOURISM MARKETS EVALUATION SESSION 1st call	
	DESTINATION SPACES AND PLACES EVALUATION SESSION 1st call			TOURISM SECTORS AND SYSTEMS EVALUATION SESSION 1st call	
WEEK 14	January 9	January 10	January 11	January 12	January 13
1st semester: 2nd call	ECONOMIC ANALYSIS OF TOURISM MARKETS EVALUATION SESSION 2nd call	INNOVATION AND CREATIVITY IN TOURISM EVALUATION SESSION 2nd call	DESTINATION SPACES AND PLACES EVALUATION SESSION 2nd call	TOURISM MARKETING EVALUATION SESSION 2nd call	DESTINATION PLANNING AND MANAGEMENT EVALUATION SESSION 2nd call
	TOURISM SECTORS AND SYSTEMS EVALUATION SESSION 2nd call				
WEEK 15	January 16	January 17	January 18	January 19	January 20
16:00 - 21:00			FITUR 2023	FITUR 2023	FITUR 2023
WEEK 16	January 23	January 24	January 25	January 26	January 27
16:00 - 21:00	QUALITATIVE METHODS IN TOURISM ANALYSIS Session #1 Room A2.1	CARTOGRAPHIC AND GEOANALYTIC METHODS IN TOURISM Session #1 Room A2.1	QUANTITATIVE METHODS IN TOURISM ANALYSIS Session #1 Room A2.1	DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS Session #1 Room A2.2	QUALITATIVE METHODS IN TOURISM ANALYSIS Session #2 Room A2.2
WEEK 17	January 30	January 31	February 1	February 2	February 3
16:00 - 21:00	QUALITATIVE METHODS IN TOURISM ANALYSIS Session #3 Room A2.1	CARTOGRAPHIC AND GEOANALYTIC METHODS IN TOURISM Session #3 Room A2.1	DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS Session #2 Room A2.2	CARTOGRAPHIC AND GEOANALYTIC METHODS IN TOURISM Session #2 Room A2.1	QUANTITATIVE METHODS IN TOURISM ANALYSIS Session #2 Room A2.2
			MARKETING MANAGEMENT Session #1 Room A2.1		
WEEK 18	February 6	February 7	February 8	February 9	February 10
16:00 - 21:00	QUALITATIVE METHODS IN TOURISM ANALYSIS Session #4 Room A2.1	CARTOGRAPHIC AND GEOANALYTIC METHODS IN TOURISM Session #4 Room A2.1	DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS Session #3 Room A2.2	QUALITATIVE METHODS IN TOURISM ANALYSIS Session #5 Room A2.1	QUANTITATIVE METHODS IN TOURISM ANALYSIS Session #3 Room A2.2
			MARKETING MANAGEMENT Session #2 Room A2.1		

MASTER'S DEGREE IN MANAGEMENT OF TOURISM DESTINATIONS
Calendar academic year 2022-23

WEEK 19	February 13	February 14	February 15	February 16	February 17
16:00 - 21:00	QUALITATIVE METHODS IN TOURISM ANALYSIS Session #6 Room A2.1	CARTOGRAPHIC AND GEOANALYTIC METHODS IN TOURISM Session #5 Room A2.1	DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS Session #4 Room A2.2	QUANTITATIVE METHODS IN TOURISM ANALYSIS Session #4 Room A2.2	CARTOGRAPHIC AND GEOANALYTIC METHODS IN TOURISM Session #6 Room A2.1
			MARKETING MANAGEMENT Session #3 Room A2.1		
WEEK 20	February 20	February 21	February 22	February 23	February 24
16:00 - 21:00	QUALITATIVE METHODS IN TOURISM ANALYSIS EVALUATION SESSION Room A2.1	QUANTITATIVE METHODS IN TOURISM ANALYSIS Session #5 Room A2.2	DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS Session #5 Room A2.2	QUANTITATIVE METHODS IN TOURISM ANALYSIS Session #6 Room A2.2	CARTOGRAPHIC AND GEOANALYTIC METHODS IN TOURISM EVALUATION SESSION Room A2.1
			MARKETING MANAGEMENT Session #4 Room A2.1		
WEEK 21	February 27	February 28	March 16	March 24	March 3
16:00 - 21:00	QUANTITATIVE METHODS IN TOURISM ANALYSIS EVALUATION SESSION Room A2.2		DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS Session #6 Room A2.2		
		COMUNICACIÓN ESTRATEGICA MARCAS TERRITORIO Session #1 16.00-19.30 / Campus Catalunya, Tarragona, Room 314	MARKETING MANAGEMENT Session #5 Room A2.1		E-TOURISM: ESTRATEGIAS Y HERRAMIENTAS Session #1 Room A2.2
WEEK 22	March 6	March 7	March 8	March 9	March 10
16:00 - 21:00	VALUE CHAIN MANAGEMENT Session #1 Room A2.1		DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS Session #7 Room A2.2	EXPERIENCE DESIGN Session #1 Room A2.1	
		COMUNICACIÓN ESTRATEGICA MARCAS TERRITORIO Session #2 16.00-19.30 / Campus Catalunya, Tarragona, Room 314	MARKETING MANAGEMENT Session #6 Room A2.1		
WEEK 23	March 13	March 14	March 15	March 16	March 17
16:00 - 21:00	VALUE CHAIN MANAGEMENT Session #2 Room A2.1		DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS Session #8 Room A2.2	EXPERIENCE DESIGN Session #2 Room A2.1	
		COMUNICACIÓN ESTRATEGICA MARCAS TERRITORIO Session #3 16.00-19.30 / Campus Catalunya, Tarragona, Room 314	MARKETING MANAGEMENT Session #7 Room A2.1		E-TOURISM: ESTRATEGIAS Y HERRAMIENTAS Session #2 Room A2.2
WEEK 24	March 20	March 21	March 22	March 23	March 24
16:00 - 21:00	VALUE CHAIN MANAGEMENT Session #3 Room A2.1			EXPERIENCE DESIGN Session #3 Room A2.1	
		COMUNICACIÓN ESTRATEGICA MARCAS TERRITORIO Session #4 16.00-19.30 / Campus Catalunya, Tarragona, Room 314	MARKETING MANAGEMENT Session #8 Room A2.1		E-TOURISM: ESTRATEGIAS Y HERRAMIENTAS Session #3 Room A2.2

MASTER'S DEGREE IN MANAGEMENT OF TOURISM DESTINATIONS
Calendar academic year 2022-23

WEEK 25	March 27	March 28	March 29	March 30	March 31
16:00 - 21:00	VALUE CHAIN MANAGEMENT Session #4 Room A2.1		DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS Session #9 Room A2.2	EXPERIENCE DESIGN Session #4 Room A2.1	
		COMUNICACIÓN ESTRATEGICA MARCAS TERRITORIO Session #5 16.00-19.30 / Campus Catalunya, Tarragona, Room 314	MARKETING MANAGEMENT Session #9 Room A2.1		E-TOURISM: ESTRATEGIAS Y HERRAMIENTAS Session #4 Room A2.2
WEEK 26	April 3	April 4	April 5	April 6	April 7
16:00 - 21:00	HOLIDAY	HOLIDAY	HOLIDAY	HOLIDAY	HOLIDAY
	HOLIDAY	HOLIDAY	HOLIDAY	HOLIDAY	HOLIDAY
WEEK 27	April 10	April 11	April 12	April 13	April 14
16:00 - 21:00	HOLIDAY	EXPERIENCE DESIGN Session #5 Room A2.1	DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS EVALUATION SESSION Room A2.2		
	HOLIDAY				E-TOURISM: ESTRATEGIAS Y HERRAMIENTAS EVALUATION SESSION Room A2.2
WEEK 28	April 17	April 18	April 19	April 20	April 21
16:00 - 21:00	VALUE CHAIN MANAGEMENT EVALUATION SESSION Room A2.1			EXPERIENCE DESIGN EVALUATION SESSION - Room A2.1	
		Professional orientation talk Room: Teams	MARKETING MANAGEMENT EVALUATION SESSION Room A2.1		

MASTER'S DEGREE IN MANAGEMENT OF TOURISM DESTINATIONS
Calendar academic year 2022-23

WEEK 29-WEEK 30		April 24 - May 7				
16:00 - 21:00	Internship/ FMP					
WEEK 31	May 8	May 9	May 10	May 11	May 12	
2nd semester: 2nd call	QUALITATIVE METHODS IN TOURISM ANALYSIS EVALUATION SESSION 2nd call h 14:00 CEST	QUANTITATIVE METHODS IN TOURISM ANALYSIS EVALUATION SESSION 2nd call h 14:00 CEST	CARTOGRAPHIC AND GEOANALYTIC METHODS IN TOURISM EVALUATION SESSION 2nd call h 14:00 CEST	DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS (DMS/DMO) EVALUATION SESSION 2nd call h 14:00 CEST	E-TOURISM: ESTRATEGIAS Y HERRAMIENTAS EVALUATION SESSION 2nd call h 18:00 CEST	
	VALUE CHAIN MANAGEMENT EVALUATION SESSION 2nd call h 18:00 CEST	EXPERIENCE DESIGN EVALUATION SESSION 2nd call h 18:00 CEST	MARKETING MANAGEMENT EVALUATION SESSION 2nd call h 18:00 CEST	COMUNICACIÓN ESTRATÉGICA DE MARCAS Y TERRITORIOS EVALUATION SESSION 2nd call h 18:00 CEST		
WEEK 32-WEEK 36	May 8 - June 16					
16:00 - 21:00	Internship/ FMP					
WEEK 37	June 19	June 20	June 21	June 22	June 23	
	Deposit of TFM			Presentation of TFM	Presentation of TFM	