

INTERNATIONAL MASTERS DEGREE IN 'MANAGEMENT OF TOURISM DESTINATIONS' / MASTER EN 'GESTIÓ 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 (EES) 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 / F. Tomori
DESTINATION PLANNING AND MANAGEMENT	3	1	English	ON-LINE	TOURISM GEOGRAPHY	A.P. Russo
DESTINATION SPACES AND PLACES	3	1	English	ON-LINE	TOURISM GEOGRAPHY	F. Brandajs
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	F. Tomori
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		J.M Giménez
Total ECTS	43					

OPTIONAL SPECIALIZATION SUBJECTS	Credits	Semester	Modality	Major (departament of affiliation)	Profesorado	
(17 among the following)						
DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS	5	2	English	FACE TO FACE / ON-LINE	MANAGEMENT OF TOURIST ORGANIZATIONS AND FIRMS	Gestió d'Empreses
VALUE CHAIN MANAGEMENT	3	2	English	FACE TO FACE / ON-LINE	TOURISM GEOGRAPHY	M. Segu
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	J.M. Giménez
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

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1	September 25	September 26	September 27	September 28	September 29
virtual courses: interaction time with lecturers to be arranged case by case			INAUGURAL SESSION h. 17:00	TUTORIAL SESSION h. 13:00	
WEEK 2	October 2	October 3	October 4	October 5	October 6
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. 17:00-18:00	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 9	October 10	October 11	October 12	October 13
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. 17:00-18:00		HOLIDAY	DESTINATION PLANNING AND MANAGEMENT Session #2 h. 17:00-18:00
WEEK 4	October 16	October 17	October 18	October 19	October 20
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. 17:00-18:00	TOURISM MARKETING Session #2 h. 17:30 a 18:30	ECONOMIC ANALYSIS OF TOURISM MARKETS Session #2 h. 14:30-15:30	CRAI course: introduction to Database and bibliographic management h. 17:00-18:00
WEEK 5	October 23	October 24	October 25	October 26	October 27
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. 17:00-18:00	TOURISM MARKETING Session #3 h. 17:30 a 18:30	ECONOMIC ANALYSIS OF TOURISM MARKETS Session #3 h. 14:30-15:30	DESTINATION PLANNING AND MANAGEMENT Session #3 h. 17:00-18:00
WEEK 6	October 30	October 31	November 1	November 22	November 3
virtual courses: interaction time with lecturers to be arranged case by case		HOLIDAY	HOLIDAY	ECONOMIC ANALYSIS OF TOURISM MARKETS Session #4 h. 14:30-15:30	DESTINATION PLANNING AND MANAGEMENT Session #4 h. 17:00-18:00
WEEK 7	November 6	November 7	November 8	November 9	November 10
virtual courses: interaction time with lecturers to be arranged case by case	INNOVATION AND CREATIVITY IN TOURISM Session #4 h. 16:00-17:00		TOURISM MARKETING Session #4 h. 17:30 a 18:30	ECONOMIC ANALYSIS OF TOURISM MARKETS Session #5 h. 14:30-15:30	
WEEK 8	November 13	November 14	November 15	November 16	November 17
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. 17:00-18:00	TOURISM MARKETING Session #5 h. 17:30 a 18:30	ECONOMIC ANALYSIS OF TOURISM MARKETS Session #6 h. 14:30-15:30	DESTINATION PLANNING AND MANAGEMENT Session #5 h. 17:00-18:00

WEEK 9	November 20	November 21	November 22	November 23	November 24
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. 17:00-18:00	TOURISM MARKETING Session #6 h. 17:30 a 18:30	ECONOMIC ANALYSIS OF TOURISM MARKETS Session #7 h. 14:30-15:30	DESTINATION PLANNING AND MANAGEMENT WEBINAR
WEEK 10	November 27	November 28	November 29	November 30	December 1
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. 17:00-18:00		ECONOMIC ANALYSIS OF TOURISM MARKETS Session #8 h. 14:30-15:30	DESTINATION PLANNING AND MANAGEMENT Session #6 h. 17:00-18:00
WEEK 11	December 4	December 5	December 6	December 7	December 8
virtual courses: interaction time with lecturers to be arranged case by case		ECONOMIC ANALYSIS OF TOURISM MARKETS Session #9 h. 14:30-15:30	HOLIDAY		HOLIDAY
WEEK 12	December 11	December 12	December 13	December 14	December 15
virtual courses: interaction time with lecturers to be arranged case by case		TOURISM SECTORS AND SYSTEMS Session #9 h. 17:00-18:00 Webminar	Introduction to internships and FMP h. 17:00 - 18:00	ECONOMIC ANALYSIS OF TOURISM MARKETS Session #10 h. 14:30-15:30	
WEEK 13	December 18	December 19	December 20	December 21	December 22
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 TOURISM SECTORS AND SYSTEMS EVALUATION SESSION 1st call	DESTINATION SPACES AND PLACES EVALUATION SESSION 1st call
WEEK 14	January 8	January 9	January 10	January 11	January 12
1st semester: 2nd call	ECONOMIC ANALYSIS OF TOURISM MARKETS EVALUATION SESSION 2nd call TOURISM SECTORS AND SYSTEMS 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
WEEK 15	January 15	January 16	January 17	January 18	January 19
16:00 - 21:00	QUALITATIVE METHODS IN TOURISM ANALYSIS Session #1 Room A2.1 16:00-18:00 QUANTITATIVE METHODS IN TOURISM ANALYSIS Session #1 Room A2.1 18:00-20:00	DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS Session #1 Room A2.2		QUALITATIVE METHODS IN TOURISM ANALYSIS Session #3 Room A2.1 16:00-18:30 QUANTITATIVE METHODS IN TOURISM ANALYSIS Session #3 Room A2.1 18:30-21:00	MARKETING MANAGEMENT Session #1 Room A2.1
WEEK 16	January 22	January 23	January 24	January 25	January 26
16:00 - 21:00	QUALITATIVE METHODS IN TOURISM ANALYSIS Session #2 Room A2.1 16:00-18:30 QUANTITATIVE METHODS IN TOURISM ANALYSIS Session #2 Room A2.1 18:30-21:00	CARTOGRAPHIC AND GEOANALYTIC METHODS IN TOURISM Session #1 Room A2.1	FITUR 2024 (to be confirmed)	FITUR 2024 (to be confirmed)	FITUR 2024 (to be confirmed)

WEEK 17	January 29	January 30	January 31	February 1	February 2
16:00 - 21:00	QUALITATIVE METHODS IN TOURISM ANALYSIS Session #4 Room A2.1 16:00-18:30	CARTOGRAPHIC AND GEOANALYTIC METHODS IN TOURISM Session #2 Room A2.1	DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS Session #2 Room A2.2	QUALITATIVE METHODS IN TOURISM ANALYSIS Session #5 Room A2.1 16:00-18:30	MARKETING MANAGEMENT Session #2 Room A2.1
	QUANTITATIVE METHODS IN TOURISM ANALYSIS Session #4 Room A2.1 18:30-21:00			QUANTITATIVE METHODS IN TOURISM ANALYSIS Session #5 Room A2.1 18:30-21:00	
WEEK 18	February 5	February 6	February 7	February 8	February 9
16:00 - 21:00	QUALITATIVE METHODS IN TOURISM ANALYSIS Session #6 Room A2.1 16:00-18:30	CARTOGRAPHIC AND GEOANALYTIC METHODS IN TOURISM Session #3 Room A2.1	DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS Session #3 Room A2.2	QUALITATIVE METHODS IN TOURISM ANALYSIS Session #7 Room A2.1 16:00-18:30	MARKETING MANAGEMENT Session #3 Room A2.1
	QUANTITATIVE METHODS IN TOURISM ANALYSIS Session #6 Room A2.1 18:30-21:00			QUANTITATIVE METHODS IN TOURISM ANALYSIS Session #7 Room A2.1 18:30-21:00	
WEEK 19	February 12	February 13	February 14		February 16
16:00 - 21:00	QUALITATIVE METHODS IN TOURISM ANALYSIS Session #8 Room A2.1 16:00-18:30	CARTOGRAPHIC AND GEOANALYTIC METHODS IN TOURISM Session #4 Room A2.1	DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS Session #4 Room A2.2	QUALITATIVE METHODS IN TOURISM ANALYSIS Session #9 Room A2.1 16:00-18:30	MARKETING MANAGEMENT Session #4 Room A2.1
	QUANTITATIVE METHODS IN TOURISM ANALYSIS Session #8 Room A2.1 18:30-21:00			QUANTITATIVE METHODS IN TOURISM ANALYSIS Session #9 Room A2.1 18:30-21:00	
WEEK 20	February 19	February 20	February 21	February 22	February 23
16:00 - 21:00	QUALITATIVE METHODS IN TOURISM ANALYSIS Session #10 Room A2.1 16:00-18:30	CARTOGRAPHIC AND GEOANALYTIC METHODS IN TOURISM Session #5 Room A2.1	DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS Session #5 Room A2.2	QUALITATIVE METHODS IN TOURISM ANALYSIS EVALUATION SESSION Room A2.1	MARKETING MANAGEMENT Session #5 Room A2.1
	QUANTITATIVE METHODS IN TOURISM ANALYSIS Session #10 Room A2.1 18:30-21:00				
WEEK 21	February 26	February 27	February 28	February 29	March 1
16:00 - 21:00	QUANTITATIVE METHODS IN TOURISM ANALYSIS EVALUATION SESSION Room A2.1		DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS Session #6 Room A2.2	CARTOGRAPHIC AND GEOANALYTIC METHODS IN TOURISM EVALUATION SESSION Room A2.1	
		COMUNICACIÓN ESTRATEGICA MARCAS TERRITORIO Session #1 16.00-19.30 / Campus Catalunya, Tarragona, Room 314	MARKETING MANAGEMENT Session #6 Room A2.1		GOVERNANCE, STAKEHOLDERS AND COMMUNITY IN DESTINATIONS Session #1 Room A2.2
WEEK 22	March 4	March 5	March 6	March 7	March 8
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 #7 Room A2.1		GOVERNANCE, STAKEHOLDERS AND COMMUNITY IN DESTINATIONS Session #2 Room A2.2

WEEK 23	March 11	March 12	March 13	March 14	March 15
16:00 - 21:00	VALUE CHAIN MANAGEMENT Session #2 Room A2.1		DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS Session #8 Room A2.2	FESTA MAJOR URV	
		COMUNICACIÓN ESTRATEGICA MARCAS TERRITORIO Session #3 16.00-19.30 / Campus Catalunya, Tarragona, Room 314	MARKETING MANAGEMENT Session #8 Room A2.1	FESTA MAJOR URV	GOVERNANCE, STAKEHOLDERS AND COMMUNITY IN DESTINATIONS Session #3 Room A2.2
WEEK 24	March 18	March 19	March 20	March 21	March 22
16:00 - 21:00	VALUE CHAIN MANAGEMENT Session #3 Room A2.1		DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS Session #9 Room A2.2	EXPERIENCE DESIGN Session #2 Room A2.1	
		COMUNICACIÓN ESTRATEGICA MARCAS TERRITORIO Session #4 16.00-19.30 / Campus Catalunya, Tarragona, Room 314	MARKETING MANAGEMENT Session #9 Room A2.1		GOVERNANCE, STAKEHOLDERS AND COMMUNITY IN DESTINATIONS Session #4 Room A2.2
WEEK 25	March 25	March 26	March 27	March 28	March 29
16:00 - 21:00	HOLIDAY	HOLIDAY	HOLIDAY	HOLIDAY	HOLIDAY
	HOLIDAY	HOLIDAY	HOLIDAY	HOLIDAY	HOLIDAY
WEEK 26	April 1	April 2	April 3	April 4	April 5
16:00 - 21:00	HOLIDAY			EXPERIENCE DESIGN Session #3 Room A2.1	
	HOLIDAY	COMUNICACIÓN ESTRATEGICA MARCAS TERRITORIO Session #5 16.00-19.30 / Campus Catalunya, Tarragona, Room 314	MARKETING MANAGEMENT EVALUATION SESSION Room A2.1		GOVERNANCE, STAKEHOLDERS AND COMMUNITY IN DESTINATIONS Session #5 Room A2.2
WEEK 27	April 8	April 9	April 10	April 11	April 12
16:00 - 21:00	VALUE CHAIN MANAGEMENT Session #4 Room A2.1	EXPERIENCE DESIGN Session #4 Room A2.1	DESTINATION MANAGEMENT SYSTEMS AND ORGANIZATIONS EVALUATION SESSION Room A2.2	EXPERIENCE DESIGN Session #5 Room A2.1	VALUE CHAIN MANAGEMENT Session #45 Room A2.1

WEEK 28	April 15	April 16	April 17	April 18	April 19
16:00 - 21:00	VALUE CHAIN MANAGEMENT EVALUATION SESSION Room A2.1				
			EXPERIENCE DESIGN EVALUATION SESSION - Room A2.1		GOVERNANCE, STAKEHOLDERS AND COMMUNITY IN DESTINATIONS EVALUATION SESSION Room A2.2
WEEK 29-WEEK 30	April 2 - May 5				
16:00 - 21:00	Internship/ FMP				
WEEK 31	May 6	May 7	May 8	May 9	May 10
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 11 - June 14				
16:00 - 21:00	Internship/ FMP				
WEEK 37	June 17	June 18	June 19	June 20	June 21
	Deposit of TFM			Presentation of TFM	Presentation of TFM