

BACHELOR'S DEGREE IN TOURISM

Courses in the first column are given during the first (winter) semester, those in the second column are given during the second (spring) semester. Those in bold are taught in English and Spanish, while those in regular writing are taught only in Spanish

YEAR 1 (60 ETCS)	
Patrimonial Civil Law	Economic and Social History
Introduction to Statistics	Introduction to Business
Introduction to Accounting	Sociology
Introduction to Economics	World Economy
Optional Module (<i>second language I</i>)	English I. Social English for Tourism

OPTIONAL MODULES

- French I
- German I

INTRODUCTION TO BUSINESS

This module introduces fundamental concepts about organization, administration and management of companies. Thus, it is one of the key modules who students need to succeed in other modules. Its main contents are: economic analysis of enterprises, types of companies, objectives, leadership, and introduction to the strategic process.

PATRIMONIAL CIVIL LAW

Civil Property Law: The legal system, sources of law, the rule of law and the subjective law. The natural and legal individuals as subjects of rights and economic activity. The main institutions of Civil Property Law: General theory of obligations and contract law as a vehicle for the exchange of goods and services. The legal protection of consumers when contracting goods and services.

ECONOMIC AND SOCIAL HISTORY

Analysis and study of the evolution of western societies, particularly the Spanish one, in the process of growth, modernization as well as in the process of economic, political and social development during the industrialization period.

ENGLISH I. SOCIAL ENGLISH FOR TOURISM

The aim of this module is to establish a solid base of the necessary skills in the English language communication, integrating the personal dimension with the professional one. This module would have a basic function: to promote the use of English in different communicative situations and also in different social and professional roles in the tourism sector, in order to achieve both an

improvement in the spontaneous use of English and a conscious and thoughtful learning.

INTRODUCTION TO ACCOUNTING

It lets students to know the basic knowledge of the accounting discipline. Its main contents are: normative and conceptual framework of accounting, contents of the General Accounting Plan (PGC), the basic accounting cycle among others.

INTRODUCTION TO ECONOMICS

This module is aimed to provide students with a set of basic knowledge which will allow them to understand and to appreciate the behaviour of market economy as an irreplaceable tool in the decision making.

INTRODUCTION TO STATISTICS

This module introduces the basic techniques of the Descriptive Statistics. Its main contents are: Organization Statistics, Measurements of position, dispersion and inequality, Dimensional statistical variables, Adjustment and minimum square regression, etc.

SOCIOLOGY

To Know and to understand the main theories about society, culture and socio-cultural dynamics, taking into account major sociological perspectives. Ability to analyze the evolution of contemporary societies, identifying emerging trends. To increase awareness about the structure, specific performance of organizations and social institutions. To develop the needed skills to apply the knowledge and the sociological concepts acquired into the analysis and interpretation of daily life.

WORLD ECONOMY

The module is aimed to issues related to growth and economic development, international trade and movement of factors and currency markets. This involves incorporating issues such as globalization -particularly commercial and financial relations-, the population, international migration, natural resources, poverty and development, that allows World Economy to be seen as a whole and not as a mere aggregation of national economies.

YEAR 2 (60 ETCS)	
Tourism Statistical Indicators	Private Law of Tourism
Financial and Commercial Mathematics	Microeconomics Applied to Tourism
Natural Heritage Resources for Tourism	Operations Management for Tourism Firms
Cost Accounting and Management Control	Tourism Economics and Policy
Optional Module (<i>second language II</i>)	English II. Professional Writing for Tourism

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OPTIONAL MODULES

- French II
- German II

COST ACCOUNTING AND MANAGEMENT CONTROL

Basic concepts of cost. Components and control of cost, allocation and valuation. Allocation of indirect costs. Systems of cost based on the activity (ABC). Partial systems cost (direct-costing). Planning and budget as a management tool. Cost-volume-profit analysis. Quality management through indicators and environmental management.

ENGLISH II. PROFESSIONAL WRITING FOR TOURISM

The use of a foreign language in the tourism environment passes by the understanding, planning and structuring of any kind of professional documentation (technical documents of promotion and advertisement, professional correspondence, memorandum, technical report, résumés, invoices, etc.). Thus, students will use their lexical and grammatical skills as well as many other ones for the understanding of texts.

FINANCIAL AND COMMERCIAL MATHEMATICS

Introduction to classical financial models, short-term transactions, accounts, valuation of income, long-term financial operations.

MICROECONOMICS APPLIED TO TOURISM

Starting from the knowledge acquired in Introduction to Economics, the purpose of this module is to expand the knowledge of Microeconomics, especially those focused on the analysis of the imperfect markets and the market failures, highlighting the importance and the effect of the market competence.

NATURAL HERITAGE RESOURCES FOR TOURISM

Analysis of the tourist potential of the natural environment through its most significant components and their interactions with lifestyle and the habitat of human communities.

OPERATIONS MANAGEMENT FOR TOURISM FIRMS

This module provides the students with the basic concepts which will be applied in the scope of operations and production processes of tourism companies. (I) To provide the basic tool for the operation management and production processes and (II) to analyze, in detail, all the processes which housing companies make, offering an integrative approach which allow the student to understand the specific management issues of this kind of companies.

TOURISM ECONOMICS AND POLICY

The aim of this module is to approach students to the real complexity of tourism. Thus, it provides an overview which will allow to integrate the acquired concepts with the aim of offer an integrated view of tourism. The environment, both international and national, is assessed.

PRIVATE LAW OF TOURISM

General concepts: concept of tourism and tourism private law. Legal status of the private tourism entrepreneur. Tourism private recruitment: concept and types of contracts. Intermediation. Transportation. Travel assistance. Accommodations. Information. Additional tourism services. Establishments of leisure. Vehicle renting.

TOURISM STATISTICAL INDICATORS

This module is aimed to obtain the statistical indicators in tourism by using surveys or information provided by the information and communication technologies. Its principal contents are: Estimate of indicators. Probability models. Notions of sampling. Surveys in the tourism frame. Estimated tourism indicators and contrast of two hypotheses. Basic tabulation of data.

YEAR 3 (60 ECTS)	
Tourism Marketing	Tourism Psychology
Cultural Heritage	Human Resource Management
Administrative Law of Tourism	Corporate Finance
English III. Tourism Presentations	Optional Module (<i>second language III</i>)
Optional Module A	Optional Module B

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OPTIONAL MODULES

- French III
- German III
- (A) Economic Analysis of Cultural Institutions and Events
- (A) Labour Law and Social Security Law
- (A) French I (third language)
- (A) German I (third language)
- (B) Economy of Spanish and the EU
- (B) The City as a Tourist Destination
- (B) Sociology of Leisure and Tourism

CORPORATE FINANCE

The aim of this module is to study the decisions which the corporate finance department of a company has to take. This module provides students with the knowledge and the necessary analysis tools for making financial choices within a company. The analysis starts with the understanding of the environment in which the financial decisions of companies have to be made. Thus, it is necessary to know the markets, the institutions and the financial assets through which the channeling of savings to investment is produced. Later, and as a main point of the module, investment and financing decisions of companies are studied.

CULTURAL HERITAGE

Origin and evolution of the heritage concept. Types of cultural heritage. International organizations and conventions for the protection of heritage. International and Spanish rules of heritage. Conservation and restoration. Recovery strategies for the cultural heritage in order to achieve a tourism profit. Design projects of cultural tourism.

ENGLISH III. TOURISM PRESENTATIONS

The main objective of this module is to develop the right skills in order to make English oral presentations in professional environments of tourism, because nowadays it is very common that students and professionals must be able to

present data, projects or results in a different language than the mother tongue and also be able to perform well in those situations. The main contents of this module are: basic public communication techniques, oral presentation structure, the language of oral presentations (vocabulary, register, style), process description techniques, oral presentations, the non-verbal communication.

HUMAN RESOURCE MANAGEMENT

This module gives to students and overview of the problems of the people management within tourism companies. Particularly, the knowledge about the main processes, which are developed in the human resources department, will be provided: basic processes of the human resources management; organizational needs of the human resources; professional development of employees; loyalty and employee retention.

TOURISM PSYCHOLOGY

Application of psychology to the study of leisure, spare time and tourism; perception and human communication; psycho-social effects of tourism; tourism; attitudes and attitude change.

ADMINISTRATIVE LAW OF TOURISM

First, a brief introduction, with a general approach to the subject, is done; in other words, those institutions which are present in the tourist activities, (administrative organization, administrative penalties, grants, etc.). Later, the part in which the intervention of the public administration in the tourism sectors (lodging, companies, activities, natural resources, etc) will be analyzed.

TOURISM MARKETING

The aim of this module is to provide students with basic concepts of the Strategic Marketing in order to be able to design and to plan commercial strategies in the tourism sector. Likewise it will be useful to introduce students to in the scope of the Operational Marketing.

YEAR 4 (60 ETCS)	
Internship	Internship
ICT in the Tourism Sector	Service Quality and Customer Loyalty
Business Taxation	Strategic Management for Tourism Firms
Optional Module C	Optional Module D
Optional Module C	Final Degree Project

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OPTIONAL MODULES

- (C) **Entrepreneurship**
- (C) Asturian Cultural Heritage
- (C) Economics of Rural Tourism
- (C) Human Relationships Psychology
- (C) German II (third language)
- (C) French II (third language)
- (C) Cooperation for Development
- (C) Corporate Social Responsibility
- (D) Sustainable Tourism and Environmental Economics
- (D) International Management
- (D) **English IV**

BUSINESS TAXATION

The main objective of this module is to study the Spanish Tax System. In the first section the overall structure of the Spanish Tax System is analyzed referring to the principal concepts gathered in the General Tax Law. Then, the indirect taxes are studied. The last part of the module includes the main taxes linked to the company taxation like VAT.

ICT IN THE TOURISM SECTOR

This module tries to show students the importance of new technologies in the tourism sector, as well as to help them to know and to become familiar with the tools which they will use in their professional life. The practical part in this module is essential and it will take an important time in this module. Thus, students will be taught to use management hosting programs.

SERVICE QUALITY AND CUSTOMER LOYALTY

Service quality is a competitive variable whose proper use can certainly be a milestone in the strategy that wants to be developed. The agenda will include an analysis of the strategies and commercial politics addressed to enhance the quality service and customer loyalty.

STRATEGIC MANAGEMENT FOR TOURISM FIRMS

The module analyzes the content of the business strategy applied to the specific case of the tourism companies. Thus, to answer a basic question: Why some organizations obtain competitive advantage along time which help them to achieve better results than its competitors?