

TITLE DESCRIPTION

Tourism is much more than an economic activity. It addresses the analysis, management and planning of companies or tourist destinations; It is therefore essential to integrate the various disciplines that approach it from different and complementary perspectives.

Tourism is the main industry in our country and the engine of the Canarian economy. It is therefore very important that there are qualified professionals capable of providing competitiveness to this industry in constant transformation, where quality, competitiveness and sustainability are increasingly demanded.

Being an intensive activity in human resources, the qualification and professionalization of the labor factor constitutes a priority task for the configuration of a competitive product, adapted to the needs of an increasingly demanding demand in terms of quality parameters.

Addressed to

Taking into account the characteristics and objectives of these studies, the students who access must demonstrate a facility for public relations and ability to learn languages, starting with, at least, an average level of English and a basic level of German. Students need to value respect for the conservation of cultural and natural heritage, have social and work communication skills and be able to work as a team.

Professional outings

Forecasts point to strong growth in tourist movements, which will become one of the main drivers of the planet's economy in the 21st century with high growth rates. The most outstanding professional fields are:

Accommodation.

Restoration.

Intermediation of tourist services.

Transport and logistics.

Planning and public management of destinations.

Tourism products and activities.

Training, research and consulting.

1.- Denomination

1.1.-Name of Degree: Graduated in Tourism from the University of La Laguna.

1.2.- Branch of knowledge: Social and Legal Sciences.

2.- Applicant University and Center responsible for teaching: University of La Laguna - University School of Tourism of Santa Cruz de Tenerife.

3.- Type of teaching: Face-to-face.

4.- Number of new entry places offered: 50

5.- Duration of the title: 4 years.

6.- Minimum number of European enrollment credits per student and academic period:
Number of degree credits: 240 credits distributed according to the following table:

Distribución del Plan de Estudios en Créditos	
Formación Básica	60 ECTS
Obligatorias	144 ECTS
Optativas*	24 ECTS
Prácticas Externas	18 ECTS
Trabajo de Fin de Grado	6 ECTS

*Offer of 24 elective credits to choose from 12 credits (2 subjects of 6 credits each).

7.- Language in which it is taught:

Spanish (except for the subjects taught in the areas of English Philology -English Language- and German Philology -German Language-).

8.- Equality

The Degree in Tourism has included in its Teaching Plan specific subjects dedicated to establishing mechanisms at the business level capable of guaranteeing effective equality between men and women.