



University of the Balearic Islands



Learn about some of the advantages you have as a UIB student

Tuition

Compatibility: we offer different class times. You can also register as a part-time student, so that you can reconcile your studies with your personal or professional life. We make it as easy as possible for you to study!

Tutorials: tutorials are available for each of our courses. Additionally, your own personal tutor will provide academic counselling throughout your stay with us. If you have any doubt, just ask!

Internships: Internships are available so that you can successfully access the labour market. Make the most of them!

Campus Extens, your virtual UIB: this is a flexible distance learning service that incorporates the use of telematics into higher education. Tune into the new technologies!

Mobility: with our exchange and mobility programmes you can broaden your education at another university. Take part in this!

Job bank: we have a renowned Career Guidance and Employability Department. They will help you enter the labour market. Sign up!

Languages: learn modern languages and get your level certified. Further your training with us!

Facilities

Computer labs and Wi-Fi: we have 21 computer labs. Additionally, there is free Wi-Fi on campus and at our off-campus centres. Stay connected!

Libraries: you will also have available to you a large bibliographic collection divided between the seven libraries on campus or the library at each external centre. Get to know them!

Sports: we promote a healthy life on campus. Practise a wide range of sports at our sports facilities!

Dorm: if you need accommodation, why not stay at the university dorm on campus? Enjoy the best university atmosphere!

And much more...

Culture: you will have access to a wide range of cultural events. Enjoy them!

Personalised attention: we help you get answers for all your academic doubts as they arise, from day one. Find out about it!

Grants and prizes: databases are available with the current calls for applications for all sorts of grants and prizes. Check them out!

Social media: Stay tuned to university life through the social media. Follow us!

Student associations: you can take part in the running of the University. Join us!

Additionally, the UIB campus also offers the following services and facilities

- Support for people with special needs
- Medical service and pharmacy
- Book shop
- Photocopying service
- Restaurants and canteens
- Banks

The University of the Balearic Islands (UIB) is at once firmly rooted in our archipelago and open to the world.

Our philosophy is based on the provision of services and collaboration with social and business stakeholders, while we are deeply committed to sustainability and environmental protection.

We are key to the future and territorial integration of the Balearic Islands, as we are a driving force in social, cultural and economic progress.

We have four main aims: to constantly improve our educational offer (both on campus and through distant learning); to remain at the forefront of research excellence; to have a cultural and social impact on all the Balearic Islands; and to internationalise all aspects of university life, including teaching, research, innovation and administrative services.

The UIB offers students all-round training resources to ensure the acquisition of knowledge, values and skills in an educational setting in which the University works with and for the people, because WE ARE ALL UIB.

www.uib.cat



Research

The UIB is one of the Top five Spanish universities in terms of innovation and technological development. It also makes the Top 5 in terms of its research output in animal and vegetal biology, and the world's Top 10 in tourism research. It also stands out thanks to its research projects in fields like chemistry, physics, psychology or geography and urbanism, among others.

Teaching

We have heavily invested

in teaching quality, fostering not only a close relationship between students and their lecturers but also the latter's solid training with interdisciplinary teacher training projects.

Knowledge transfer

The UIB has fully embraced its mission to create and disseminate knowledge, and performs an important role in the promotion and launch of business initiatives, including corporate spin-offs, patent registration (we have around 50)

and the development of projects with important companies.

Mobility

We are a university which is open and linked to the rest of the world through a great many agreements with institutions and international centres. Exchange programmes are also available to both undergraduate and postgraduate students, who can also apply for international volunteer programmes and internships in impoverished countries.

The CEP

All of the UIB's official Master's programmes are coordinated and managed by our Centre for Postgraduate Studies (CEP), providing support and information to students, Faculty and the different Master's academic commissions. It thus promotes the UIB's progressive adaptation to the directives of the European Higher Education Area. The CEP processes the admission of postgraduate students with foreign qualifications. The CEP has also signed agreements for Master's internships with numerous institutions, and companies, both public and private. Moreover, the CEP channels numerous calls for grants and bursaries for UIB Master's students. This provides monetary awards to those who cannot afford to pay full tuition fees and facilitates international student mobility.

Currently, the CEP manages over 30 official Master's degrees. Some of these are offered in cooperation with other universities, and some dual or joint Master's programmes are also available with foreign universities. These programmes offer internationally-renowned, specialised training to 1,300 students from 30 countries from all over the world. The UIB's Master's programmes cover the following branches:

- Arts and Humanities
- Sciences
- Health Sciences
- Social and Legal Sciences
- Engineering and Architecture



Universitat de les Illes Balears

#SOM UIB



MASTER'S DEGREE TOURISM MANAGEMENT AND PLANNING



MASTER

OFFICIAL



CENTER FOR POSTGRADUATE STUDIES - UIB

<http://cep.uib.cat/en/>

Crta. de Valldemossa, km 7.5 07122 Palma (Illes Balears)

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What is it about?



The master's main aim is to study tourism management and planning in more depth, placing special emphasis on the interrelations between them, and opting for quality and rigour in the development of content. Furthermore there is the opportunity to work in an international context, inherent in tourism activity, which is shown both by the approaches covered in subjects and the overall composition of teachers and students. The Master degree in Tourism Management and Planning (MTMP) offers the possibility of gaining extensive knowledge of management and planning aspects of tourism. The program for the Master is characterized by its applied vocation. This is achieved by not only placing greater emphasis on applied subjects in the

field of tourism management and planning but also by introducing subjects which, while initially have a more theoretical, descriptive or technical focus, turn out to have a content which is essential for carrying out an accurate management and planning.

The MTMP is a Official Inter-University Joint Master between the University of the Balearic Islands and the Pompeu Fabra University. This is a one academic year Master (60 ECTS), and students can take the master totally or partially indistinctly at both universities.

What skills will I acquire?



MTMP graduates are expected to acquire the following skills:

- Know how to analyze tourism activity taking into account the components of sustainable tourism development to manage and plan tourism destinations and organizations, diagnosing needs and opportunities as well as limitations and risks.
- Know how to design new products, detect new emerging tourist markets or segments and undertake tourism projects starting from the identification of new trends and scenarios, and the dynamics of tourism markets.

- Know the fundamentals and principles of management of the main intangible assets in the tourism sector and apply them to the achievement of a sustainable competitive advantage.
- Learn how to deal with the different information and communication technologies associated with geographical information systems for tourism analysis and planning.
- Learn the importance of the cultural, social and natural heritage for the development of strategic tourism plans that incorporate the awareness as a complement for differentiation and sustainability.
- Ability to assume leadership and management responsibilities in public and private agencies involved in tourism.

What job opportunities will I have?

The inter-university MTMP is focused on training professionals in the tourism sector, with special attention to tourism business management, tourism destination planning, and nautical and cruise ship segment. The Master also allows students to obtain the necessary ECTS to be admitted into doctoral programs.

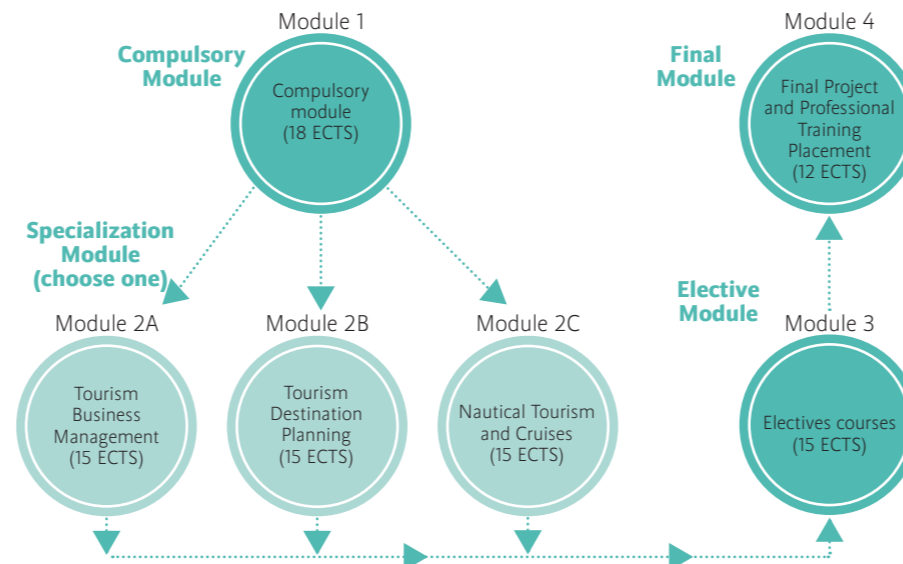
MTMP graduates will obtain the necessary background to hold medium and high level positions in public and private organisations involved in the tourism sector (acomodation companies, tour operators, online travel agencies, tourism public agencies, CRM companies, etc). They will also obtain the necessary qualification for working as a freelance consultant.

Specific data

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|---------------------------------|---|
| Master's convenor | Dra. Francina Orfila Sintes Dra. Maria Sard Bauzá |
| Administrative centre | Center for Postgraduate Studies |
| New student admissions | 20 |
| Modality | On site |
| Scope | Professional and Researcher profiles |
| Pre-registration | http://cep.uib.cat/en/master/MDPL/ |
| Conditions for enrolment | http://cep.uib.cat/en/master/MDPL/accesiAdmissio.html |
| Grants | http://cep.uib.cat/en/Alumnat/Beques/ |
| Enrolment fees | 1,745 € * |

*Approximate amount. Exact fees approved yearly by the Govern de les Illes Balears. It is possible to pay by installments.

Structure of the degree



Notable specificities

Inter-University Joint Master

This is a one year long Master which is given jointly by the two universities, allowing students to do the master totally or partially indistinctly at both universities

International context

All of the classes of the MTMP program are taught in English. However, at the MTMP, we are aware of the importance nowadays of being able to communicate in other languages, above all for those who want to become experts in tourism. Living and studying in Spain will clearly give international students the opportunity to master a language that is spoken by hundreds of millions of people throughout the world. The University of the Balearic Islands offers basic Spanish and Catalan free courses for foreign students.

Three specializations

Special attention is given to training in:

- Tourism business management
- Tourism destinations planning

Professional training placement

The master program includes a work placement period in leading tourism organisations (tourism businesses or public tourism institutions) in Balearic Islands.

With more than 13 million of tourists per year, the Balearic Islands are one of the leading tourism destinations of the world. Tourism activity is the most important segment of the economy: approximately the fifty per cent of the Balearic Islands' GDP depends (directly or indirectly) on the tourism sector.

Actually, the Balearic Islands are more than a leading tourism destination. A significant number of world's leading tourism companies have their headquarters or important delegations in the Islands (i.e., Meliá Hotels International, Barceló Hotels & Resorts, Riu Hotels & Resorts, Air Europa, Logitravel, Hotelbeds, Idiso, World of Tui, Thomas Cook, Natalie Tours, ...).



FURTHER INFORMATION

Center for Postgraduate Studies
University of the Balearic Islands



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