



Master in

Tourism and Sustainable Development



What does it train? This master's program combines high-quality postgraduate education focused on the major challenges of sustainable tourism with strong training in advanced applied research techniques.

The program prepares you to pursue doctoral studies and equips you to stand out in an increasingly demanding and globalized job market.



What career opportunities does it offer? We train you to become a leader and an expert capable of providing innovative and impactful solutions, both in the academic and professional settings.

It is possible to continue one's training in a doctoral programme or to enter the world of work, participating in applied research projects focused on tourism sustainability.



You will be well-equipped to thrive in a wide range of professional environments:

- Academic institutions.
- European and international organisations.
- Public administrations (at national, regional, or local levels).
- Technical department of business and trade unions organisations.
- Companies dedicated to research and analysis of the tourism sector.

Access will be granted to a careers guidance service that will provide personalised information on an individual basis.



<https://empresayempleo.ulpgc.es/emplea/bolsa-de-empleo-emplea/>

Who is it for? This program is aimed at graduates in social sciences, law, technical education, and experimental sciences, particularly those with a background in economics, business administration, or statistics. It is especially well-suited to graduates of degrees such as Business Administration, Economics, and Tourism.

As a leading university in sustainable tourism offering teaching in English, this master's degree opens its doors to international students, offering them the opportunity to enjoy an enriching academic experience in the Canary Islands, one of the world's top tourist destinations.

Who is teaching it? Faculty associated with the Institute of Tourism and Sustainable Economic Development (TIDES) comprises research staff who have achieved distinction in their academic careers and have a global reputation. This teaching team is integrated into the following departments: Applied Economic Analysis; Economics and Business Management, y Dirección de Empresas; Quantitative Methods in Economics and Management; Art, City and Territory; and Biology.

How can I prepare it? The programme is offered in an on-site format and is based on active methodologies focused on project-based work and real problem-solving. The programme has been developed to encourage critical thinking and innovation.

You also have access to the Virtual Campus platform for academic and administrative procedures. This platform allows you to send assignments, request virtual tutorials, download syllabuses and participate in forums, among other functions. Through the University Library, we offer you face-to-face and virtual access to the information you need.



CURRICULUM OVERVIEW

Total ECTS credits: 60

Core (compulsory) courses: 42 ECTS

Elective courses: 6 ECTS (choose 2 subjects)

Masters's Thesis: 12 ECTS

Courses / ECTS

1st semester

- Managing Human Resources and Sustainable Innovation in Tourism / 6
- Sustainable Tourism and Environmental Management / 6
- Sustainable Transport Systems and Mobility in Tourism / 6
- Tourism Behaviour: Producers and Consumers / 6
- Tourism Marketing and Consumer Behavior / 6

2nd semester

- Quantitative Methods in Tourism / 6
- Sustainable Territorial Development in Tourism / 6
- Master Thesis / 12

ELECTIVES COURSES

- Climate Change / 3
- Digital Tourism / 3
- Natural Assets in Islands Destinations / 3
- Neurotourism Techniques / 3

How can I build an international career profile? Delivered exclusively in English, the program attracts students from diverse national backgrounds, fostering a multicultural environment that enhances the development of global and intercultural competencies.

Students will participate in international tourism research projects as part of their coursework and group assignments. Upon completing the Master's, students will be prepared to join international and multidisciplinary teams dedicated to research in tourism and sustainable development.

We also make it easier for you to learn languages.

? <https://internacional.ulpgc.es>
<http://auladeidiomas.ulpgc.es>
<https://craal.ulpgc.es>

Academic pathway Upon completion of the Master's, students will have preferential access to the PhD Program in Tourism, Economics, and Management.

? ulpgc.es/doctorado

Application Pre-registration is typically in June or the first week of September. You may proceed to enrollment if you are assigned a spot (1). In September, outside these periods, you may request a spot via the Electronic Headquarters (2). You will be notified to enroll if there are available places.

You will be eligible for 6 scholarships that will fully cover your academic costs and materials and activities, allowing you to study the master's degree free of charge (not including accommodation or travel expenses).

? ulpgc.es/masteres-administracion (1)
administracion.ulpgc.es (2)

Admission requirements It will depend on the group to which you belong: students enrolled at the ULPGC or another Spanish university, individuals in possession of a university degree from another European country or from a country outside the European Union.

In addition to fulfilling the legal requirements, you should possess fundamental knowledge of economics, business administration, and statistics; a minimum B2 level of English proficiency according to the Common European Framework of Reference for Languages; and communication and social skills, as well as the ability to work in a team – competences to be assessed in a personal interview with the Master's Program Coordinator.

? ulpgc.es/masteres-administracion

Why study at ULPGC? Our Master's programmes are designed to help you realise your potential and achieve a degree that reflects both your dedication and hard work.

In the field of tourism research, the ULPGC is ranked 35th in the world, according to the Shanghai Ranking (2024). The Institute of Tourism and Sustainable Economic Development (TIDES) has more than 800 scientific publications, it has participated in more than 130 international and European projects (over 100 of them as leaders), and regularly contributes to international conferences. One of the novelties of the Institute is the Emotour Lab, a one-of-a-kind neuroscience laboratory, which allows the application of advanced emotional and cognitive analysis techniques to tourism experiences.

Our quality of teaching is subject to external evaluation and accreditation. ULPGC holds the highest number of quality certifications in the Canary Islands and is ranked among the top-rated universities in Spain. We are among the top 25% of the best young universities in the world for teaching and research, according to *Times Higher Education* (2024).

A wide range of services is offered, including extracurricular training, sports, culture, languages courses, library, international mobility, mentoring, accommodation, Wi-Fi connection, computer rooms, and more). These services will provide a comprehensive university education.

More information at
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