

# Diploma in Tourism

The unique approach to tourism education at UAB results in a highly specialised version of the official national Diploma in Tourism, which combines training in management and executive functions of tourism companies with both sector specific and multidisciplinary knowledge necessary in tourism planning in its widest sense.

The three-year Diploma Course is structured in two main career branches:

- Tourism planning and marketing
- Tourism business and enterprise management and Graduates



## Career opportunities

Graduates are prepared to meet the demands of the tourism sector as middle and senior managers and executives. The training they receive qualifies them to assume responsibility for:

- The direction and management of activities, entities and businesses of a public and/or private nature, such as: travel agencies, tour operators, tourist information offices, transport companies, municipal tourism promotion offices, etc.
- The creation, distribution and marketing of tourism products
- The planning and delivery of services for conferences, congresses and meetings
- Tourism research in public and private institutions
- Tourism planning and policy
- Consulting work



## Entrance requirements

Admittance to the Tourism Diploma programme can be acquired with any of the following prior qualifications:

- Spanish COU (A-levels or High School Graduation)
- Spanish Bachillerato, together with university entrance examination
- Spanish Formación Profesional 2
- Spanish Ciclo formativo de grado superior
- Spanish mature student entrance examination (over 25 years)
- Equivalent studies in a foreign educational system