

Postgraduate and Continuing Education



Escola Universitària de Turisme i Direcció Hotelera
 Adscripció a la **UB**

Escola Universitària de Turisme i Direcció Hotelera
 Vila Universitària, Campus de la UAB,
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 Tèlèfon: 93 592 97 10 - Fax: 93 581 74 95
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www.euturisme-uab.com

Registration and Enrollment: fcontinuada.eutdh@uab.cat

School in association with:



Union Internationale
des Anciens Elèves
des Ecoles Hôtelières



EUHOFA
(International Association
of Hotel School Directors)



CHRIE
(The Hospitality
Tourism Educators)



IHA
(International Hotel
Association)



Asociación
Española para
la Calidad



Associació Catalana
d'Agències de
Viatges



Asociación Española
de Directores de
Hotel

School accredited by:



EURHODIP
(Association Européenne
pour la Délivrance des
Diplômes Hôtelières)



EFAH
(European Foundation for
the Accreditation of Hotel
School Programmes)



NEW AMFORHT
(Nouvelles Association
pour la Formation
Hôtelière et Touristique)



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Escola de Postgrau
Universitat Autònoma de Barcelona

Masters and postgraduate courses

The University School of Tourism and Hotel Management (UAB) offers continuing education with the conviction that postgraduate courses should respond to the demands of the business world and the tourism sector. Our school intends to detect gaps in highly specialised education, thereby offering continuing education which fulfills the concrete needs of the tourism hospitality and catering sectors.

The school organises masters, postgraduate and continuing education courses, some of which are in partnership with both Spanish and international universities as well as institutions from the tourism sector. Courses are also custom-made in response to the wishes of certain organisations. All our courses have a clear practical vocation and emphasise the analysis of real cases and professional techniques.

The combination of classroom-based and online learning (blended learning), the opportunity to acquire two qualifications on one programme (for example a masters programme that awards a masters certificate and a postgraduate diploma certificate) and the opportunity to take programme modules independently (with the award of an attendance certificate) give added value to the school's postgraduate programme. Our specialised courses are oriented towards acquiring a deeper knowledge of particular issues and techniques in the tourism, hospitality and catering sectors and are imparted in intensive courses.

Programme organized with the acknowledgement of



Master in Tourism Marketing and Promotion (46 credits) 4th Edition

Qualifications

The programme offers the possibility of obtaining four qualifications:

- Postgraduate Diploma in Marketing and Promotion of Tourism Destinations awarded by the Universitat Autònoma de Barcelona (UAB), on completion of 20 compulsory teaching credits (200 hours).
- Postgraduate Diploma in Marketing and Promotion of Tourism Business and Tourism Products awarded by the Universitat Autònoma de Barcelona (UAB), on completion of 20 compulsory teaching credits (200 hours).
- Master in Marketing and Tourism Promotion awarded by the Universitat Autònoma de Barcelona (UAB), on completion of the aforementioned postgraduate programmes and a Masters Thesis (6 credits).
- Certificate of attendance awarded by the UAB Postgraduate School to those students wishing to complete particular parts of the programme may do so by participating in any of the free-standing modules available in Seminar mode.

Duration

Beginning: 25/10/2007
Ending: 23/05/2008

Coordinators

Dra. Gemma Canoves, (Gemma.Canoves@uab.cat).
Dr. Luis Garay, (fcontinuada.eutdh@uab.cat) Lecturer of Business Economics at the EUTDH.

Contents

Postgraduate Diploma in Marketing and Promotion of Tourism Business and Products (20 credits) 4th Edition

Modules	Contents
Strategic marketing for Tourism companies and products (4,8 credits)	Promotion in the marketing mix of a tourism company. Marketing mix in the Tourism Strategic plan. Differences and similarities in tourism promotion between the public and private sectors. The promotion department in tourism companies I: Accommodation sector. The promotion department in tourism companies II: Transport sector. The promotion department in tourism companies III: Intermediary sector. The promotion department in tourism companies IV: other sectors.
Tourism Markets and Promotion of Tourism Companies and Products (4,4 credits)	Tourism markets and types of tourism company products/services. Distribution channels: Conventional and IT-based channels. Promotion of tourism products I: aimed at the end-user. Promotion of Tourism products II: aimed at professionals.
Operative Marketing of Tourism Companies and Products I (4,4 credits)	Factors influencing decision making on participation at specialised tourism trade fairs. Analysis of trade fairs. Tourism markets and types of tourism company products/services. Distribution channels: Conventional and IT-based channels.
e-Marketing and e-Promotion of Tourism Product and Services (3,4 credits)	Online promotion of tourism products and electronic commercialisation. Focus on Supply I: Tourism supply companies' websites. Focus on Supply II: Intermediary companies' websites. Focus on Demand I: Online consumers of trips and tourism. Focus on Demand II: Online consumers of trips and tourism. Links and tourism promotion. Promotion in B2B and B2C in the sales of tourism products and services.
Master Thesis (3 credits)	Research project applied to some aspects related to marketing and promotion of tourism destinations.

Duration

Beginning: 25/10/2007
Ending: 16/02/2008

Postgraduate in Marketing and Promotion of Tourism Destinations (20 credits) 4th edition

Modules	Contents
Strategic Marketing of Tourism Destinations (4,4 credits)	Masterplan, Strategic Plan and Promotion of Tourism Destinations. Marketing mix in the Tourism Strategic plan. Differences and similarities in tourism promotion between the public and private sectors. The promotion department in tourism companies. Market Research Techniques. Juridicial structure and legal binding.
Tourism markets and Promotion of Destinations (4,6 credits)	Outbound and inbound markets. Promotion of OMDs I: Aimed at end users. Promotion of OMDs II: Aimed at suppliers and intermediaries. Tourism promotion trends: public and private mixed consortiums. On-line distribution management. On-line case study.

Modules	Contents
Operative Marketing of Tourism Destinations (4,8 credits)	Participation at specialised tourism trade fairs. Analysis of tourism fairs. Press office and publications. Management of resources for marketing and promotion of tourism destinations.
e-Marketing and e-Promotion of Tourism Destinations (3,2 credits)	Online tourism promotion of OMDs. Focus on supply: tourism destination and OMD webs. Focus on demand: consumers of trips and tourism and research on the internet. Horizontal and vertical information portals. CRM and Data Mining in digital destination tourism marketing.
Final dissertation (Thesis) (3 credits)	Research project applied to some aspects related to marketing and promotion of tourism destinations.

Duration

Beginning: 28/02/2008
Ending: 23/05/2008

Master registration fee: 1.500 euros (included in the total amount of the enrollment fee).

Master enrollment fee: 6.000 euros.

Total amount for both Postgraduate registration fee: 1.000 euros (included in the total amount of the enrollment fee).

Total amount for both Postgraduates enrollment fee: 4.000 euros.

Language of the course: Spanish. Materials will be given either in Spanish or English.

MBA in Hotel Management (40 credits) 7th Edition

Qualifications

The programme offers the possibility of obtaining two qualifications:

- MBA in Hotel Management, awarded by the Universitat Autònoma de Barcelona (UAB), on completion of the whole programme (7 modules) and a master thesis.
- Certificate of attendance awarded by the UAB Postgraduate School to those students wishing to complete particular parts of the programme may do so by participating in any of the free-standing modules available in Seminar mode.

Duration

Beginning: 03/11/2007
Ending: 31/05/2008

Coordinators

Dr. Victor Giménez, (victorgimenez@uab.es), lecturer at the Business Economics Department of the UAB, and at the EUTDH.
Daniel Blabia, (daniel.blabia@uab.es), lecturer at the Escuela Universitaria de Informática de Sabadell and at the EUTDH.

Contents

Modules	Contents
Strategic Management (5,4 credits)	Strategic analysis. Strategic planning. Implementation strategies (Strategy implementation). Organizational planning and structure. Sectoral Case Studies. On-line study case.
Human Resources Management (7 credits)	Management according to competence and HR development (Competence Management and HR development). Designing a Career Plan. Personnel recruitment. Salary systems. Job description. Sectoral Case Studies. On-line study case.
Marketing and Commercialisation Management (6,6 credits)	Hotel Marketing Plan. Communication and Advertising. Brands and Corporate Identity Management. Hotel Commercialisation. Revenue Management. Sectoral Case Studies. On-line study case.

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Masters and Postgraduate courses

Continues from [MBA in Hotel Management](#)

Modules	Contents
Financial Management (9,4 credits)	Financial Analysis. Cost accounting, Financial accounting, and analytical accounting. IPO processes (initial public offering of a corporation common shares to investors on a public stock exchange). Investment analysis and project evaluation of Hotel Groups. Sectoral Case Studies. On-line study case.
Operations and Quality Management (3,6 credits)	Exploitation Control (Operations Controlling). Exploitation Contracts. Sales Management. New hotel openings management. Catering Services Management. Sectoral Case Studies. On-line study case.
Information systems (2 credits)	Information systems and ICT's. Business integral services in hotel management (ERP). CRM (customer relationship management). SCM. Purchasing portals in the hospitality sector. On-line Distribution Management. On-line study case.

Master Thesis
(6 credits)
Individual dissertation, which topic is to be chosen by the student, making reference to any aspect of hotel management.

Registration fee: 1.500 euros (included in the total amount of the enrollment fee).

Enrollment fee: 6.000 euros.

Language of the course: Spanish. Materials are given either in Spanish or English.

Postgraduate in Marketing and Hotel Finance (20 credits) 7th Edition

Qualifications

The programme offers the possibility of obtaining two qualifications:

- Postgraduate in Marketing and Hotel Finance awarded by the Universidad Autónoma de Barcelona (UAB), on completion of the whole programme.
- Certificate of attendance awarded by the UAB Postgraduate School to those students wishing to complete particular parts of the programme may do so by participating in any of the free-standing modules available in Seminar mode.

Duration

Beginning: 25/01/2008

Ending: 19/04/2008

Coordinators

Dr. Victor Giménez, (victor.gimenez@uab.es), lecturer at the Business Economics Department of the UAB, and at the EUTDH.
Daniel Blabia, (daniel.blabia@uab.es), lecturer at the Escuela Universitaria de Informática de Sabadell and at the EUTDH.

Contents

Modules	Contents
Marketing and Commercialisation Management (6,6 credits)	Hotel Marketing Plan. Communication and Advertising. Brands and Corporative Identity Management. Hotel Commercialisation. Revenue Management. Sectoral Case Studies. On-line study case.
Financial Management (9,4 credits)	Financial Analysis. Cost accounting, Financial accounting, and analytical accounting. IPO processes (initial public offering of a corporation common shares to investors on a public stock exchange). Investment analysis and evaluation of Hotel Groups. How do the best departments of the best hotel groups work, told by their directive. Hotel accounting. Sectoral Case Studies. On-line study case.
Thesis (4 credits)	Research Project applied to some aspects of hotel management.

Registration fee: 1.000 euros (included in the total amount of the enrollment fee).

Enrollment fee: 4.000 euros.

Language of the course: Spanish. Materials will be given either in Spanish or English.

● Master in Event Organisation and Management (46 credits) 8th Edition

Qualifications

The programme offers the possibility of obtaining three qualifications:

- Master in Event Organisation and Management, awarded by the Universidad Autónoma de Barcelona (UAB), on completion of the whole programme, including practical training and a Master thesis.
- Postgraduate Diploma in Event Organisation and Management, awarded by the Universidad Autónoma de Barcelona (UAB), on completion of the 4 compulsory subjects, 3 of the optional subjects, and the final thesis.
- Certificate of attendance awarded by the UAB Postgraduate School to those students wishing to complete particular parts of the programme may do so by participating in any of the free-standing modules available in Seminar mode.

Duration

Beginning: 29/10/2007

Ending: 05/05/2008

Coordinator

Dra. Soledad Morales, (soledad.morales@uab.es), Coordinator of Master and Postgraduate Studies of the EUTDH.

Contents

Compulsory Modules	Contents
Event Management Techniques (2,1 credits)	Participants will learn the key factors, tendencies and techniques for effective, profitable and successful management of any type of event.
Event and Project Management (2,9 credits)	Participants will learn to identify, analyse and plan all the elements and key factors that contribute to the successful organisation and execution of any kind of event.
Event Marketing (2,9 credits)	Participants will study how to design an integrated marketing plan for the promotion and running of an event.
Event Administration and Management (2,9 credits)	Participants will learn and analyse administrative and management techniques, including: directive skills, communication abilities, and economic and legal-management of events.

Optional Modules	Contents
Congress Organisation (2,1 credits)	Participants will learn to identify the necessary instruments and tools for the management and implementation of local, national and international conferences and congresses.

Public Events (2,1 credits)	Participants will learn to identify, plan and manage public events while taking into account protocol as well as the historical, cultural and political aspects necessary to achieve the confidence of event participants.
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Sport Events (2,1 credits)	Participants will analyse in detail the key elements that contribute successful organisation, coordination and execution of sport events.
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Organisation of Trade Fairs (2,1 credits)	Participants will study design and management techniques for events of differing importance and size ranging from a small exhibition to a trade fair.
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Organisation of Corporate Events (2,1 credits)	Participants will learn management techniques for events organised by companies within the framework of a limited budget. They will also learn to maximise their creativity.
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Events and Sponsorship (2,1 credits)	Participants will learn to assess, manage and coordinate long term sponsorship agreements.
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Field Trips (1,6 credits)	Visits to institutions, companies, and events of particularly significant for participants training.
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Practical Training (9 credits)	Practical training in a company during 240-480 hours (depending on the company's proposal and student's interest).
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Thesis (Final Dissertation) (3 credits)	Research project applied to some of the aspects related to events organisation and management.
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Master Thesis (6 credits)	Individual dissertation, which topic is to be chosen by the student, making reference to any aspect of events organisation and management.
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Postgraduate in Event Organisation and Management (20 credits) 8th edition

Postgraduate Course in Event Organisation and Management, awarded by the Universidad Autónoma de Barcelona (UAB), on completion of the 4 compulsory subjects, 3 of the optional subjects (chosen according to the student's interests), and the final dissertation.

Thesis (Final dissertation) (3 credits)	Research project applied to some of the aspects related to events organisation and management.
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Duration

Beginning: 29/10/2007

Ending: 05/05/2008

Master Registration fee: 1.500 euros (included in the total amount of the enrollment fee).

Master Enrollment fee: 5.600 euros.

Postgraduate Registration fee: 1.000 euros (included in the total amount of the enrollment fee).

Postgraduate Enrollment fee: 4.400 euros.

Language of the course: Spanish. Materials will be given either in Spanish or English.

● Master in Environmentally Sustainable Management of Tourism Destinations and Products (40 credits) 7th Edition

Qualifications

The programme offers the possibility of obtaining three qualifications:

- Master in Environmentally Sustainable Management of Tourism Destinations and Products, awarded by the Universidad Autónoma de Barcelona (UAB), on completion of the whole programme and the Master Thesis.
- Postgraduate Diploma in Environmentally Sustainable Management of Tourism Destinations and Products, awarded by the Universidad Autónoma de Barcelona (UAB), on the completion of the first two modules and a final dissertation.
- Certificate of attendance awarded by the UAB Postgraduate School to those students wishing to complete particular parts of the programme may do so by participating in any of the free-standing modules available in Seminar mode.

Duration

Beginning: 08/11/2007

Ending: 21/03/2008

Coordinators

Dra. Alba Caballé, (alba.caballe@uab.es), lecturer at EUTDH and the person in charge at the Barcelona Provincial Govt Office for Tourism Promotion.

Contents

Modules	Contents
Environmentally Sustainable Tourism Planning in Destinations and Products. Theory into Practice (9 credits)	The process of tourism planning. Management of tourism entities in Public Administration. Sustainability of Tourism products and destinations. Design of tourism destinations and products. The role of the tourism consultancy.
Tourism Competitiveness in destinations and products (8 credits)	The basics of quality systems applied to tourism destinations. Present-day concept of management and other concepts applied to tourism management. Environmentally sustainable management of the territory and tourism products.
Thesis (Final Dissertation) (3 credits)	Research project applied to some of the aspects related to environmentally sustainable management of tourism destinations and products.
Management of Tourism Products (4,6 credits)	Conception and management of tourism products. Tourism Products under development.
Tourism and the Environment (4,6 credits)	Management of tourism products in the environmental scene. The sustainability of natural resources and tourism management.
Tourism management techniques (1,8 credits)	Data collection and analysis.
Master Thesis (6 credits)	Individual dissertation, which topic is to be chosen by the student, making reference to any aspect of environmentally sustainable planning of tourism destinations and products.

Postgraduate in Environmentally Sustainable Management of Tourism Destinations and Products (20 credits) 7th Edition

Postgraduate Course in Environmentally Sustainable Management of Tourism Destinations and Products, awarded by the Universidad Autónoma de Barcelona (UAB), on completion of the two first modules of the programme and the final dissertation.

Duration

Beginning: 08/11/2007

Ending: 31/01/2008

Master Registration fee: 1.500 euros (included in the total amount of the enrollment fee).

Master Enrollment fee: 4.200 euros.

Postgraduate registration fee: 1.000 euros (included in the total amount of the enrollment fee).

Postgraduate enrollment fee: 3.100 euros.

Language of the course: Spanish. Materials will be given either in Spanish or English.

● Master in Planning and Marketing of Tourism Destinations (46 credits) 7th Edition

Qualifications

The programme offers the possibility of obtaining four qualifications:

- Postgraduate Diploma in Environmentally Sustainable Management of Tourism Destinations and Products, awarded by the Universidad Autónoma de Barcelona (UAB), on completion of the 20 compulsory teaching credits (200 hours).
- Postgraduate Diploma in Marketing and Promotion of Tourism Destinations, Tourism Destinations and Products, awarded by the Universidad Autónoma de Barcelona (UAB), on the completion of the 20 compulsory credits (200 teaching hours).
- Master in Planning and Marketing of Tourism Destinations, on completion of the two aforementioned postgraduate courses and the master thesis.
- Certificate of attendance awarded by the UAB Postgraduate School to those students wishing to complete particular parts of the programme may do so by participating in any of the free-standing modules available in Seminar mode.

Duration

Beginning: 08/11/2007

Ending: 23/05/2008

Coordination

Dra. Alba Caballé, (alba.caballe@uab.es), lecturer at EUTDH and the person in charge at the Barcelona Provincial Govt Office for Tourism Promotion.

Dra. Gemma Canoves, (Gemma.Canoves@uab.cat).

Dr. Luis Garay, (fcontinuada.eutdh@uab.cat) lecturer of Business Economics at the EUTDH.

Contents

Postgraduate in Environmentally Sustainable Management of Tourism Destinations and Products (20 credits) 7th Edition

Modules	Contents
Environmentally Sustainable Tourism Planning in Destinations and Products. Theory into Practice (9 credits)	The process of tourism planning. Management of tourism entities in Public Administration. Sustainability of Tourism products and destinations. Design of tourism destinations and products. The role of the tourism consultancy.
Tourism Competitiveness in destinations and products (8 credits)	The basics of quality systems applied to tourism destinations. Present-day concept of management and other concepts applied to tourism management. Environmentally sustainable management of the territory and tourism products.
Thesis (Final dissertation) (3 credits)	Research project applied to some aspects of environmentally sustainable management of tourism products and destinations.

Duration

Beginning: 08/11/2007

Ending: 31/01/2008

Postgraduate in Marketing and Promotion of Tourism Destinations (20 credits) 4th Edition

Modules	Contents
Strategic Marketing for Tourism Destinations (4,4 credits)	Master plan, strategic planning and promotion of ourism destinations. Marketing mix in strategic planning of tourism destination marketing. Differences and similarities in strategic planning and tourism promotion between the public and private sectors. The promotion department. Market research techniques. Juridicial structure and legal binding.
Tourism Marketing and Destinations Promotion (4,6 credits)	Outbound and inbound markets. Promotion of OMDs I: Aimed at end users. Promotion of OMDs II: Aimed at suppliers and intermediaries. Tourism promotion trends: public and private mixed consortiums. On-line distribution management. On-line case.
Operative Marketing of Tourism Destinations (4,8 credits)	Participation at specialised tourism trade fairs. Analysis of tourism fairs. Press office and publications. Management of resources for marketing and promotion of tourism destinations.
e-Marketing and e-Promotion of Tourism Destinations (3,2 credits)	Online tourism promotion of OMDs. Focus on supply: tourism destination and OMD webs. Focus on demand: consumers of trips and tourism and research on the internet. Horizontal and vertical information portals. CRM and Data Mining in digital destination tourism marketing.
Thesis (Final Dissertation) (3 credits)	Research Project applied to some aspects of marketing or promotion in tourisme destinations.

Duration

Beginning: 28/02/2008

Ending: 23/05/2008

Master registration fee: 1.500 euros (included in the total amount of the enrollment fee).

Master enrollment fee: 6.000 euros.

Language of the Course: Spanish. Materials will be given in Spanish or English.

General Admission Procedure for all Master and Postgraduate programmes

Head of the Research Area

International Relations and Continuing Education

Dra. Gemma Canoves, e-mail: Gemma.Canoves@uab.cat

Admission and Registration

From the 1st of June to the 30th of September, 2007, e-mail: fcontinuada.eutdh@uab.cat

Enrollment

From 15th to 19th October 2007, e-mail: fcontinuada.eutdh@uab.cat

Seminars

Consult course fees.

Potential Participants

Holders of university degrees and/or diplomas interested in improving their qualifications by means of specialised studies in an economic field with excellent perspectives for the future in our country.

Professionals that develop their tasks in the different described areas and wish to widen their knowledge by means of specialised studies of the highest kind.

Methodology

These education programmes have a bimodal format, with a combination of classroom-based and online learning (blended learning): In-classroom sessions and on-line teaching techniques (by means of a virtual platform). Practical training and field trips to specific companies and specialised institutions, tutorials, etc.

Documents for Registration and Enrollment

Registration

Students interested in taking these programes must provide the following documents:

Students who have Spanish qualifications:

- Brief Curriculum Vitae.
- Letter of introduction indicating the motivations and expectations to apply to our education programme.
- Certified copy of the academic record indicating the completed subjects and the marks obtained.
- Certified copy of the university qualification.
- Supporting document certifying English language knowledge (only for those participants interested in taking the programme in Events Organisation and Management).
- Fotocopy of Identity Card (ID) or Passport.

Students who have foreign qualifications:

- Qualifications must be validated by the Ministry of Education and Science.
- Brief Curriculum Vitae.
- Letter of introduction indicating the motivations and expectations to apply to our education programme.
- Certified copy of the academic record indicating the completed subjects and the marks obtained.
- Certified copy of the university qualification, validated or homologated, or certified copy of the receipt for the expedition fees of the authenticated qualification.
- Supporting document certifying English language knowledge (only for those participants interested in taking the programme in Events Organisation and Management).
- Fotocopy of Identity Card (ID) or Passport.

Enrollment*

Documentación a aportar:

Students who have Spanish qualifications

- Application/registration form
- Original & photocopy (or certified copy) of the university qualification on both sides, or certified copy of the receipt for the expedition fees of the authenticated qualification.
- 4 photographs in ID size.

Students who have foreign qualifications:

- Application/registration form.
- Original & photocopy (or certified copy) of the university qualification, validated or homologated, or certified copy of the receipt for the expedition fees of the authenticated qualification.
- Photocopy of Identity Card (ID) or Passport
- 4 photographs in ID size.

* Those certified supporting documents that had been previously provided in the admission procedure, don't need to be provided in the enrollment process.