

# ACADEMIC PROGRAM

BACHELOR'S  
DEGREE IN  
TOURISM

**IRIARTE**  
UNIVERSITY COLLEGE



	Character	Term courses		ECTS	
FIRST YEAR	Winter Term	Basic	Economics	*	6
		Basic	Statistical Techniques	*	6
		Basic	Sociology	*	6
		Basic	Business Management	*	6
		Basic	Private Law		6
	Spring Term	Basic	Geography of the Contemporary World		6
		Compulsory	Anthropology and Tourism		6
		Compulsory	English for Tourism I	*	6
		Compulsory	Market Structures	*	6
		Compulsory	Commercial/Mercantile and Public Finance Law		6
SECOND YEAR	Winter Term	Compulsory	Geographical Heritage and its Interpretation		6
		Compulsory	German for Tourism I	*	6
		Compulsory	English for Tourism II	*	6
		Compulsory	Cultural Heritage		6
		Compulsory	Tourist Marketing	*	6
	Spring Term	Compulsory	Financial Accounting		6
		Compulsory	German for Tourism II	*	6
		Compulsory	English for Tourism III	*	6
		Compulsory	Business Management	*	6
		Compulsory	Administrative Law Accommodation		6
THIRD YEAR	Winter Term	Compulsory	Management and Cost Accounting		6
		Compulsory	German for Tourism III	*	6
		Compulsory	English for Tourism IV	*	6
		Compulsory	Production Processes and Operations		6
		Compulsory	Commercial Research	*	6
	Spring Term	Compulsory	Planning and Territorial Management of Tourist Destinations		6
		Compulsory	Human Resources Management		6
		Compulsory	Public Management of Tourist Resources		6
		Compulsory	Information Systems for the Management of the Tourist Organization	*	6
		Compulsory	Destination and Tourist Product Promotion	*	6
FOURTH YEAR	Winter Term	Compulsory	Financial Management in Tourist Activities	*	6
		Compulsory	Archaeological, Historical/Artistic Heritage		6
		Compulsory	Tourist Activities Strategic Management	*	6
		Compulsory	Tourist Policies		6
		Elective	Sustainable Development in Tourist Destinations		6
	Spring Term	Elective	Psychosocial Skills for the Professional Performance in Tourism	*	6
		Elective	Geographical Information Technology for the Analysis and Diagnosis of Tourist Resources		6
		Elective	Geographical Information Technology for the Management of Tourist Destinations		6
		Compulsory	End of Degree Research Project	*	6
		Compulsory	Practicum	*	18

\* English: textbook, slides and evaluation