



**Universidad
Europea**



Bachelor's Degrees

**Bachelor's Degree in
Tourism and Leisure
Management**

Go beyond

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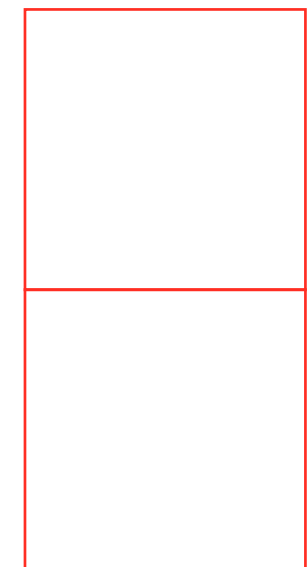
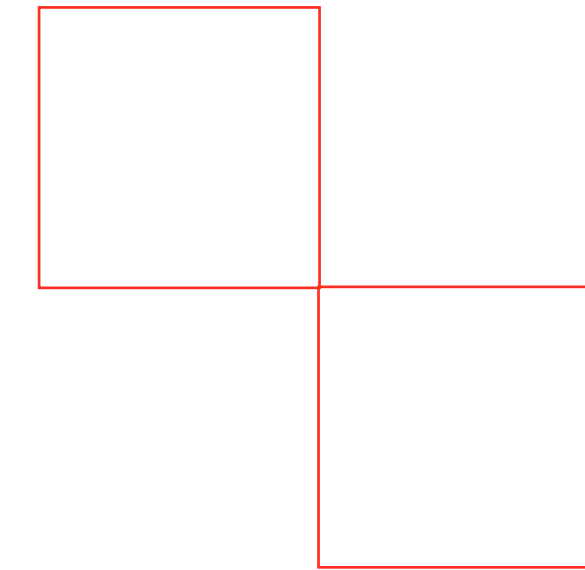
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Why did you decide to go to University?

In order to prepare yourself for what comes next, the future.
And the future is the real world.

At Universidad Europea, we focus on the **professional** that you want to be and on providing you with a **practical training** that enables you to work on your future from day one.

We call for your own **progress and development**, for you to go beyond, offering you the help you need but never forgetting that you are in the driving seat.

This makes Universidad Europea **more than just a university**.
And you **more than just a student**.

Go beyond



Campus



Madrid. ALCOBENDAS
**BUSINESS AND UNIVERSITY
GO HAND IN HAND.**

A campus that brings you the reality of being a professional and helps you to get a job placement through agreements with companies.

The meeting point where new initiatives and the most curious minds find their space.



Madrid. VILLAVICIOSA
**STATE-OF-THE-ART FACILITIES
AND RESOURCES IN AN
OUTSTANDING ENVIRONMENT.**

Have a unique university experience on our biggest campus. With 33% international students and facilities equipped with cutting-edge resources and technology.

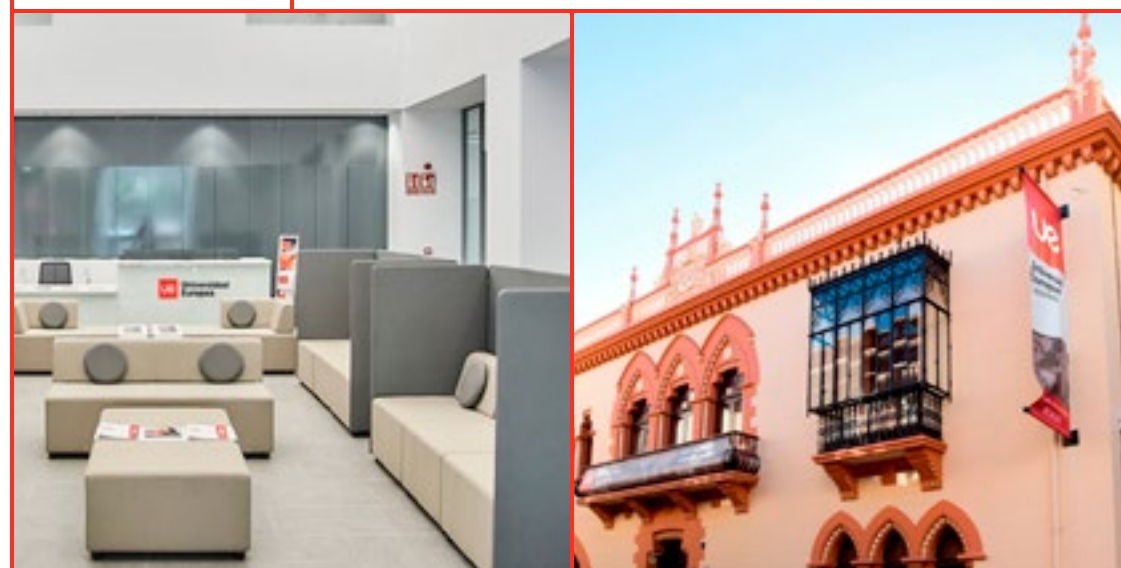


Valencia.
**CAMPUS IN THE HEART
OF VALENCIA.**

We are the only private university with a **privileged location** in the city centre. We also have our own University Dental Clinic.



Real Madrid.
**REAL MADRID GRADUATE SCHOOL
- UNIVERSIDAD EUROPEA.**
Do you dream about working in a field that you're truly passionate about? Get your education at the only Postgraduate School specialized in sports. Don't just dream, get ready.



Canarias.
**CAMPUS IN LA OROTAVA
AND SANTA CRUZ.**

An unbeatable environment where you can develop your skills to the full, facilitating employability and entrepreneurship.



Online.
UNIVERSIDAD EUROPEA ONLINE.
100 % online programs:
The flexibility you need. Get an education at your speed at the leading University in educational quality and innovation.



Internationally Recognized Quality



Be Global

We want you to imagine how it will be your future as a professional.

We inspire you in figures!

30%

International Students.

You'll live in a multicultural environment with an average above other universities.

300

Agreements.

You'll be able to study abroad at prestigious universities around the world.

14,000

Agreements with companies.

You will be put to the test on campus with challenges, projects and gamification. You will also do an internship to train as a global professional.



Universidad Europea's
Certifications.



Social Sciences Area

Learning by doing.

The 'Learning by Doing' methodology or Challenge Based Learning, characteristic of the Social Science and Communication Faculty of the Universidad Europea, crystallizes in the **Challenge Based School**. This school promotes a pedagogical approach that actively involves students, as well as their teachers, in a collaborative way, in a real, relevant situation, linked to the environment, which implies the definition of a challenge and the implementation of an achievable solution. In this way, the student learns by facing a challenge that he must solve, just as he will do when he exercises his profession after finishing his university studies.

Differential elements of Experiential Learning:

- Own laboratories and clinics: Legal Clinic, Criminalistics Workshop and International Relations Observatory.
- More than 100 partners involved between companies, institutions, offices and NGOs.

- Development of crucial skills for the professional world.
- University-Company/Institution knowledge transfer.

Take the lead in your own learning! Work and solve real and current challenges in the **Challenge Based School**.



Bachelor's Degree in Tourism and Leisure Management

New Challenges in the Tourism Sector.

The main challenges of the tourism sector are the dynamic and changing context, the concern for sustainability, high and growing competition between destinations and the demand for quality services at a reasonable price.

The Bachelor's Degree in Tourism and Leisure Management offers a set of activities designed to train you as a professional of the tourism and leisure sector, so that you will be prepared to plan and manage tourist and leisure destinations and quality, personalized and experiential products in the national and international scope, related to cultural resources, nature, sports and events.

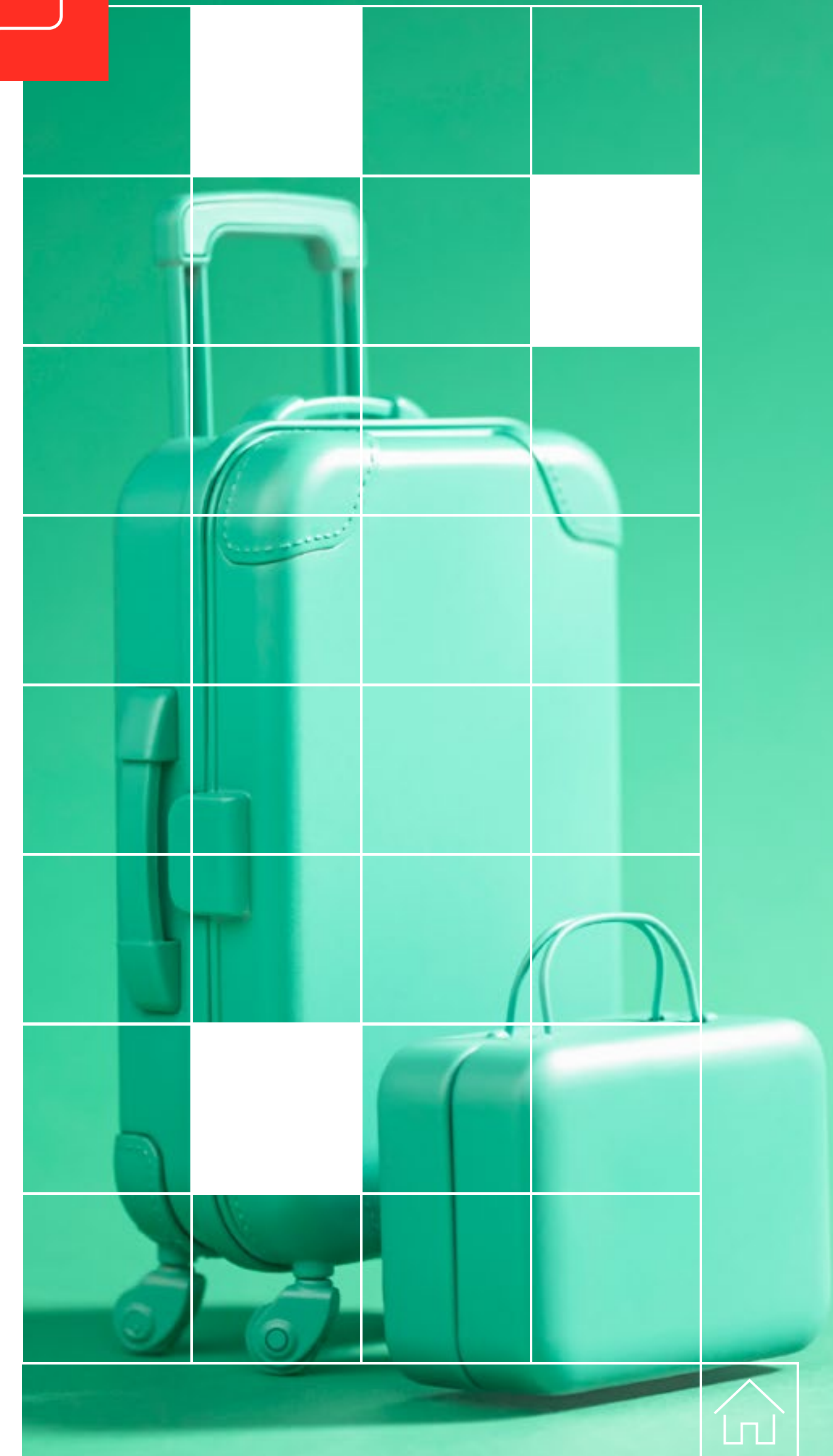
You will lead creative and differentiated tourism projects.

You will also be prepared for the organization and successful management of companies in the tourism and leisure sectors, as well as for creating and leading teams of professionals and lead and undertake creative and

differentiated tourism projects, nationally and internationally, implement an adequate methodology to conduct research in the tourism and leisure field, communicate in English and in a second foreign language with tourism and leisure agents and use ICTs applied to this sector.

The Bachelor's Degree in Tourism and Leisure Management allows us to have a global strategic vision applicable to any professional opportunities and answer effectively the new challenges of the tourism sector.

	LOCATION Valencia		MODALITY Campus-based
	START September		DURATION 4 years
	LANGUAGE English		ECTS 240



What makes us different?

Bachelor's Degree in Tourism and Leisure Management

Combined training

A combined and balanced training in Tourism, Leisure, and Business management. We prepare you to successfully manage, organise and lead companies in the tourism and leisure sector, as well as to create and manage teams that pioneer creative tourism projects, with national and international scope.

Comprehensive and multidisciplinary training

You are trained in all sectors comprising the reality of the tourism and leisure sector through comprehensive and multidisciplinary sessions with subjects such as Tourism and Leisure Destination Planning, Technology and Innovation for Tourism Businesses and MICE Tourism.

International work placements

Possibility of applying for compulsory work placements abroad during your international placement.

International focus

In the Bachelor's in Tourism in Valencia, you will learn to face the main challenges of today's tourism industry, such as the dynamic and changing context, the concern for sustainability, the elevated and growing competition between tourist destinations and the demand for quality services at a reasonable price.

You will also have access to over a hundred universities, such as the following centers of excellence: Dublin School of Economics, University of Inholland University of Applied Sciences o Kendall College, Chicago.

Learn a second language

You will be able to implement an appropriate research methodology in the field of tourism and leisure, communicate fluently in English and in a second foreign language with tour operators, and use ICT applied to the tourism sector.

Professionals in the classroom

The faculty is incredibly enriched by the presence of recognized business professionals.



Curriculum

Bachelor's Degree in Tourism and Leisure Management

Subjects	Type	ECTS
FIRST YEAR		
▪ Theory and history of Tourism and the Entertainment Industry	UCR	6
▪ Tourism and the Entertainment Industry Geography	UCR	6
▪ Personal and Professional Efficiency	UCR	6
▪ Mathematics for Tourism	UCR	6
▪ English for Tourism I	UCR	6
▪ Legal Management of Touristic Companies	UCR	6
▪ Touristic Market Structure	UCR	6
▪ Touristic Business Accounting	UCR	6
▪ Sociology and Social Psychology of Tourism	UCR	6
▪ Cultural Heritage Management	UCR	6
SECOND YEAR		
▪ Tourism Economics	UCR	6
▪ English for Tourism II	UCR	6
▪ Touristic Business Processes and Operations	DR	6
▪ Touristic Territorial Resources	DR	6

Subjects	Type	ECTS
▪ Touristic and Entertainment Industry Destination Planning	DR	6
▪ Entrepreneurship Leadership	DR	6
▪ Tax Systems	DR	6
▪ Financial Management	DR	6
▪ Digital Marketing for Tourism	DR	6
▪ Second Foreign Language for Tourism I*	DR	6
THIRD YEAR		
▪ Quality Management and Customer Service	DR	6
▪ Human Resources Management	DR	6
▪ Influence and Impact on Business Relationships	DR	6
▪ English for Tourism III	DR	6
▪ Cost Accounting	DR	6
▪ Travel Agency Creation and Management	DR	6
▪ New Touristic Trends	DR	6
▪ Tourism Intermediation and Commercialization	DR	6
▪ Vinitourism and Gastronomy	DR	6

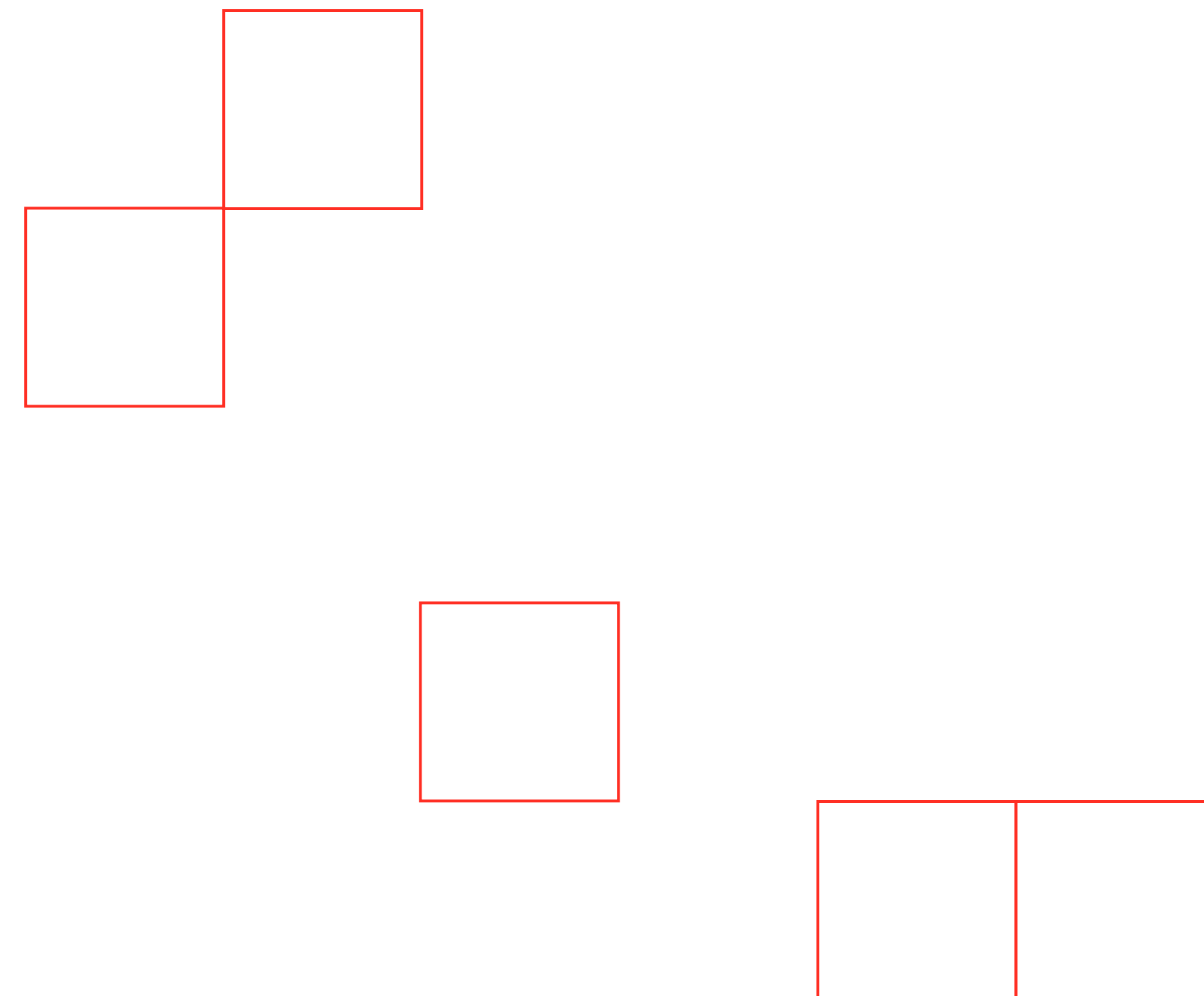
Subjects	Type	ECTS
FORTH YEAR		
▪ Technology and Innovation in the Touristic Business	DR	6
▪ Ecotourism and Sustainability	DR	6
▪ Electives	RE	24
▪ Internship I	EI	6
▪ Internship II	EI	6
▪ Internship III	EI	6
▪ Bachelor's Degree Final Project	BDFP	6
ELECTIVES		
▪ Intercultural Communication	RE	6
▪ Tourism in the Valencian Region	RE	6
▪ Second Foreign Language for Tourism III	RE	6
▪ University Activities	RE	6
▪ Public Relations and Protocol	RE	6



Curriculum

Bachelor's Degree in Tourism and Leisure Management

Subjects	Type	ECTS
Itinerary in Assistance to tourist groups (24 ECTS), choose between the following subjects:		
▪ Cultural and Natural Itinerary Design	RE	6
▪ Accessible Tourism	RE	6
▪ Tourist Groups Guide and Assistance	RE	6
▪ Legal Counseling for Tourists	RE	6
Itinerary in Leisure and Events Management (24 ECTS), choose between the following subjects:		
▪ Entertainment Activities Design and Management (Cruise and Coastal)	RE	6
▪ MICE Tourism (Meetings, Incentives, Conferences and Events)	RE	6
▪ Active and Rural Tourism	RE	6
▪ Health and Beauty Tourism	RE	6
TOTAL		240



You might also be interested in

Plan your carrer from the start

Now that you are starting your university stage, you have your provision of a great academic offer from the beginning that allows you, on completion of your degree, the oportunity to specialize through a complete offer of masters and postgraduate courses adapted to professional reality.

Do you know the Plan AVANZA?

From the University we bet on our students and we are committed to supporting their growth and personal and professional development.

For this reason we launched the Plan AVANZA, a program specific study aid for Degree students from the Universidad Europea who want to continue your professional delvelopment advancing to the next level, pursuing a Master or Postgraduate with us.

AVANZ 

You can get more information by consulting the web, with your Bachelor's advisor
and on the phone: **+34 961 043 883.**



You might also be interested in...

From the best professionals



Carla de Paredes

Director of the Social Sciences and Communication Faculty.

“ The center of the Academic Model of the European University is the ‘Learning by doing’ methodology and technology; one of the main pillars are the simulated settings and professional environments, given that we bring the profession closer to the classroom and the classroom to the profession”.

What our students think



Hannah Pedlar

Global Bachelor's Degree in Business Management and Entrepreneurship's Student.

“ Studying at Universidad Europea de Valencia has been one of the best decisions I made this year. The atmosphere is very welcoming and international. I was able to meet wonderful people and to realize that I am capable of fulfilling all the objectives that are I propose, no matter how complicated they may be. Clearly, I would choose over and over to live my university experience at Universidad Europea de Valencia”.



Financing and Scholarships

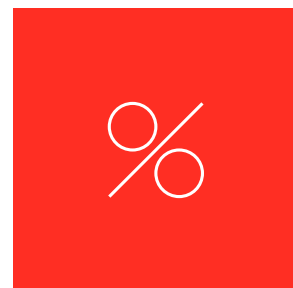
Finance your studies in a flexible way

Here at Universidad Europea, we are committed to ensuring the cost of a program is not an obstacle to access quality education.

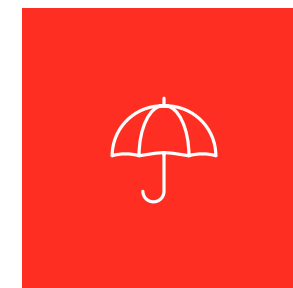
We have a complete system of financial aid available to you:



SCHOLARSHIP
PROGRAM



DISCOUNTS



FINANCIAL
BANKING

Knowledge without barriers

Education is one of the best investments you can make in life.

Do not let anything stop you!

Go beyond



Admissions Process

Documentation

To start the admissions process, reserve an appointment universidadeuropea.com or by calling (+34 961 043 883).

After getting more information, you must submit your DNI/Passport copy.

What does the entrance exam involve?

- Test to evaluate competencies and skills.
- Language assessment test.
- Motivational survey.

When will you know if you've been admitted?

You'll get the results of the entrance exam in an Admissions Letter that will be sent to you via email. If you have any questions, you can speak to our New Students Admissions Department.

ads.valencia@universidadeuropea.es






Place Reservation

You are advised to reserve your place within the set deadline in your admissions letter.

Enrollment

All students enrolling for the first time at Universidad Europea for a Bachelor's degree program must open a student file.

The Students Admissions Department will provide the candidate with all of the documents and forms they need to complete their enrollment.

	Personalized Guidance
	Send application and documentation
	Admissions Test
	Confirmation of Admission
	Formal Reservation of a place and enrollment





**Universidad
Europea**

**How far
can you go?**

As far as you want.

Go beyond

Universidad Europea de Madrid

Campus de Villaviciosa de Odón

C/ Tajo, s/n, 28670.

Villaviciosa de Odón, Madrid

Campus de Alcobendas

Av. Fernando Alonso, 8, 28108.

Alcobendas, Madrid

Phone number: (+34) 91 740 72 72

Students: (+34) 91 414 66 11

Universidad Europea de Valencia

Paseo de la Alameda, 7, 46010.

Valencia

Phone number: (+34) 96 104 38 83

Students: (+34) 96 104 38 80

Universidad Europea de Canarias

Campus de La Orotava

C/ Inocencio Garcia, 1, 38300.

La Orotava, Tenerife

Phone number: (+34) 92 209 70 91

Students: (+34) 92 298 50 06

Santa Cruz de Tenerife Facilities

Calle Valentín Sanz, 22, 38002.

Santa Cruz de Tenerife

Phone number: (+34) 92 244 26 31

Students: (+34) 92 244 26 34

English and Spanish phone number:

(+34) 91 740 72 72



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