



COURSE DATA

DATA SUBJECT

Code: 42992
Name: Master's final project
Cycle: Master's Degree
ECTS Credits: 10
Academic year: 2025-26

STUDY (S)

| Degree | Center | Acad. year | Period |
|---|---------------------|------------|--------------------------|
| 2135 - Master's Degree in Tourism Management and Planning | Facultat d'Economia | 1 | Indefinite (Individuals) |

SUBJECT-MATTER

| Degree | Subject-matter | Character |
|---|------------------------|-----------------------|
| 2135 - Master's Degree in Tourism Management and Planning | Master's final project | MASTER THESIS PROJECT |

COORDINATION

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SUMMARY

The Master's Thesis (TFM) will consist of the preparation of a report or project under the supervision of one or more tutors, assigned by the CCA, based on the topic chosen by the student and the expertise of the Master's faculty.

The report or project must demonstrate the knowledge and skills acquired by the student throughout the degree program. It represents the academic project that marks the culmination of the Master's program. The main objective is to show that the student has acquired the competencies and abilities, as well as the knowledge studied during the Master's. Additionally, the student must demonstrate the ability to apply this knowledge independently, although, as mentioned earlier, under the supervision of a tutor.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS



To be assessed on the Master's Thesis, the student must have passed the remaining modules of the Master's program.

COMPETENCES / LEARNING OUTCOMES

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Actuar en el marco de los Derechos Humanos, los principios democráticos, los principios de igualdad entre mujeres y hombres, de solidaridad, de protección medioambiental, de accesibilidad universal y diseño para todos, y de fomento de la cultura de la paz.

Adaptar la estrategia comercial a las particularidades de cada entorno empresarial turístico.

Analizar la estructura de la actividad turística en todos sus niveles, teniendo en cuenta los componentes del desarrollo turístico sostenible, sus ventajas, así como con sus limitaciones y riesgos.

Asumir responsabilidades directivas y técnicas en organismos públicos y para públicos cuyo objeto es el apoyo a la gestión de las empresas turísticas.

Capacidad de dirección de departamentos de empresas turísticas.

Capacidad para dirigir personas y habilidades directivas de liderazgo en la actividad turística.

Capacidad para presentar en público el diseño de un proyecto de manera clara y coherente y responder satisfactoriamente a críticas sobre el mismo, mediante juicios argumentados, defendiéndolo con rigor y tolerancia.

Capacidad para trabajar en un equipo y enfrentarse a situaciones problemáticas de manera colectiva.

Conocer la metodología de la gobernanza turística.

Conocer las costumbres y prácticas del sector en su vertiente nacional e internacional, así como las peculiaridades inherentes a las diferentes áreas económicas.

Detectar nuevos mercados emergentes y abrir la empresa a los mismos. Realización de informes para asesoramiento en relaciones con mercados emergentes.

Detectar oportunidades y amenazas de distintos mercados turísticos, de sus competidores a corto y largo plazo y sus clientes.

Entender y adaptarse a las particularidades culturales de cada mercado turístico.

Gestionar un departamento de turismo en la administración pública

Habilidades en la negociación y resolución de problemas y conflictos.

Habilidades para buscar, procesar y analizar información procedente de fuentes diversas.

Manejar las TICs.



Obtener una visión más amplia de las relaciones comerciales, que abarca a todos los mercados turísticos, enfocando la problemática empresarial desde una perspectiva tanto local como global.

Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

Realizar informes detallados sobre el sector y la actividad turística

Seleccionar y gestionar las vías de acceso a los mercados turísticos.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

DESCRIPTION OF CONTENTS

The MDPT offers students the possibility of completing two types of Master's Thesis:

- a) Research-oriented Master's Thesis
- b) Professionally-oriented Master's Thesis

A research-oriented Master's Thesis is understood as one that poses a research question or hypothesis and seeks to answer it through a thorough review of existing academic literature and the design of a research study using qualitative and/or quantitative methodology. Therefore, the strengths of this type of thesis should be the literature review and the methodology of the empirical research designed to test the proposed hypothesis/hypotheses.

A professionally-oriented Master's Thesis may be related to internships carried out in companies or institutions, but it can also be developed to study a specific issue within a company/institution or sector. To this end, students must consult literature and external reports (e.g., Passport, databases), and regarding the issue under study, they must indicate what solutions are provided or could be provided. In this case, the strengths should be the accurate description of the company or sector (for example, through a SWOT analysis based on robust secondary information, both external and internal) and of the specific issue selected, as well as the rigor in solving the problems posed using the methodologies learned in the Master's program. Including qualitative research is recommended, and quantitative research will be positively valued, but it will not be considered mandatory.

**WORKLOAD****PRESENCIAL ACTIVITIES**

| Activity | Hours |
|---|-------------|
| Attendance at supplementary activities | 0,00 |
| Monitoring and tutoring of the master's thesis | 0,00 |
| Presentation and defence of the master's thesis | 0,00 |
| Total hours | 0,00 |

NON PRESENCIAL ACTIVITIES

| Activity | Hours |
|--|---------------|
| Independent preparation of the master's thesis | 0,00 |
| Preparation of the master's thesis project | 225,00 |
| Total hours | 225,00 |

TEACHING METHODOLOGY

For the development of the module, a tutorial system is planned to help the student guide and focus their project. In this regard, each student must contact their tutor and attend the scheduled tutorial sessions, where they will receive guidance.

The student must have at least three meetings or contacts with the tutor: at the beginning, halfway through, and at the end of the project development.

The proposed methodology can be carried out either in person or remotely, if circumstances require it.

EVALUATION

The Master's Thesis must follow the format below:

Length:

Although there is no optimal number of pages for a good thesis, experience shows that it is unlikely to be completed in fewer than 50 pages, and exceeding 100 pages is not advisable (excluding appendices or quantitative research results).

Recommended format for the Master's Thesis:

Cover page:

A template will be provided in the Virtual Classroom.

First page:

(a) Title of the thesis, student's name, email address, and academic tutor's name.

(b) Abstract and Keywords: the abstract (50;100 words) must concisely summarize the content and main conclusions, followed by 4 to 6 keywords to classify the thesis.

(c) Type of thesis: research-oriented or professionally-oriented.



Main text:

All sections of the thesis should have appropriate titles and may be divided into numbered subsections. See Table 1 for the recommended structure.

The text must be double-spaced, in Arial font size 10, with wide margins (2.5 cm top and bottom, 3 cm left and right).

Footnotes and appendices should only be used when strictly necessary.

Tables, Charts, and Graphs:

These should be numbered with Arabic numerals, include brief descriptive titles, and cite their sources. Data should be presented in columns, omitting non-significant decimals. Important details should be included as footnotes. In the text, all illustrations, graphs, and maps will be referred to as ¿Figures.¿ Their size should not exceed one page. Photocopies or scans from books or journals should not be included. Only a limited number of relevant tables, charts, and graphs should be included, each with proper bibliographic references or marked as self-produced.

Abbreviations and Acronyms:

These must be clearly spelled out and defined the first time they appear in the text.

Bibliography:

In-text references must be cited in parentheses with the author¿s surname and year (e.g., Dann and Cohen 1991; Smith 1987, 1989). For specific references or direct quotes, page numbers should be included (e.g., Graburn 1989: 23). The final bibliography should be single-spaced and listed alphabetically. See section 6 for more details.

The MDPT Master's Thesis concludes with two additional sections:

- a) A description of how the knowledge acquired in the Master¿s program (modules and internships) relates to the skills and competencies developed.
- b) The student's Curriculum Vitae.

Submission and defense:

The thesis can be submitted during the two official calls of the academic year via the ENTREU platform.

There must be a minimum of 7 calendar days between the submission deadline and the defense date, which will be announced via the Virtual Classroom.

This period should be used by the student to prepare the defense, typically using a PowerPoint © Microsoft presentation or similar. If another application is used, the student is responsible for ensuring its compatibility.

The defense, which is public unless otherwise requested and justified, will last a maximum of 40 minutes and will include:



1. Opening by the tribunal chair, explaining the procedure.
2. Student's presentation of the thesis (maximum 15 minutes), focusing on results and conclusions.
3. Comments and feedback from each tribunal member.
4. Final remarks from the student in response to the tribunal's questions/comments.

For the overall assessment of the Master's Thesis (TFM), the CCA has agreed that:

1. The tutor's assessment will be qualitative, although a final grade from 1 to 10 will be given, without using a rubric.
2. Greater weight will be given to the defense, including the student's responses to the committee's questions.
3. The rubrics will be made public for both students and supervising faculty.

REFERENCES

Whichever is needed by the student, depending on the objectives of the Master's Thesis.