



# European Institute of Innovation, Entrepreneurship, and Technology

in partnership with



**UCAM**  
UNIVERSIDAD CATÓLICA  
DE MURCIA



## Bachelor's Degree in Tourism and Tourism Business Management



# About Us

Welcome to the programme Bachelor's in Tourism and Tourism Business Management at the European Institute of Innovation, Entrepreneurship, and Technology (EIET), developed in collaboration with Universidad Católica San Antonio de Murcia (UCAM).

This programme is designed for students who want to build an international career in one of the world's most dynamic and people-driven industries. Tourism today is more than travel. It is about experience design, sustainable development, cultural exchange, and smart business strategy. This degree brings all of that together.

You will gain a solid academic foundation in tourism management while developing strong business skills that prepare you for real-world challenges across hospitality, destination management, travel services, and tourism entrepreneurship.

## Bachelor's Degree in Tourism and Tourism Business Management

Take your first step into the world of global tourism and hospitality with our Bachelor's Degree in Tourism and Tourism Business Management, offered in partnership with Universidad Católica San Antonio de Murcia. This programme allows you to explore the business side of tourism while developing the practical, strategic, and intercultural skills needed for a successful career in today's international tourism industry.

Duration: 3 years

Total ECTS: 180

Total Modules: 27

## Career Outcomes



Hotel Manager



Tourism Manager



Travel Consultant



Destination Manager



Tour Operator



Tourism Researcher



# Module List

## Year 1:

- Structure of Tourism Markets – 6 ECTS
- Communication Theory – 6 ECTS
- Fundamentals of Economics – 6 ECTS
- Accounting Fundamentals – 4.5 ECTS
- Business Organisation and Management – 6 ECTS
- Geography of Tourist Resources and Destinations – 6 ECTS
- Marketing Fundamentals – 6 ECTS
- Fundamental Ethics – 6 ECTS
- Oral and Written Communication – 6 ECTS
- Statistics Applied to Tourism – 6 ECTS

## Year 2:

- Tourism Law and Legislation – 4.5 ECTS
- Commercial Law – 4.5 ECTS
- Communication and Tourism Industries – 6 ECTS
- Interactive Tourism Advertising and Communication – 4.5 ECTS
- Advertising and Public Relations – 6 ECTS
- Consumer Behaviour – 6 ECTS
- Commercial and Marketing Management – 6 ECTS
- Innovation Management – 6 ECTS
- Planning and Management of Sustainable Tourism Spaces – 6 ECTS
- Statistics Applied to Tourism (continuation) – 4 ECTS

## Year 3:

- Applied Ethics and Bioethics – 6 ECTS
- Tourism and Local Development Cooperation – 6 ECTS
- Organisation of Congresses, Events and Protocol – 4 ECTS
- Cultural Heritage Management – 4 ECTS
- Tourism Distribution Channels – 4 ECTS
- Market Research Techniques – 4 ECTS
- Managerial Leadership and Emotional Intelligence – 4 ECTS

# Elective Subjects

- Creativity in Communication
- Active Tourism, Leisure and Free Time Management
- International Marketing

"Education is not preparation for life; education is life itself."  
**John Dewey**





# Application Process

1. Apply at [service.eiiet.com/programmes](https://service.eiiet.com/programmes) or email [admission@eiiet.com](mailto:admission@eiiet.com).
2. Conditional Offer: Applicants will receive a Conditional Offer Letter.
3. Enrollment & Unconditional Offer: Once all conditions are met, you will receive your Unconditional Offer Letter, a vital document for your visa application.
4. Financial & Academic Planning: Prepare for your move by arranging the required financial means (Blocked Account).
5. Visa Application & Interview: Submit your visa application at the German embassy or consulate in your home country.
6. Visa Approval & Departure: With your visa approved, you are ready to join us! Step into a perfect setting designed for entrepreneurship and innovation, and begin your journey toward mastering the technology of the future.

## Eligibility Requirements

To ensure academic success and a vibrant learning community, applicants must meet the following criteria:

1. A recognized Higher Secondary Education Certificate (High School Diploma) or equivalent qualification that grants university entrance.
2. A score of IELTS 6 or higher (or equivalent English qualification such as PTE or TOEFL).
3. A minimum of 50% in English subjects at the higher secondary level.
4. The Medium of Instruction (MOI) from the previous studies.
5. A current Curriculum Vitae and a Motivation Letter explaining your professional goals and interest in our innovative programmes.

(Note that the above are minimum criteria. Each application is assessed on its individual merit, considering academic achievements, extracurricular involvement, and unique professional experiences.)

## Intakes

January, April, August, October

## Contact

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