



Code - Subject		580035 – Master's Final Project			
Guy	Master's Final Project			Credits	12 ECTS
Subject	Master's Final Project				
Subject Manager			Dr. Maria del Pilar Leal Londono		
In person	24 hours	Addressed	176 hours	Autonomous	100 hours

BRIEF DESCRIPTION

The Master's Final Project course is designed to provide students with the necessary skills to develop a research project or a strategic plan applied to the professional field. Throughout this course, the ability to identify and analyze relevant data sources and develop original ideas based on solid conceptual foundations is encouraged, promoting innovation and creativity.

The student will work on identifying and defining key problems, adopting a critical and strategic approach to propose viable and creative solutions. In this process, the development of analytical skills and informed and planned decision-making, essential in a dynamic and competitive professional environment, is encouraged.

In addition, the course places special emphasis on communication, guiding the student in the use of effective techniques for the presentation of ideas, results and interpretations. This ensures a clear and convincing transmission of the knowledge and findings obtained.

The comprehensive approach of the course allows students to strategically address the problems of the sector in which their final project is included, using tools and skills that promote an efficient and results-oriented solution. This approach prepares students to face the challenges of the academic and professional environment, ensuring that their contributions are relevant and impactful in their area of specialization.

LEARNING OUTCOMES

The learning process designed for this subject allows the achievement of the following Subject Learning Outcomes:

M09C1- Identify the different data sources with which to analyze the information necessary for the research objective pursued.

M09C2- Identify concepts that provide a basis or opportunity to be original in the development and/or application of ideas, commonly in a research context.



M09H3- Explain the potential solution to a problem in a relevant and creative way, critically interpreting and evaluating the results obtained.

M09H4- Generate reasonable and planned decisions.

M09S5- Apply the communication techniques necessary for the effective transmission of ideas, opinions, knowledge, etc.

M09S6- Use an integrated strategic approach to sector problems and the ability to address them efficiently.

M09C7- Identify the different sources of data information with which to analyze the information necessary for the research objective pursued, business idea or market information.

They also contribute to the achievement of the following Degree Learning Outcomes: *TC01, TC02, TH02, TH07, TS02, TS03, TS04, TS08, TS09, TS10, TS11*. All of them can be consulted at [the following link](#).

THEMATIC CONTENTS

- Introduction to the Final Master's Thesis (TFM): typologies, processes, initial approaches, practical and significant aspects. In this section, the initial approach of the Final Master's Thesis (TFM) will be addressed, in addition to logistical aspects, operational aspects related to the virtual campus and access to information for the development of the TFM will be addressed.
- Justification of the work: this content will address all aspects related to the justification of the topic to be developed through the different orientations: research, professional orientation and entrepreneurship.
- Study objectives: the content to be developed in this section corresponds to discussing how to structure the objectives, what their importance is, among other issues that will define and limit the topic to be developed regardless of its orientation.
- Foundation and theoretical framework: In the case of research-oriented works, the importance of the theoretical framework and the differences in relation to the state of the art will be addressed. Similarly, in the case of orientations, professional application and entrepreneurship, the need to provide a foundation for the topic to be developed will be discussed.
- Document review: the documentary review involves a search for secondary information that allows for an in-depth understanding and knowledge of the topic to be developed, therefore, the importance of searching for information will be addressed.
- Management of information sources: the content to be covered focuses on the management of information sources and the tools that can be used to develop a



correct systematization of the sources applied during the development of the work.

- Fundamentals of the methodological approach: this content addresses the importance of methodology and the techniques to be applied for the correct fulfillment of the objectives set. Therefore, the differences between quantitative and qualitative methodology will be reviewed, as well as their main techniques for capturing data and primary information.
- Conclusions: This content is aimed at learning how to structure the academic conclusions of the topic developed, its structure and main contribution to the work as a whole.
- Project defense: Finally, in this section, we will explain how the project defense is structured, both at a logistical and operational level, and we will also discuss the evaluation rubrics that the court will apply.

LEARNING METHODOLOGIES

The learning methodologies associated with this subject include a wide variety of different actions in order to respond to the achievement of the associated learning outcomes, and which involve the development of different types of capabilities related to the learning of processes and applicability of attitudes within the environment of organizations based on the following activities:

- Master classes on work structure, resolution of doubts, communication skills.
- Individual tutoring and project monitoring
- Audiovisual tutorial documents aimed at understanding the structure of the work and its correct development

EVALUATION SYSTEM

The assessment of the Master's Final Project must respond to the level of achievement of the objectives specified in the design of the subject: Evaluate the level of skills that the student has acquired during his/her training, check his/her maturity, his/her ability to autonomously apply those skills and develop the resolution of problems specific to the scope of the academic program.

This function is carried out by developing in-depth studies and synthesizing the knowledge acquired in the subjects studied during the Master's degree. In order to carry out this type of evaluation, a combined system of evidence has been designed, each of which responds at different levels to the degree of achievement of different items related to the objective of the subject.

Thus, these elements of assessment can be distinguished, in which different aspects can be considered: memory, defense and process.



The planning of the assessment activities will be public for students from the start date of the course.

Activities	Guy	Continued	Delivery week ¹
Memory	Individual/group**	60%	June 13 (DR) June 27th September 1st
Defense	Individual	30%	4th week
Partial deliveries	Individual	10%	During the course
Total		100%	

** In the event that the TFM is to be developed as a group due to the type of topics covered, it must be developed in a group of no more than three people.

Students will be required to submit mandatory evidence to demonstrate that a research approach has been made and that there are initial advances. The tutor must authorize the submission and defense of the TFM. Without this authorization, the TFM will be considered NP and, consequently, will not be eligible for re-evaluation. To pass the course, it is essential to have obtained a minimum final grade of "5".

Review and Reassessment of the Subject

The student has the right to review all assessment evidence that has been designed to evaluate his or her learning.

If the student fails to achieve the learning objectives of the subject, in order to be eligible for a re-evaluation of the subject it is essential to have obtained a final grade of the subject between "4-4.9", and to have taken the individual final test/s of the course.

The re-evaluation process will only involve modification of the final grade record if the new evaluation test is passed and, in any case, the maximum grade will be "5".

The evaluation of the subject is based on the evaluation of the thesis and public defense of the TFM. The evaluation criteria that will be applied to the projects respond to the **evaluation rubrics** that can be consulted in [the Student Guide, TFM section](#).

IMPORTANT

- To pass the course, it is an essential requirement to have obtained a minimum final grade of "5".
- Within the scope of his/her responsibilities, the tutor of a TFM has the power to exclude a student from the overall evaluation process of the subject. This exclusion automatically entails failing the subject without the right to re-evaluation.

¹The delivery week is an estimate that is subject to changes that may arise as a result of possible modifications in the planning or circumstances of the study plan.



- Only those TFMs that have obtained a grade between 4 and 4.99 are eligible for re-evaluation.
- If two of the members of the committee evaluate the TFG with a grade lower than 5, the students will not have the option of passing the course and will automatically go to re-evaluation. In this case, the final grade will be 4.5, maximum.
- If the evaluation of two members of the tribunal is less than 4, the TFM cannot be eligible for re-evaluation even if the final average is equal to or greater than 4. In this case, the final grade will be 3.5, maximum.
- A student with a final grade lower than 5 is not eligible for re-evaluation if other members of his/her TFM group have obtained an evaluation equal to or higher than 5.

COPYING AND PLAGIARISM

Without prejudice to any other matters that may be considered appropriate and in accordance with the current academic discipline regulations, any irregularities committed by a student that may give rise to a change in the grade will be assessed with a grade of zero (0). Assessment activities classified in this way and by this procedure will not be recoverable.

These irregularities include, among others:

- The total or partial copy of a practice, report or any other assessment activity.
- Allowing others to copy the exam/assignment.
- Presenting group work that has not been completely completed by the group members.
- Present as your own those materials prepared by a third party, even if they are translations or adaptations, and in general, works with elements that are not original and exclusive to the student.**
- Have communication devices (such as mobile phones, smart watches, etc.) accessible during individual theoretical-practical assessment tests (exams).

** Artificial intelligence is considered a third-party creation

SOURCES OF INFORMATION

Books

American Psychological Association (2020): *Publication Manual of the American Psychological Association* (7th ed.). Washington, DC: American Psychological Association.



Castelló, M. et al. (2007). *Writing and communicating in scientific and academic contexts. Knowledge and strategies* . Barcelona: GRAO.

Genescà, G. and Rigo, A. (2002). *How to present a thesis and research papers* . Barcelona: Eumo Octaedro.

Lynn, P. & Solli, K. (2021). *Strategies for Writing a Thesis by Publication in the Social Sciences and Humanities*. London: Routledge

Pastor, X. & Caicedo, C. (2016). *How to prepare a master's thesis?*. Barcelona: Editorial UOC.

Quesada, J. (1987). *Writing and presenting intellectual work: Theses, Doctoral Theses, Projects, Proceedings and Monographs* . Madrid: Paraninfo.

Riquelme, J. (2006). *Canon for the presentation of university works. Academic and research models*. Salamanca: Aguaclara.

Ruiz, JI; Aristegui, I. and Melgos L. (2002). *How to develop a social research project*. Bilbao: ICE-University of Deusto.

Soriano, R. (2008). *How to write a thesis* . Córdoba: Berenice.

Walker, M. (2000). *How to write research papers* . Barcelona: Editorial Gedisa.

Reference libraries

- [CETT Resource Center](#)
- [Generalitat Tourism Library](#)
- [UNWTO Virtual Library](#)
- [Library – Ministry of Industry, Energy and Tourism](#)
- [Virtual Tourism Library](#)

Database of doctoral theses

- [THESEUS](#)
- [TDX](#)

Institutions and organizations

- [Observatory of Tourism of Catalonia](#)
- [Barcelona Tourism](#)
- [European Commission](#)
- [World Tourism Organization](#)
- [Spanish Association of Scientific Experts in Tourism](#)
- [Barcelona Provincial Council](#)

Online scientific journals

Spanish scope

- [Tourism Studies](#) (Institute of Tourism Studies. Ministry of Industry, Tourism and Trade). Madrid
- [Tourism Notebooks](#) (University of Murcia). Murcia
- [Tourism Papers](#) (Valencian Tourism Agency, Generalitat Valenciana). Valencia
- [STEPS](#) . *Journal of Tourism and Cultural Heritage* (University of La Laguna)



International scope

Annals of Tourism Research

Tourism management

Tourism Management Perspectives

Journal of Sustainable Tourism

Journal of Hospitality and Tourism

Other online sources

California State University (2005). Master's Thesis/Project Guidelines: Advisement Handbook.

http://www.csus.edu/indiv/b/brocks/Courses/EDS%20250/MA_Advise_Guide.pdf

Carter, W. (2010). How to Write a Master Thesis or Dissertation? <http://www.tadafinallyfinished.com/how-to-write-a-masters-thesis.html>

CornellUniversity. Graduate School (2011). Thesis and Dissertatiom Guide. http://www.gradschool.cornell.edu/pubs_and_forms/pubs/thesisbook.pdf

Guidelines for writing a Master Thesis (2020). Elsevier Scientific Publishing. <https://www.iupfood.be/files/Doc-for-students/Guide-for-writing-a-master-thesis-2020-2021.pdf>