



Subject Code	590015 – Master's Final Project		
Subject	Master's Final Project		
Type of subject	Mandatory	Credits	15 ECTS
Language of instruction	Castilian		
Faculty	Dr. Maria del Pilar Leal Londono		
Hours in person	10	Hours of self-employment	365 hours

BRIEF DESCRIPTION OF THE SUBJECT

The subject “Master's Final Project” has an integrative character that combines the set of skills that the student has developed throughout his training process throughout the course.

The TFM is a useful and real training tool in which the student must reflect not only the assimilation of knowledge, but also the creativity and ability to make decisions (from the selection of the topic to the formulation of future strategies), while it becomes a means of research and increasing knowledge of the tourism field. The author(s) of the TFM must demonstrate the ability to identify situations (business opportunities, problems, etc.), seek sources of information, collect information and documentation and finally present ways to develop and/or improve the situation posed, as well as provide answers to the objectives and hypotheses indicated.

BASIC COMPETENCES

CB6- Possess and understand knowledge that provides a basis or opportunity to be original in the development and/or application of ideas, often in a research context.

CB7- Students know how to apply the knowledge acquired and their problem-solving ability in new or little-known environments within broader (or multidisciplinary) contexts related to their area of study.

CB8- Students are able to integrate knowledge and face the complexity of formulating judgments based on information that, while incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9- Students should be able to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous manner.



CB10- That students have the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

GENERAL COMPETENCES

CG1- Be business oriented.

CG2- Exercise leadership

CG3- Organization and planning skills

CG4- Working as a team

CG5- Undertake innovative and creative projects.

CG6-Apply the communication techniques necessary for the effective transmission of ideas, opinions, knowledge, etc.

CG7- Identify, pose or solve a problem in a relevant and creative way, critically interpreting and evaluating the results obtained.

SPECIFIC COMPETENCES

CE1- Define the strategies necessary to achieve the objectives derived from the analysis of the company, the environment and the market

CE2 Design and implement commercial and communication strategies that respond to new emerging business opportunities in the sector.

CE3- Incorporate new information and communication technologies in the development of new management and marketing models that strengthen the competitiveness of tourism companies and organizations.

CE4- Optimize the management of economic and financial resources of tourism projects undertaken

CE5- Manage the quality of tourism products and services, using the different tools, systems and quality and environmental standards available.

CE6- Establish sustainable development strategies in companies and tourist destinations, incorporating environmental variables.

CE7- Plan, coordinate and control organizational and service processes in all areas of an event.

CE8- Develop an effective negotiation process with suppliers

CE9- Apply the political, legal and institutional framework that regulates companies and tourism activities and projects.



LEARNING OBJECTIVES

- Promote reflection between theory and practice.
- Apply the knowledge acquired in the classroom to real-life situations.
- Identify areas of innovation in the tourism industry.
- Analyze functional areas and business processes and propose improvements.
- Draw conclusions from the results obtained and open up future prospects.
- Adapt the written discourse to the academic situation, both in terms of style and structure as well as the use of appropriate techniques.
- Adapt the oral speech to the situation of defending the Master's Final Project.
- Develop criteria for decision-making and act with initiative.
- Implement collaborative and teamwork activities within multicultural or multidisciplinary environments

THEMATIC CONTENTS

1. **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.
2. **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.
3. **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.
4. **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 business application and entrepreneurship orientations, the need to provide a basis for the topic to be developed will be discussed.
5. **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.
6. **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.
7. **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.

8. **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.
9. **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.

METHODOLOGY

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 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 following rubrics.

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.
- 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: GRAÓ.

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: Aguacleara.



PROGRAM

Master's Degree in Tourism Business Management

Course 202425

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



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- 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>