

Master's Degree Dissertation

Code: 44176
ECTS Credits: 12

Degree	Type	Year	Semester
4316837 Tourism Management in Cultural Heritage	OB	1	2

Contact

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Teaching groups languages

To check the language/s of instruction, you must click on "Methodology" section of the course guide.

Prerequisites

There are no prerequisites

Objectives and Contextualisation

The objective of this module is to demonstrate that the student masters dominate the appropriate theoretical and methodological concepts and instruments to conduct their own and in-depth research on the chosen topic related to the cultural tourism sector. And demonstrate that they can research in the future and/or be able to meet the needs that the tourism cultural sector may have in the management and creation of its contents.

Competences

- Analyse the value of arts, humanities and social sciences applied to tourism.
- Assume responsibilities and decisions critically and autonomously.
- Be able to continue the learning process autonomously
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Design and develop research projects in the area of management of cultural heritage for tourism.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Manage and develop original contributions in the framework of theoretical research and/or practical application.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Apply a scientific method in the design and execution of the Master's Degree Final project.
2. Apply research tools to relate the arts and humanities with tourist management.
3. Assume responsibilities and decisions critically and autonomously.
4. Be able to continue learning autonomously.
5. Carry out bibliographical searches on the subject of the Master's Degree Final project.
6. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
7. Identify emerging themes on matters of the management of cultural heritage for tourism.
8. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
9. Manage and develop original contributions in the framework of theoretical research and/or practical application.
10. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

The objectives of this module are as follows:

To implement the knowledge and skills acquired throughout the master's degree in a Final Work written and subsequently defended before a court.

Demonstrate your knowledge of the techniques of analysis and description that corresponds to the theme you have chosen within the relationship tourism - cultural heritage- arts and humanities

Having mastery of the bibliography, the use of fonts and their application, if necessary, with specific exemplification, and all from original approaches, as well as results derived from said study.

Methodology

The teaching methodology of this module is as follows:

- Work Preparation
- Tutoring
- Presentation and Oral Defense of Work
- Reading articles, reports and books of interest

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom	4	0.16	4, 8, 9
Partials Delivery Work	11	0.44	1, 2, 3, 5, 6, 7
Type: Supervised			

Tutorials	10	0.4	1, 3, 4, 7, 10
Type: Autonomous			
Workshop	260	10.4	1, 2, 3, 4, 5, 6, 9

Assessment

The evaluation activities of this module are based on:

- Assessment of the Academic Tutor of the Master's Final Work
- Assessment of the Master's Final Work Tribunal
- Assessment of the Oral Defence of Master's Final Work Tribunal

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Academic Tutor Assessment	40%	5	0.2	3, 4, 6, 8, 9
Assessment of Oral Defense of the Master's Final Work Tribunal	30%	5	0.2	1, 5, 6, 7
Assessment of the Master's Final Work Tribunal	30%	5	0.2	1, 2, 4, 5, 6, 7, 10

Bibliography

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Lozano J. y Peña Marin Cristiña. (1989). Análisis del discurso. Hacia una semiótica de la interacción textual. Madrid: Cátedra.

Martinez M., Miguel (2013). La investigación cualitativa etnográfica en educación. Editorial Trillas, México.

Mays N, Pope Catherine. Qualitative research in health care: assessing quality in qualitative research. BMJ. 2000;320:50-2.

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Ruiz Olabuenaga J.I. (1997). Metodología de investigación cualitativa. Bilbao: Universidad de Deusto.

Sandoval C. Módulo cuatro: investigación cualitativa. Programa de Especialización en Teoría, Métodos y Técnicas de Investigación Social. ARFO; 2002.

Software

At Moodle Platform