UAB
Universitat Autònoma de Barcelona

Master's Degree Dissertation

Code: 44176
ECTS Credits: 12

2025/2026

Degree	Type	Year
Tourism Management in Cultural Heritage	OB	1

Contact

Name: Esteve Dot Jutglà

Email: esteve.dot@uab.cat

Prerequisites

There are no prerequisits

Teaching groups languages

You can view this information at the of this document.

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. Aly 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.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom	4	0.16	9, 8, 4
Partials Delivery Work	11	0.44	2, 1, 3, 7, 6, 5
Type: Supervised			
Tutorials	10	0.4	1, 3, 7, 4, 10
Type: Autonomous			
Workshop	260	10.4	2, 1, 3, 9, 6, 4, 5

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.

Assessment

Continous Assessment Activities

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

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

Bibliography

Aguirre Baztan, Ángel (2002). Etnografía: metodología cualitativa en la investigación socio cultura. México: Alfaomega.

Delgado, Juan Manuel; Gutierrez, Juan (2010). Métodos y técnicas cualitativas de investigación en ciencias sociales. Madrid: Sintésis.

Denzin N, Lincoln Yvonna, editors (2000). Handbook of qualitative research. 2nd ed. Thousand Oaks: Sage Publications.

Hammersley M. y Atkison P. (1994). Etnografía. Métodos de investigación. Barcelona: Paidos.

Iñiguez Rueda, L. (1999). "Investigación y Evaluación Cualitativa: Bases teóricas y conceptuales". En Atención Primaria. Vol. 23 Núm. 8. Mayo 1999. Barcelona: Universidad Autónoma de Barcelona.

Iñiguez Rueda, L. y Antaki C. (1994). El análisis del discurso en psicología social. En: Boletín de Psicología 1994; 44: 57-75. Barcelona: Universidad Autónoma de Barcelona.

Krueger R.A. (1991). El grupo de discusión. Guía práctica para la investigación aplicada. Madrid: Pirámide

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 (2000). Qualitative research in health care: assessing quality in qualitative research. BMJ, 320:50-2.

Montero Maritza. (1994). Psicología social comunitaria. Guadalajara: Universidad de Guadalajara.

Patton M. (2002) Qualitative research and evaluation methods. 3rd ed. Thousand Oaks: Sage.

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

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

Software

At Moodle Platform

Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	Spanish	second semester	afternoon