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Università
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SVEUČILIŠTE
U DUBROVNIKU
UNIVERSITY
OF DUBROVNIK



UNIVERSIDAD
DE MÁLAGA



Chaplin School of
Hospitality & Tourism
Management

FLORIDA INTERNATIONAL UNIVERSITY

Tour_Hosp_Man

Erasmus Mundus Design Measures Action

The Multiple Agreement

Intermediate meeting

Dec. 15, 2022



dipartimento di
scienze economiche
aziendali e statistiche

department
of economics
business
and statistics

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Introduction



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Kind of Agreement

From the Erasmus Plus Programme Guide (2021-2027) ...

From the official site:

By the end of the funding period, the jointly designed Master should:

*Lead to either a joint degree (i.e. one single diploma awarded by at least two HEIs from different countries, of which at least one must be a EU Member State or third country associated to the Programme), **or multiple degrees** (i.e. at least two diplomas awarded by two higher education institutions from different countries, of which at least one must be a EU Member State or third country associated to the Programme), or a combination.*

Kind of Agreement

Tour_Man_Hosp project aims to sign a multiple degree that **combines the three study programmes** of the Partner Universities(already existing); therefore, it guarantees the student the achievement of (existing) three (or two) Master's degrees rather than a “single” Joint Master's degree.

Consequently, the same standards as for a Joint Master cannot be applied to a Multiple Master's degree; in fact, in our/this case each partner University maintains its own organisational, legal, financial, didactic autonomy, etc.

Structure of Agreement

For the drafting of the multiple degree agreement, **the two previous agreements** between Unipa and Unidu and Unipa and Uma **were consulted and implemented.**

The structure of the document is therefore the same as that of the two previous agreements for double Master's degrees.

The agreement consists of 12 articles; the first and second contain basic information about the structure of the multiple degree and the admission of students

Degree Awarded

Students, according to the specific study programme attended, will be awarded:

- a) three diplomas (multiple degree): a master's degree in “***Tourism systems and hospitality management***” awarded by UNIPA, in “***Tourism***” by UNIDU, “***Dirección y planificación del turismo***” by UMA, in the case of study programme A and B (Sub-Annex 1.A and 1.B, respectively);
- b) two diplomas (double degree): a master's degree in “***Dirección y planificación del turismo***” awarded by UMA and in “***Tourism systems and hospitality management***” by UNIPA or, alternatively, a master's degree in “***Dirección y planificación del turismo***” awarded by UMA and in “***Tourism***” by UNIDU, in the case of study programme C or D (Sub-Annex 1.C and 1.D, respectively)

Educational Path

Students enrolled at
Unipa

Semester I	Semester II	Semester III	Semester IV <input type="checkbox"/>
UNIPA	UNIDU	UNIPA	UMA
English	English	English	Spanish
COD: 18990 Demography (8 ECTS); COD: 20742 Marketing for tourism (6 ECTS); COD: 18986 Tourism economics and regional policy (9 ECTS); COD:17629 Advanced english (6 ECTS);	Quantitative methods in business decision-making (6) Strategic management (6) Market research in tourism (7) Integrated marketing communications (5) International business negotiations (5) Sustainable tourism (7) Or Managerial accounting (5) Financial recording and auditing (5)	COD:18995 Advanced tourism statistics (6 ECTS); COD:18996 Agriculture and food systems C.I.)10 ECTS); COD:18994 Spanish (8 ECTS); COD:18994 Training (12 ECTS);	Two courses chosen from: COD: 112 Gestión económico-financiera de empresas turísticas (3 ECTS) COD: 107 Dirección de recursos humanos en empresas turísticas (3 ECTS) COD: 110 Gestión avanzada de la producción y la calidad en empresas turísticas (3 ECTS) COD: 109 Fundamentos del Revenue management (Yield management) (3 ECTS). ----- Three courses chosen from: COD: 108 El mercado: su conocimiento, atención y fidelización (3 ECTS) COD: 118 TICs aplicadas a la gestión de empresas turísticas (3 ECTS) COD: 117 Sistemas de información geográfica aplicados al turismo (3 ECTS) COD: 106 Creación y comercialización de productos turísticos (3 ECTS). ----- COD: 116 Prácticas en empresas y organizaciones turísticas (6 ECTS) COD: 119 Trabajo fin de máster (12 ECTS)

Educational Path

Semester I	Semester II	Semester III	Semester IV
UNIDU	UNIPA	UNIDU	UMA
English	English	English	Spanish
Corporate Governance Economics of Entrepreneurship Tour Operator Management Tourist Market Research Elective Capital Budgeting Financial Modelling Pricing Management Integrated Marketing Communications Strategic Management International Negotiation	Statistics for economics and business (6) Strategic management and marketing for tourism-Integrated course (12) Human resources (6) Free subjects (suggested) (8)	Marketing Strategies in Tourism Strategic Management in Hotel Industry Tourism, Development and Tourist Policy Quality Management Introduction to Scientific Research Work Master's Thesis Business Leadership Quality Management and Audit Process in Hotel Industry Event Management	Two courses chosen from: COD: 112 Gestión económico-financiera de empresas turísticas (3 ECTS) COD: 107 Dirección de recursos humanos en empresas turísticas (3 ECTS) COD: 110 Gestión avanzada de la producción y la calidad en empresas turísticas (3 ECTS) COD: 109 Fundamentos del Revenue management (Yield management) (3 ECTS). ----- Three courses chosen from: COD: 108 El mercado: su conocimiento, atención y fidelización (3 ECTS) COD: 118 TICs aplicadas a la gestión de empresas turísticas (3 ECTS) COD: 117 Sistemas de información geográfica aplicados al turismo (3 ECTS) COD: 106 Creación y comercialización de productos turísticos (3 ECTS). ----- COD: 116 Prácticas en empresas y organizaciones turísticas (6 ECTS) COD: 119 Trabajo fin de máster (12 ECTS)

Educational Path

Study programme C

Students enrolled at UMA

Semester I	Semester II
UMA	UNIPA
Spanish	English
<p>ESTRUCTURA ECONÓMICA DEL SECTOR TURÍSTICO. MODELOS DE NEGOCIOS Y NUEVOS ESCENARIOS (6 ECTS)</p> <p>MÉTODOS CUANTITATIVOS APLICADOS AL TURISMO (6 ECTS)</p> <p>GESTIÓN TERRITORIAL TURÍSTICA (6 ECTS)</p> <p>HABILIDADES DIRECTIVAS (6 ECTS)</p> <p>TECNOLOGÍAS APLICADAS AL E-TOURISM (6 ECTS)</p>	<p>COD: 18547 Statistics for economics and business (6 ECTS)</p> <p>COD: 18992 Human resources (6 ECTS)</p> <p>COD: 13121 Tirocini formativi e di orientamento (6 ECTS)</p> <p>COD: 19004 Financial planning and control (6 ECTS)</p>

Educational Path

Study programme D

Students enrolled at UMA*

Semester I	Semester II
UMA	UNIDU
Spanish	English
ESTRUCTURA ECONÓMICA DEL SECTOR TURÍSTICO. MODELOS DE NEGOCIOS Y NUEVOS ESCENARIOS (6 ECTS)	<i>Marketing Strategies in Tourism</i>
MÉTODOS CUANTITATIVOS APLICADOS AL TURISMO (6 ECTS)	<i>Strategic Management in Hotel Industry</i>
GESTIÓN TERRITORIAL TURÍSTICA (6 ECTS)	<i>Tourism, Development and Tourist Policy</i>
HABILIDADES DIRECTIVAS (6 ECTS)	<i>Quality Management</i>
TECNOLOGÍAS APLICADAS AL E-TOURISM (6 ECTS)	<i>Introduction to Scientific Research Work</i>
	<i>Elective</i>
	<i>Business Leadership</i>
	<i>Quality Management and Audit Process in Hotel Industry</i>
	<i>Event Management</i>

*provisional courses

we need the study programme by Unidu with the courses distributed by each semester