



University  
of the Balearic Islands

Faculty  
of Tourism



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<http://ftourism.uib.eu/>

### I. Institutional Information:

- Web page: <http://ftourism.uib.eu/>
- Web page information for incoming students:
  - <http://ftourism.uib.eu/International-Students/Information-for-international-students/>
- Tel.: +34 971 17 26 24 , Fax: +34 971 17 26 17
- Email: [facturisme@uib.es](mailto:facturisme@uib.es)
- Dean: Bartolome Deya Tortella (Email : [tolo.deya@uib.es](mailto:tolo.deya@uib.es))
- Coordinator for Erasmus agreements: Natalia Ortiz Martinez de Mandojana ([natalia.ortiz@uib.es](mailto:natalia.ortiz@uib.es))
- Coordinator for Non-Erasmus agreements (Non European Union countries): Vicente Ramos ([vicente.ramos@uib.es](mailto:vicente.ramos@uib.es))
- Coordinator for CANEM, HERMES, and SICUE-SÉNECA agreements: Nuria Borrull ([nuria.borrull@uib.es](mailto:nuria.borrull@uib.es))

### II. Mission, vision, and values

The **mission** of the Faculty of Tourism, ideally located in one of the best laboratories of tourism in the world, the Balearic Islands, is to ensure, promote and support **excellence** in **teaching** and **research** in the field of **Tourism**. Both at graduate and postgraduate levels we provide training in all aspects of professional life in the field. Our adherence and commitment to our mission statement has already been validated at the highest levels: we currently hold the TEDQUAL certificate issued by the World Tourism Organization, and the AUDIT certification awarded by the National Quality Agency.

The **vision** of the Faculty of Tourism is to maintain a position of international significance, training professionals to lead the tourism sector based upon three key principles: promoting and encouraging **excellence** within our faculty and students, constant **interaction** with the business sector that facilitates the exchange and enhancement of knowledge and experience, and the **internationalization** of our course provision.

Central to our entire policy framework is a respect for **equality, transparency** and **sustainability**, fundamental ethical **values** essential for the long term health and competitiveness of the industry.

### III. Directly connected with the tourism sector



## IV. Leadership in Tourism

### Spain figures:

International Tourist Arrivals						
Rank	Series <sup>a</sup>	Million		Change (%)		
		2012	2013*	12/11	13*/12	
1	France	TF	83.0	..	1.8	..
2	United States	TF	66.7	69.8	6.3	4.7
3	Spain	TF	57.5	60.7	2.3	5.6
4	China	TF	57.7	55.7	0.3	-3.5
5	Italy	TF	46.4	47.7	0.5	2.9
6	Turkey	TF	35.7	37.8	3.0	5.9
7	Germany	TCE	30.4	31.5	7.3	3.7
8	United Kingdom	TF	29.3	31.2	-0.1	6.4
9	Russian Federation	TF	25.7	28.4	13.5	10.2
10	Thailand	TF	22.4	26.5	16.2	18.8

International Tourism Receipts							
Rank	US\$				Local currencies		
	2012	2013*	12/11	13*/12	12/11	13*/12	
1	United States	126.2	139.6	9.2	10.6	9.2	10.6
2	Spain	56.3	60.4	-6.3	7.4	1.5	3.9
3	France	53.6	56.1	-2.2	4.8	6.0	1.3
4	China	50.0	51.7	3.2	3.3	0.8	1.4
5	Macao (China)	43.7	51.6	13.7	18.1	13.2	18.1
6	Italy	41.2	43.9	-4.2	6.6	3.8	3.1
7	Thailand	33.8	42.1	24.4	24.4	26.7	23.1
8	Germany	38.1	41.2	-1.9	8.1	6.3	4.5
9	United Kingdom	36.2	40.6	3.3	12.1	4.8	13.2
10	Hong Kong (China)	33.1	38.9	16.2	17.7	15.8	17.7

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2014)

### Balearic Islands figures:

	2013	2014
Germany	4.087.062,00	4.142.885,00
United Kingdom	3.341.104,00	3.385.115,00
Spain	1.992.323,00	2.191.225,00
Nordic countries	791.913,00	798.624,00
France	458.395,00	482.609,00
Others	2.378.986,00	2.554.413,00
<b>Total</b>	<b>13.049.783,00</b>	<b>13.554.871,00</b>

## V. Leadership in Tourism and Hospitality research

Table 6  
Tourism Research Rankings by University

University	Total Score	Tourism Research Field												
		ATT	CSM	DMKT	DVP	ECO	EDU	GEO	GMKT	IMG	IT	MICE	PLN	PPL
1 HK Poly U.	72.60	1.00	1.00	1.83	3.33	17.00			7.17	2.50	4.00	3.83		1.17
2 Texas A&M	37.98			0.33	2.00	3.92			3.00	3.67	2.83	2.50		
3 Griffith	37.33		2.00	4.42	3.33				2.00		1.00		2.00	
4 U. of Surrey	33.50			0.50	0.83	6.42	1.67		0.50	2.33	1.25		0.50	1.50
5 U. of Queensland	28.37			0.67	2.00	0.83			4.00	2.00		0.50		1.83
6 B-GUN	25.26		1.33		2.00				1.00	0.33				1.00
7 UIUC	24.08			0.33	1.25	1.00			0.50	3.83	4.17	1.00		
8 Purdue	21.73			1.33		1.33			1.58	5.17	1.67	0.50		1.00
9 ULIB	20.33				1.50	7.33			2.00				0.50	2.00
10 U. of Waterloo	20.33			0.83	1.67	1.50	0.50	0.33		0.33	1.00		1.00	1.00
11 Virginia Tech	18.78	0.50		1.00	3.83	0.50			1.25	2.67	1.50	0.33		2.00
12 U. of Waikato	18.62			2.50	1.50				1.33	2.50	0.33			
13 Sejong	18.33			0.33	0.83	1.17			2.75	1.50	0.67	1.83		1.75

Note: ATT = attraction management; CSM = crisis and safety management; DMKT = destination marketing and management; DVP = tourism development; ECO = economic impact and econometrics; EDU = education; GEO = geographical issue; GMKT = general marketing; IMG = image and branding; IT = information technology; MICE = meetings, incentives, conventions, and exhibitions including festival and fair; PLN = tourism planning; PPL = politics, policy, legal, and governmental issue; SCM = supply chain management; SEG = segmentation; SIT = special interests tourism such as heritage, farm, cultural, wine, or food tourism; SMT = service management; SUT = sustainable tourism and ecotourism; TPB = tourists' perception and behavior; OTH = others; n/a = not available; HK Poly U. = Hong Kong Polytechnic University; U. = University; B-GUN = Ben-Gurion University of the Negev; UIUC = University of Illinois at Urbana-Champaign; ULIB = Universitat de les Illes Balears; UCF = University of Central Florida

References: Park, K., Phillips, W. J., Canter, D. D., Abbott, J. (2011). «Hospitality and Tourism Research Rankings by Author, University, and Country Using Six Major Journals: The First Decade of the New Millenium». *Journal of Hospitality & Research*, vol. 35, n. 3, 2011, 381-416. DOI: 10.1177/1096348011400743



## V. Bachelor's Degree in Tourism:

- Organized in 4 years (8 semesters)
- TEDQUAL (WTO) quality certification
- The courses are distributed in two semesters:
  - First semester (from mid of September until the mid of February)
  - Second semester (from the mid of February until the end of June)
- Main contents:
  - Business and economics of tourism
  - Languages: English, French, German
  - Geography and cultural heritage
- Languages used: English (65%), and Spanish (35%)
- 4/5 months compulsory work placement in tourism companies and organizations
- Bachelor's Degree in Tourism structure:

First Year	
Basic Notions of Law	Territorial Resources
Introduction to Tourism *	English I
Economic Environment	Cultural Heritage Management
Introduction to Markets and Financial Operations *	Public Law in Tourism *
Geography of Tourism	Introduction to Business *
Second Year	
Organizational Design and Human Resources *	Quantitative Analysis of Tourist Activity
English II	Financial Accounting II
Tourism Marketing I *	Microeconomic Analysis of Tourism *
Financial Accounting I *	Tourism Industry Contracts *
Tourism Operations Management *	Corporate Finance
Third Year	
French I / German I	Macroeconomic Analysis of Tourism *
English II	Environmental Economics in Tourist Areas *
Tourism Intermediaries *	Strategic Management *
Taxation System	French II / German II
Tourism Marketing II *	Quality Management and Customer Service
Forth Year	
French III / German III	Bachelor Final Project
Internship I	Internship II
Electives (5)	
English IV	Accounting Analysis and Management *
Financial Management of Tourist Enterprise	Cultural and Natural Itineraries
Sustainable Tourism	Air Transport Economics *
Social Responsibility and Business Ethics	Management Skills *
Promotional Tourism Management *	Lodging Management *
Economic Context and International Conditioning	

(\*) Subjects taught in English



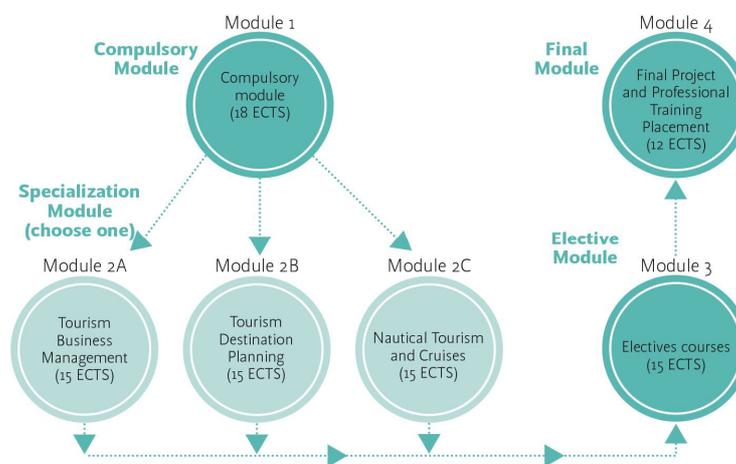
## VI. Double Bachelor's Degree in Business Administration and Tourism:

- Organized in 5years (10 semesters)
- TEDQUAL (WTO) quality certification
- The courses are distributed in two semesters:
  - First semester (from mid of September until the mid of February)
  - Second semester (from the mid of February until the end of June)
- Main contents:
  - Business and economics of tourism
  - Languages: English, French, German
- Languages used: English (65%), and Spanish (35%)
- 4/5 months compulsory work placement in tourism companies and organizations
- Double Bachelor's Degree in Business Administration and Tourism structure:

First Year	
Basic Notions of Law	Territorial Resources
Introduction to Tourism *	English I
Economic Environment	Cultural Heritage Management
Introduction to Markets and Financial Operations *	Public Law in Tourism
Mathematics	Analysis of Economic Data
Geography of Tourism	Introduction to Business *
Second Year	
Design of Organisations	Financial Accounting II
English II	Microeconomic Analysis of Tourism
Financial Economics	Econometrics
Financial Accounting I	French II / German II
French I / German I	Corporate Investment and Financing Decisions
Tourism Operations Management	
Third Year	
Tourism Marketing I	Corporate Law
Cost Accountancy	Spanish and World Economics
English III	Tourism Industry Contracts
Financial Risk Management	Industrial Economics
French III / German III	Quality Management and Customer Service
Economic History of Enterprises	
Forth Year	
Macroeconomics	Environmental Economics in Tourist Areas
Tourism Intermediaries	Market Research and Consumer Behaviour
Tourism Marketing II	Account Analysis and Auditing
Financial and Corporate Accounting	Management of Human Resources
Business Strategy	Financial Management
Forth Year	
Electives	Bachelor Final Project
Internship I	Intership II
(*) Subjects taught in English	

## VII. Master in Tourism Management and Planning

- Programme length: 1 academic year – two semesters
- Fully taught in English
- Oriented to:
  - Tourism management
  - Tourism planning
- More information:
  - <http://www.uib.eu/study/master/MDPL/>
  - <http://mtmp.uib.eu/>
- Master structure:



## V. General information of the Faculty of Tourism, UIB for international agreements

This document provides the information for those institutions interested in developing agreements which include the Faculty of Tourism of the University of the Balearic Islands.

All relevant information for international agreements can be found at the UIB Tourism Faculty web page: <http://ftourism.uib.eu/>

For any additional academic information related with international agreements do not hesitate to contact:

- Coordinator for Erasmus agreements: Natalia Ortiz Martinez de Mandojana ([natalia.ortiz@uib.es](mailto:natalia.ortiz@uib.es))
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