



Universitat
de les Illes Balears

#SOM
UIB



MASTER
DEGREE

MASTER DEGREE IN ECONOMICS OF TOURISM: MONITORING AND EVALUATION

Social and Legal Sciences



What is it about?

The Master in Economics of Tourism: Monitoring and Evaluation (METME) is an advanced education program aimed at training specialists in economic analysis applied to the monitoring and evaluation (M&E) of projects and policies in economies specialized on tourism. The master provides analytical and quantitative tools on M&E, integrating theoretical knowledge and its application to real economic problems, to address today's economic challenges faced by advanced and developing economies.



What skills will I acquire?

METME graduates are expected to acquire the following skills:

- To be able to contribute to the planning, monitoring and evaluation of policies, programmes and projects oriented towards the improvement of the competitiveness and sustainability of a tourism company, destination or region.
- To be able to collect, generate, process and analyse statistical data to support M&E activities.
- To know and understand the diverse impact that different tourism development alternatives can have on social wellbeing.
- To develop skills that facilitate integration into labour markets related to the tourism industry and, especially, to the companies and institutions that plan, monitor and evaluate projects and programmes in the tourism environment.

What profile do you have?

Applicants must hold the equivalent to an Honours Bachelor's degree valid for admission at the master's level in the country issuing the degree. Although preference will be given to applicants with a degree in Economics, Business Administration or Tourism, other degrees in the fields of Mathematics, Engineering or Environmental Science will be considered. Applicants will be evaluated according to the appropriateness of their previous education. At the same time, as the master is fully taught in English, all candidates must be in command of the language skills equivalent to the B2 level in English.

What job opportunities will I have?

METME graduates will obtain the necessary qualifications to hold jobs in a variety of fields such as:

- High level technician in the public administration or in a company
- Researcher or project manager for R&D or strategic management departments in private companies and public institutions



information

CENTER FOR POSTGRADUATE STUDIES

<http://cep.uib.eu>
Tel.: +34 971 17 33 36
postgrau@uib.eu
@PostgrauUIB



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Specific data

Master's convenor	Dr José-Luis Groizard
Administrative centre	Center for Postgraduate Studies
New student admissions	30
Modality	On site
Pre-registration	cep.uib.cat/en/master/METM/
Conditions for enrolment	http://cep.uib.cat/Alumnat/Admissio_Matricula/
Grants	cep.uib.cat/en/Alumnat/Beques
Enrolment fees	1944 euros*

* Approximate amount. Exact fees approved yearly by the Govern de les Illes Balears. It is possible to pay by installments.

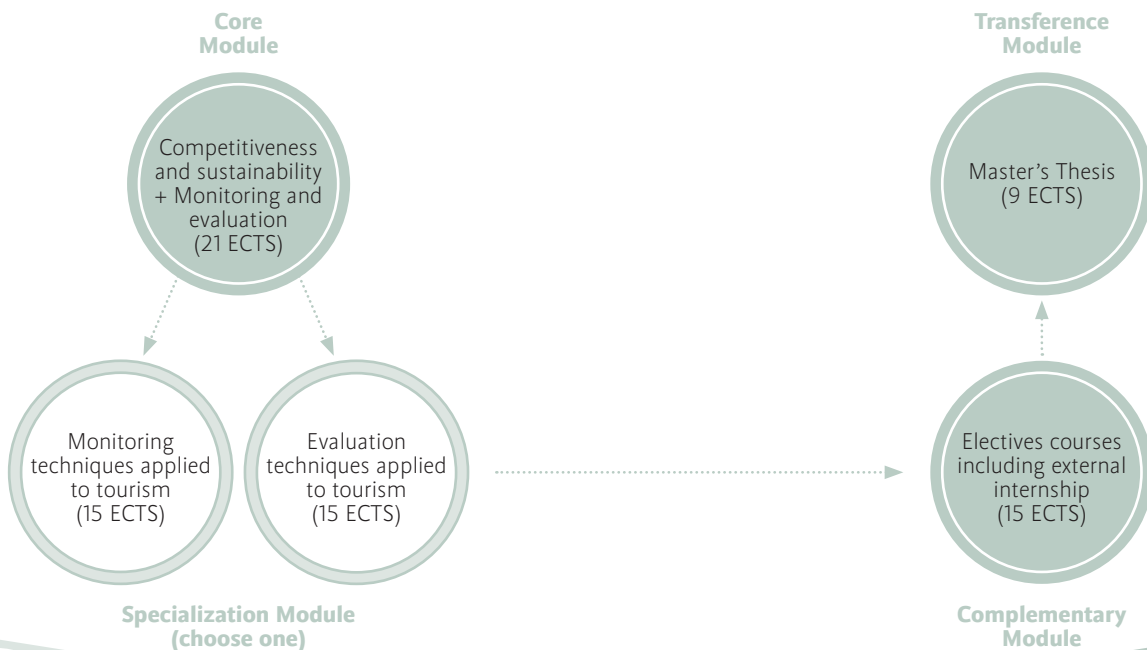
Notable specificities

METME is a one-year international master's degree programme taught completely in English. Students must produce a dissertation (Master's Thesis) in the last term of the master where they will apply the learned skills to a project of their choice. Additionally, students may opt for an external internship in a public or private institution. Our graduates are expected to go on taking a PhD, working at research institutes or pursuing careers in the public or private sectors.

The UIB offers a unique opportunity to study in an institution with world class teachers and colleagues while enjoying one of the best cities in the world to live (The Sunday Times). Palma offers a metropolitan, international environment, located in a coastal location on the island of Mallorca. The island is surrounded by beaches and secluded places of unusual natural beauty to escape. The Balearic Islands are the headquarters of numerous leading companies in the world tourism industry.

Structure of the degree

Students will obtain the METME Master's Degree by passing a total of 60 ECTS distributed as follows:



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