



Deusto

Facultad de Ciencias Sociales y Humanas
Gizarte eta Giza Zientzien Fakultatea
Faculty of Social and Human Sciences

Graduate profile - Bachelor's degree in Tourism

The **overall aim** of the Bachelor's Degree in Tourism at the University of Deusto is to produce people and professionals in tourism so that they can develop planning, organisational, management and communication skills in the field of tourism organisations and institutions in the broadest sense of the term.

The degree offers generalist, multidisciplinary and scientific training, inspired by respect for human rights, democratic values and the values of a culture of peace, and is designed to prepare students for professional practice and/or to pursue further studies and/or research.

This Bachelor's degree will enable students to manage tourist destinations, defining tourist objectives, policies and plans, and companies and public or private institutions in the tourism field, in a context of rapid change demanding quality, competitiveness and sustainability in an increasingly international scenario.