

Faculty of
**Social Sciences
and Humanities**

Tourism

RPC-SO-22-No.468-2020

espol[®]

Bachelor's Degree in Tourism



Applicant Profile

To apply to our program, you should be observant, reflective, proactive, collaborative, determined, and sensitive. You should also have basic knowledge of social sciences, Ecuadorian geography, and the country's cultural and natural characteristics.



Graduate Profile

After four years of academic training, you will be able to launch competitive tourism businesses and take on operational, strategic, and managerial roles at the local, national, and international levels. You will be prepared to work in areas such as Business Tourism, Tourism Operations, and Tourism Planning with a sustainable, innovative, efficient, and distinctive approach.



Employability

As a graduate in Tourism from ESPOL, you will be qualified to work in the following areas and roles:

- ▶ Tour operators, travel agencies (local, international, and wholesale).
- ▶ Tourist guidance in natural and cultural sites.
- ▶ Companies related to tourism transportation and logistics.
- ▶ Airlines and cruise lines.
- ▶ Local, regional, and national governments in tourism planning and management.
- ▶ Destination management organizations.
- ▶ Public institutions related to culture, heritage, conservation, and the environment.
- ▶ Ministry of Tourism
- ▶ Organization of in-person, virtual, and hybrid events
- ▶ Management of lodging establishments
- ▶ Food and beverage services
- ▶ Consulting and advisory services

Our Tourism students apply the theoretical knowledge learned in class through field trips. By the end of the program, you will have visited all four regions of Ecuador.

Curriculum Structure

LEVEL 100 - I

MATHEMATICS

INTRODUCTION TO
HISTORY AND
ETHNOHISTORY

INTRODUCTION TO
ANTHROPOLOGY
AND ARCHAEOLOGY

PHYSICAL
GEOGRAPHY

PROBLEM
SOLVING

ENGLISH I

LEVEL 100 - II

PRINCIPLES OF
MARKETING

ENVIRONMENTAL
AND TOURISM LAW

TOURISM THEORY

TOURISM
GEOGRAPHY

INTRODUCTION TO
ECONOMICS

ENGLISH II

LEVEL 200 - I

PROGRAMMING
FUNDAMENTALS

COMMUNICATION

NATURAL AND
CULTURAL
HERITAGE

FINANCIAL
ACCOUNTING

PRINCIPLES OF
MANAGEMENT

ENGLISH III

LEVEL 200 - II

STATISTICS

PRINCIPLES OF
TOURISM PLANNING

FOOD AND BEVERAGE

MATHEMATICS
FOR FINANCE

OPERATIONS
MANAGEMENT

ENGLISH IV

LEVEL 300 - I

TOURISM RESEARCH
METHODS

MARKETING
RESEARCH

TOURISM SECTOR
PLANNING

SUSTAINABILITY
SCIENCE

ENTREPRENEURSHIP
AND INNOVATION

ENGLISH V

LEVEL 300 - II

ARTS, SPORTS AND
LANGUAGES
ELECTIVE COURSES

TOURISM MARKETING

ENVIRONMENTAL
CONSERVATION AND
MANAGEMENT IN
TOURISM

TOUR OPERATION

FINANCIAL
ANALYSIS

COMMUNITY
SERVICE
INTERNSHIPS

LEVEL 400 - I

HUMANITIES
ELECTIVE COURSES

SUSTAINABLE
TOURISM
DEVELOPMENT

HOTEL
MANAGEMENT

TRAVEL AGENCIES

PROJECT
MANAGEMENT

SELECTED ELECTIVE
COURSE

LEVEL 400 - II

CONVENTIONS
AND EVENTS

TOURISM
CAPSTONE COURSE

SELECTED ELECTIVE
COURSE

PRE-PROFESSIONAL
BUSINESS PRACTICES



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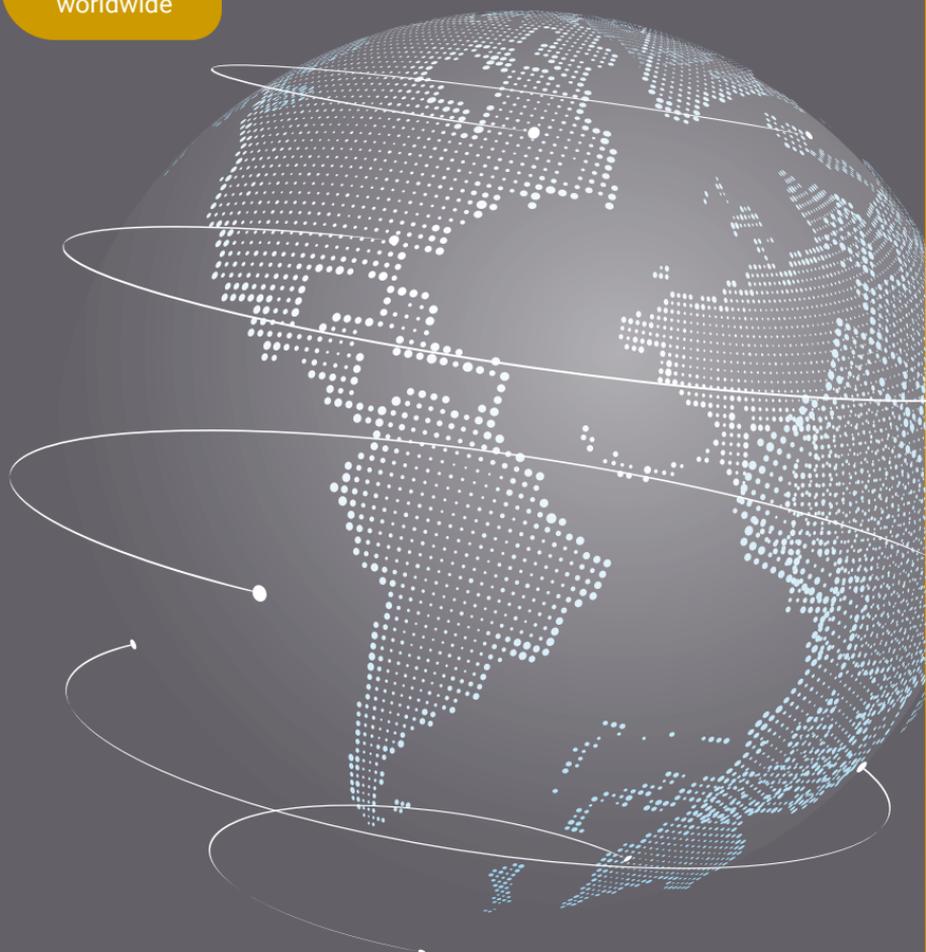
International Relations

Through its Foreign Relations Management, ESPOL fosters and expands connections with international cooperation organizations, academic institutions, and research bodies. These connections create mobility opportunities for the entire polytechnic community, contributing to our hallmark of excellence.

More than 165 agreements allow our students to undertake stays abroad, whether for semester or annual exchanges, pre-professional internships, research internships, and participation in conferences, competitions, and other academic activities.

106

universities
worldwide





**ACCREDITED
PROGRAM**



Did you know?

Tourism is a passport to peace among nations. It contributes to territorial development and is often referred to as “the rain that benefits everyone,” as long as it is properly planned. The sector offers a wide range of opportunities that help boost local economies and improve quality of life. **Travel, discover, learn, enjoy, and love!**

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ESPOL



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