



Faculty of
**Social Sciences and
Humanities**

Tourism

RPC-SO-22-No.468-2020

espol[®]

Bachelor of Arts in Tourism



Applicant Profile

Applicants to the program are expected to have an interest in the social and territorial environment, analytical skills, initiative, and teamwork abilities, along with basic knowledge of Ecuadorian geography and culture.



Employability

The program's alumni will be prepared to work in planning and managing tourism development; designing and marketing experiences and events; coordinating operations and services; and leading projects in companies and institutions within the tourism sector, contributing strategic and innovative solutions.



Professional Skills

Design innovative tourism solutions, manage sustainable experiences and events, apply ICTs, and enhance the value of heritage using technical criteria, supported by communication and organizational skills.



In fact...

Students have created more than 76 solutions for the tourism sector, take part in observatories, and develop hands-on experiences. They travel across Ecuador's four regions with an applied approach and real-world connections.



LEARN MORE



Curriculum

N 100 - I	MATHEMATICS	INTRODUCTION TO HISTORY AND ETHNOHISTORY	INTRODUCTION TO ANTHROPOLOGY AND ARCHAEOLOGY	PHYSICAL GEOGRAPHY	PROBLEM SOLVING	ENGLISH I
N 100 - II	PRINCIPLES OF MARKETING	ENVIRONMENTAL AND TOURISM LAW	TOURISM THEORY	TOURISM GEOGRAPHY	INTRODUCTION TO ECONOMICS	ENGLISH II
N 200 - I	PROGRAMMING FUNDAMENTALS	COMMUNICATION	NATURAL AND CULTURAL HERITAGE	FINANCIAL ACCOUNTING	PRINCIPLES OF MANAGEMENT	ENGLISH III
N 200 - II	STATISTICS	PRINCIPLES OF TOURISM PLANNING	FOOD AND BEVERAGE	MATHEMATICS FOR FINANCE	OPERATIONS MANAGEMENT	ENGLISH IV
N 300 - I	TOURISM RESEARCH METHODS	MARKETING RESEARCH	TOURISM SECTOR PLANNING	SUSTAINABILITY SCIENCE	ENTREPRENEURSHIP AND INNOVATION	ENGLISH V
N 300 - II	ARTS, SPORTS AND LANGUAGES ELECTIVE COURSES	TOURISM MARKETING	ENVIRONMENTAL CONSERVATION AND MANAGEMENT IN TOURISM	TOUR OPERATION	FINANCIAL ANALYSIS	COMMUNITY SERVICE INTERNSHIPS
N 400 - I	HUMANITIES ELECTIVE COURSES	SUSTAINABLE TOURISM DEVELOPMENT	HOTEL MANAGEMENT	TRAVEL AGENCIES	PROJECT MANAGEMENT	SELECTED ELECTIVE COURSE
N 400 - II				CONVENTIONS AND EVENTS	TOURISM CAPSTONE COURSE	SELECTED ELECTIVE COURSE
						PRE-PROFESSIONAL BUSINESS INTERNSHIPS



Program Accreditation



**ACCREDITED
PROGRAM**



Did you know?

Tourism is a bridge for connection among peoples and an opportunity for development when managed responsibly. Its impacts depend on the distribution of benefits, local participation, and respect for culture and nature. Responsible travel encourages people to explore, learn, enjoy, and value destinations consciously.

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International Relations

Through its External Relations Office, ESPOL promotes and develops partnerships with international cooperation organizations, academic institutions, and research centers. These partnerships create mobility opportunities for the entire ESPOL community and contribute to the excellence that distinguishes the institution.

More than 226 international agreements allow students to participate in experiences abroad, including semester or year-long exchange programs, pre-professional internships, research placements, and participation in conferences, competitions, and other academic activities.

163
universities
around the world

