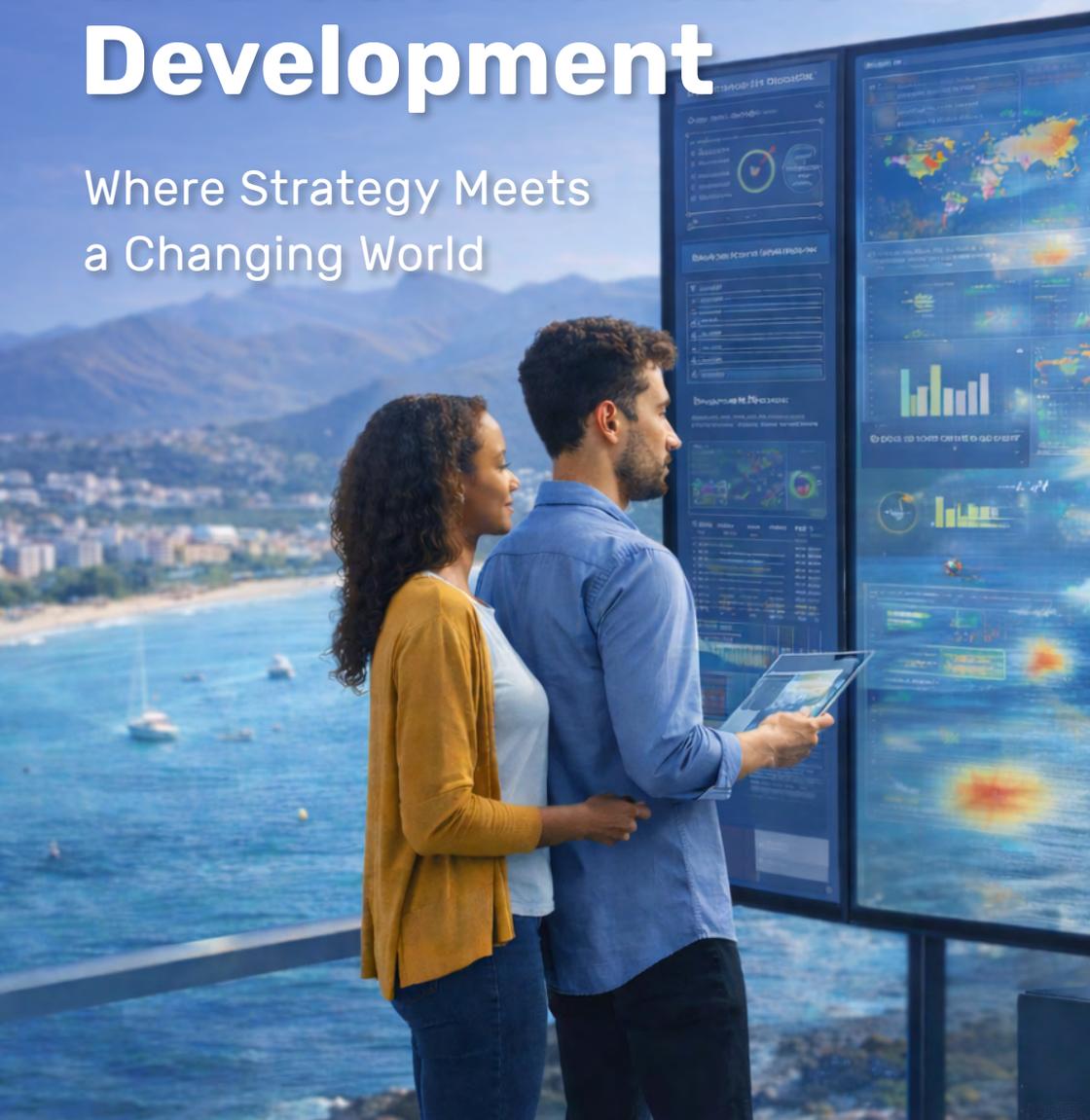


# Master in Tourism and Sustainable Development

Where Strategy Meets  
a Changing World



# What Makes This Master Different?

---

A research-led programme connecting sustainability, strategy and behavioral intelligence.

## 1. Sustainability as Strategy

Sustainability here is not an ideology. It is a strategic framework integrating environmental responsibility, economic viability and long-term competitiveness.

Students learn to design resilient tourism systems grounded in applied research and real-world evidence.

## 2. The World's First Neurotourism Laboratory

Home to the world's first Neurotourism Laboratory, the Master integrates neuromarketing tools, AI-supported analytics, and behavioral research into tourism decision-making.

Tourism is not assumed, it is measured.

## 3. Living Tourism Laboratory - The Canary Islands

Study within one of Europe's most dynamic tourism ecosystems.

- 18-25°C year-round climate
- Coastal lifestyle & outdoor sports
- Thriving digital nomad hub
- Real-scale destinations for applied research

## Who Is This Master For?

- Graduates seeking rigorous, research-led training in sustainable and strategic tourism
- Professionals aiming to lead economically viable transformation in destinations and tourism systems
- Future PhD candidates preparing for academic and research careers
- Entrepreneurs committed to building research-driven tourism ventures

# Programme Structure

---

60 ECTS | 1 Year | English-Taught

## Semester 1: (30 ECTS)

- Sustainable Tourism and Environmental Management (6 ECTS)
- Tourism Behaviour: Producers and Consumers (6 ECTS)
- Sustainable Transport Systems and Mobility in Tourism (6 ECTS)
- Tourism Marketing and Consumer Behaviour (6 ECTS)
- Managing Human Resources and Sustainable Innovation in Tourism (6 ECTS)

## Semester 2: (30 ECTS)

- Quantitative Methods in Tourism (6 ECTS)
- Sustainable Territorial Development in Tourism (6 ECTS)
- **Electives:** (choose two, 6 ECTS total)
  - Digital Tourism
  - Natural Assets in Island Destinations
  - Climate Change in Tourism
  - Neurotourism Techniques
- **Master's Thesis** (12 ECTS)
  - Research-based thesis aligned with real tourism systems

## Career Pathways

- Doctoral research and academic careers
- International organisations and policy advisory
- Destination leadership and sustainable mobility

## Scholarships Available

Merit-based full scholarships supported by industry partners

# Research Excellence Recognised Internationally



#2 in the EU - Tourism & Hospitality  
(Shanghai Ranking, 2025)



Tourism &  
Sustainable Development



Global benchmark for  
research excellence



An initiative of the European Commission

European Skills Agenda  
for sustainable competitiveness

## Where research meets real-world impact.

[www.tides.ulpgc.es/master](http://www.tides.ulpgc.es/master)

[tides@ulpgc.es](mailto:tides@ulpgc.es)

+34 928 454 960

