



UCAM
UNIVERSIDAD CATÓLICA
DE MURCIA

**The Rector
Of Universidad Católica San Antonio**

***Upon recommendation of the Faculty and in accordance with the provisions
and statutes of the existing legislation, awards***

Mr. Markus Zametter

With Passport U5416132

For having successfully completed on October 2021 the UCAM degree,

Master's Degree in Innovation and Tourism Marketing

***And met all the other requirements of the university. This degree is composed of 60 credits
and has been devised by the faculty.***

Murcia, December 2nd 2021

The Rector,

Josefina García Lozano

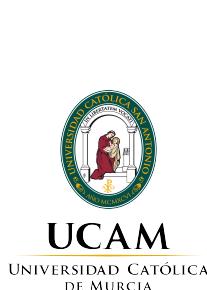


This degree, regulated by the article 34 "Ley Orgánica 6/2001, de 21 de diciembre, de Universidades", in the version of the "Ley Orgánica 4/2007, de 12 de abril", is awarded by the Rector in name of the Universidad Católica de Murcia and does not include the prerogatives established in the article 35 of the previously mentioned "Ley Orgánica de Universidades".

Master's Degree in Innovation and Tourism Marketing

The own degree referred to in this Master's Degree in Innovation and Tourism Marketing, which is accredited in this document, is composed of a total of 60 credits and follows the course curriculum given below:

- Innovation a Reality in the Tourism Sector (6 ECTS)
- The New Global Tourism Environment (6 ECTS)
- Innovation Applied to Tourism Business Models (3 ECTS)
- Innovation and Creativity Applied to the Generation of Value (3 ECTS)
- Innovation Applied to Tourism Processes (3 ECTS)
- Innovation Applied to the Management of Tourism Businesses (3 ECTS)
- Technologies Applied to Tourism (6 ECTS)
- The Public Support to the Development of Technology in Tourism (6 ECTS)
- Knowledge and Management of Customer and Markets (6 ECTS)
- Innovation and Tourism Marketing Management (6 ECTS)
- Internship (6 ECTS)
- Final Project (6 ECTS)



Mr. JOSÉ ALARCÓN TERUEL, Secretary General of The Catholic University of Murcia

Hereby certifies that:

Mr **Markus Zametter**, with passport number: U5416132 has successfully achieved all the credits and met all the requirements for the qualification in "**Master's degree in Innovation and Tourism Marketing**". The student has been awarded the grades listed below:

COD	SUBJECT	CRED	ACAD	GRADE
			YEAR	
200209	Innovation a reality in the tourism sector	6.0	2020/21	9.5-Sobresaliente
200210	The new global tourism environment	6.0	2020/21	8.5-Notable
200211	Innovation applied to Tourism Business Models	3.0	2020/21	9.1-Sobresaliente
200212	Innovation and Creativity applied to the Generation of Value	3.0	2020/21	8.4-Notable
200213	Innovation applied to Tourism Processes	3.0	2020/21	9.8-Sobresaliente
200214	Innovation applied to the Management of Tourism Businesses	3.0	2020/21	5.0-Adaptada(R)
200215	Technologies applied to tourism	6.0	2020/21	9.2-Sobresaliente
200216	The public support to the development of technology in tourism	6.0	2020/21	8.2-Notable
200217	Knowledge and Management of Customer and Markets	6.0	2020/21	9.0-Sobresaliente
200218	Innovation and Tourism Marketing Management	6.0	2020/21	8.3-Notable
200219	Internship	6.0	2020/21	5.0-Adaptada(R)
200220	Final project	6.0	2020/21	9.0-Sobresaliente

(R) Accredited.

Overall grade (*): **8,29 Notable**

The total number of core credits is 60.0

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<http://sede.ucam.edu/web/guest/verificacion-de-documentos1>



(*) This overall grade has been awarded according to the criteria stipulated in Real Decreto 1125/2003 of September 5 (BOE September 18) which establishes the European system of credits and the system of grades for official university degrees and which is valid throughout the realm of Spain in accordance with the following: 0-4.9 FAIL (SUSPENSO); 5.0-6.9 PASS (APROBADO); 7.0-8.9 GOOD (NOTABLE); 9.0-10 EXCELLENT (SOBRESALIENTE).

Issued for the purposes it may serve and at the request of the applicant, I hereby sign and seal the present certificate.

In Murcia, a 02 de diciembre de 2021

JOSÉ ALARCÓN TERUEL
DNI: 74345395-B

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