



**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 2<sup>nd</sup> 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)

**This own degree has been issued in accordance with the established regulations, being registered in the Register Office with the University Registration Number 2021TP0084/UCAM0021.**



**UCAM**  
 UNIVERSIDAD CATÓLICA  
 DE MURCIA

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 YEAR	GRADE
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

FIRMADO POR	FECHA FIRMA
ALARCON TERUEL JOSE	02-12-2021 12:01:10

UCAM Universidad Católica San Antonio de Murcia, Campus de los Jerónimos, Nº 135 Guadalupe 30107 (Murcia) -  
 Tf: (+34) 968 27 88 01 - info@ucam.edu

Para contrastar la autenticidad de esta copia auténtica de un documento administrativo electrónico acuda a la página:  
<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

ID DOCUMENTO: gzgi.wowzgw  
Verificación código: <http://sede.ucam.edu/web/guest/verificacion-de-documentos1>

FIRMADO POR	FECHA FIRMA
ALARCON TERUEL JOSE	02-12-2021 12:01:10

UCAM Universidad Católica San Antonio de Murcia, Campus de los Jerónimos, Nº 135 Guadalupe 30107 (Murcia) -  
Tlf: (+34) 968 27 88 01 - [info@ucam.edu](mailto:info@ucam.edu)

Para contrastar la autenticidad de esta copia auténtica de un documento administrativo electrónico acuda a la página:  
<http://sede.ucam.edu/web/guest/verificacion-de-documentos1>