

# Advanced Master's Degree Senior Tourism Management

A M D S T M



## Advanced Master's Degree Senior Tourism Management

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-tourism-management](http://www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-tourism-management)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Skills

---

*p. 22*

06

Structure and Content

---

*p. 30*

07

Methodology

---

*p. 46*

08

Our Students' Profiles

---

*p. 54*

09

Impact on Your Career

---

*p. 58*

10

Benefits for Your Company

---

*p. 62*

11

Certificate

---

*p. 66*

# 01 Welcome

Customers are becoming more and more demanding when choosing the establishments where they spend their stays, whether on business or on vacation. They are looking for places where they can enjoy an unforgettable experience and where they can add quality to their visit. It is therefore necessary to have highly qualified professionals who understand hotel management from a global and strategic point of view, and who are capable of adapting to the rapid changes in the sector in order to offer the highest quality to their clients.



Advanced Master's Degree in Senior Tourism Management  
TECH Technological University



“

*Specialize in Senior Tourism Management  
and offer your clients a unique experience”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior tourism management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to train with a team of world renowned teachers.*

04

# Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, the student will be equipped to make global decisions with an innovative perspective and an international vision.



“

*Your advanced training will be indispensable to achieve an adequate hotel and tourism management”*

Your goals are our goals.

We work together to help you achieve them.

The **Advanced Master's Degree in Senior Tourism Management** trains the student to:

01

Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

04

Develop strategies to carry out decision-making in a complex and unstable environment

02

Develop the key leadership skills that should define working professionals

03

Follow the sustainability criteria set by international standards when developing a business plan

05

Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives



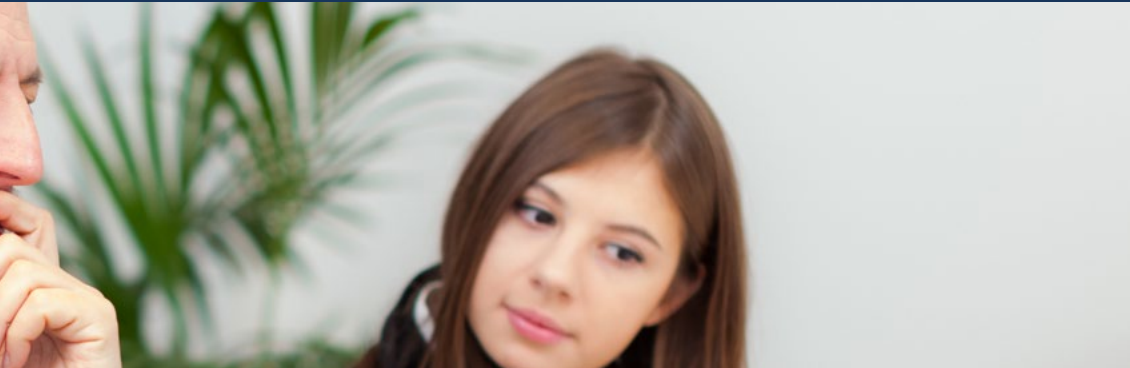


06

To develop the skills required to manage business activities strategically

08

Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community



09

Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

07

Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits

10

Understand the logistical operations that are necessary in the business environment, so as to manage them appropriately

11

Be able to apply information and communication technologies to the different areas within a company

12

Carry out the marketing strategy that allows us to make our product known to our potential clients and to generate a suitable image of our company

13

Be able to develop all the phases of a business idea: design, feasibility plan, execution, monitoring, etc.

14

Understand the basic concepts of tourism in relation to history, economy, culture, society and sustainability

15

Know the evolution of tourism in the different scenarios where it is developed and in the current context



16

Study the structure of the tourism markets and their consequences on the social, economic and environmental dimensions

18

Understand the evolutionary dynamics of tourism intermediation processes in relation to new technologies



17

Learn about tourism distribution channels, intermediaries and agents involved in tourism distribution

19

Study the process of tourism intermediation based on electronic commerce and the processes of integration and concentration of companies in current tourism sales and marketing

20

Analyze the impacts from the point of view of suppliers and customers in the use of the Internet as a tourism intermediary

21

Provide the student with a practical vision of the different areas of hotel and restaurant management

24

Understand the elements that are part of the operations and production processes in the tourism sector and the functioning of the production systems in the different tourism companies

22

Learn about hotel and restaurant business management techniques

25

Understand the processes and procedures necessary to manage the operation of the complementary tourism offer

23

Acquire the skills and competencies necessary to assume responsibilities, from management positions, related to the management and organization of hotel and catering companies

26

In-depth knowledge of production processes, in particular the tourist use of cruise ships, airports and airlines, and Sports Resorts focusing on their operating procedures and operations management

27

Understand the dynamic and evolving nature of tourism and its relationship with the creation of new tourist products according to current demand and new trends

30

Know the functions of the event manager and the implications of the organization and production of events

28

Know the sources of official information that the Public Administration makes available for the consultation of norms and resolutions on tourism matters

31

Know the current legislation on protocol, its interpretation and application in the organization of events

29

Acquire the necessary skills to know how to critically discern legal issues in different situations that arise in tourism management

32

Understand the phases of creation and operation of small and medium enterprises, with specific application to the tourism sector

# 05 Skills

After passing the evaluations of the Advanced Master's Degree in Senior Tourism Management, the professional will have acquired the necessary skills for a quality and up-to-date praxis based on the most innovative teaching methodology.



“

*Learn how to effectively manage the human capital of your company and achieve greater benefits for your business”*

01

Manage a company as a whole, applying leadership techniques that influence the employees' performance, in such a way that the company's objectives are achieved

02

Be part of and lead the company's corporate and competitive strategy

03

Resolve business conflicts and problems between workers

04

Correctly manage teams to improve productivity and, therefore, the company's profits

05

Exercise economic and financial control of a company

06

Control the company's logistics processes, as well as purchasing and procurement



07

Delve into the new business models associated with information systems

10

Lead the different projects in a company

08

Apply the most appropriate strategies to support E-commerce of the company's products

11

Commit to sustainably developing the company, avoiding environmental impacts

09

Focus on innovation in all processes and areas of the company

12

Make decisions on products, distribution, communication and internationalization

13

Properly perform a SWOT analysis

14

Apply the current strategic management approach to companies in tourism in order to arrive at the formulation and implementation of the most appropriate strategies for each type of tourist company

15

Define the strategic objectives in the organization of events of an organization according to its internal needs, external demands, the nature of the institution and its situation by designing strategies in event planning





16

Use marketing or consumer orientation in the decision-making process of the tourism company

17

Organize and know how to use information from different contexts to assess the effects of the legal environment on tourism management

18

Analyze and study the necessary procedures for the creation of tourist packages in the tourist companies of the complementary offer and its commercialization as a strategy for the seasonal loss of tourism

19

Elaborate strategies and policies developed from the management function taking into account the deep knowledge of each of the departments that make up the hotel and restaurant management

20

Explore the various tourism sub-sectors and how they operate in tourism destinations worldwide

21

Analyze innovation models and standardization around the creative processes of innovation





22

Manage the steps for the elaboration of an internal event organization and protocol manual, and its application to the reality of organizations

23

Analyze international tourism standards

24

Proper management of a hotel establishment or a catering company

06

# Structure and Content

The Advanced Master's Degree in Senior Tourism Management is a tailor-made program delivered in a 100% online format so that students can choose the time and place that best suits their availability, schedules and interests. A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundations for success as a hotel and tourism manager.



“

*Thanks to our study plan, you will be able to complete a complete apprenticeship in this area that is in high demand nowadays"*

## Syllabus

The Advanced Master's Degree in Senior Tourism Management at TECH Technological University is an intensive program that prepares you to face challenges and business decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, a multitude of practical cases will be analyzed through individual and teamwork. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree in Senior Tourism Management deals in depth with the main areas of the company, and is designed for managers to understand hotel and tourism management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement and that prepares them to achieve excellence in the field of senior tourism management. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will give you the skills to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 18 modules:

<b>Module 1</b>	Leadership, Ethics, and CSR
<b>Module 2</b>	Strategic Direction and Executive Management
<b>Module 3</b>	People and Talent Management
<b>Module 4</b>	Economic and Financial Management
<b>Module 5</b>	Operations and Logistics Management
<b>Module 6</b>	Information Systems Management
<b>Module 7</b>	Commercial Management, Marketing, and Corporate Communication
<b>Module 8</b>	Innovation and Project Management
<b>Module 9</b>	Structure of Tourism Markets



<b>Module 10</b>	Tourism Distribution Channels
<b>Module 11</b>	Hotel Management and Catering
<b>Module 12</b>	Quality Management and Innovation in Tourism
<b>Module 13</b>	Tourism Operations Management
<b>Module 14</b>	Organization of Conferences, Events and Protocol
<b>Module 15</b>	Introduction to Business Organization and Management
<b>Module 16</b>	Commercial and Marketing Management
<b>Module 17</b>	Fundamentals of Accounting

### Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. During the 24 months of training, the student will be able to access all the contents of this program at any time, which will allow him/her to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Leadership, Ethics, and CSR**

**1.1. Globalization and Governance**

- 1.1.1. Globalization and Trends: Internationalization of Markets
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability

**1.2. Leadership**

- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Business Management
- 1.2.3. Management Roles and Responsibilities

**1.3. Business ethics**

- 1.3.1. Ethics and Integrity
- 1.3.2. Ethical Behavior in Companies
- 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
- 1.3.4. Fraud and Corruption Prevention

**1.4. Sustainability**

- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental, and Economic Impact
- 1.4.3. Agenda 2030 and SDGs

**1.5. Corporate Social Responsibility**

- 1.5.1. Corporate Social Responsibility
- 1.5.2. Roles and Responsibilities
- 1.5.3. Implementing Corporate Social Responsibility

**Module 2. Strategic and Executive Management**

**2.1. Organizational Analysis and Design**

- 2.1.1. Organizational Culture
- 2.1.2. Organisational analysis
- 2.1.3. Designing the Organizational Structure

**2.2. Corporate Strategy**

- 2.2.1. Corporate Level Strategy.
- 2.2.2. Types of Corporate Level Strategies
- 2.2.3. Determining the Corporate Strategy
- 2.2.4. Corporate Strategy and Reputational Image

**2.3. Strategic Planning and Formulation**

- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Formulation
- 2.3.3. Sustainability and Corporate Strategy

**2.4. Strategic Models and Patterns**

- 2.4.1. Wealth, Value, and Return on Investments
- 2.4.2. Corporate Strategy: Methodologies
- 2.4.3. Growing and Consolidating the Corporate Strategy

**2.5. Strategic Management**

- 2.5.1. Strategic Mission, Vision, and Values
- 2.5.2. Balanced Scorecard
- 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
- 2.5.4. Strategic Management and Reporting

**2.6. Implementing and Executing Strategy**

- 2.6.1. Strategic implementation: objectives, actions and impacts
- 2.6.2. Strategic Alignment and Supervision
- 2.6.3. Continuous Improvement Approach

**2.7. Executive Management**

- 2.7.1. Integrating Functional Strategies into the Global Business Strategies
- 2.7.2. Management Policy and Processes
- 2.7.3. Knowledge Management

**2.8. Analyzing and Solving Cases/ Problems**

- 2.8.1. Problem Solving Methodology
- 2.8.2. Case Method
- 2.8.3. Positioning and Decision-Making

**Module 3. People and Talent Management**
**3.1. Organizational Behavior**

- 3.1.1. Organizational Theory
- 3.1.2. Key Factors for Change in Organizations
- 3.1.3. Corporate Strategies, Types, and Knowledge Management

**3.2. Strategic People Management**

- 3.2.1. Job Design, Recruitment, and Selection
- 3.2.2. Human Resources Strategic Plan: Design and Implementation
- 3.2.3. Job Analysis: Design and Selection of People
- 3.2.4. Training and Professional Development

**3.3. Management and Leadership Development**

- 3.3.1. Management Skills: 21st Century Competencies and Abilities
- 3.3.2. Non-Managerial Skills.
- 3.3.3. Map of Skills and Abilities
- 3.3.4. Leadership and People Management

**3.4. Change Management**

- 3.4.1. Performance Analysis
- 3.4.2. Strategic Approach
- 3.4.3. Change Management: Key Factors, Process Design and Management
- 3.4.4. Continuous Improvement Approach

**3.5. Negotiation and Conflict Management**

- 3.5.1. Negotiation Objectives Differentiating Elements
- 3.5.2. Effective Negotiation Techniques
- 3.5.3. Conflicts: Factors and Types
- 3.5.4. Efficient Conflict Management: Negotiation and Communication

**3.6. Executive Communication**

- 3.6.1. Performance Analysis
- 3.6.2. Leading Change: Resistance to Change
- 3.6.3. Managing Change Processes
- 3.6.4. Managing Multicultural Teams

**3.7. Team Management and People Performance**

- 3.7.1. Multicultural and Multidisciplinary Environment
- 3.7.2. Team and People Management
- 3.7.3. Coaching and People Performance
- 3.7.4. Management Meetings: Planning and Time Management

**3.8. Knowledge and Talent Management**

- 3.8.1. Identifying Knowledge and Talent in Organizations
- 3.8.2. Corporate Knowledge and Talent Management Models
- 3.8.3. Creativity and Innovation

**Module 4. Economic and Financial Management**
**4.1. Economic Environment**

- 4.1.1. Organizational Theory
- 4.1.2. Key Factors for Change in Organizations
- 4.1.3. Corporate Strategies, Types, and Knowledge Management

**4.2. Executive Accounting**

- 4.2.1. International Accounting Framework
- 4.2.2. Introduction to the Accounting Cycle
- 4.2.3. Company Financial Statements
- 4.2.4. Analysis of Financial Statements: Decision-Making

**4.3. Budget and Management Control**

- 4.3.1. Budgetary Planning
- 4.3.2. Management Control: Design and Objectives
- 4.3.3. Supervision and Reporting

**4.4. Corporate Tax Responsibility**

- 4.4.1. Corporate Tax Responsibility
- 4.4.2. Tax Procedure: A Country-case Approach

**4.5. Corporate Control Systems**

- 4.5.1. Types of Control
- 4.5.2. Legal/Regulatory Compliance
- 4.5.3. Internal Auditing
- 4.5.4. External Auditing

**4.6. Financial Management**

- 4.6.1. Introduction to Financial Management
- 4.6.2. Financial Management and Corporate Strategy
- 4.6.3. Chief Financial Officer (CFO): Managerial Skills

**4.7. Financial Planning**

- 4.7.1. Business Models and Financing Needs
- 4.7.2. Financial Analysis Tools
- 4.7.3. Short-Term Financial Planning
- 4.7.4. Long-Term Financial Planning

**4.8. Corporate Financial Strategy**

- 4.8.1. Corporate Financial Investments
- 4.8.2. Strategic Growth: Types

**4.9. Macroeconomic Context**

- 4.9.1. Macroeconomic Analysis
- 4.9.2. Economic Indicators
- 4.9.3. Economic Cycle

**4.10. Strategic Financing**

- 4.10.1. Banking Business: Current Environment
- 4.10.2. Risk Analysis and Management

**4.11. Money and Capital Markets**

- 4.11.1. Fixed Income Market
- 4.11.2. Equity Market
- 4.11.3. Valuation of Companies

**4.12. Analyzing and Solving Cases/ Problems**

- 4.12.1. Problem Solving Methodology
- 4.12.2. Case Method

**Module 5. Operations and Logistics Management**

**5.1. Operations Management**

- 5.1.1. Define the Operations Strategy
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

**5.2. Purchasing Management**

- 5.2.1. Stocks Management
- 5.2.2. Warehouse Management
- 5.2.3. Purchasing and Procurement Management

**5.3. Supply Chain Management (1)**

- 5.3.1. Costs and Efficiency of the Operations Chain
- 5.3.2. Change in Demand Patterns
- 5.3.3. Change in Operations Strategy

**5.4. Supply Chain Management (2). Implementation**

- 4.4.1. Lean Manufacturing/Lean Thinking
- 4.4.2. Logistics Management
- 4.4.3. Purchasing

**5.5. Logistical Processes**

- 5.5.1. Organization and Management by Processes
- 5.5.2. Procurement, Production, Distribution
- 5.5.3. Quality, Quality Costs, and Tools
- 5.5.4. After-Sales Service

**5.6. Logistics and Customers**

- 5.6.1. Demand Analysis and Forecasting
- 5.6.2. Sales Forecasting and Planning
- 5.6.3. Collaborative Planning, Forecasting, and Replacement

**5.7. International Logistics**

- 5.7.1. Customs, Export and Import processes
- 5.7.2. Methods and Means of International Payment
- 5.7.3. International Logistics Platforms

**5.8. Competing through Operations**

- 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
- 5.8.2. Emerging Technologies and Sciences
- 5.8.3. Information Systems in Operations

**Module 6. Information Systems Management**

**6.1. Information Systems Management**

- 6.1.1. Business Information Systems
- 6.1.2. Strategic Decisions
- 6.1.3. The Role of the CIO

**6.2. Information Technology and Business Strategy**

- 6.2.1. Company and Industry Sector Analysis
- 6.2.2. Online Business Models
- 6.2.3. The Value of IT in a Company

**6.3. IS Strategic Plannig**

- 6.3.1. The Process of Strategic Planning
- 6.3.2. Formulating the IS Strategy
- 6.3.3. Strategy Implementation Plan

**6.4. Information Systems and Business intelligence**

- 6.4.1. CRM and Business Intelligence
- 6.4.2. Business Intelligence Project Management
- 6.4.3. Business Intelligence Architecture

**6.5. New ICT-Based Business Models**

- 6.5.1. Technology-Based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning the Value Chain Processes

**6.6. E-Commerce**

- 6.6.1. E-Commerce Strategic Plan
- 6.6.2. Logistics Management and Customer Service in E-Commerce
- 6.6.3. E-Commerce as an Opportunity for Internationalization

**6.7. E-Business Strategies**

- 6.7.1. Social Media Strategies
- 6.7.2. Optimizing Service Channels and Customer Support
- 6.7.3. Digital Regulation

**6.8. Digital Business**

- 6.8.1. Mobile E-Commerce
- 6.8.2. Design and Usability
- 6.8.3. E-Commerce Operations.

**Module 7. Commercial Management, Marketing, and Corporate Communication****7.1. Commercial Management**

- 7.1.1. Sales Management
- 7.1.2. Commercial Strategy
- 7.1.3. Sales and Negotiation Techniques
- 7.1.4. Management of Sales Teams

**7.2. Marketing**

- 7.2.1. Marketing and the Impact on the Company
- 7.2.2. Basic Marketing Variables
- 7.2.3. Marketing Plan

**7.3. Strategic Marketing Management**

- 7.3.1. Sources of Innovation
- 7.3.2. Current Trends in Marketing
- 7.3.3. Marketing Tools
- 7.3.4. Marketing Strategy and Communication with Customers

**7.4. Digital Marketing Strategy**

- 7.4.1. Approach to Digital Marketing
- 7.4.2. The Tools of Digital Marketing
- 7.4.3. Inbound Marketing and the Evolution of Digital Marketing

**7.5. Sales and Communication Strategy**

- 7.5.1. Positioning and Promotion
- 7.5.2. Public Relations
- 7.5.3. Sales and Communication Strategy

**7.6. Corporate Communication**

- 7.6.1. Internal and External Communication
- 7.6.2. Communication Departments
- 7.6.3. Communication Managers: Managerial Skills and Responsibilities

**7.7. Corporate Communication Strategy**

- 7.7.1. Corporate Communication Strategy
- 7.7.2. Communication Plan
- 7.7.3. Press Release/Clipping/Publicity Writing

**Module 8. Innovation and Project Management****8.1. Innovation**

- 8.1.1. Macro Concept of Innovation
- 8.1.2. Types of Innovation
- 8.1.3. Continuous and Discontinuous Innovation
- 8.1.4. Training and Innovation

**8.2. Innovation Strategy**

- 8.2.1. Innovation and Corporate Strategy
- 8.2.2. Global Innovation Project: Design and Management
- 8.2.3. Innovation Workshops

**8.3. Business Model Design and Validation**

- 8.3.1. The Lean Start-up Methodology
- 8.3.2. Innovative Business Initiative: Stages
- 8.3.3. Financing Arrangements
- 8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
- 8.3.5. Growth and Loyalty

**8.4. Project Management**

- 8.4.1. Innovation Opportunities
- 8.4.2. Feasibility Study and Proposal Specification
- 8.4.3. Project Definition and Design
- 8.4.4. Project Execution
- 8.4.5. Project Closure

**Module 9. Structure of Tourism Markets**

**9.1. Introduction to Tourism**

- 9.1.1. Definition of Tourism, Origin and Evolution
- 9.1.2. Tourism Definitions
- 9.1.3. Types of Tourism
- 9.1.4. Tourism Product Life Cycle
- 9.1.5. Hotel and Tourism Management

**9.2. Tourism Over Time**

- 9.2.1. History of Tourism up to the 20th Century
- 9.2.2. Contemporary Tourism (20th and 21st centuries)

**9.3. Tourism Planning**

- 9.3.1. Tourism Spatial Planning Process
- 9.3.2. Tourism Planning Instruments: The Tourism Development Plan (TDP)
- 9.3.3. Sustainability as a Criteria for Tourism Planning

**9.4. Economics of Tourism**

- 9.4.1. The Tourism Production Process
- 9.4.2. The Importance of the Economic Impact of Tourism
- 9.4.3. Tourism Balance of Payments

**9.5. Tourist Arrivals and Departures**

- 9.5.1. International Tourist Arrivals and Departures
- 9.5.2. Tourist Destinations and Issuing Markets

**9.6. Demand for Tourism**

- 9.6.1. Calculation of Tourism Demand
- 9.6.2. Inbound Tourism
- 9.6.3. Outbound Tourism
- 9.6.4. Factors Conditioning Tourist Demand
- 9.6.5. Seasonality of Demand
- 9.6.6. Trends in Tourism Demand

**9.7. The Tourist Offer**

- 9.7.1. Analysis of the Tourism Offer
- 9.7.2. Supply of Tourist Resources: Natural and Cultural
- 9.7.3. Tourism Supply in Relation to Technological Innovations
- 9.7.4. Hotel and Tourism Management Applied to Tourism Supply

**9.8. The Company in the Tourism Industry**

- 9.8.1. Concept of the Tourist Company
- 9.8.2. Types of Tourist Companies
- 9.8.3. Environment of Tourist Companies

**9.9. Introduction to the Main Tourism Sub-sectors**

- 9.9.1. Hotel Sector
- 9.9.2. Catering Sector
- 9.9.3. Travel Agencies and *Tour* Operators
- 9.9.4. Air Transportation
- 9.9.5. Complementary Services

**9.10. Structure of the Tourism Market**

- 9.10.1. Structure of the World Tourism Market: Globalization
- 9.10.2. Structure of the International Tourism Market

**Module 10. Tourism Distribution Channels**
**10.1. Tourist Distribution**

- 10.1.1. Specificity of the Tourism Sector
- 10.1.2. The Prosumer
- 10.1.3. Factors in Today's Tourism Distribution: The Forces of Competition

**10.2. Introduction to Tourism Distribution**

- 10.2.1. Tourism Marketing: Commercial Intermediaries
- 10.2.2. The Distribution System of the Tourism Sector
- 10.2.3. Roles of Intermediaries in the Tourism Distribution System

**10.3. Distribution Channels in the Tourism Sector**

- 10.3.1. Nature of Distribution Channels
- 10.3.2. Functions of Distribution Channels
- 10.3.3. Distribution Channels Selection Criteria
- 10.3.4. Distribution Channels Selection Criteria

**10.4. Commercial Intermediaries**

- 10.4.1. Travel Agencies in Tourism Distribution
- 10.4.2. Typology of Travel Agencies
- 10.4.3. Changes in the Positioning of Travel Agencies

**10.5. Tour-operators in Tourism Distribution**

- 10.5.1. The Role of Tour-operators in Tourism Distribution
- 10.5.2. Typology of Tour-operators
- 10.5.3. Current Situation

**10.6. GDS and CRS in Tourism Distribution**

- 10.6.1. The Role of GDS and CRS in Tourism Distribution
- 10.6.2. SPMs as a Paradigm of the Current Situation

**10.7. Reservation Centers in Tourism Distribution**

- 10.7.1. The Role of Reservation Centers in Tourism Distribution
- 10.7.2. Typology of Reservation Centers
- 10.7.3. Current Situation

**10.8. Tourism Intermediation Today**

- 10.8.1. The Impact of E-Commerce on the Structure of the Tourism Industry
- 10.8.2. Impact of New Technologies on Tourism Providers
- 10.8.3. Tourism Intermediaries: Challenges and Strategies in the Face of E-Commerce
- 10.8.4. The Tourism Consumer and E-Commerce

**10.9. Integration in Tourism Distribution**

- 10.9.1. Modalities in Business Integration
- 10.9.2. Shareholder Value
- 10.9.3. Horizontal Integration in the Tourism Sector

**10.10. Logistics Costs**

- 10.10.1. Strategies in the Intermediation of Leisure-Tourism services
- 10.10.2. Strategic Variables: Supplier and Customer Orientation
- 10.10.3. Supplier Orientation
- 10.10.4. Customer Orientation

**Module 11. Hotel Management and Catering**

**11.1. Housing Yesterday and Today**

- 11.1.1. Ancient History
- 11.1.2. From the Middle Ages to the 19th Century
- 11.1.3. The Hotel Industry Today

**11.2. Tourist Accommodations**

- 11.2.1. Concept and Types of Tourist Accommodation
- 11.2.2. Non-hotel Establishments
- 11.2.3. Hotel Establishments
- 11.2.4. European Hotel Classification System

**11.3. Structure of Hotel Companies**

- 11.3.1. Hotel Organization Chart
- 11.3.2. Hotel Typology
- 11.3.3. Hotel Chains
- 11.3.4. Basic Hotel Management Operations
- 11.3.5. Departmental Analysis of the Hotel

**11.4. Reception, Flooring and Maintenance Departments**

- 11.4.1. Reception and Concierge Departments
- 11.4.2. Flooring and Laundry Departments
- 11.4.3. Maintenance Department

**11.5. Commercial Management**

- 11.5.1. Commercial Department
- 11.5.2. Communication Department
- 11.5.3. Revenue Management
- 11.5.4. Technology Applied to Accommodation Companies

**11.6. Administration and Accounting Department**

- 11.6.1. Budgeting and Budget Control
- 11.6.2. Investment Analysis
- 11.6.3. Hotel Ratings

**11.7. Catering Department within the Tourist Accommodation**

- 11.7.1. Restaurant, Kitchen and Company Store
- 11.7.2. Gastronomy and Oenology
- 11.7.3. Supply and Storage
- 11.7.4. Kitchen Organization and Service
- 11.7.5. Conference Room Organization and Service

**11.8. Catering Companies**

- 11.8.1. Definition and Types of Catering Businesses
- 11.8.2. Product and Facilities of Catering Companies
- 11.8.3. Restoration Costs
- 11.8.4. The Actual or Physical and Financing Subsystems in the Restaurant Businesses
- 11.8.5. Company Management

**11.9. Catering Services**

- 11.9.1. Restaurant Service Basics
- 11.9.2. Relationship Between Market, Concept and Menu
- 11.9.3. Commercial Concepts of Restaurant Service
- 11.9.4. Commercial Restaurants within Other Businesses

**11.10. Sales and Meeting Planning in the Foodservice Industry**

- 11.10.1. Marketing
- 11.10.2. Group Sales
- 11.10.3. Group Service: Catering/Banquets
- 11.10.4. Individual Sales
- 11.10.5. Catering Trends and Personnel Management



**Module 12. Quality Management and Innovation in Tourism**
**12.1. Service and Quality Management**

- 12.1.1. Quality of Service
- 12.1.2. Characteristics and Dimensions of Service Quality
- 12.1.3. Quality from the Customer's Perspective. Quality Levels

**12.2. Tourism Quality Management**

- 12.2.1. Quality Management Basics
- 12.2.2. Quality Management Systems
- 12.2.3. Quality as a Management Tool
- 12.2.4. Quality Management Systems
- 12.2.5. Total Quality Management Systems
- 12.2.6. National and International Quality Standards

**12.3. Introduction to Quality: Concepts and Evolution**

- 12.3.1. Service Quality in the Tourism Sector
- 12.3.2. Quality Concepts
- 12.3.3. Evolution of the Concept of Quality
- 12.3.4. Dimensions and Principles of the Concept of Quality
- 12.3.5. The Quality Process for Internal and External Customers

**12.4. Main Quality Theories**

- 12.4.1. Quality Theories applied to the Tourism Industry
- 12.4.2. Total Quality Management (*Deming*)
- 12.4.3. Total Quality Management (*Juran*)
- 12.4.4. Total Quality Management (*Crosby*)
- 12.4.5. Total Quality Management (*Feigenbaum*)
- 12.4.6. Total Quality Management (*Ishikawa*)
- 12.4.7. Total Quality Management (*Taguchi*)
- 12.4.8. Total Quality Management (TQM) Applied to the Tourism Sector

**12.5. Quality Costs in Tourism Companies**

- 12.5.1. Concept and Classification of Costs Associated with Quality
- 12.5.2. Costs Arising from Failures
- 12.5.3. Reversal of Preventive Activities
- 12.5.4. Costs Generated by Monitoring and Evaluations
- 12.5.5. Costs Generated by Monitoring and Evaluations
- 12.5.6. The Importance of the Management of Costs Derived from Quality in the Tourist Industry

**12.6. Analysis, Diagnosis, Planning and Quality Control in the Tourism Industry**

- 12.6.1. The Process of a Quality Tourism Service
- 12.6.2. Design and Implementation of a Quality System in the Tourism Industry
- 12.6.3. Phases in the process of Implementing a Quality System

**12.7. Processes for the Implementation of a Quality and Environmental System**

- 12.7.1. Interpretation of the Standard
- 12.7.2. Implementation of Processes and Quality Manuals
- 12.7.3. Quality Tools
- 12.7.4. Improvement Plans
- 12.7.5. Internal and External Audit

**12.8. Tourism Quality**

- 12.8.1. International Tourism Quality Standards

**12.9. Quality Management in Tourism Services**

- 12.9.1. Tourism Service Quality and Customer Perception
- 12.9.2. Techniques to Ascertain Customer Satisfaction
- 12.9.3. Online Reputation Management of Suggestions and Complaints
- 12.9.4. SERVQUAL Model Applied to the Tourist Company
- 12.9.5. HOTELQUAL Model

**12.10. Innovation in the Tourism Industry**

- 12.10.1. Innovation Management
- 12.10.2. Introduction to Innovation
- 12.10.3. Types of Innovation. Innovation in Management Processes
- 12.10.4. Innovation Management: Strategies
- 12.10.5. Standardization in R&D&I

## Module 13. Tourism Operations Management

### 13.1. The Tourist Company as a System

- 13.1.1. The Internal and External Universe of the company
- 13.1.2. Concept of System and Subsystems
- 13.1.3. Production
- 13.1.4. Different Approaches to the Concept of Production
- 13.1.5. Production Function
- 13.1.6. Company Objectives vs. Production
- 13.1.7. The Production of Service Companies
- 13.1.8. Industry and Services: Why Differentiation?
- 13.1.9. Five Characteristics of Production in the Service Company
- 13.1.10. Production in Tourist Companies

### 13.2. Operations and Production Processes in the Tourism Industry

- 13.2.1. Essential Concepts: Operations, Processes, Methods, Procedures, Systems, Modeling and Forecasting
- 13.2.2. Two Essential Variables for Tourism: Space and Time
- 13.2.3. Map of the Four Influencing Factors: Environment, Establishment, Management Model and Human Resources

### 13.3. Production Processes in Transportation Companies

- 13.3.1. Transportation and its Positioning in the Tourist Area
- 13.3.2. Types of Transportation Companies: Commercial Aviation, Rail, Road and Water Transportation
- 13.3.3. The Operations of the Transportation Sub-sector. Analysis of the Main Activities: Characteristics and special Features: Air, Rail, Road and Water

### 13.4. Operations Management "Cruises"

- 13.4.1. Introduction, Tourism Context. Evolution of Cruise Tourism
- 13.4.2. Reasons for Becoming a "Tourism Product"
- 13.4.3. Water Transportation. Features. Ports. Types of Ports
- 13.4.4. Modalities and Services in Maritime Transportation, Main Shipping Companies
- 13.4.5. Regular Shipping. Discretionary or Tourist Transportation
- 13.4.6. Product Features "Cruises", Nautical Terms and Types of Ships. Characteristics of the "Cruise" Ship
- 13.4.7. Nautical Terms
- 13.4.8. Cruises, Characteristics, Services, Reservations and Rates
- 13.4.9. Main Shipping Lines, Classification. Classification of Shipping Lines
- 13.4.10. Cruise Tourism Trends

**Module 14. Organization of Conferences, Events and Protocol**
**14.1. General Considerations**

- 14.1.1. The Role of the Event Manager
- 15.1.2. Characteristics of Association and Business Meetings
- 14.1.3. The Administrative Meeting Process

**14.2. Administrative Process of the Event Organizer**

- 14.2.1. Forecast
- 14.2.2. Plan
- 14.2.3. Organisation
- 14.2.4. Management
- 14.2.5. Control

**14.3. Event Planning**

- 14.3.1. Checklists
- 14.3.2. Areas and Stages of Registration and Control
- 14.3.3. Types of Events
- 14.3.4. Main Areas of Responsibility

**14.5. The Organization of a Protocol Event**

- 14.5.1. Phases in the Organization of an Event
- 14.5.2. Elaboration of Posters and Invitations
- 14.5.3. The Program and its Elements

**14.6. The Current Perception of the Organization of Events, Protocol and Institutional Relations**

- 14.6.1. The Head of Protocol of an Institution
- 14.6.2. Basic Functions and Criteria in the Performance of the Events Production and/or Protocol Department

**14.7. The Organization of Events in Companies**

- 14.7.1. Reasons for the Emergence of the Company Protocol
- 14.7.2. Mixed Management
- 14.7.3. Rules Inherited from Traditions and Legislation

**14.8. The Internal Manual for the Event Organization in the Company**

- 14.8.1. Basic Criteria of the Company Protocol Manual

**Module 15. Introduction to Business Organization and Management**
**15.1. The Concept of a Company**

- 15.1.1. Concept of a Company
- 15.1.2. Company Roles
- 15.1.3. The Role of the Entrepreneur
- 15.1.4. The Company's Objectives
- 15.1.5. Historical Evolution of the Company
- 15.1.6. Classification of Companies
- 15.1.7. Characteristics of Companies in the Tourist Industry
- 15.1.8. The Company Setting
- 15.1.9. Ethics and Corporate Social Responsibility

**15.2. Organizational Structures**

- 15.2.1. What is an Organizational Structure?
- 15.2.2. Basic Principles of Organizational Structures
- 15.2.3. Organisational Structures
- 15.2.4. Functional Areas

**15.3. Company Functions**

- 15.3.1. The Operations Role
- 15.3.2. The Role of Operations
- 15.3.3. The Role of Operations in Companies in the Tourism Industry
- 15.3.4. The Production Process
- 15.3.5. Operations Processes in Tourism Companies

**15.4. The Commercial Role**

- 15.4.1. Introduction to Marketing
- 15.4.2. Business Marketing Trends
- 15.4.3. The Financial Role
- 15.4.4. Financing
- 15.4.5. Financial System
- 15.4.6. Financial Planning

**15.5. The Financial Function**

- 15.5.1. Financing
- 15.5.2. Financial System
- 15.5.3. Financial Planning

**15.6. Management Role**

- 15.6.1. The Management Role
- 15.6.2. Management Levels
- 15.6.3. Business Cooperation

**15.7. The Human Resources Role**

- 15.7.1. The Labor Market in the Tourism Sector
- 15.7.2. The Human Resources Function
- 15.7.3. Phases of the Human Resources Management Process

**15.8. Creation and Operation of SMEs**

**Module 16. Commercial and Marketing Management**

**16.1. The Competition**

- 16.1.1. Concept and Levels of Competence
- 16.1.2. Types of Competition
- 16.1.3. Market Leader Strategies
- 16.1.4. Strategies of Innovative Companies
- 16.1.5. Strategies of Follower Companies
- 16.1.6. Strategies of the Niche Specialist
- 16.1.7. Benchmarking

**16.2. The Product**

- 16.2.1. Introduction to the Marketing Mix
- 16.2.2. Concept and Dimensions
- 16.2.3. Classification of Products
- 16.2.4. Service Considerations
- 16.2.5. Product Portfolio
- 16.2.6. Product Life Cycle
- 16.2.7. Product Identification
- 16.2.8. Product Quality
- 16.2.9. New Products

**16.3. Price**

- 16.3.1. Concept and the Importance of Price
- 16.3.2. Pricing Constraints
- 16.3.3. Pricing Policies
- 16.3.4. Pricing Strategies
- 16.3.5. Yield Management
- 16.3.6. Payment

**16.4. Distribution**

- 16.4.1. Distribution Concept
- 16.4.2. Intermediary Roles
- 16.4.3. Distribution Channels
- 16.4.4. The Sales Force and Merchandising
- 16.4.5. Commercial Distribution
- 16.4.6. Wholesalers
- 16.4.7. Retailers
- 16.4.8. Integration and Channel Systems
- 16.4.9. Logistics

**16.5. Communication**

- 16.5.1. The Commercial Communication Process
- 16.5.2. Commercial Communication Instruments
- 16.5.3. Commercial Communication Planning
- 16.5.4. Advertising
- 16.5.5. Sales Promotion
- 16.5.6. Public Relations
- 16.5.7. Personal Selling
- 16.5.8. Direct Marketing

**16.6. The Marketing Plan or Business Plan**

- 16.6.1. Concept
- 16.6.2. Tasks of Commercial Management
- 16.6.3. Features
- 16.6.4. Requirements
- 16.6.5. Plan Development Process

**Module 17. Fundamentals of Accounting****17.1. Accounting as an Information and Control System**

- 17.1.1. Economic Activity. Actual and Financial Flows
- 17.1.2. Economic and Financial Information. Requirements and Users
- 17.1.3. Concept of Accounting
- 17.1.4. Accounting Division
- 17.1.5. Accounting Planning and Standardization
- 17.1.6. Theoretical and Practical Issues

**17.2. Stockholders' Equity**

- 17.2.1. Concept of Accounting Equity
- 17.2.2. Property, Plant and Equipment
- 17.2.3. Heritage Properties
- 17.2.4. Working Capital. Equity Balances
- 17.2.5. Theoretical – Practical Issues

**17.3. General Accounting Plan. Structure and Content**

- 17.3.1. Introduction
- 17.3.2. Conceptual framework
- 17.3.3. Registration and Processing Standards
- 17.3.4. Annual Accounts
- 17.3.5. Statement of Accounts
- 17.3.6. Definitions and Accounting Relationships
- 17.3.7. Theoretical and Practical Issues

**17.4. The Accounting Method. Account Terminology and Functionality**

- 17.4.1. The Account as an Instrument. Account Structure
- 17.4.2. Account Terminology
- 17.4.3. Charge and Credit Agreement
- 17.4.4. The Double Match
- 17.4.5. Registration through Accounting Entries
- 17.4.6. Accounting Books
- 17.4.7. Operation of Asset Accounts

- 17.4.8. Operation of Liability Accounts
- 17.4.9. Operation of Equity Accounts
- 17.4.10. Purchase and Expense Accounts. Sales and Revenues
- 17.4.11. Theoretical and Practical Issues. Case Studies

**17.5. The Accounting Cycle**

- 17.5.1. Phases of the Accounting Cycle
- 17.5.2. Preparation of the Annual Financial Statements
- 17.5.3. Interpretation of Financial Statements
- 17.5.4. Theoretical and Practical Issues. Case Studies

07

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*





## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

**“** You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



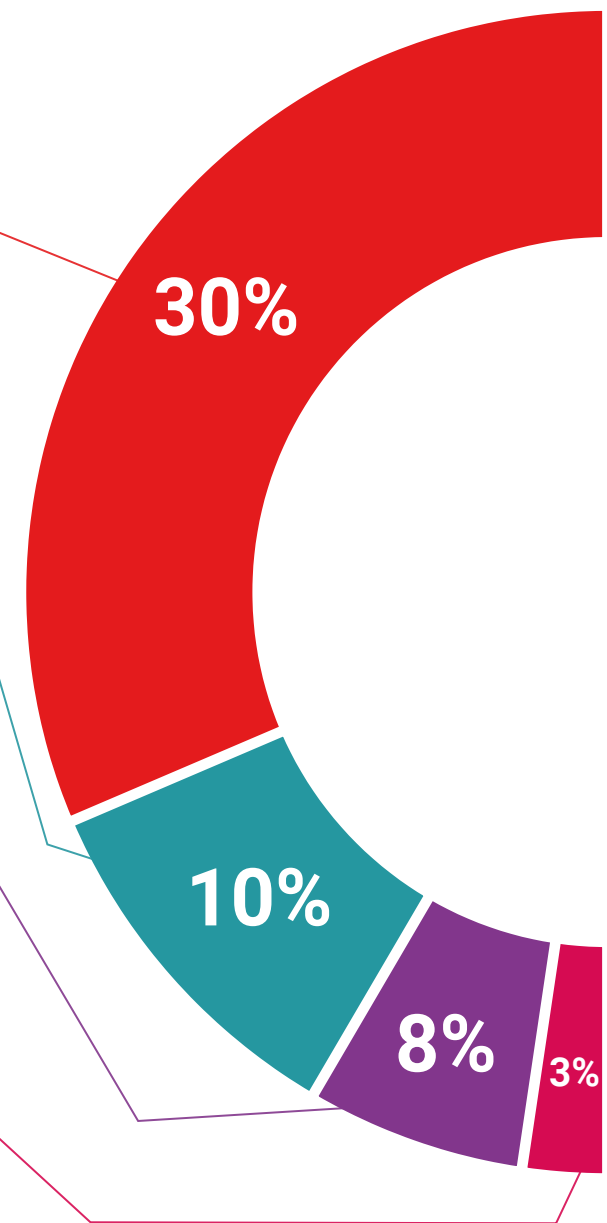
### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



08

# Our Students' Profiles

The Advanced Master's Degree in Senior Tourism Management is a program aimed at experienced professionals who want to update their knowledge and advance their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





“

*If you have leadership and management experience, and are looking for an interesting career boost while continuing to work, then this is the program for you"*

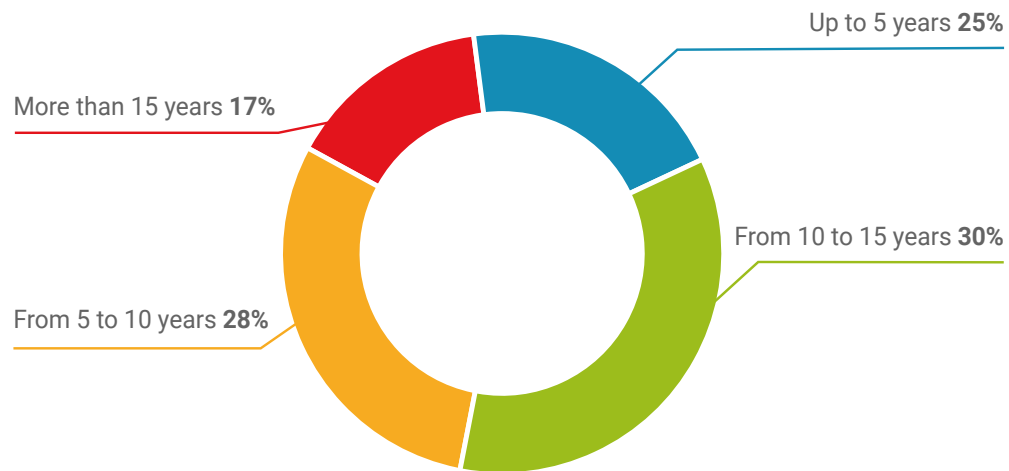
### Average Age

---

Between **35** and **45** years old

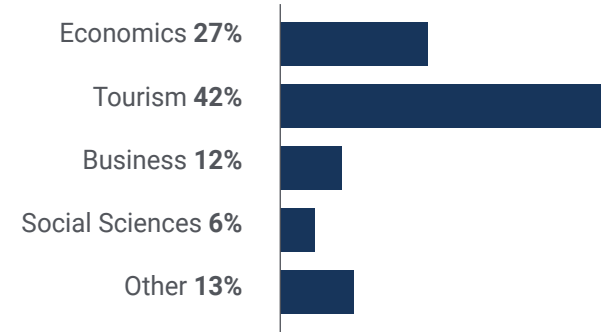
### Years of Experience

---



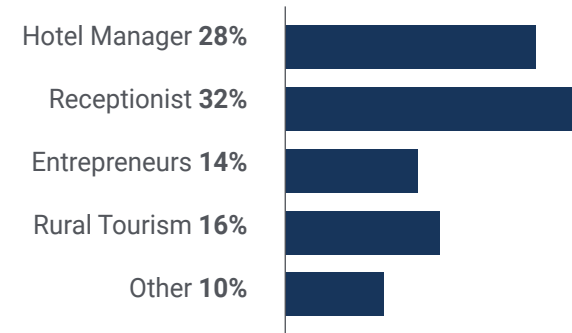
### Training

---



### Academic Profile

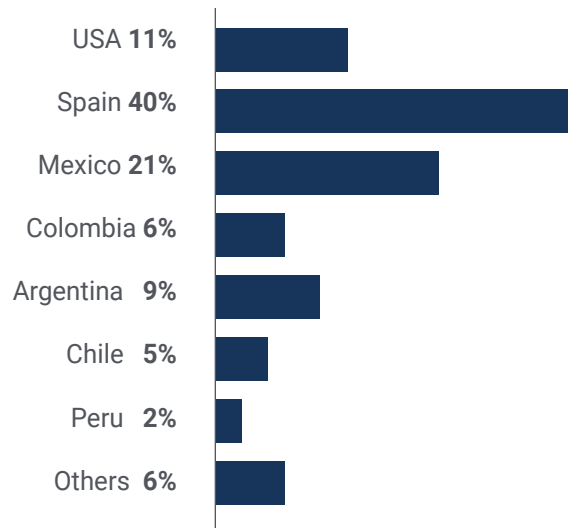
---





## Geographical Distribution

---



## Marta Suárez

Luxury Hotel Manager

*"Hotel and tourism management requires continuous specialization to adapt to market changes and find the keys to develop the precise strategies that best suit the needs of customers. Therefore, I was looking for a program that would allow me to increase my training in this field. At TECH I found everything I needed and, thanks to that, today I am better qualified to run a hotel"*

09

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, therefore, we put all our efforts and tools at your disposal so that you acquire the necessary skills and abilities that will allow you to achieve this change.



“

*Doing this program will allow you to achieve  
the professional change you deserve”*

## Are you ready to take the leap? Excellent professional development awaits you

The Advanced Master's Degree in Senior Tourism Management at TECH Technological University is an intensive program that prepares you to face challenges and business decisions both nationally and internationally. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

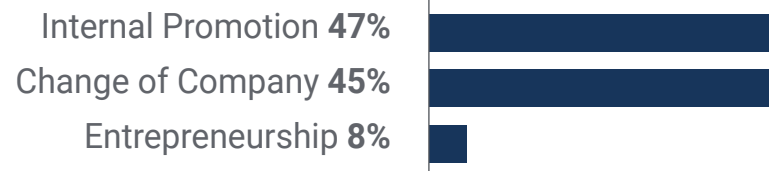
*A high-level program  
for professionals who  
look for excellence.*

*Don't miss the  
opportunity to study at  
TECH and acquire the  
necessary training to  
compete with the best.*

### When the change occurs



### Type of change



### Salary Increase

---

This program represents a salary increase of more than **25%** for our students.



10

# Benefits for Your Company

The Advanced Master's Degree in Senior Tourism Management helps to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing your training and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

*After completing this Advanced Master's Degree, you will bring a new business vision to your company"*

Developing and retaining talent in companies is the best long-term investment.

01

### **Intellectual Capital and Talent Growth**

You will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the manager and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.





05

### **Project Development**

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the company.

---

06

### **Increased competitiveness**

This program will equip our students with the necessary skills to take on new challenges and thereby drive the organization forward.

11

# Certificate

The Advanced Master's Degree in Senior Management of Tourism guarantees, in addition to the most rigorous and updated specialization, access to an Advanced Master's Degree issued by TECH Technological University.



“

*Successfully complete this program  
and receive your university degree  
without travel or laborious paperwork”*

This **Advanced Master's Degree in Senior Tourism Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Advanced Master's Degree and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Advanced Master's Degree in Senior Tourism Management**

Official N° of hours: **3,000 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Advanced Master's Degree Senior Tourism Management

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Advanced Master's Degree Senior Tourism Management