Advanced Master's Degree
Sustainable Tourism Business Management

tech global university

Advanced Master's Degree
Sustainable Tourism
Business Management

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Global University**
- » Accreditation: **120 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-sustainable-tourism-business-management**

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01
Introduction to the Program

Sustainable Tourism Business Management has established itself as a key strategy for growth and competitiveness in the global tourism industry. In fact, according to a report by the World Tourism Organization (UNWTO), sustainability in tourism implies an approach that seeks to minimize negative impacts on the environment and local cultures, while generating economic benefits and promoting conservation. In this framework, TECH presents a program designed to provide the most effective strategies that allow tourism companies to stand out for their sustainable approach in the development of their activities.

"With this fully online Advanced Master's Degree, you will create innovative business management strategies focused on sustainability"

In a context of growing concern about the negative effects of tourism on the environment and local communities, Sustainable Tourism business management has become a key discipline. Faced with this, tourism organizations must adopt innovative and responsible approaches to offer experiences that not only satisfy the tourist, but also respect and protect natural and cultural resources. Therefore, professionals must incorporate into their daily practice the management and leadership strategies necessary to build businesses that promote sustainability in all aspects, from destination planning to daily operations.

With this in mind, TECH is launching a revolutionary Advanced Master's Degree in Sustainable Tourism Business Management. Designed by leaders in this sector, the academic itinerary will delve into areas ranging from the management of cultural heritage or the structure of tourism markets to the fundamentals of hotel management. Thanks to this, students will develop the necessary skills to lead tourism companies with a sustainable approach, managing both natural resources and cultural heritage in a responsible manner. In addition, they will be trained to optimize operations in the hotel and tourism industry, promoting practices that foster local economic development, environmental preservation and customer satisfaction.

Likewise, with this 100% online program, experts can organize their study time and comfortably plan their schedules. In addition, TECH uses its unique Relearning system that strengthens the mastery of the concepts to be analyzed in an exhaustive and organic way. In addition, to access the Virtual Campus, all they need is an electronic device with an Internet connection. In this way, professionals will be able to enjoy the most complete didactic resources in the academic market. In addition, graduates will have access to an exclusive set of complementary Masterclasses, given by an internationally renowned expert in Hotel Management.

This **Advanced Master's Degree in Sustainable Tourism Business Management** contains the most complete and up-to-date program on the market. The most important features include:

- Development of case studies presented by experts in Sustainable Tourism Business Management

- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice

- Practical exercises where self-assessment can be used to improve learning

- Its special emphasis on innovative methodologies in the management of cultural sector companies

- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments

- Content that is accessible from any fixed or portable device with an Internet connection

Specialize in Hotel Management! You will enjoy exclusive additional Masterclasses, designed by an internationally renowned specialist in hotel management"

You will have a solid understanding of the regulations and policies related to Sustainable Tourism on an international scale"

You will delve into the latest trends in business management, being able to design effective strategies to make decisions in complex and unstable contexts. What are you waiting for to enroll?

You will delve into the latest trends in business management, being able to design effective strategies to make decisions in complex and unstable contexts.

It includes in its teaching staff professionals belonging to the field of Sustainable Tourism Business Management, who pour into this program the experience of their work, in addition to recognized specialists from leading companies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.

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" *Study at the largest online university in the world and ensure your professional success. The future begins at TECH"*

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

Forbes
The best online university in the world

The most complete **syllabus**

TOP international faculty

The most effective methodology

World's No.1 **The World's largest** online university

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.

Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.

The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.

03
Syllabus

Thanks to this complete academic itinerary, entrepreneurs will acquire the necessary skills to manage hotel and catering companies, as well as to organize large-scale events. They will also be able to apply the knowledge acquired in real projects, from the conception of a business idea to its execution and follow-up. In addition, effective communication strategies and the management of tourism distribution in the context of e-commerce and digital intermediation will be addressed. All this to prepare professionals to successfully lead in a constantly evolving tourism sector.

You will equip yourself with the tools to implement effective strategies that optimize the environmental, economic and social impact of your operations, thanks to an extensive library of multimedia resources"

Module 1. Leadership, Ethics and Social Responsibility in Companies

1.1. Globalization and Governance
    1.1.1. Governance and Corporate Governance
    1.1.2. The Fundamentals of Corporate Governance in Companies
    1.1.3. The Role of the Board of Directors in the Corporate Governance Framework

1.2. Leadership
    1.2.1. Leadership. A Conceptual Approach
    1.2.2. Leadership in Companies
    1.2.3. The Importance of Leaders in Business Management

1.3. Cross Cultural Management
    1.3.1. Cross Cultural Management Concept
    1.3.2. Contributions to Knowledge of National Cultures
    1.3.3. Diversity Management

1.4. Management and Leadership Development
    1.4.1. Concept of Management Development
    1.4.2. Concept of Leadership
    1.4.3. Leadership Theories
    1.4.4. Leadership Styles
    1.4.5. Intelligence in Leadership
    1.4.6. The Challenges of Today's Leader

1.5. Business Ethics
    1.5.1. Ethics and Morality
    1.5.2. Business Ethics
    1.5.3. Leadership and Ethics in Companies

1.6. Sustainability
    1.6.1. Sustainability and Sustainable Development
    1.6.2. The 2030 Agenda
    1.6.3. Sustainable Companies

1.7. Corporate Social Responsibility
    1.7.1. International Dimensions of Corporate Social Responsibility
    1.7.2. Implementing Corporate Social Responsibility
    1.7.3. The Impact and Measurement of Corporate Social Responsibility

Module 2. Strategic Management and Executive Management

Module 3. People and Talent Management

3.1. Organizational Behavior
    3.1.1. Organizational Behavior. Conceptual Framework
    3.1.2. Main Factors of Organizational Behavior
3.2. People in Organizations
    3.2.1. Quality of Work Life and Psychological Well-Being
    3.2.2. Work Teams and Meeting Management
    3.2.3. Coaching and Team Management
    3.2.4. Managing Equality and Diversity
3.3. Strategic People Management
    3.3.1. Strategic Management and Human Resources
    3.3.2. Strategic People Management
3.4. Evolution of Resources. An Integrated Vision
    3.4.1. The Importance of HR
    3.4.2. A New Environment for People Management and Leadership
    3.4.3. Strategic Human Resources Management
3.5. Selection, Group Dynamics and HR Recruitment
    3.5.1. Approach to Recruitment and Selection
    3.5.2. Recruitment
    3.5.3. The Selection Process
3.6. Human Resources Management by Competencies
    3.6.1. Analysis of the Potential
    3.6.2. Remuneration Policy
    3.6.3. Career/Succession Planning
3.7. Performance Evaluation and Performance Management
    3.7.1. Performance Management
    3.7.2. Performance Management: Objectives and Process
3.8. Management of Training
    3.8.1. Learning Theories
    3.8.2. Talent Detection and Retention
    3.8.3. Gamification and Talent Management
    3.8.4. Training and Professional Obsolescence

3.9. Talent Management
    3.9.1. Keys for Positive Management
    3.9.2. Conceptual Origin of Talent and Its Implication in the Company
    3.9.3. Map of Talent in the Organization
    3.9.4. Cost and Added Value
3.10. Innovation in Talent and People Management
    3.10.1. Strategic Talent Management Models
    3.10.2. Talent Identification, Training and Development
    3.10.3. Loyalty and Retention
    3.10.4. Proactivity and Innovation
3.11. Motivation
    3.11.1. The Nature of Motivation
    3.11.2. Expectations Theory
    3.11.3. Needs Theory
    3.11.4. Motivation and Financial Compensation
3.12. Employer Branding
    3.12.1. Employer Branding in HR
    3.12.2. Personal Branding for HR Professionals
3.13. Developing High-Performance Teams
    3.13.1. High-Performance Teams: Self-Managed Teams
    3.13.2. Methodologies for the Management of High-Performance Self-Managed Teams
3.14. Management Skills Development
    3.14.1. What Are Manager Competencies?
    3.14.2. Elements of Competencies
    3.14.3. Knowledge
    3.14.4. Management Skills
    3.14.5. Attitudes and Values in Managers
    3.14.6. Managerial Skills
3.15. Time Management
    3.15.1. Benefits
    3.15.2. What Can Be the Causes of Poor Time Management?
    3.15.3. Time
    3.15.4. Time Illusions
    3.15.5. Attention and Memory
    3.15.6. State of Mind

Module 4. Economic and Financial Management

Module 5. Operations and Logistics Management

Module 6. Information Systems Management

Module 7. Commercial Management, Strategic Marketing and Corporate Communications

Module 8. Market Research, Advertising and Commercial Management

8.10. Promotion and Merchandising Strategies

    8.10.1. Integrated Marketing Communication

    8.10.2. Advertising Communication Plan

    8.10.3. Merchandising as a Communication Technique

8.11. Media Planning

    8.11.1. Origin and Evolution of Media Planning

    8.11.2. Media

    8.11.3. Media Plan

8.12. Fundamentals of Commercial Management

    8.12.1. The Role of Commercial Management

    8.12.2. Systems of Analysis of the Company/Market Commercial Competitive Situation

    8.12.3. Commercial Planning Systems of the Company

    8.12.4. Main Competitive Strategies

8.13. Commercial Negotiation

    8.13.1. Commercial Negotiation

    8.13.2. Psychological Issues in Negotiation

    8.13.3. Main Negotiation Methods

    8.13.4. The Negotiation Process

8.14. Decision-Making in Commercial Management

    8.14.1. Commercial Strategy and Competitive Strategy

    8.14.2. Decision Making Models

    8.14.3. Decision-Making Analytics and Tools

    8.14.4. Human Behavior in Decision Making

8.15. Sales Network Management

    8.15.1. Sales Management

    8.15.2. Networks Serving Commercial Activity

    8.15.3. Salesperson Recruitment and Training Policies

    8.15.4. Remuneration Systems for Own and External Commercial Networks

    8.15.5. Management of the Commercial Process. Control and Assistance to the Work of the Sales Representatives Based on the Information

8.16. Implementing the Commercial Function

    8.16.1. Recruitment of Own Sales Representatives and Sales Agents

    8.16.2. Controlling Commercial Activity

    8.16.3. The Code of Ethics of Sales Personnel

    8.16.4. Compliance with Legislation

    8.16.5. Generally Accepted Standards of Business Conduct

8.17. Key Account Management

    8.17.1. Concept of Key Account Management

    8.17.2. The Key Account Manager

    8.17.3. Key Account Management Strategy

8.18. Financial and Budgetary Management

    8.18.1. The Break-Even Point

    8.18.2. The Sales Budget. Control of Management and of the Annual Sales Plan

    8.18.3. Financial Impact of Strategic Sales Decisions

    8.18.4. Cycle Management, Turnover, Profitability and Liquidity

    8.18.5. Income Statement

Module 9. Innovation and Project Management

9.1. Innovation

    9.1.1. Introduction to Innovation

    9.1.2. Innovation in the Entrepreneurial Ecosystem

    9.1.3. Instruments and Tools for the Business Innovation Process

9.2. Innovation Strategy

    9.2.1. Strategic Intelligence and Innovation

    9.2.2. Innovation from Strategy

9.3. *Project Management for Startups*

    9.3.1. Startup Concept

    9.3.2. Lean Startup Philosophy

    9.3.3. Stages of Startup Development

    9.3.4. The Role of a Project Manager in a Startup

9.4. Business Model Design and Validation

    9.4.1. Conceptual Framework of a Business Model

    9.4.2. Business Model Design and Validation

Module 10. Executive Management

10.9. Personal Branding

    10.9.1. Strategies for Personal Brand Development

    10.9.2. Personal Branding Laws

    10.9.3. Tools for Creating Personal Brands

10.10. Leadership and Team Management

    10.10.1. Leadership and Leadership Styles

    10.10.2. Leader Capabilities and Challenges

    10.10.3. Managing Change Processes

    10.10.4. Managing Multicultural Teams

Module 11. Planning and Managing Sustainable Tourism Sites

11.1. Tourist System and Tourist Sites

    11.1.1. Tourist System

    11.1.2. Tourism Territoriality

    11.1.3. Most Relevant Tourist Sites

11.2. Tourism Policy and Sustainability

    11.2.1. Tourism Policy Tools

    11.2.2. General Tourism Plan and Planning

    11.2.3. Sustainability in the Tourism Sector

11.3. Strategic Planning in the Tourism Sector

    11.3.1. Theoretical Analysis on Strategic Planning

    11.3.2. Developing a Strategic Tourism Plan on Site

    11.3.3. Outline and Content of a Strategic Plan

    11.3.4. Developmental Phases

11.4. Diagnosis, Development and Methodology

    11.4.1. Methodology for the Development of the Diagnosis

    11.4.2. Tourism Resources and Their Types

    11.4.3. Information and SWOT Analysis

11.5. Model Definition and Development Strategies

    11.5.1. Defining Objectives and Development Model

    11.5.2. Defining Strategies and Lines of Action

Module 12. Cultural Heritage Management

12.1. Introduction to Cultural Heritage

12.2. Heritage Preservation Policies

12.3. Cultural Heritage as an Argument for Tourism

12.4. Tourism Resources, Sites and Markets

12.5. The Importance of the Tourist Guide and Heritage Interpretation

Module 13. Fundamentals of Marketing

13.1. Basic Concepts

    13.1.1. Introduction

    13.1.2. Basic Concepts of Marketing

    13.1.3. Stages and Approaches of Marketing

    13.1.4. Utility, Satisfaction and Quality

    13.1.5. Exchanges, Transactions and Relationships

    13.1.6. Concept and Tasks in Commercial Management

    13.1.7. Marketing Tools

13.2. The Market

    13.2.1. The Concept of Market and Setting

    13.2.2. Market Classification

    13.2.3. Micro-Settings and Specific Settings

    13.2.4. Micro-Settings and General Settings

    13.2.5. The Market and Setting in Marketing Plans

13.3. Segmentation and Positioning

    13.3.1. Fundamentals and Objectives in Segmentation

    13.3.2. Segmentation Criteria

    13.3.3. Stages in the Segmentation Process

    13.3.4. Commercial Strategy and Segmentation

    13.3.5. Positioning

13.4. Information Systems and Commercial Research

    13.4.1. The Concept and Application of Commercial Research

    13.4.2. Commercial Research Stages

    13.4.3. Sources of Information

    13.4.4. Types of Commercial Research

    13.4.5. Questionnaires and Sampling

Module 14. Structure of Tourism Markets

Module 15. Interactive Tourism Advertising and Communication

15.2. Social Media and Networks: Facebook. Twitter. Instagram

15.3. Strategy and Content Management: Bloggers. Wordpress. Medium. About.me

15.4. Digital Metrics: Web 2.0 Analytics 15.5. Mobile and Apps

15.6. Advertising and Digital Media

15.7. Search Engines SEO. SEM. Google AdSense. Google AdWords

15.8. Communication 2.0. Online Reputation. Community Management

15.9. E-Mail Marketing

Module 16. Quality Management and Innovation in Tourism

16.1 Service and Quality Management

16.1.1. Quality of Service

16.1.2. Characteristics and Dimensions of Service Quality

16.1.3. Quality from the Customers' Perspective. Quality Levels

16.2. Tourism Quality Management

16.2.1. Quality Management Basics

16.2.2. Quality Management Systems

16.2.3. Quality as a Management Tool

16.2.4. Quality Management Systems

16.2.5. Total Quality Management Systems

16.2.5. National and International Quality Standards

16.3. Introduction to Quality: Concepts and Evolution

16.3.1. Service Quality in the Tourism Sector

16.3.2. Concepts of Quality

16.3.3.1. Evolution of the Concept of Quality

16.3.4. Dimensions and Principles of the Concept of Quality

16.3.5. The Quality Process for Internal and External Customers

16.4. Main Quality Theories

16.4.1. Quality Theories Applied to the Tourism Industry

16.4.2. Total Quality Management (Deming)

16.4.3. Total Quality Management (Juran)

16.4.4. Total Quality Management (Crosby)

16.4.5. Total Quality Management (Feigenbaum)

16.4.6. Total Quality Management (Ishikawa)

16.4.7. Total Quality Management (Taguchi)

16.4.8. Total Quality Management (TQM) Applied to the Tourism Sector

16.5. Quality Costs in Tourism Companies

16.5.1. Concept and Classification of Costs Associated with Quality

16.5.2. Costs Arising from Failures

16.5.3. Reversal of Preventive Activities

16.5.4. Costs Generated by Monitoring and Evaluations

16.5.5. The Curve of Total Costs Associated with Quality

16.5.6. The Importance of the Management of Costs Derived from Quality in the Tourist Industry

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

16.6.1. The Process of a Quality Tourism Service

16.6.2. Design and Implementation of a Quality System in the Tourism Industry

16.6.3. Phases in the process of Implementing a Quality System

16.7. Processes for the Implementation of a Quality and Environmental System

16.7.1. Interpretation of the Standard

16.7.2. Implementation of Processes and Quality Manuals

16.7.3. Quality Tools

16.7.4. Improvement Plans

16.7.5. Internal and External Audit

16.8. Tourism Quality

16.8.1. Quality in State and Regional Tourism Policy

16.8.2. UNE and ISO Standards in Tourism Quality

16.8.3. International Tourism Quality Standards

16.9. Quality Management in Tourism Services

16.9.1. Tourism Service Quality and Customer Perception

16.9.2. Techniques to Ascertain Customer Satisfaction

16.9.3. Online Reputation Management of Suggestions and Complaints

16.9.4. SERQUAL Model Applied to the Tourist Company

16.9.5. HOTELQUAL Model

Module 17. Consumer Behavior

Module 18. Advertising and Public Relations

18.6.   The Receiver in Advertising: The Target Audience

18.6.1.   Consumer Behavior: Conditioning Factors

18.7.   Foundations of the Advertising Process

18.7.1.   Strategic Planning in Advertising

18.7.2.   Preliminary Phase: Briefing and Advertising Objectives

18.7.3.   Creative Strategy: Media Strategy

18.8.   Foundations of Public Relations Systems and Processes

18.8.1.   The Public Relations Broadcaster

18.8.2.   Public Relations in Organizations

18.8.3.   The Public Relations Company

18.9.   The Message in Public Relations

18.9.1.   Writing in Public Relations

18.9.2.   Oral Expression in Public Relations

18.10.   The Channel in Public Relations

18.10.1.   Personal and Mass Media

18.10.2.   The Receptor in Public Relations

18.10.3.   Strategic Audiences in Public Relations

Module 19. Tourism and Local Development Cooperation

19.1.   Approaching the Problem of Development

19.1.1.   Basic Concepts

19.1.2.   Poverty and Development.

19.1.3.   Types of Tourism and Sustainability

19.1.4.   North/South Imbalances: Concept of Development

19.1.5.   Millennium Development Goals (MDGs) Human rights

19.2.   Aid, Actors and Legal Framework for International Development Cooperation

19.2.1.   Historical Evolution of International Development Cooperation

19.2.2.   Introduction to International Development Cooperation

19.2.3.   Brief History of Development Cooperation Systems

19.3.   Tourism: A Tool for International Cooperation

19.3.1.   The Role of Women in International Cooperation Policies

19.3.2.   Women's Rights and Integrating Them into AECID's Cooperation Policies

19.3.3.   Differences and Similarities between MED and GED

19.3.4.   World Women's Conferences

19.4.   Management in the Non-Profit Sector

19.4.1.   Growth in the Non-Profit Sector and Associationism on a Global Scale

19.4.2.   The Non-Profit Sector and Its Organizations: A Classification

19.4.3.   Managing Non-Profit Organizations as Cooperation for Local Tourism Development

19.5.   Strategic Planning in Non-profit Organizations

19.5.1.   Conceptualization

19.5.2.   Step-by-Step Strategic Planning

19.6.   The Impact of Associations on Society

19.6.1.   Contributions to Country Visa Quality and Governance

19.6.2.   Negative Consequences of Third Sector Action

19.6.3.   Collaboration in the Non-Profit Sector

19.7.   Ecotourism as a Cooperation Strategy for Local Development

19.7.1.   Origins of Ecotourism

19.7.2.   Integrating Elements in Ecotourism

19.7.3.   Economic Aspects in Ecotourism

19.7.4.   Participation of the Local Population

19.8.   Ecotourism Planning

19.8.1.   Project Design

19.8.2.   Ecotourism Marketing

19.8.3.   Distribution Channels

19.8.4.   Ecotourist Responsibility

21.4. Reception, Flooring and Maintenance Departments

    21.4.1. Reception and Concierge Departments

    21.4.2. Flooring and Laundry Departments

    21.4.3. Maintenance Department

21.5. Commercial Management

    21.5.1. Commercial Department

    21.5.2. Communication Department

    21.5.3. *Revenue Management*

    21.5.4. Technology Applied to Accommodation Companies.

21.6. Administration and Accounting Department

    21.6.1. Budgeting and Budget Control

    21.6.2. Investment Analysis

    21.6.3. Hotel Ratings

21.7. Catering Department within the Tourist Accommodation

    21.7.1. Restaurant, Kitchen and Commissary

    21.7.2. Gastronomy and Oenology

    21.7.3. Supply and Storage

    21.7.4. Kitchen Organization and Service

    21.7.5. Conference Room Organization and Service

21.8. Catering Companies

    21.8.1. Definition and Types of Catering Businesses

    21.8.2. Product and Facilities of Catering Companies

    21.8.3. Restoration Costs

    21.8.4. The Actual or Physical and Financing Subsystems in the Restaurant Businesses

    21.8.5. Catering Company Administration and Personnel Management

21.9. Catering Services

    21.9.1. Restaurant Service Basics

    21.9.2. Relationship Between Market, Concept and Menu

    21.9.3. Commercial Concepts of Restaurant Service

    21.9.4. Commercial Restaurants within Other Businesses

21.10. Sales and Meeting Planning in the Foodservice Industry

    21.10.1. Marketing

    21.10.2. Group Sales

    21.10.3. Group Service: Catering/Banquets

    21.10.4. Individual Sales

    21.10.5. Trends

Module 22. Tourism Operations Management

22.1. The Tourist Company as a System

    22.1.1. The Internal and External Universe of the Company

    22.1.2. Concept of System and Subsystems

    22.1.3. Production

    22.1.4. Different Approaches to the Concept of Production

    22.1.5. Production Function

    22.1.6. Company Objectives vs. Production

    22.1.7. The Production of Service Companies

    22.1.8. Industry and Services: The Reason for Differentiation

    22.1.9. Five Characteristics of Production in the Service Company

    22.1.10. Production in Tourist Companies

22.2. Operations and Production Processes in the Tourism Industry

    22.2.1. Essential Concepts: Operations, Processes, Methods, 2rocedimientos, Systems, Modeling and Forecasting

    22.2.2. Two Essential Variables for Tourism: Space and Time

    22.2.3. Map of the Four Influencing Factors: Environment, Establishment, Management Model and Romania Resources

22.10. Sports Resort Marketing

    22.10.1. Marketing Focused on Top-Level Sports Teams, Clubs and Franchises

    22.10.2. International Fairs and Events

    22.10.3. Social Media. Original Content Production for Sports Events

    22.10.4. Sports Resorts Innovation

    22.10.5. Commercial Department Operations in Sports Resorts

    22.10.6. Golf Course Commercialization. Organizing Tournaments

    22.10.7. Football Team Commercialization. Lodging, Stadiums and Food

    22.10.8. Other Sports Commercialization

Module 23. Organization of Conferences, Events and Protocol

23.1. General Considerations

    23.1.1. The Role of the Event Manager

    23.1.2. Characteristics of Association and Business Meetings

    23.1.3. The Administrative Meeting Process

23.2. The Event Organizer Administration Process

    23.2.1. Forecast

    23.2.2. Planning

    23.2.3. Organization

    23.2.4. Management

    23.2.5. Control

23.3. Event Planning

    23.3.1. Checklists

    23.3.2. Areas and Stages of Registration and Control

    23.3.3. Types of Events

    23.3.4. Main Areas of Responsibility

23.4. The Organization of a Protocol Event

    23.4.1. Phases in the Organization of an Event.

    23.4.2. Elaboration of Posters and Invitations.

    23.4.3. The Program and its Elements.

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

    23.5.1. The Head of Protocol of an Institution

    23.5.2. Basic Functions and Criteria in the Performance of the Event Production and/or Protocol Department

23.6. The Organization of Events in Companies

    23.6.1. Reasons for the Emergence of the Company Protocol

    23.6.2. Mixed Management

23.7. The Internal Manual for the Event Organization in the Company

    23.7.1. Basic Criteria of the Company Protocol Manual

23.8. Organization of University Events

    23.8.1. Origins of University Ceremonies.

    23.8.2. Basic Elements of Symbology and Ceremonials at Universities

    23.8.3. University Precedents

23.9. Meals and Receptions

    23.9.1. Organization Techniques

    23.9.2. Types of Tables and Mealtime Codes of Conduct

    23.9.3. Assembly and Diagrams

Module 24. Business Organization and Management

24.1. The Company and Its Components.

    24.1.1. The Concept of Business

    24.1.2. Functions and Classifications of Business Objectives

    24.1.3. Entrepreneurship

    24.1.4. Types of Companies

24.2. The Company as a System

    24.2.1. Concepts of the System

    24.2.2. The Models

    24.2.3. Company Subsystems

    24.2.4. Subsystem of Values

Module 25. Fundamentals of Accounting

You will have access to a library of multimedia resources 7 days a week, 24 hours a day""

04

Teaching Objectives

Through this university program, entrepreneurs will be able to develop innovative strategies to improve the efficiency and competitiveness of their companies, while promoting environmentally and socially responsible practices. It will also provide key tools for decision making in complex and unstable contexts, optimize the management of tourism destinations and resources, and foster customer loyalty through effective and sustainable marketing. In addition, you will acquire the necessary skills to anticipate market changes, integrate new technologies and design sustainable tourism policies that ensure long-term success.

"You will manage different types of tourism destinations, understanding the conditioning factors that affect their development and formulating innovative policies that improve business efficiency and competitiveness"

General Objectives

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

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

- Know the different types of spaces and tourist destinations, their value and conditioning factors

- Differentiate the skills required to manage business activities strategically

- Work more effectively, agilely and aligned with today's new technologies and tools

- Design innovative strategies and policies to improve management and business efficiency

- 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

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

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

- Discover the constraints to be imposed for the sustainable development of tourism

Specific Objectives

Module 1. Leadership, Ethics and Social Responsibility in Companies

- Develop ethical leadership skills that integrate corporate social responsibility principles in decision making
- Train in the implementation of social responsibility policies that generate a positive impact on the community and the environment

Module 2. Strategic Management and Executive Management

- Delve into the formulation and execution of effective business strategies
- Obtain skills in the management of management teams to improve organizational performance

Module 3. People and Talent Management

- Delve into the effective management of human talent, focusing on the attraction, development and retention of key employees
- Be able to create and manage high-performance teams aligned with organizational objectives

Module 4. Economic and Financial Management

- Manage innovative tools for making strategic financial decisions that optimize resources and ensure the company's profitability
- Train in the preparation and management of budgets, financial reports and project feasibility analysis

Module 5. Operations and Logistics Management

- Develop skills in the planning, coordination and control of logistics operations within the supply chain
- Optimize operational processes and reduce costs associated with business logistics

Module 6. Information Systems Management

- Optimize information systems management to improve organizational efficiency
- Develop skills to make decisions on the implementation of information systems aligned to business objectives

Module 7. Commercial Management, Strategic Marketing and Corporate Communications

- Train in the creation and execution of commercial and marketing strategies that align the business offer with market demands
- Develop skills in corporate communication management to strengthen brand image

Module 8. Market Research, Advertising and Commercial Management

- Master the use of tools and methodologies to conduct market research to identify business opportunities
- Manage effective advertising campaigns and make strategic decisions in commercial management

Module 9. Innovation and Project Management

- Develop the ability to manage innovative projects that add value and differentiate the company in the market
- Develop skills in the planning, execution and control of projects with a focus on innovation and sustainability

Module 10. Executive Management

- Obtain skills to lead management teams in dynamic and globalized business environments
- Train to make strategic decisions that optimize resources and improve organizational performance

Module 11. Planning and Managing Sustainable Tourism Sites

- Develop skills to plan, manage and evaluate tourism spaces that promote sustainability
- Balance tourism development with the preservation of the environment, local culture and natural resources

Module 12. Cultural Heritage Management

- Train in the preservation, management and promotion of cultural heritage in the field of tourism
- Ensure that tourism practices contribute to the protection and enhancement of cultural property without compromising its integrity

Module 13. Fundamentals of Marketing

- Have a solid understanding of marketing principles and strategies, applying them to the tourism sector
- Create campaigns that attract and retain tourists, adapting to their preferences and needs

Module 14. Structure of Tourism Markets

- Analyze the different structures of the tourism market, understanding the key players, supply and demand
- Delve into the economic and social factors that influence the evolution of tourist destinations

Module 15. Interactive Tourism Advertising and Communication

- Develop skills in the creation of advertising campaigns and interactive communication strategies
- Use digital platforms and social networks to engage tourists and encourage active participation in tourism experiences

Module 16. Quality Management and Innovation in Tourism

- Train in the implementation of quality management systems in the tourism sector
- Integrate innovative practices that improve the tourist experience and optimize the operational efficiency of tourism services

Module 17. Consumer Behavior

- Examine the psychological, social and cultural factors that affect the decisions of tourism consumers
- Apply this knowledge to design marketing strategies that are aligned with customer expectations and desires

Module 18. Advertising and Public Relations

- Develop skills in the planning and execution of advertising and public relations campaigns in the tourism sector
- Improve the visibility of tourism destinations and establish positive relations with tourists and stakeholders

Module 19. Tourism and Local Development Cooperation

- Analyze the interactions between tourism and local development
- Delve into how tourism policies can contribute to the economic, social and cultural development of local communities, promoting inclusive and responsible tourism

Module 20. Tourism Distribution Channels

- Delve into the various distribution channels in the tourism sector, including travel agencies, online platforms and tour operators
- Manage these channels to maximize tourist arrivals to tourism destinations and products

Module 21. Hotel Management and Catering

- Train in the integrated management of hotel and restaurant establishments, covering areas such as operations management, service quality, marketing and human resources
- Delve into the optimization of business profitability

Module 22. Tourism Operations Management

- Obtain skills in operations management within the tourism industry
- Delve into the planning, execution and control of tourism services, ensuring quality and efficiency in the delivery of experiences

Module 23. Organization of Conferences, Events and Protocol

- Train in the organization of congresses, events and tourist activities, managing all the necessary logistical, financial and protocol aspects
- Be able to ensure the success of large-scale events in the tourism sector

Module 24. Business Organization and Management

- Delve into organizational planning and management within the tourism sector
- Ensure that human, financial and operational resources are aligned with the strategic and growth objectives of the tourism company

Module 25. Fundamentals of Accounting

- Provide a solid foundation in essential accounting principles, training in the preparation and analysis of financial statements, budgets and cash flows
- Carry out correct financial management of tourism organizations

05
Career Opportunities

Professionals will be able to work as general directors, managers of sustainable tourism destinations, tourism sustainability consultants and operations managers in hospitality companies, travel agencies and tour operators. In addition, they will be able to work in planning and public management of destinations, collaborate with non-profit entities in local and sustainable development projects, as well as manage large tourist complexes, resorts and events. They will also have the option of becoming involved in the field of ecotourism and responsible tourism, areas in constant expansion that demand experts capable of integrating the best sustainability practices into the industry.

"

The career paths of this Advanced Master's Degree will offer employers the opportunity to access a wide variety of leadership and management positions within the tourism sector"

Graduate Profile

This profile will be characterized by their ability to develop innovative strategies that integrate responsible practices, optimizing both the profitability and the environmental and social impact of their organizations. As a result, graduates will possess in-depth knowledge of the different types of tourism destinations, resource management and public policies related to sustainable tourism. In addition, they will be equipped with decision-making skills in complex contexts, an advanced understanding of marketing and customer loyalty, as well as skills to integrate new technologies into their operations.

You will master the management of tourism destinations publicly and privately, understanding the evolution of tourism markets, as well as their social, economic and environmental impacts"

- **Leadership and Strategic Decision Making:** Make informed and strategic decisions in complex and unstable contexts, leading teams effectively and promoting the vision of sustainability within the organization

- **Adaptation and Innovation Management:** Adapt quickly to market changes and integrate new technologies and trends into operations, ensuring the long-term competitiveness and efficiency of companies

- **Effective Communication and Relationship Management:** Convey ideas clearly and persuasively, both within the organization and with customers, collaborators and partners, strengthening loyalty and Relationship Marketing

- **Sustainable Resource and Process Management:** Planning and management of tourism resources in a responsible manner, implementing sustainable practices that optimize social, economic and environmental impacts

After completing the Advanced Master's Degree, you will be able to perform your knowledge and skills in the following positions:

1. **General Manager of a Tourism Company:** Responsible for the comprehensive management of a tourism company, making strategic decisions to ensure its growth and profitability, while promoting sustainable practices in the organization.

2. **Sustainable Destinations Manager:** Responsible for the planning, management and development of sustainable tourism destinations, implementing strategies that favor economic development without compromising environment or cultures.

3. **Sustainable Tourism Consultant:** Advises companies and entities in the tourism sector in the implementation of responsible and sustainable practices, helping to improve operational efficiency and competitiveness.

4. **Head of Marketing and Communication in Tourism:** Designs and implements Marketing strategies that promote sustainable tourism products, using digital and traditional tools to strengthen brand image.

5. **Ecotourism Project Manager:** Leads ecotourism initiatives, managing projects that link environmental conservation with local economic development, ensuring viability and sustainability.

6. **Tourism Public Policy Manager:** Develops and oversees public policies related to the planning and sustainability of tourism destinations, working in conjunction with local authorities and international agencies.

7. **Director of Operations in Hospitality Businesses:** Manages the daily operations of a hotel or hotel chain, optimizing internal processes to improve efficiency, service quality and sustainability.

8. **Manager of Sustainable Travel Agencies:** Manages a travel agency specialized in offering responsible tour packages, ensuring that itineraries and services respect environmental, social and economic sustainability.

9. **Sustainable Events Coordinator:** Organizes and manages tourism events, congresses or fairs, implementing sustainable practices in all stages of the event, from planning to execution.

10. **Head of Cultural and Natural Heritage Management:** Leads projects dedicated to the conservation and promotion of cultural and natural heritage in tourist destinations, preserving the historical and ecological resources of the region.

06
Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

"

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

"

*At TECH you will NOT have live classes
(which you might not be able to attend)"*
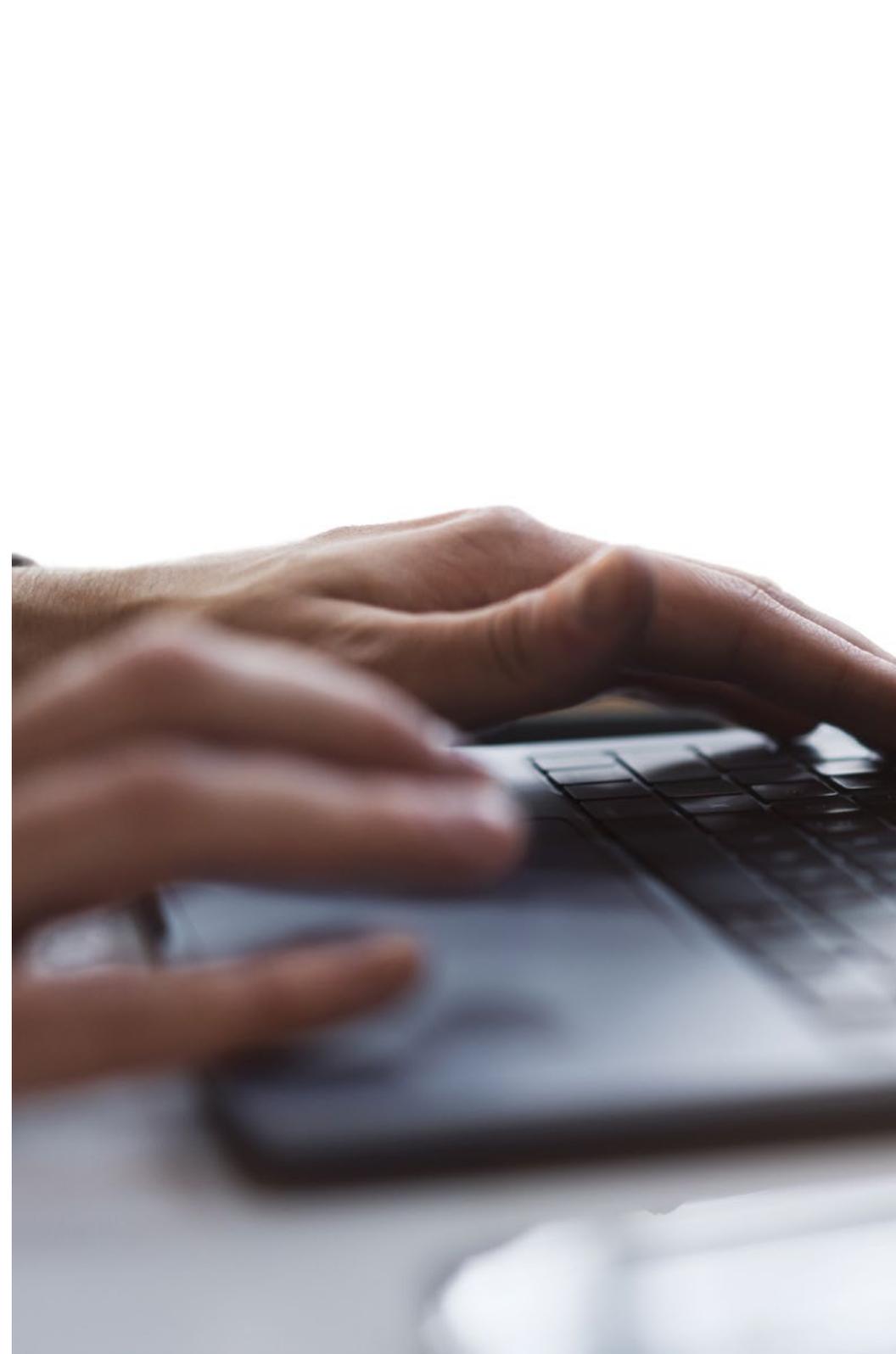
The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

> **"** *TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"*

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:
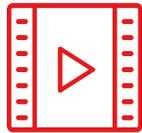
Study Material

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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

Interactive Summaries

We present 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".

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.

20%

15%

15%

3%

20%

17%

7%

3%
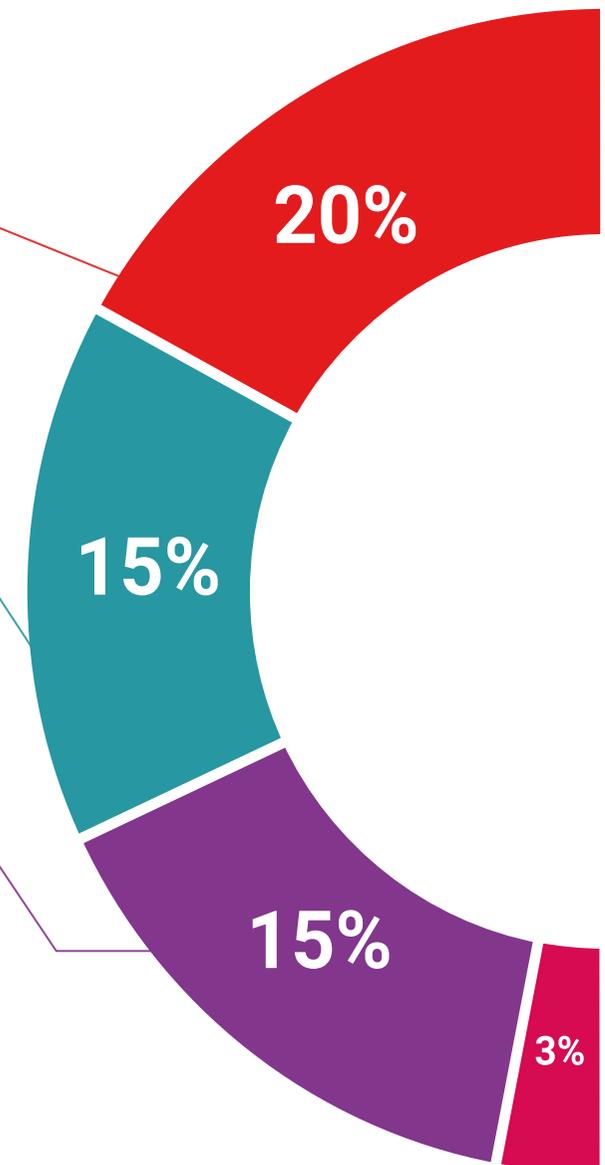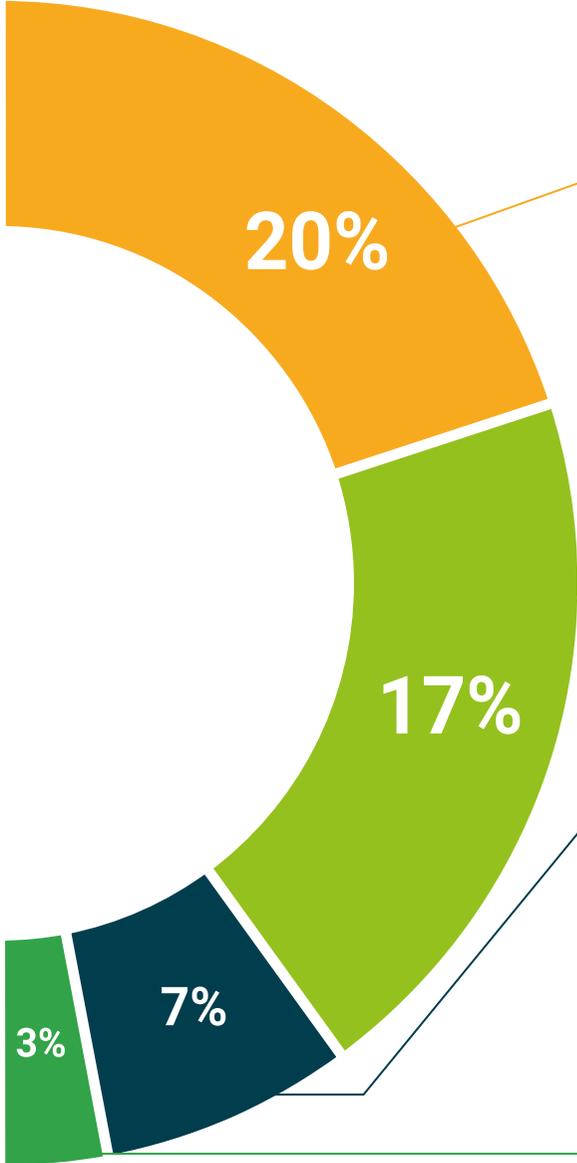
Case Studies

Students will complete a selection of the best case studies in the field.
Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We
do this on 3 of the 4 levels of Miller's Pyramid.

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 for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets
or quick action guides. A synthetic, practical and effective way to help students
progress in their learning.

07

Teaching Staff

The teaching staff is composed of a group of highly qualified professionals with vast experience, both in academia and in the tourism sector at an international level. As such, they include recognized experts in sustainability, business management and marketing, having held leadership positions in institutions and companies in the sector. In addition, the program includes professionals with a solid background in public management and tourism policy planning, which will provide graduates with a comprehensive perspective on the current challenges and opportunities of sustainable tourism.

The combination of practical and theoretical knowledge of the faculty will ensure you receive cutting-edge training, applied to global trends and adapted to the needs of the market"

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition** teams, Jennifer Dove is an expert in **recruitment** and **technology strategy**. Throughout her career, she has held senior positions in several technology organizations within *Fortune 50* companies such as **NBCUniversal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition** at **Mastercard**, she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **Human Resources** managers to meet operational and strategic hiring objectives. In particular, she aims to **build diverse**, **inclusive** and **high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of **Human Resources** professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of **Miami**, she has held management positions in recruitment for companies in various areas.

On the other hand, she has been recognized for her ability to lead organizational transformations, **integrate technologies** into **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.

Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal Media, New York, USA
  Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Degree in Organizational Communication from the University of Miami

Thanks to TECH, you will be able to learn with the best professionals in the world"

International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of **cloud services** and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.

Mr. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, United States
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- Degree in Environmental Studies from The Evergreen State College

"

Thanks to TECH, you will be able to learn with the best professionals in the world"

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy** and **Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate** for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers**, **staff** and **shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT**, **employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting customers' complex decarbonization **demands** supporting **a " cost-effective decarbonization"** and **overhauling** a fragmented data, **digital** and **technology landscape**. Therefore, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications** of **Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce.**

Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Bachelor's Degree from the University of Leeds
- Postgraduate Degree in Business Applications of AI for Senior Executives from the London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD

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International Guest Director

Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master **data integrity, vendor data updates** and vendor **prioritization** . He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement** and **attribution.** In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award and the EMEA Best Sales Model Award.**

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst,** in Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.

Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

Thanks to TECH, you will be able to learn with the best professionals in the world"

International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Product**, **Merchandising** and **Communication**. All of this linked to prestigious brands such as **Giorgio Armani**, **Dolce&Gabbana**, **Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to **specific business objectives**. In addition, he is recognized for his **proactivity** and **adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness,, market vision** and a **genuine passion** for **products**.

As **Global Brand and Merchandising Director** at **Giorgio Armani**, he has overseen a variety of **Marketing strategies** for **apparel** and **accessories**. His tactics have also focused on the **retail environment** and **consumer needs** and **behavior**. In this role, La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader** in the **Design**, **Communication** and **Sales departments.**.

Furthermore, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure**, and **development** of **different collections**. In turn, he has been in charge of creating **effective calendars** for buying and selling **campaigns.**
He has also been in charge of the **terms**, **costs**, **processes** and **delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified   **corporate leaders** in **Fashion** and **Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning** of **different brands** and redefine their key performance indicators (KPIs).

Mr. La Sala, Andrea

- Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Degree in Business and Economics from the University of Eastern Piedmont

" Thanks to TECH, you will be able to learn with the best professionals in the world"

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull.** Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Café platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at *Big Data*analysis. In addition, he has held the position of **Director** of **Business Intelligence** at **Red Bull,** covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley,**in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Because of this, he has come to be considered a **born leader** of the **new global economy**, centered on the drive for data and its infinite possibilities.

Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-Commerce at the University of Copenhagen
- Bachelor's and Master's Degree in Mathematics and Statistics at the University of Copenhagen

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International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery.** In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials** and *trailers*.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling.**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business.** Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media.**

Mr. Stevenson, Scott

• Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
• Traffic Manager at Warner Bros. Entertainment
• Master's Degree in Creative Writing from the University of California
• Bachelor's Degree in Telecommunications from the University of Florida

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International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management.**

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.

Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa

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International Guest Director

Khalid Amiri is an outstanding leader in the **Hotel Industry** and the field of **Finance**, with a career marked by his strategic focus and management skills at an international level. In this regard, he has held the position of **Director** of **Hotel Operations** at **Marriott International**, in **Houston, Texas**, where he has been responsible for overseeing and optimizing the operations of several hotels, ensuring excellence in **customer service** and **profitability** of the properties under his leadership. In fact, his experience in the **hotel industry** has been fundamental to the global success of **Marriott,** one of the largest and most prestigious hotel chains in the world
He has held a variety of roles within the **hotel industry**, most notably as **Director of Finance** and **Accounting**, also at **Marriott International.** In addition, he has demonstrated an exceptional ability to lead high-impact teams and projects, implementing strategies that have improved **operational efficiency** and profitability in multiple locations. Likewise, his ability to adapt to global markets and manage complex operations has established him as a benchmark in the **international hotel industry**. Not to mention his focus on **results, innovation** and **quality**, which has been fundamental to his rise within **Marriott** and the industry in general.
Khalid Amiri has a solid academic background, which complements his extensive professional experience. He has completed an **Executive MBA** at the University of Texas, which has allowed him to combine his technical knowledge with advanced **leadership** skills. He also holds a degree in **Finance** from the University of Houston, which has strengthened his analytical and strategic approach.

Mr. Amiri, Khalid

- Director of Hotel Operations at Marriott International, Texas, United States
- Director of Finance and Accounting at Marriott International
- Executive MBA from the University of Texas
- B.S. in Finance from the University of Houston

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The completion of this Advanced Master's Degree will give you access to a high-level qualification that will be essential to improve your employability"

This private qualification will allow you to obtain an **Advanced Master's Degree diploma in Sustainable Tourism Business Management** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra *(official bulletin)*. Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

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TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

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General Structure of the Syllabus

Year	Subject	ECTS	Type	Year	Subject	ECTS	Type
1°	Leadership, Ethics and Social Responsibility in Companies	4	CO	2°	Fundamentals of Marketing	4	CO
1°	Strategic Management and Executive Management	4	CO	2°	Structure of Tourism Markets	4	CO
1°	People and Talent Management	4	CO	2°	Interactive Tourism Advertising and Communication	4	CO
1°	Economic and Financial Management	4	CO	2°	Quality Management and Innovation in Tourism	5	CO
1°	Operations and Logistics Management	4	CO	2°	Consumer Behavior	5	CO
1°	Information Systems Management	4	CO	2°	Advertising and Public Relations	5	CO
1°	Commercial Management, Strategic Marketing and Corporate Communications	4	CO	2°	Tourism and Local Development Cooperation	5	CO
				2°	Tourism Distribution Channels	5	CO
1°	Market Research, Advertising and Commercial Management	4	CO	2°	Hotel Management and Catering	5	CO
1°	Innovation and Project Management	4	CO	2°	Tourism Operations Management	5	CO
1°	Executive Management	4	CO	2°	Organization of Conferences, Events and Protocol	5	CO
1°	Planning and Managing Sustainable Tourism Sites	4	CO	2°	Business Organization and Management	5	CO
1°	Cultural Heritage Management	4	CO	2°	Fundamentals of Accounting	5	CO

Dr. Pedro Navarro Illana
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*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

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