Advanced Master's Degree
Senior Tourism Management

AMDSTM

tech global university

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Advanced Master's Degree
Senior Tourism Management

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

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

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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 Global University

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

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 Global 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:

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"

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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

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 Global 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
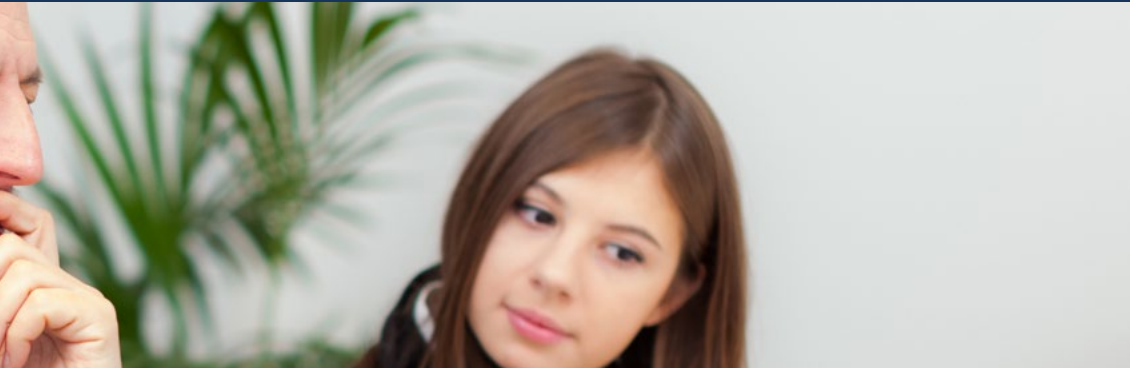
06 To develop the skills required to manage business activities strategically

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

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

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.

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

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

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

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

22 Learn about hotel and restaurant business management techniques

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

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

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

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

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

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

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

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

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

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 companys 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

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

09 Focus on innovation in all processes and areas of the company

10 Lead the different projects in a company

11 Commit to sustainably developing the company, avoiding environmental impacts

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 Global 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:

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

Module 10	Tourism Distribution Channels
Module 11	Hotel Management and Catering
Module 12	Quality Management and Innovation in Tourism
Module 13	Tourism Operations Management
Module 14	Organization of Conferences, Events and Protocol
Module 15	Introduction to Business Organization and Management
Module 16	Commercial and Marketing Management
Module 17	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 *Execu tive*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 ofDigital 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

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.

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

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.

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.

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)

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.

30%

10%

8%

3%

30%

15%

4%

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

Up to 5 years **25%**

More than 15 years **17%**

From 10 to 15 years **30%**

From 5 to 10 years **28%**

Training

Economics **27%**

Tourism **42%**

Business **12%**

Social Sciences **6%**

Other **13%**

Academic Profile

Hotel Manager **28%**

Receptionist **32%**

Entrepreneurs **14%**

Rural Tourism **16%**

Other **10%**
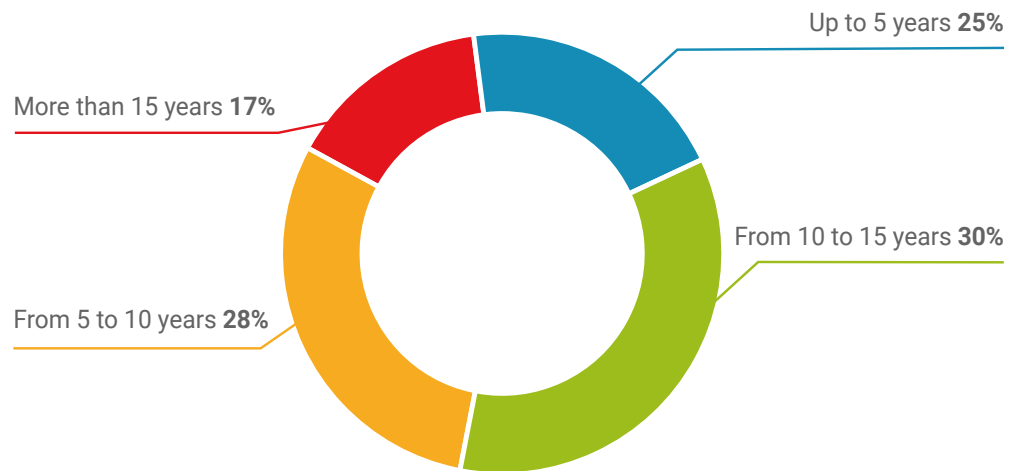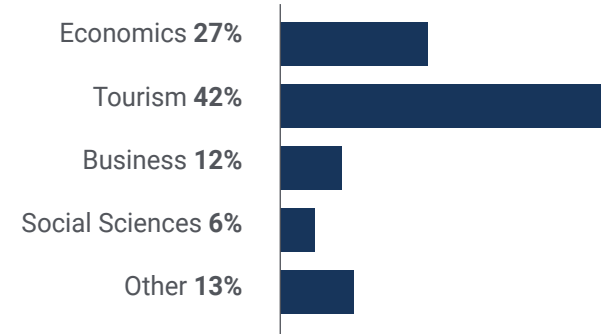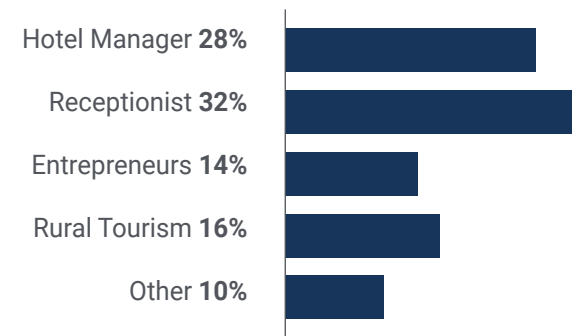
Geographical Distribution

USA **11%**
Spain **40%**
Mexico **21%**
Colombia **6%**
Argentina **9%**
Chile **5%**
Peru **2%**
Others **6%**
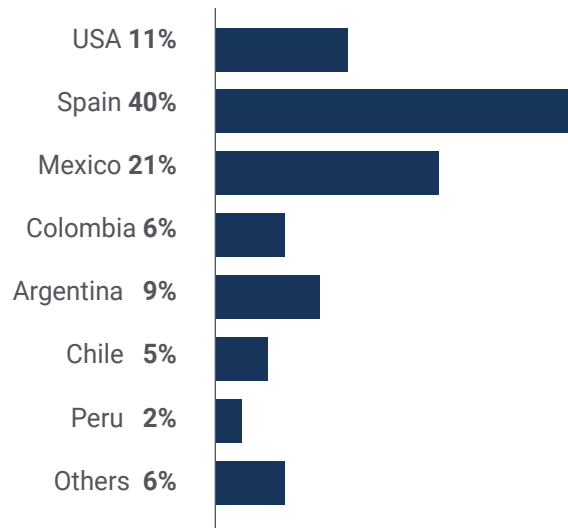
Marta Suárez

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"

Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.

TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve"

International Guest Director

Khalid Amiri is an outstanding leader in the field of **Hotel Industry** and **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

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

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 Global 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

During the program	During the first year	After 2 years
11%	**63%**	**26%**

Type of change

Internal Promotion **47%**
Change of Company **45%**
Entrepreneurship **8%**
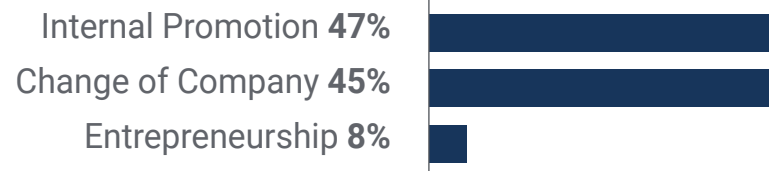
Salary Increase

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

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

11
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.

Project Development

(05)

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.

Increased competitiveness

(06)

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

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 Global University.

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

This program will allow you to obtain your **Advanced Master's Degree diploma in Senior Tourism 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.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

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

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**

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tech global university

Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Advanced Master's Degree in Senior Tourism Management

This is a program of 3,000 hours of duration equivalent to 120 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Advanced Master's Degree in Senior Tourism Management

General Structure of the Syllabus

Year	Subject	ECTS	Type	Year	Subject	ECTS	Type
1º	Leadership, Ethics, and CSR	8	CO	2º	Tourism Distribution Channels	7	CO
1º	Strategic Direction and Executive Management	7	CO	2º	Hotel Management and Catering	7	CO
1º	People and Talent Management	7	CO	2º	Quality Management and Innovation in Tourism	7	CO
1º	Economic and Financial Management	7	CO	2º	Tourism Operations Management	7	CO
1º	Operations and Logistics Management	7	CO	2º	Organization of Conferences, Events and Protocol	7	CO
1º	Information Systems Management	7	CO	2º	Introduction to Business Organization and Management	7	CO
1º	Commercial Management, Marketing, and Corporate Communication	7	CO	2º	Commercial and Marketing Management	7	CO
1º	Innovation and Project Management	7	CO	2º	Fundamentals of Accounting	7	CO
1º	Structure of Tourism Markets	7	CO				

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Rector

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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.

Advanced Master's Degree
Senior Tourism Management

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

Advanced Master's Degree
Senior Tourism Management

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