

Hybrid Executive Master's Degree Sustainable Tourism

Accreditation/Membership



Economics, Business
and Enterprise Association

A photograph of a group of hikers on a mountain trail. The focus is on their legs and feet as they walk on a rocky path. They are wearing hiking boots and using trekking poles. The background shows a steep, rocky mountain slope with some sparse vegetation.

tech global
university



Hybrid Executive Master's Degree Sustainable Tourism

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Credits: 60 + 4 ECTS

Website: www.techtitude.com/us/school-of-business/hybrid-executive-master-degree/hybrid-executive-master-degree-sustainable-tourism

Index

01

Introduction to the Program

p. 4

02

Why Study at TECH?

p. 8

03

Syllabus

p. 12

04

Teaching Objectives

p. 22

05

Internship

p. 26

06

Internship Centers

p. 32

07

Career Opportunities

p. 36

08

Study Methodology

p. 40

09

Certificate

p. 50

01

Introduction to the Program

Sustainable Tourism has become a key issue on the global agenda, balancing economic development with environmental preservation and sociocultural respect. According to data from the World Tourism Organization, 73% of travelers consider it important that their travels have a positive impact on local communities. In response to this growing awareness and the need for professionals capable of implementing responsible practices, TECH Global University offers a program designed to address the real challenges of the sector from a comprehensive perspective. Initially, the methodology is based on an online phase that provides a theoretical approach, followed by a practical stage in which the knowledge acquired is applied in real and controlled environments.





“

A comprehensive and 100% online program, exclusive to TECH, with an international perspective supported by our membership with The Economics, Business and Enterprise Association”

In a global scenario marked by the climate emergency and the depletion of natural resources, the need to rethink the dynamics of traditional tourism has emerged. From this perspective, more conscious management of destinations is promoted to reduce the negative impacts on natural and sociocultural environments. The sustainable approach not only contributes to environmental protection but also enhances the traveler's experience and promotes the well-being of local communities. As such, this vision becomes a strategic tool to build a more resilient, ethical, and competitive tourism industry.

Aware of these challenges, TECH Global University's academic plan incorporates a structure focused on a comprehensive understanding of tourism from a sustainable perspective. Through updated content, the program will delve into the management of tourist spaces under the criteria of conservation, efficiency, and social responsibility. Additionally, various types of tourist markets will be explored, addressing the new demands of travelers and the evolving economic and cultural dynamics that shape the sector, providing solid preparation to face real challenges in diverse and demanding professional environments.

One of TECH Global University's main strengths lies in its innovative methodological approach. Therefore, the program will begin with an online phase, followed by a practical experience at a recognized entity within the tourism sector. This combination will be reinforced with the Relearning method, which facilitates the lasting acquisition of knowledge through the intelligent reiteration of key concepts in various application contexts.

Thanks to the membership in the **Economics, Business and Enterprise Association (EBEA)**, graduates will have access to publications, digital resources, and online seminars to stay up to date. They will also be able to participate in annual conferences and apply for the EBEA professional recognition, boosting their growth and professional excellence in economics and business.

This **Hybrid Executive Master's Degree** contains the most complete and up-to-date program on the market. The most important features include:

- Development of over 100 practical cases presented by professionals in sustainable tourism management and instructors with extensive experience in developing environmentally responsible projects
- Its graphic, schematic and practical contents provide essential information on those disciplines that are indispensable for professional practice
- Management and evaluation of tourist destinations, with special attention to environmental, sociocultural, and economic impacts
- An approach centered on empirical evidence and methodologies applied to research in Sustainable Tourism
- All of this will be complemented by 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
- Furthermore, you will be able to carry out an internship in one of the best companies



You will be part of an online and practical methodology that will provide opportunities to acquire the most up-to-date knowledge in tourism"

“

You will enhance your competencies in understanding and managing the different types of tourist markets in changing contexts”

This professional-focused, hybrid program is aimed at updating tourism professionals who operate in environments with high environmental and social sensitivity, demanding a high level of specialization. The content is based on the latest scientific evidence and is presented in a didactic manner to integrate professional theoretical knowledge. The theoretical-practical elements will facilitate knowledge updates and support decision-making in the responsible management of tourist destinations.

Thanks to its multimedia content created with the latest educational technology, the program allows tourism professionals to engage in situated and contextualized learning—providing an immersive environment designed to train them for real-life situations. The design of this program is based on Problem-Based Learning, by means of which the student must try to solve the different professional practice situations that arise during the program. For this purpose, students will be assisted by an innovative interactive video system created by renowned experts.

Enjoy a resolute and cutting-edge learning experience through educational content presented in modern multimedia formats.

You will refine your mastery of the various approaches applied to sustainable tourism management, driving your practice toward the highest standards of the current industry.



02

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.



“

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.



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

This university program integrates a comprehensive and updated repertoire of key concepts related to Sustainable Tourism. Therefore, it will rigorously address topics such as tourism advertising and communication, focused on designing effective strategies for projecting destinations in competitive environments. Additionally, the program will delve into quality and innovation in tourism, promoting the implementation of differentiating experiences aligned with the new demands of the sector. The study of various tourist markets will also provide analytical tools to interpret trends and adapt proposals, thus strengthening the strategic competencies of professionals.



“

You will incorporate the latest trends in quality and innovation in tourism into your daily practice to design differentiated experiences that are adapted to the new demands of the sector”

Module 1. Planning and Managing Sustainable Tourism Sites

- 1.1. Tourist System and Tourist Sites
 - 1.1.1. Tourist System
 - 1.1.2. Tourism Territoriality
 - 1.1.3. Most Relevant Tourist Sites
- 1.2. Tourism Policy and Sustainability
 - 1.2.1. Tourism Policy Tools
 - 1.2.2. General Tourism Plan and Planning
 - 1.2.3. Sustainability in the Tourism Sector
- 1.3. Strategic Planning in the Tourism Sector
 - 1.3.1. Theoretical Analysis on Strategic Planning
 - 1.3.2. Developing a Strategic Tourism Plan on Site
 - 1.3.3. Outline and Content of a Strategic Plan
 - 1.3.4. Developmental Phases
- 1.4. Diagnosis, Development and Methodology
 - 1.4.1. Methodology for the Development of the Diagnosis
 - 1.4.2. Tourism Resources and Their Types
 - 1.4.3. Information and SWOT Analysis
- 1.5. Model Definition and Development Strategies
 - 1.5.1. Defining Objectives and Development Model
 - 1.5.2. Defining Strategies and Lines of Action

Module 2. Cultural Heritage Management

- 2.1. Introduction to Cultural Heritage
- 2.2. Heritage Preservation Policies
- 2.3. Cultural Heritage as an Argument for Tourism
- 2.4. Tourism Resources, Sites and Markets
- 2.5. The Importance of the Tourist Guide and Heritage Interpretation

Module 3. Fundamentals of Marketing

- 3.1. Basic Concepts
 - 3.1.1. Introduction
 - 3.1.2. Basic Concepts of Marketing
 - 3.1.3. Stages and Approaches of Marketing
 - 3.1.4. Utility, Satisfaction and Quality
 - 3.1.5. Exchanges, Transactions and Relationships
 - 3.1.6. Concept and Tasks in Commercial Management
 - 3.1.7. Marketing Tools
- 3.2. The Market
 - 3.2.1. The Concept of Market and Setting
 - 3.2.2. Market Classification
 - 3.2.3. Micro-Settings and Specific Settings
 - 3.2.4. Micro-Settings and General Settings
 - 3.2.5. The Market and Setting in Marketing Plans
- 3.3. Segmentation and Positioning
 - 3.3.1. Fundamentals and Objectives in Segmentation
 - 3.3.2. Segmentation Criteria
 - 3.3.3. Stages in the Segmentation Process
 - 3.3.4. Commercial Strategy and Segmentation
 - 3.3.5. Positioning

- 3.4. Information Systems and Commercial Research
 - 3.4.1. The Concept and Application of Commercial Research
 - 3.4.2. Commercial Research Stages
 - 3.4.3. Sources of Information
 - 3.4.4. Types of Commercial Research
 - 3.4.5. Questionnaires and Sampling
- 3.5. Consumer Behavior
 - 3.5.1. Introduction
 - 3.5.2. The Process in Purchasing Decisions
 - 3.5.3. Internal Factors
 - 3.5.4. External Factors
 - 3.5.5. Type of Purchase
 - 3.5.6. Consumer Response
 - 3.5.7. Consumer Behavior Modeling

Module 4. Structure of Tourism Markets

- 4.1. Introduction to Tourism
 - 4.1.1. Definition of Tourism, Origin and Evolution
 - 4.1.2. Tourism Definitions
 - 4.1.3. Types of Tourism
 - 4.1.4. Tourism Product Life Cycle
 - 4.1.5. Sustainable Tourism
- 4.2. Tourism Over Time
 - 4.2.1. The History of Tourism Up to the 20th Century
 - 4.2.2. Contemporary Tourism (20th and 21st Centuries)
- 4.3. Tourism Planning
 - 4.3.1. The Planning Process for Tourist Sites
 - 4.3.2. Tourism Planning Tools: The Tourism Development Plan (TDP)
 - 4.3.3. Sustainability as Tourism Planning Criteria
- 4.4. Economics of Tourism
 - 4.4.1. The Tourism Production Process
 - 4.4.2. The Importance of the Economic Effects of Tourism
 - 4.4.3. Tourism Balance of Payments
- 4.5. Tourist Arrivals and Departures
 - 4.5.1. International Tourist Arrivals and Departures
 - 4.5.2. Tourist Destinations and Issuing Markets
- 4.6. Tourism Demand
 - 4.6.1. Calculating Tourism Demand
 - 4.6.2. Inbound Tourism
 - 4.6.3. Outbound Tourism
 - 4.6.4. Factors Conditioning Tourist Demand
 - 4.6.5. Demand Seasonality
 - 4.6.6. Trends in Tourism Demand
- 4.7. The Tourist Offer
 - 4.7.1. Analyzing Tourism Supply
 - 4.7.2. Tourism Resource Supply: Natural and Cultural
 - 4.7.3. Tourism Supply Related to Technological Innovations: New Business Models
 - 4.7.4. Sustainable Tourism Applied to Tourism Supply
- 4.8. The Company in the Tourism Industry
 - 4.8.1. Concept of the Tourist Company
 - 4.8.2. Types of Tourist Companies
 - 4.8.3. The Tourism Business Environment
- 4.9. Introduction to the Main Tourism Sub-Sectors
 - 4.9.1. Hotel Sector
 - 4.9.2. Catering Sector
 - 4.9.3. Travel Agencies and Tour Operators
 - 4.9.4. Air Transportation
 - 4.9.5. Complementary Services
- 4.10. Market Structures in Tourism
 - 4.10.1. Structure of the World Tourism Market: Globalization
 - 4.10.2. Structure of the International Tourism Market

Module 5. Interactive Tourism Advertising and Communication

- 5.1. Introduction: A General Vision of the Internet
 - 5.1.1. The Transformation of Tourism Business Models
- 5.2. Digital Marketing Fundamentals. Digital Strategy
 - 5.2.1. Digital Marketing Strategies for Tourism Companies
- 5.3. Social Media and Networks: Facebook, Twitter, Instagram
- 5.4. Strategy and Content Management: Blogger, WordPress, Medium, About.me
- 5.5. Digital Metrics: Web 2.0 Analytics
- 5.6. Mobile and Apps
- 5.7. Advertising and Digital Media
- 5.8. Search Engines. SEO, SEM, Google AdSense, Google Ads
- 5.9. Communication 2.0. *Online Reputation Management. Community Management*
- 5.10. Email Marketing

Module 6. Quality Management and Innovation in Tourism

- 6.1. Service Quality Management
 - 6.1.1. Quality of Service
 - 6.1.2. Characteristics and Dimensions of Service Quality
 - 6.1.3. Quality from the Customers' Perspective. Quality Levels
- 6.2. Tourism Quality Management
 - 6.2.1. Quality Management Basics
 - 6.2.2. Quality Management Systems
 - 6.2.3. Quality as a Management Tool
 - 6.2.4. Quality Management Systems
 - 6.2.5. Total Quality Management Systems





6.3. Introduction to Quality: Concepts and Evolution

- 6.3.1. Service Quality in the Tourism Sector
- 6.3.2. Concepts of Quality
- 6.3.3. Evolution of the Concept of Quality
- 6.3.4. Dimensions and Principles of the Concept of Quality
- 6.3.5. The Quality Process for Internal and External Customers

6.4. Main Quality Theories

- 6.4.1. Theories of Quality Applied to the Tourism Sector
- 6.4.2. Total Quality Management (Deming)
- 6.4.3. Total Quality Management (Juran)
- 6.4.4. Total Quality Management (Crosby)
- 6.4.5. Total Quality Management (Feigenbaum)
- 6.4.6. Total Quality Management (Ishikawa)
- 6.4.7. Total Quality Management (Taguchi)
- 6.4.8. Total Quality Management (TQM) Applied to the Tourism Sector

6.5. Quality Costs in Tourism Companies

- 6.5.1. Concept and Classification of Costs Associated with Quality
- 6.5.2. Costs Arising from Failures
- 6.5.3. Reversal of Preventive Activities
- 6.5.4. Costs Generated by Monitoring and Evaluations
- 6.5.5. The Curve of Total Costs Associated with Quality
- 6.5.6. The Importance of the Management of Costs Derived from Quality in the Tourist Industry

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

- 6.6.1. The Process of a Quality Tourism Service
- 6.6.2. Design and Implementation of a Quality Systems in Tourism Companies
- 6.6.3. Phases in the Process of Implementing a Quality System

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

- 6.7.1. Interpreting Standards
- 6.7.2. Implementation of Processes and Quality Manuals
- 6.7.3. Quality Tools
- 6.7.4. Improvement Plans
- 6.7.5. Internal and External Audits

6.8. Tourism Quality

6.8.1. UNE and ISO Standards in Tourism Quality

6.8.2. International Tourism Quality Standards

6.9. Quality Management in Tourism Services

6.9.1. Tourism Service Quality and Customer Perception

6.9.2. Techniques to Ascertain Customer Satisfaction

6.9.3. Online Reputation Management of Suggestions and Complaints

6.9.4. SERVQUAL Model Applied to the Tourist Company

6.9.5. HOTELQUAL Model

6.10. Innovation in the Tourism Industry

6.10.1. Innovation Management

6.10.2. Introduction to Innovation

6.10.3. Types of Innovation. Innovation in Management Processes

6.10.4. Innovation Management: Strategies

6.10.5. Standardization in R&D&I

Module 7. Consumer Behavior

7.1. Consumer Behavior and Marketing

7.1.1. Marketing and Consumer Behavior

7.1.2. The Study of Consumer Behavior

7.1.3. The Concept of Consumer Behavior

7.1.4. The Consumer

7.1.5. Consumer Behavior and Marketing Mix

7.1.6. Models of Consumer Behavior

7.2. External Factors

7.2.1. External Factors: Macro-Setting vs. Microenvironment

7.2.2. Demographic Environment

7.2.3. Economic Environment

7.2.4. Political-Legal, Environmental and Technological Environment

7.2.5. Social and Cultural Environment

7.2.6. Social Classes

7.2.7. Social Groups

7.2.8. The Family

7.2.9. Situational Factors

7.3. Internal Factors

7.3.1. Needs, Desires and Motivations

7.3.2. Perceptions

7.3.3. Experience and Lessons Learned

7.3.4. Memory

7.3.5. Attitudes

7.3.6. Personal Characteristics

7.4. The Process in Purchasing Decisions

7.4.1. The Decision Process

7.4.2. Recognizing Needs

7.4.3. Information Search

7.4.4. The Process of Assessing Alternatives

7.5. Purchase Decisions and Post-Purchase Behavior

7.5.1. Deciding a Purchase

7.5.2. Choosing an Establishment and a Brand

7.5.3. Post-Purchase Processes

7.5.4. Determining Factors in Satisfaction/Dissatisfaction

7.6. Trends in Consumer Behavior

7.6.1. New Social Scenario for a New Consumer

7.6.2. Types of Buying Behavior

7.6.3. Styles in Purchasing Decisions

7.6.4. Level of Consumer Involvement

7.6.5. Shopping

7.6.6. Impulse Buying and Compulsive Buying

7.6.7. The Online Consumer

7.6.8. Consumerism and Protecting the Consumer

Module 8. Advertising and Public Relations

- 8.1. Advertising and Public Relations: Conceptual Foundations
 - 8.1.1. What Is Persuasive Communication?
 - 8.1.2. Concept and Dimensions of Advertising and Public Relations
- 8.2. Historical Approach to Advertising and Public Relations
 - 8.2.1. New and Current Advertising Trends: Current Areas of PR Application
 - 8.2.2. Sponsorship, Patronage, Lobbying, and Publicity
- 8.3. Fundamentals in the Advertising System and Process
 - 8.3.1. The Advertising Issuer: The Advertiser and the Advertising Agency
 - 8.3.2. General Process Features
- 8.4. The Message in Advertising
 - 8.4.1. Advertising Messages in Conventional Media
- 8.5. The Advertising Channel: Media, Support and Forms of Advertising
 - 8.5.1. Conventional Media and *Below the Line*
- 8.6. The Receiver in Advertising: The Target Audience
 - 8.6.1. Consumer Behavior: Conditioning Factors
- 8.7. Foundations of the Advertising Process
 - 8.7.1. Strategic Planning in Advertising
 - 8.7.2. Preliminary Phase: Briefing and Advertising Objectives
 - 8.7.3. Creative Strategies and Strategy of Media
- 8.8. Foundations of Public Relations Systems and Processes
 - 8.8.1. The Public Relations Broadcaster
 - 8.8.2. Public Relations in Organizations
 - 8.8.3. Public Relations Companies
- 8.9. The Message in Public Relations
 - 8.9.1. Drafting in Public Relations
 - 8.9.2. Oral Expression in Public Relations
- 8.10. The Channel in Public Relations
 - 8.10.1. Personal and Mass Media
 - 8.10.2. The Receptor in Public Relations
 - 8.10.3. Strategic Audiences in Public Relations

Module 9. Tourism and Local Development Cooperation

- 9.1. Approaching the Problem of Development
 - 9.1.1. Basic Concepts
 - 9.1.2. Poverty and Development
 - 9.1.3. Types of Tourism and Sustainability
 - 9.1.4. North/South Imbalances: Concept of Development
 - 9.1.5. Millennium Development Goals (MDGs). Human rights
- 9.2. Aid, Actors and Legal Framework for International Development Cooperation
 - 9.2.1. Historical Evolution of International Development Cooperation
 - 9.2.2. Introduction to International Development Cooperation
 - 9.2.3. Brief History of Development Cooperation Systems
- 9.3. Tourism: A Tool for International Cooperation
 - 9.3.1. The Role of Women in International Cooperation Policies
 - 9.3.2. Women's Rights and Integrating Them into AECID's Cooperation Policies
 - 9.3.3. Differences and Similarities between MED and GED
 - 9.3.4. World Women's Conferences
- 9.4. Management in the Non-Profit Sector
 - 9.4.1. Growth in the Non-Profit Sector and Associationism on a Global Scale
 - 9.4.2. The Non-Profit Sector and Its Organizations: A Classification
 - 9.4.3. Managing Non-Profit Organizations as Cooperation for Local Tourism Development
- 9.5. Strategic Planning in Non-profit Organizations
 - 9.5.1. Conceptualization
 - 9.5.2. Step-by-Step Strategic Planning
- 9.6. The Impact of Associations on Society
 - 9.6.1. Contributions to the Quality of Life and Governance of Countries
 - 9.6.2. Negative Consequences of Third Sector Action
 - 9.6.3. Collaboration in the Non-Profit Sector

9.7. Ecotourism as a Cooperation Strategy for Local Development

9.7.1. Origins of Ecotourism

9.7.2. Integrating Elements in Ecotourism

9.7.3. Economic Aspects in Ecotourism

9.7.4. Participation of the Local Population

9.8. Ecotourism Planning

9.8.1. Project Design

9.8.2. Ecotourism Marketing

9.8.3. Distribution Channels

9.8.4. Ecotourist Responsibility

9.9. Case Studies

9.9.1. Ethnic Community-Based Tourism: A Case Study in Chiang Rai

9.9.2. Community Development for Sustainable Tourism

9.9.3. Tourism in Thailand: Community Approaches and Policies

9.9.4. Integrating Social Policy Development by the Local Community

9.9.5. Developing Local Plans: Problems and Benefits of Local Involvement





“

This university degree represents the most current academic offering on the market and will ensure an immediate and rigorous update of your knowledge”

04 Teaching Objectives

The main goal of this university program is to strengthen professionals' abilities to apply the principles of Sustainable Tourism in diverse contexts within the tourism sector. Through a structure that integrates specialized content and practical activities, the program will promote a deep understanding of the current challenges in the sector and the development of skills to address them with technical expertise. In this way, it will foster training oriented toward quality, innovation, and strategic analysis of the different tourist markets.



“

TECH Global University will provide you with a distinctive methodology that will foster the development of key competencies in a field characterized by constant evolution”



General Objective

- This university qualification aims to provide students with a comprehensive understanding of Sustainable Tourism, addressing its conceptual foundations, regulatory evolution, and practical applications in different territorial contexts. It also aims to promote a critical understanding of the environmental, social, and economic impacts of tourism, as well as encourage the design of proposals aligned with sustainability criteria. Furthermore, it promotes strategic thinking, diagnostic ability, and informed decision-making, which are essential to driving responsible tourism models that are adapted to the contemporary dynamics of the sector.



Stay up-to-date on new tourism strategies focused on cooperation and local development, promoting initiatives that generate sustainable benefits for the host communities"





Specific Objectives

Module 1. Planning and Managing Sustainable Tourism Sites

- ♦ Develop strategies for the efficient management of natural resources in tourist destinations
- ♦ Apply methodologies to assess the environmental, social, and economic impact of tourism

Module 2. Cultural Heritage Management

- ♦ Analyze best practices for the conservation and enhancement of cultural heritage
- ♦ Implement cultural tourism strategies that balance profitability and sustainability

Module 3. Fundamentals of Marketing

- ♦ Apply marketing strategies adapted to the sustainable tourism industry
- ♦ Identify market trends and needs to develop innovative tourism products

Module 4. Structure of Tourism Markets

- ♦ Understand the dynamics and segmentation of global tourist markets
- ♦ Evaluate the impact of supply and demand on the competitiveness of tourist destinations

Module 5. Interactive Tourism Advertising and Communication

- ♦ Design digital advertising campaigns focused on promoting sustainable tourism
- ♦ Implement interactive communication strategies to enhance the tourist experience

Module 6. Quality Management and Innovation in Tourism

- ♦ Apply quality models to improve the competitiveness and sustainability of the tourism sector
- ♦ Design innovation plans aimed at optimizing tourism services

Module 7. Consumer Behavior

- ♦ Analyze the motivations and preferences of consumers in the tourism sector
- ♦ Develop strategies to enhance the tourist experience based on consumer behavior

Module 8. Advertising and Public Relations

- ♦ Design public relations strategies to strengthen the image of sustainable tourist destinations
- ♦ Apply communication techniques to manage reputation and credibility in the sector

Module 9. Tourism and Local Development Cooperation

- ♦ Design sustainable tourism projects that contribute to the development of local communities
- ♦ Apply international cooperation models to promote responsible tourism

05 Internship

After completing the online phase, the professional will gain access to a practical internship at a leading entity in the sector, where they will consolidate and enrich the knowledge acquired. Additionally, this process will be guided by a specialized tutor, ensuring rigorous technical support aligned with the objectives of the university program.



“

*You will carry out your internship
in a reference entity belonging to
the tourism industry”*

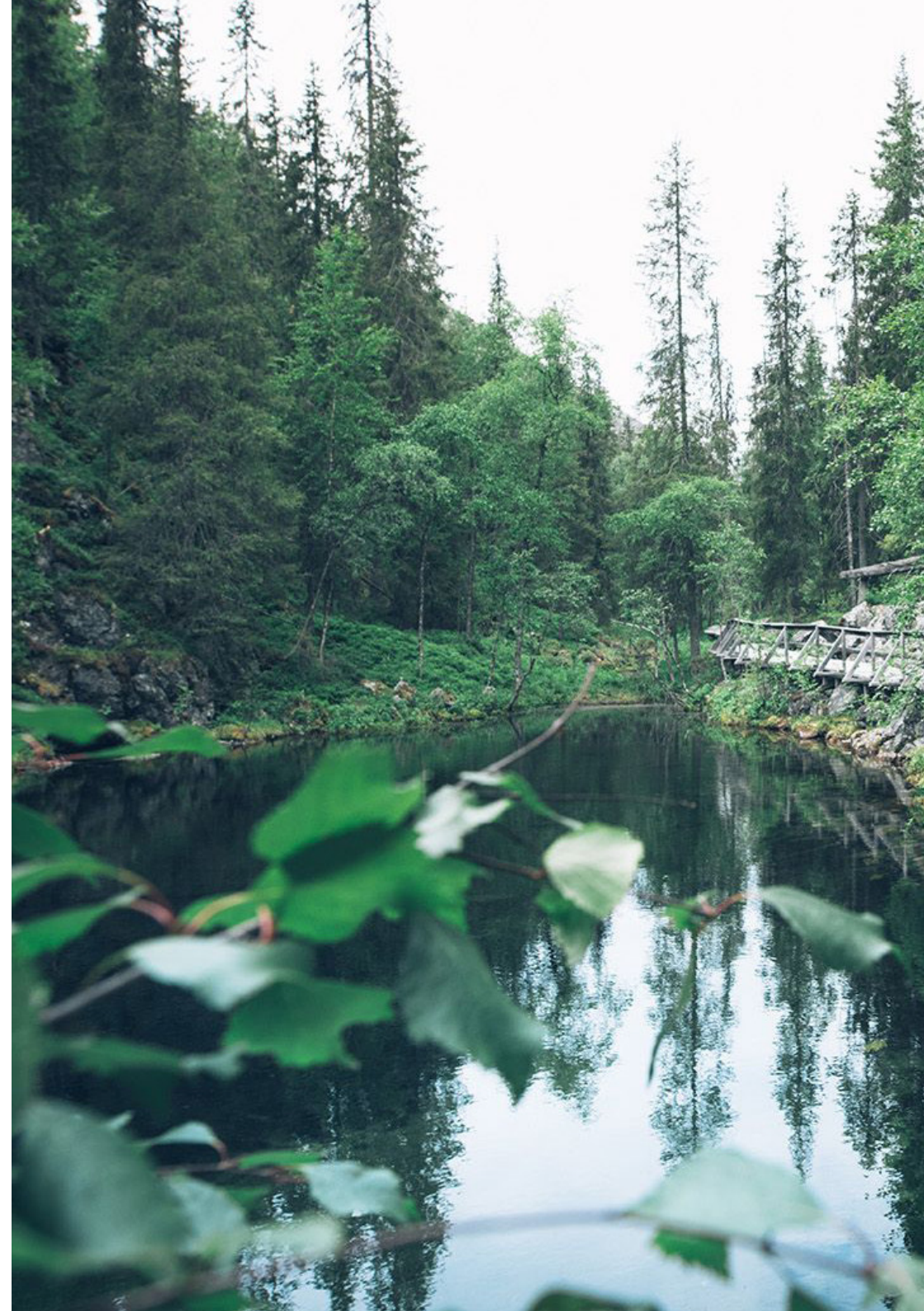
The practical training period of this university program in Sustainable Tourism consists of an intensive stay at a recognized entity in the sector, developed through consecutive Monday-to-Friday sessions, under the direct supervision of a specialized professional. This experience will allow graduates to integrate into a real environment, collaborating with reference technical teams and applying the knowledge gained in specific situations within the tourism field.

In this training proposal, each activity is designed to strengthen and refine the key competencies required for specialized practice in this field. In this way, the professional profile will be enhanced, driving a strong, efficient, and highly competitive performance.

In this way, this university program serves as a key opportunity for professionals to immerse themselves in innovative environments aligned with the current challenges of tourism. Furthermore, they will be able to apply sustainable methodologies in real-world scenarios, accessing well-equipped spaces and collaborative contexts, facilitating the consolidation of their skills in a practical, dynamic, and highly demanding framework.

The practical phase will involve the active participation of the student in carrying out activities and procedures for each area of competence (learning to learn and learning to do), with the support and guidance of instructors and fellow trainees, facilitating teamwork and multidisciplinary integration as transversal competencies for tourism practice (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the Internship Program, and its realization will be subject to the center's own availability and workload, being the proposed activities the following:





Module	Practical Activity
Strategic Design of Tourist Spaces with a Sustainable Approach	Analyze the tourism system and the characterization of sustainable scenarios
	Evaluate tourism policies applied to sustainable development
	Design a basic strategic plan for a tourist destination
	Apply the SWOT analysis in the planning of tourist spaces
Cultural Heritage Management Strategies in Tourist Destinations	Analyze the value of cultural heritage in the development of tourism products
	Evaluate conservation policies applied in real tourism contexts
	Identify cultural resources with tourism potential in different territories
	Design heritage interpretation proposals aimed at visitors
Analysis of the Structure and Dynamics of Tourist Markets	Examine the historical evolution of tourism and its influence on current tourism development models
	Interpret the factors influencing tourist demand and its relationship to seasonality and emerging trends
	Evaluate the structure and functioning of tourist markets at different territorial scales
	Analyze the interaction between tourism supply and demand, considering available resources and the integration of technological innovations
Creation of Sustainable Digital Campaigns for Promoting Tourist Destinations	Design a digital strategy for promoting a tourist destination, integrating online marketing tools
	Manage tourism content on digital platforms and social media, adapting the message to the target audience
	Apply web positioning techniques (SEO and SEM) to increase the visibility of tourism products on search engines
	Analyze digital metrics to assess the performance of interactive tourism communication campaigns

Civil Liability Insurance

The university's main concern is to guarantee the safety of the interns, other collaborating professionals involved in the internship process at the center. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, the university commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the Internship Program period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

1. TUTOR: During the Hybrid Master's Degree, students will be assigned two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, five days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

3. ABSENCE: If the student does not show up on the start date of the Hybrid Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who complete the Hybrid Master's Degree will receive a diploma accrediting their attendance at the institution.

5. EMPLOYMENT RELATIONSHIP: The Hybrid Master's Degree shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the completion of the Hybrid Master's Degree. In these cases, it will be necessary to submit it to the internship department at TECH so that the assignment of the chosen center can be confirmed.

7. DOES NOT INCLUDE: The Hybrid Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

06 Internship Centers

TECH Global University offers students the opportunity to consolidate their knowledge in Sustainable Tourism through a practical internship at a prestigious center, carefully selected for its track record in the sector. This experience, designed to strengthen the real-world application of the learned content, can be carried out in various institutions located around the globe. In this way, TECH Global University ensures a diverse and contextualized professional environment, where students can address current tourism issues from a sustainable perspective, integrating approaches tailored to the particularities of each destination and actively contributing to responsible development.




“

With advanced technology and up-to-date knowledge provided by sector experts, you will enhance your professional profile”



The student will be able to complete the practical part of this Hybrid Executive Master's Degree at the following centers:



School of Business

Atperson Albacete

Country	City
Spain	Albacete

Address: C/ Doctor Fleming, 5, 02004 (Albacete)

It is a vocational training school for employment, aimed at training workers, the unemployed, and self-employed individuals

Related internship programs:

- Sustainable Tourism





School of Business

Atperson Cuenca

Country	City
Spain	Cuenca

Address: Plaza del Romero, 2, 16004 (Cuenca)

It is a vocational training school for employment, aimed at training workers, the unemployed, and self-employed individuals

Related internship programs:

- Sustainable Tourism



School of Business

Atperson Tarancón

Country	City
Spain	Cuenca

Address: C/ Pasión, 1, 16400, Tarancón (Cuenca)

It is a vocational training school for employment, aimed at training workers, the unemployed, and self-employed individuals

Related internship programs:

- Sustainable Tourism



School of Business

Atperson Guadalajara

Country	City
Spain	Guadalajara

Address: C/ Doctor Layna Serrano, 20, 19002 (Guadalajara)

It is a vocational training school for employment, aimed at training workers, the unemployed, and self-employed individuals

Related internship programs:

- Sustainable Tourism

07

Career Opportunities

This program will provide students with access to a wide range of professional opportunities within the field of Sustainable Tourism. By integrating environmental, social, and economic criteria, it will enable students to pursue roles such as sustainable tourism destination manager, territorial planning technician, or consultant for local development initiatives. Additionally, students will have the opportunity to enter international organizations, public entities, and companies that promote innovative tourism models. As a result, professionals will be prepared to take on responsibilities in a sector that demands sustainable solutions and strategies aligned with current territorial and global market challenges.





“

By graduating from the world's largest online university, you will gain access to numerous job opportunities that will drive the growth of your professional career”

Graduate Profile

Graduates of this Hybrid Executive Master's Degree will have a strategic vision of tourism through sustainability, mastering tools for assessing impacts, designing responsible proposals, and coordinating projects in diverse contexts. They will also be capable of integrating sociocultural and territorial variables into decision-making processes. Thanks to the multidimensional approach of the program, graduates will develop skills to lead innovation processes, manage tourism resources efficiently, and adapt to global sector trends. Therefore, they will be able to perform confidently in dynamic environments, providing solutions that balance the competitiveness of the destination with respect for the environment.

Do you want to stand out in a constantly evolving sector? With this university program featuring innovative methodologies, you can achieve that. Enroll at TECH Global University!

- ♦ **Critical Thinking:** Assess situations and make informed decisions
- ♦ **Effective Communication:** Clearly convey ideas in various professional contexts
- ♦ **Adaptability:** Adjust to new environments, technologies, or sector changes
- ♦ **Teamwork:** Collaborate with others to achieve common objectives efficiently



After completing the university program, you will be able to apply your knowledge and skills in the following positions:

- 1. Sustainable Tourism Destination Manager:** Responsible for designing and coordinating strategies that balance tourism development with environmental conservation.
- 2. Consultant in Local Development and Responsible Tourism:** Advisor for tourism projects focused on benefiting communities and the rational use of resources.
- 3. Tourism Planning Technician:** Responsible for developing territorial tourism plans that integrate sustainable criteria and respond to the needs of the environment.
- 4. Ecotourism Project Coordinator:** Supervisor of initiatives based on nature tourism, with an emphasis on environmental education and conservation.
- 5. Innovation Manager in Tourism Companies:** Responsible for developing creative solutions that improve the tourism offer in line with sustainability principles.
- 6. Tourism Market Analyst:** Dedicated to researching market trends, flows, and behaviors to guide strategic decisions in destinations or companies.
- 7. Advisor on Tourism Sustainability Policies:** Responsible for collaborating with public or private entities in designing and implementing sustainable regulations or plans.



You will assume strategic roles in managing responsible destinations, applying integrated approaches to ensure balanced and sustainable tourism development"

08

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.



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.

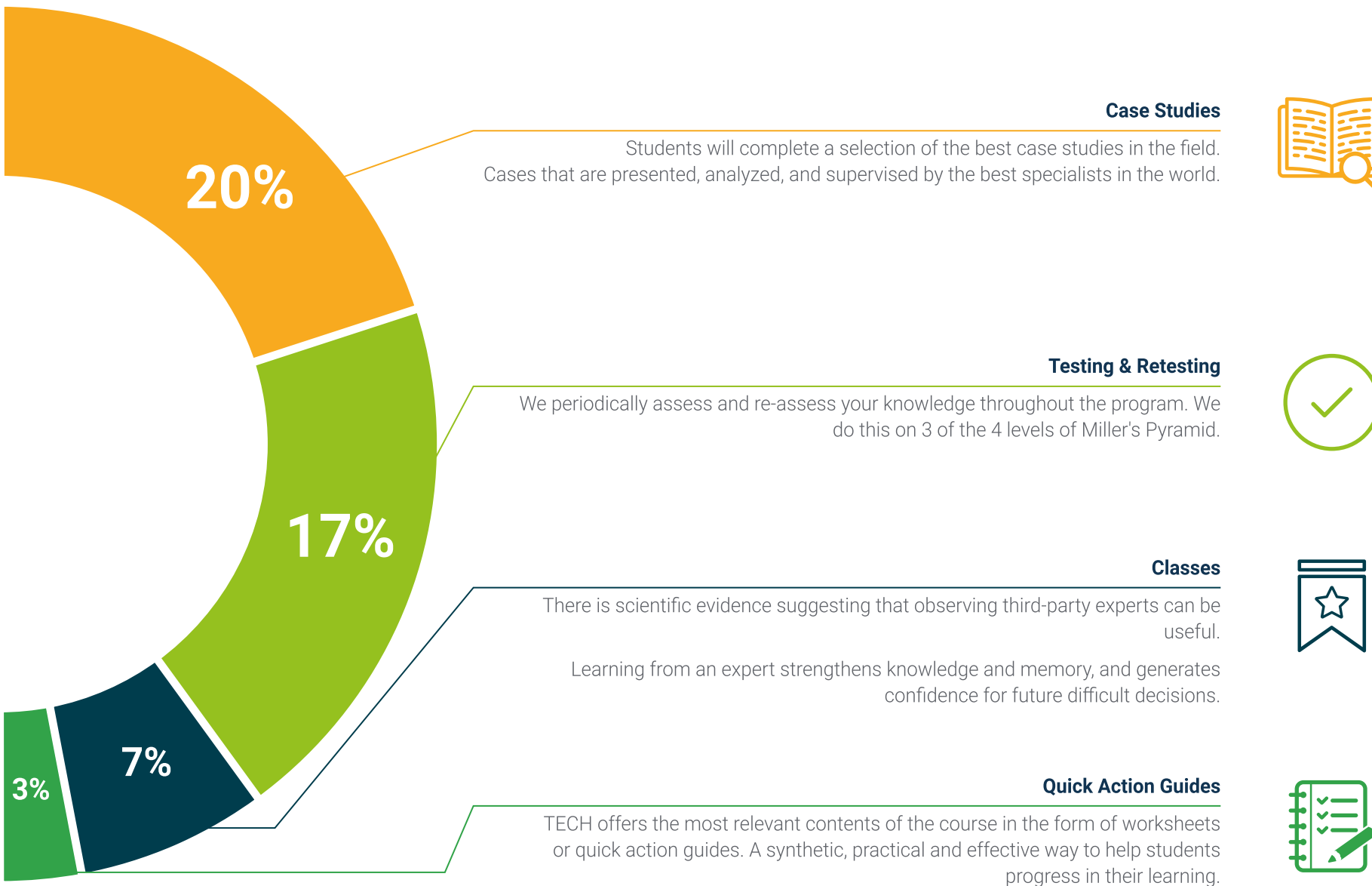
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





09

Certificate

The Hybrid Executive Master's Degree in Sustainable Tourism guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Hybrid Executive Master's Degree issued by TECH Global University.



“

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This private qualification will allow you to obtain a diploma for the **Hybrid Executive Master's Degree in Sustainable Tourism** 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 private qualification from **TECH Global University** is a European continuing education and professional development program that guarantees the acquisition of competencies in its area of expertise, providing significant curricular value to the student who successfully completes the program.

TECH is a member of the **Economics, Business and Enterprise Association (EBEA)**, a prestigious organization dedicated to promoting professional excellence in business sciences. This membership strengthens its commitment to academic excellence in the business field.

Accreditation/Membership

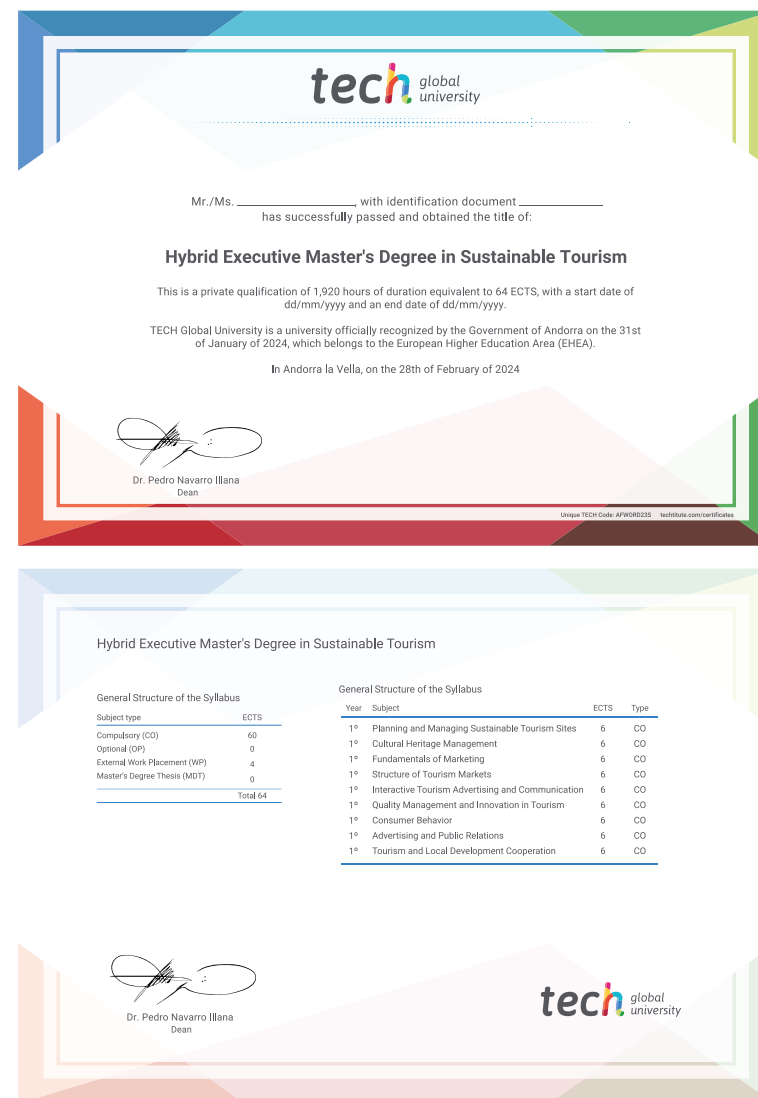


Title: **Hybrid Executive Master's Degree in Sustainable Tourism**

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Credits: **60 + 4 ECTS**





Hybrid Executive Master's Degree Sustainable Tourism

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Credits: 60 + 4 ECTS

Hybrid Executive Master's Degree Sustainable Tourism

Accreditation/Membership



Economics, Business
and Enterprise Association

A photograph of two hikers on a grassy mountain trail. One hiker in the foreground is wearing a tan jacket and brown boots, with one foot lifted. Another hiker in the background is wearing olive green pants. The trail is covered in green grass and small blue flowers, leading up a steep, rocky mountain slope under a clear blue sky.

tech global
university