

Executive Master's Degree MBA in Hotel Management

M B A H M



Executive Master's Degree MBA in Hotel Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Professionals with demonstrable experience in the sector

Website: www.techtute.com/us/school-of-business/professional-master-degree/master-mba-hotel-management

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01 Welcome

Hotel management should be focused on the correct organization and distribution of resources to ensure that customers have an unforgettable experience that makes them promoters of our establishment, thanks to advertising and promotion techniques such as "word of mouth", which turns them into loyal and repeat customers. This is one of the best ways to achieve the success of a hotel establishment but, for this to happen, it is essential that those responsible for it have an excellent specialization in the sector. Thanks to this program, you will master the techniques and tools for hotel management and tourism promotion. An academic journey that you will complete with the support of professionals in the sector, who will guide you through the entire process and transmit all their professional and teaching experience.





“

Specialize in hotel management and offer unforgettable experiences to your clients”

02

Why Study at TECH?

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



“

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

At TECH Technological University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

100,000+
executives trained each year

200+
different nationalities



Empowerment

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

500+ | collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.



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"

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



Analysis

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



Academic Excellence

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



Economy of Scale

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

03

Why Our Program?

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

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



“

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

Take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

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

04 Objectives

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



“

One of our fundamental objectives is to help you develop the essential skills to strategically manage hotel and tourism activity”

Your goals are our goals.

We work together to help you achieve them.

This MBA in Hotel Management will help you to:

01

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

02

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

03

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

04

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

05

Understand the dynamic evolution in the processes of tourism intermediation in relation to new technologies



06

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

08

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



09

Learn about hotel and restaurant business management techniques

07

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

10

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

11

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.

14

Understand the dynamic and evolving nature of tourism and its relationship with the creation of new tourism products based on current demand and new trends

12

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

13

Gain in-depth knowledge of production processes, in particular the use of cruise ships, airports and airlines, and sports resorts in tourism, delving into their operating procedures and operations management



15

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

16

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

17

Understand the importance of customer loyalty in tourism products and relationship marketing



05 Skills

After passing the assessments of the MBA in Hotel Management, the professional will have acquired the necessary competencies for a quality and up-to-date practice based on the most innovative teaching methodology.





“

Acquire the necessary skills to correctly carry out hotel management”

At the end of this program, the professional will be able to:

01

Make decisions on products, distribution, communication and internationalization

03

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

02

Properly perform a SWOT analysis

04

Use different marketing strategies



05

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

07

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



06

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

08

Design strategies and policies developed from the management function taking into account the in-depth knowledge of each of the departments that make up the hotel and restaurant management

09

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

10

Analyze innovation models and standardization around the creative processes of innovation

11

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





12

Analyze international tourism standards

13

Proper management of a hotel establishment or a catering company

06

Structure and Content

The MBA in Hotel Management is a tailor-made program that is delivered in a 100% online format. This way, you can choose the time and place that best suits your availability, schedule, and interests, achieving the most effective learning for you.

A program that takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a tourism professional.



“

Our syllabus is aimed at offering you an education that will raise your knowledge to the highest standards of qualification”

Syllabus

This MBA in Hotel Management from TECH Technological University is an intensive program that prepares you to face challenges and business decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 1,500 hours of study, you will analyze a multitude of practical cases through individual work, achieving deep learning that will allow you to put into practice all the contents studied. It is, therefore, an authentic immersion in real business situations.

This MBA in Hotel Management deals extensively with different areas of business and is designed to specialize executives who understand hotel management and administration from a strategic, international, and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in the field of business. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This program takes place over 12 months and is divided into 10 modules:

Module 1	Structure of Tourism Markets
Module 2	Tourism Distribution Channels
Module 3	Hotel Management and Catering
Module 4	Quality Management and Innovation in Tourism
Module 5	Tourism Operations Management
Module 6	Organization of Conferences, Events and Protocol
Module 7	Introduction to Business Organization and Management
Module 8	Commercial and Marketing Management
Module 9	Fundamentals of Accounting



Where, When and How is it Taught?

TECH offers the possibility of developing this MBA in Hotel Management completely online. Over the course of 12 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Structure of Tourism Markets

1.1. Introduction to Tourism

- 1.1.1. Concept of Tourism, Origin and Evolution
- 1.1.2. Definitions of Tourism
- 1.1.3. Types of Tourism
- 1.1.4. Tourism Product Life Cycle
- 1.1.5. Hotel and Tourism Management

1.2. Tourism Over Time

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

1.3. Tourism Planning

- 1.3.1. The Planning Process for Tourist Sites
- 1.3.2. Tourism Planning Instruments: The Tourism Development Plan (TDP)
- 1.3.3. Sustainability as Tourism Planning Criteria

1.4. Economics of Tourism

- 1.4.1. The Tourism Production Process
- 1.4.2. The Importance of the Economic Effects of Tourism
- 1.4.3. Tourism Balance of Payments

1.5. Tourist Arrivals and Departures

- 1.5.1. International Tourist Arrivals and Departures
- 1.5.2. Tourist Destinations and Issuing Markets

1.6. Tourism Demand

- 1.6.1. Calculating Tourism Demand
- 1.6.2. Inbound Tourism
- 1.6.3. Outbound Tourism
- 1.6.4. Factors Conditioning Tourist Demand
- 1.6.5. Seasonality of Demand
- 1.6.6. Trends in Tourism Demand

1.7. The Tourist Offer

- 1.7.1. Analyzing Tourism Supply
- 1.7.2. Tourism Resource Supply: Natural and Cultural
- 1.7.3. Tourism Supply Related to Technological Innovations: New Business Models
- 1.7.4. Hotel and Tourism Management Applied to Tourism Supply

1.8. The Company in the Tourism Industry

- 1.8.1. Concept of the Tourist Company
- 1.8.2. Types of Tourist Companies
- 1.8.3. The Tourism Business Environment

1.9. Introduction to the Main Tourism Sub-sectors

- 1.9.1. Hotel Sector
- 1.9.2. Catering Sector
- 1.9.3. Travel Agencies and Tour Operators
- 1.9.4. Air Transportation
- 1.9.5. Complementary Services

1.10. Market Structures in Tourism

- 1.10.1. Structure of the World Tourism Market: Globalization
- 1.10.2. Structure of the International Tourism Market

Module 2. Tourism Distribution Channels
2.1. Tourist Distribution

- 2.1.1. Specificity of the Tourism Sector
- 2.1.2. The *Prosumer*
- 2.1.3. Factors in Today's Tourism Distribution: The Forces of Competition

2.2. Introduction to Tourism Distribution

- 2.2.1. Tourism Marketing: Commercial Intermediaries
- 2.2.2. The Distribution System of the Tourism Sector
- 2.2.3. Roles of Intermediaries in the Tourism Distribution System

2.3. Distribution Channels in the Tourism Sector

- 2.3.1. Nature of Distribution Channels
- 2.3.2. Functions of Distribution Channels
- 2.3.3. Distribution Channels Selection Criteria
- 2.3.4. Types of Intermediaries in the Tourism Sector

2.4. Commercial Intermediaries

- 2.4.1. Travel Agencies in Tourism Distribution
- 2.4.2. Typology of Travel Agencies
- 2.4.3. Changes in the Positioning of Travel Agencies

2.5. Tour Operators in Tourism Distribution

- 2.5.1. Tour Operator Role in Tourism Distribution
- 2.5.2. Types of Tour Operators
- 2.5.3. Current Situation

2.6. GDS and CRS in Tourism Distribution

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

2.7. Reservation Centers in Tourism Distribution

- 2.7.1. The Role of Reservation Centers in Tourism Distribution
- 2.7.2. Typology of Reservation Centers
- 2.7.3. Current Situation

2.8. Tourism Intermediation Today

- 2.8.1. The Impact of e-commerce on the Structure of the Tourism Industry
- 2.8.2. Impact of New Technologies on Tourism Providers
- 2.8.3. Tourism Intermediaries: Challenges and Strategies in the Face of E-Commerce
- 2.8.4. The Tourism Consumer and E-Commerce

2.9. Integration in Tourism Distribution

- 2.9.1. Modalities in Business Integration
- 2.9.2. Vertical Integration in the Tourism Sector
- 2.9.3. Horizontal Integration in the Tourism Sector

2.10. Strategies in the Intermediation of Leisure-Tourism services

- 2.10.1. Strategic Variables: Supplier and Customer Orientation
- 2.10.2. Supplier Orientation
- 2.10.3. Customer Orientation

Module 3. Hotel Management and Catering

3.1. Housing Yesterday and Today

- 3.1.1. Ancient History
- 3.1.2. From the Middle Ages to the 19th Century
- 3.1.3. The Hotel Industry Today

3.2. Tourist Accommodations

- 3.2.1. Concept and Types of Tourist Accommodation
- 3.2.2. Non-hotel Establishments
- 3.2.3. Hotel Establishments
- 3.2.5. European Hotel Classification System

3.3. Structure of Hotel Companies

- 3.3.1. Hotel Organization Chart
- 3.3.2. Hotel Typology
- 3.3.3. Hotel Chains
- 3.3.4. Basic Hotel Management Operations
- 3.3.5. Departmental Analysis of the Hotel

3.4. Reception, Flooring and Maintenance Departments

- 3.4.1. Reception and Concierge Departments
- 3.4.2. Flooring and Laundry Departments
- 3.4.3. Maintenance Department

3.5. Commercial Management

- 3.5.1. Commercial Department
- 3.5.2. Communication Department
- 3.5.3. *Revenue Management*
- 3.5.4. Technology Applied to Accommodation Companies

3.6. Administration and Accounting Department

- 3.6.1. Budgeting and Budget Control
- 3.6.2. Investment Analysis
- 3.6.3. Hotel Ratings

3.7. Catering Department in Tourist Lodging

- 3.7.1. Restaurant, Kitchen and Company Store
- 3.7.2. Gastronomy and Oenology
- 3.7.3. Supply and Storage
- 3.7.4. Kitchen Organization and Service
- 3.7.5. Conference Room Organization and Service

3.8. Catering Companies

- 3.8.1. Definition and Types of Catering Businesses
- 3.8.2. Product and Facilities of Catering Companies
- 3.8.3. Restoration Costs
- 3.8.4. The Actual or Physical and Financing Subsystems in the Catering Companies
- 3.8.5. Catering Company Administration and Personnel Management

3.9. Catering Services

- 3.9.1. Restaurant Service Basics
- 3.9.2. Relationship Between Market, Concept and Menu
- 3.9.3. Commercial Concepts of Restaurant Service
- 3.9.4. Commercial Restaurants within Other Businesses

3.10. Sales and Meeting Planning in the Foodservice Industry

- 3.10.1. Marketing
- 3.10.2. Group Sales
- 3.10.3. Group Service: Catering/Banquets
- 3.10.4. Individual Sales
- 3.10.5. Tendencies

Module 4. Quality Management and Innovation in Tourism
4.1. Service and Quality Management

- 4.1.1. Quality of Service
- 4.1.2. Characteristics and Dimensions of Service Quality
- 4.1.3. Quality from the Customers' Perspective. Quality Levels

4.2. Tourism Quality Management

- 4.2.1. Quality Management Basics
- 4.2.2. Quality Management Systems
- 4.2.3. Quality as a Management Tool
- 4.2.4. Quality Management Systems
- 4.2.5. Total Quality Management Systems

4.3. Introduction to Quality: Concepts and Evolution

- 4.3.1. Service Quality in the Tourism Sector
- 4.3.2. Quality Concepts
- 4.3.3. Evolution of the Concept of Quality
- 4.3.4. Dimensions and Principles of the Concept of Quality
- 4.3.5. The Quality Process for Internal and External Customers

4.4. Main Quality Theories

- 4.4.1. Quality Theories applied to the Tourism Industry
- 4.4.2. Total Quality Management (Deming)
- 4.4.3. Total Quality Management (Juran)
- 4.4.4. Total Quality Management (Crosby)
- 4.4.5. Total Quality Management (Feigenbaum)
- 4.4.6. Total Quality Management (Ishikawa)
- 4.4.7. Total Quality Management (Taguchi)
- 4.4.8. Total Quality Management (TQM) Applied to the Tourism Sector

4.5. Quality Costs in Tourism Companies

- 4.5.1. Concept and Classification of Costs Associated with Quality
- 4.5.2. Costs Arising from Failures
- 4.5.3. Reversal of Preventive Activities
- 4.5.4. Costs Generated by Monitoring and Evaluations
- 4.5.5. Costs Generated by Monitoring and Evaluations
- 4.5.6. The Importance of the Management of Costs Derived from Quality in the Tourist Industry

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

- 4.6.1. The Process of a Quality Tourism Service
- 4.6.2. Design and Implementation of a Quality System in the Tourism Industry
- 4.6.3. Phases in the process of Implementing a Quality System

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

- 4.7.1. Interpretation of the Standard
- 4.7.2. Implementation of Processes and Quality Manuals
- 4.7.3. Quality Tools
- 4.7.4. Improvement Plans
- 4.7.5. Internal and External Audit

4.8. Quality Management in Tourism Services

- 4.8.1. Tourism Service Quality and Customer Perception
- 4.8.2. Techniques to Ascertain Customer Satisfaction
- 4.8.3. Online Reputation Management of Suggestions and Complaints
- 4.8.4. SERVQUAL Model Applied to the Tourist Company
- 4.8.5. HOTELQUAL Model

4.9. Innovation in the Tourism Industry

- 4.9.1. Innovation Management
- 4.9.2. Introduction to Innovation
- 4.9.3. Types of Innovation. Innovation in Management Processes
- 4.9.4. Innovation Management: Strategies
- 4.9.5. Standardization in R&D&I

Module 5. Tourism Operations Management

5.1. The Tourist Company as a System

- 5.1.1. The Internal and External Universe of the company
- 5.1.2. Concept of System and Subsystems
- 5.1.3. Production
- 5.1.4. Different Approaches to the Concept of Production
- 5.1.5. Production Function
- 5.1.6. Company Objectives vs. Production
- 5.1.7. The Production of Service Companies
- 5.1.8. Industry and Services: Why the Distinction?
- 5.1.9. Five Characteristics of Production in the Service Company
- 5.1.10. Production in Tourist Companies

5.2. Operations and Production Processes in the Tourism Industry

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

5.3. Production Processes in Transportation Companies

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

5.4. Cruise Operations Management

- 5.4.1. Introduction, Tourism Context. Evolution of Cruise Tourism
- 5.4.2. Reasons for Becoming a "Tourism Product"
- 5.4.3. Aquatic Transport: Features, Ports and Classes of Ports
- 5.4.4. Modalities and Services in Maritime Transportation, Main Shipping Companies
- 5.4.5. Regular Shipping. Discretionary or Tourist Transportation
- 5.4.6. Cruise Product Features, Nautical Terms and Types of Ships: Characteristics of Cruise Ships
- 5.4.7. Nautical Terms
- 5.4.8. Cruises, Characteristics, Services, Reservations and Rates
- 5.4.9. Main Shipping Lines, Classification. Classification of Shipping Lines
- 5.4.10. Cruise Tourism Trends

5.5. Operating Procedures for In-Port Cruise Ships

- 5.5.1. Specific Vocabulary
- 5.5.2. Shipping Agents
- 5.5.3. Port Service to Cruise Passengers in Transit
- 5.5.4. Vessel Operating Procedures: Mooring and Unmooring Operations
- 5.5.5. Itinerary Design and Composition Processes
- 5.5.6. Distribution Channels
- 5.5.7. International Maritime Conventions: Regulations

5.6. Airports and Airline Operations Management

- 5.6.1. Introduction to Aerial Activities
- 5.6.2. Traditional Airlines and *Low-Cost Airlines*
- 5.6.3. Aerial Operations: Loading and Unloading. Passenger Manifests
- 5.6.4. Airports: Classification
- 5.6.5. Navigation Aids: VOR, ILS (Instrumented Landing System), GWPS
- 5.6.6. Features, Aeronautic Terms and Types of Aircrafts
- 5.6.7. ICAO International Civil Aviation Organization
- 5.6.8. Aviation Accidents Investigation Operations: Boards of Inquiry

5.7. Complementary Tourism Offer

- 5.7.1. Concept and Types of Complementary Tourism Supply
- 5.7.2. Sports Offer: Ski Resorts, Marinas, and Golf Courses
- 5.7.3. Nature Reserves
- 5.7.4. Theme Parks
- 5.7.5. Companies Specialized in Cultural Offer, Conventions and Fairs (MICE)

5.8. Production Processes in Leisure Companies

- 5.8.1. Sports Tourism Companies: Ski Resorts, Marinas and Sailing Resorts, and Golf Courses
- 5.8.2. Adventure Tourism Companies
- 5.8.3. Tourism in Protected Natural Spaces
- 5.8.4. Theme Parks
- 5.8.5. Cultural Offer

5.9. Operations Management in Sports Resorts

- 5.9.1. The Sports Industry as a Tourist Attraction
- 5.9.2. Sports Resorts Categories
- 5.9.3. Sport Resort Organization: Departments
- 5.9.4. Managing a Golf Course: Tactical and Operative Decision
- 5.9.5. The Importance of Talent Management

5.9.6. Golf Department Operations and Processes

- 5.9.7. Soccer Department Operations and Processes
- 5.9.8. Other Sports Department Operations and Processes
- 5.9.9. Maintaining Sports Facilities
- 5.9.10. Intelligent and Sustainable Water Management at Sports Facilities

5.10. Sports Resort Commercialization

- 5.10.1. Marketing Focused on Top-Level Sports Teams, Clubs and Franchises
- 5.10.2. International Fairs and Events
- 5.10.3. Social Media. Original Content Production for Sports Events
- 5.10.4. Sports Resorts Innovation

5.10.5. Commercial Department Operations in Sports Resorts

- 5.10.6. Golf Course Commercialization: Organizing Tournaments
- 5.10.7. Soccer Team Commercialization: Lodging, Stadiums and Food
- 5.10.8. Other Sports Commercialization

Module 6. Organization of Conferences, Events and Protocol**6.1. General Considerations**

- 6.1.1. The Role of the Event Manager
- 6.1.2. Characteristics of Association and Business Meetings
- 6.1.3. The Administrative Meeting Process

6.2. The Event Organizer Administration Process

- 6.2.1. Forecast
- 6.2.2. Planning
- 6.2.3. Organisation
- 6.2.4. Management
- 6.2.5. Control

6.3. Event Planning

- 6.3.1. Checklists
- 6.3.2. Areas and Stages of Registration and Control
- 6.3.3. Types of Events
- 6.3.4. Main Areas of Responsibility

6.4. The Organization of a Protocol Event

- 6.4.1. Phases in the Organization of an Event
- 6.4.2. Elaboration of Posters and Invitations
- 6.4.3. The Program and its Elements

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

- 6.5.1. The Head of Protocol of an Institution
- 6.5.2. Basic Functions and Criteria in the Performance of the Event Production and/or Protocol Department

6.6. The Organization of Events in Companies

- 6.6.1. Reasons for the Emergence of the Company Protocol
- 6.6.2. Mixed Management

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

- 6.7.1. Basic Criteria of the Company Protocol Manual

6.8. Organizing University Events

- 6.8.1. Origins of University Ceremonies
- 6.8.2. Basic Elements of Symbology and Ceremonials at Universities
- 6.8.3. University Precedents

6.9. Meals and Receptions

- 6.9.1. Organization Techniques
- 6.9.2. Types of Tables and Mealtime Codes of Conduct
- 6.9.3. Assembly and Diagrams

Module 7. Introduction to Business Organization and Management

7.1. The Concept of Business

- 7.1.1. Concept of a Company
- 7.1.2. Company Roles
- 7.1.3. The Role of the Entrepreneur
- 7.1.4. The Company's Objectives
- 7.1.5. Historical Evolution of the Company
- 7.1.6. Classification of Companies
- 7.1.7. Characteristics of Companies in the Tourist Industry
- 7.1.8. The Company Setting

7.2. Organizational structures

- 7.2.1. What is an Organizational Structure?
- 7.2.2. Basic Principles of Organizational Structures
- 7.2.3. Organizational structure
- 7.2.4. Functional Areas

7.3. Company Roles

- 7.3.1. The Operations Role
- 7.3.2. The Role of Operations
- 7.3.3. The Role of Operations in Companies in the Tourism Industry
- 7.3.4. The Production Process
- 7.3.5. Operations Processes in Tourism Companies

7.4. The Commercial Role

- 7.4.1. Introduction to Marketing
- 7.4.2. Business Marketing Trends

7.5. The Financial Role

- 7.5.1. Financing
- 7.5.2. Financial System
- 7.5.3. Financial Planning

7.6. Management Role

- 7.6.1. The Management Role
- 7.6.2. Management Levels
- 7.6.3. Business Cooperation

7.7. The Human Resources Role

- 7.7.1. The Labor Market in the Tourism Sector
- 7.7.2. The Human Resources Role
- 7.7.3. Phases of the Human Resources Management Process

Module 8. Commercial and Marketing Management**8.1. The Competition**

- 8.1.1. Concept and Levels of Competence
- 8.1.2. Types of Competition
- 8.1.3. Market Leader Strategies
- 8.1.4. Strategies of Innovative Companies
- 8.1.5. Strategies of Follower Companies
- 8.1.6. Strategies of the Niche Specialist
- 8.1.7. Benchmarking

8.2. The Product

- 8.2.1. Introduction to the Marketing Mix
- 8.2.2. Concept and Dimensions
- 8.2.3. Classification of Products
- 8.2.4. Service Considerations
- 8.2.5. Product Portfolio
- 8.2.6. Product life cycle
- 8.2.7. Product Identification
- 8.2.8. Product Quality
- 8.2.9. New Products

8.3. The Price

- 8.3.1. Concept and the Importance of Price
- 8.3.2. Pricing Constraints
- 8.3.3. Pricing Policies
- 8.3.4. Fixed-Pricing Strategies
- 8.3.5. Yield Management
- 8.3.6. Payment

8.4. Distribution

- 8.4.1. Distribution Concept
- 8.4.2. Intermediary Roles
- 8.4.3. Distribution Channels
- 8.4.4. The Sales Force and *Merchandising*
- 8.4.5. Commercial Distribution
- 8.4.6. Wholesalers
- 8.4.7. Retailers
- 8.4.8. Integration and Channel Systems
- 8.4.9. Logistics

8.5. Communication.

- 8.5.1. The Commercial Communication Process
- 8.5.2. Commercial Communication Instruments
- 8.5.3. Commercial Communication Planning
- 8.5.4. Advertising
- 8.5.5. Sales Promotion
- 8.5.6. Public Relations
- 8.5.7. Personal Selling
- 8.5.8. Direct Marketing

8.6. The Marketing Plan or Business Plan

- 8.6.1. Concept
- 8.6.2. Tasks of Commercial Management
- 8.6.3. Features
- 8.6.4. Requirements
- 8.6.5. Plan Development Process

Module 9. Fundamentals of Accounting

9.1. Accounting as an Information and Control System

- 9.1.1. Economic Activity. Actual and Financial Flows
- 9.1.2. Economic and Financial Information. Requirements and Users
- 9.1.3. Concept of Accounting
- 9.1.4. Accounting Division
- 9.1.5. Accounting Planning and Standardization
- 9.1.6. Theoretical and Practical Issues

9.2. Stockholders' Equity

- 9.2.1. Concept of Accounting Equity
- 9.2.2. Property, Plant and Equipment
- 9.2.3. Heritage Properties
- 9.2.4. Working Capital. Equity Balances
- 9.2.5. Theoretical and Practical Issues

9.3. The Accounting Method. Account Terminology and Functionality

- 9.3.1. The Account as an Instrument. Account Structure
- 9.3.2. Account Terminology
- 9.3.3. Charge and Credit Agreement
- 9.3.4. Double Entry
- 9.3.5. Registration through Accounting Entries
- 9.3.6. Accounting Books
- 9.3.7. Operation of Asset Accounts
- 9.3.8. Operation of Liability Accounts
- 9.3.9. Operation of Equity Accounts
- 9.3.10. Purchase and Expense Accounts. Sales and Revenues
- 9.3.11. Theoretical and Practical Matters Case Studies

9.4. The Accounting Cycle

- 9.4.1. Phases of the Accounting Cycle
- 9.4.2. Preparation of the Annual Financial Statements
- 9.4.3. Interpretation of Financial Statements
- 9.4.4. Theoretical and Practical Matters Case Studies



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



07

Methodology

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

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





“

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

TECH Business School uses the Case Study to contextualize all content

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

“

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



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



A learning method that is different and innovative

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

“

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

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

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

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

Relearning Methodology

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

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

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

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

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



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

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

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

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

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



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



Study Material

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

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



Classes

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

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



Management Skills Exercises

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



Additional Reading

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





Case Studies

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



Interactive Summaries

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

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



Testing & Retesting

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



08

Our Students' Profiles

The MBA in Hotel Management is a program aimed at people with university studies and at least four years of professional experience who want to transform their career and orient it towards business management. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





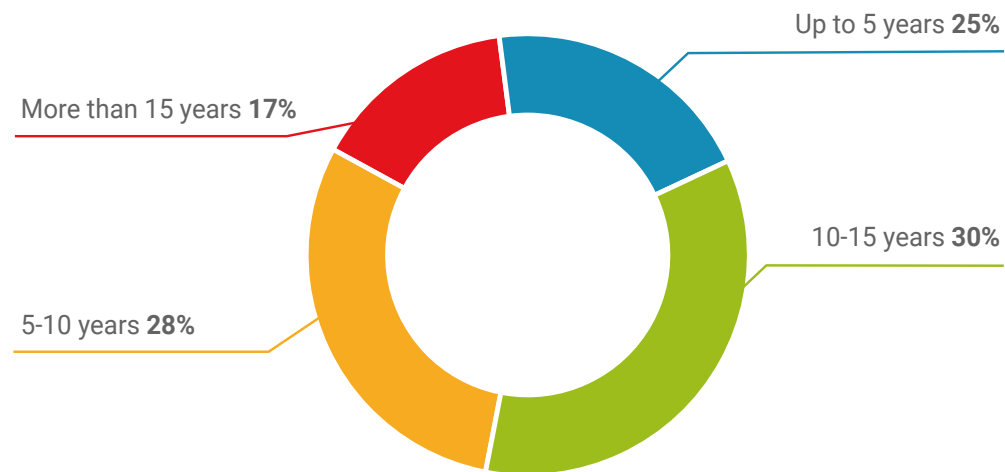
“

Increase your training thanks to the implementation of a program of the highest teaching quality”

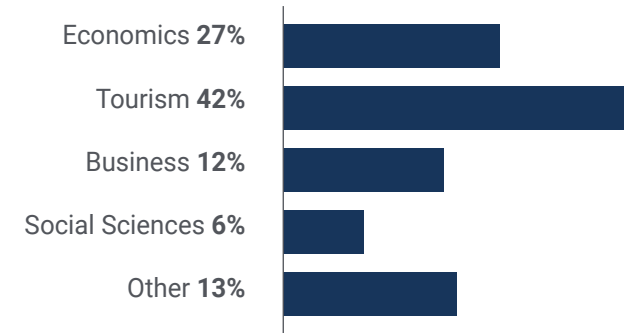
Average Age

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

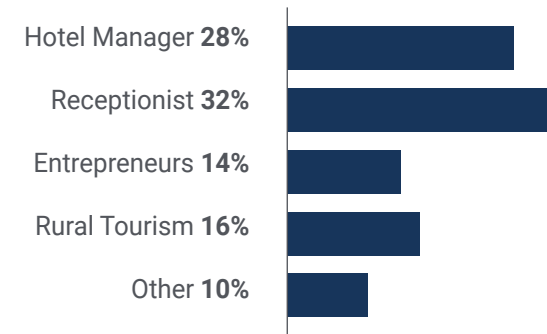
Years of Experience



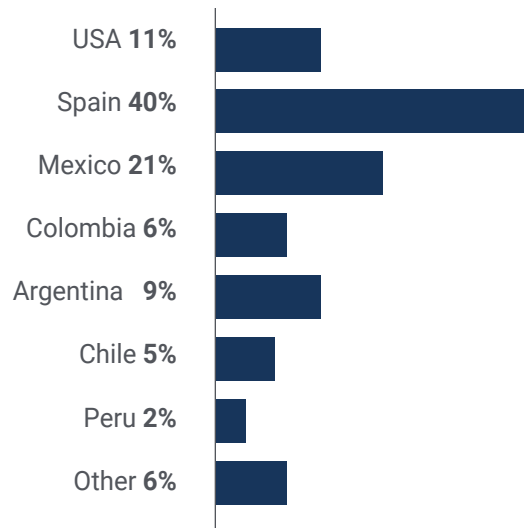
Training



Academic Profile



Geographical Distribution



Margarita Robles

Hotel Manager

"I have always been interested in working in the tourism industry. I enjoy creating experiences of great value for tourists and, therefore, after many years working in hotels, I decided to increase my training in the field of hotel management and I currently run my own hotel establishment. Undoubtedly, a breakthrough in my professional career that I would not have achieved without TECH"

09

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth.

And, for this reason, at TECH we do everything we can to help you achieve it. In this way, our comprehensive syllabus and the teaching quality of our faculty, as well as our innovative online methodology will be the keys to your professional improvement.



“

If you want to make a positive change in your profession, don't think twice and join TECH”

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

This MBA in Hotel Management from TECH Technological University is an intensive program that prepares you to face challenges and business decisions both nationally and internationally. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

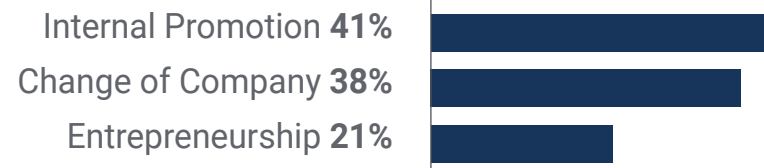
We offer you a unique opportunity to specialize with the best professionals of the moment, increasing your knowledge in a short period of time.

Improve your skills in hotel management and move up in your career.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.22%** for our students.



10

Benefits for Your Company

The MBA in Hotel Management helps raise the organization's talent to its maximum potential by educating high-level leaders. It is a program that prepares you to reach the professional elite through a superior qualification guaranteed by TECH. In addition, participating in this Executive Master's Degree is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

Higher specialization in this field will allow you to bring more effective strategies to be successful in your work”

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

01

Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

02

Retaining High-Potential Executives to Avoid Talent Drain

This program strengthens the link between the company and the executive 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, in turn helping the organization overcome obstacles.

04

Increased International Expansion Possibilities

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



05

Project Development

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

06

Increased Competitiveness

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

11

Certificate

The MBA in Hotel Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree issued by TECH Technological University.



“

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

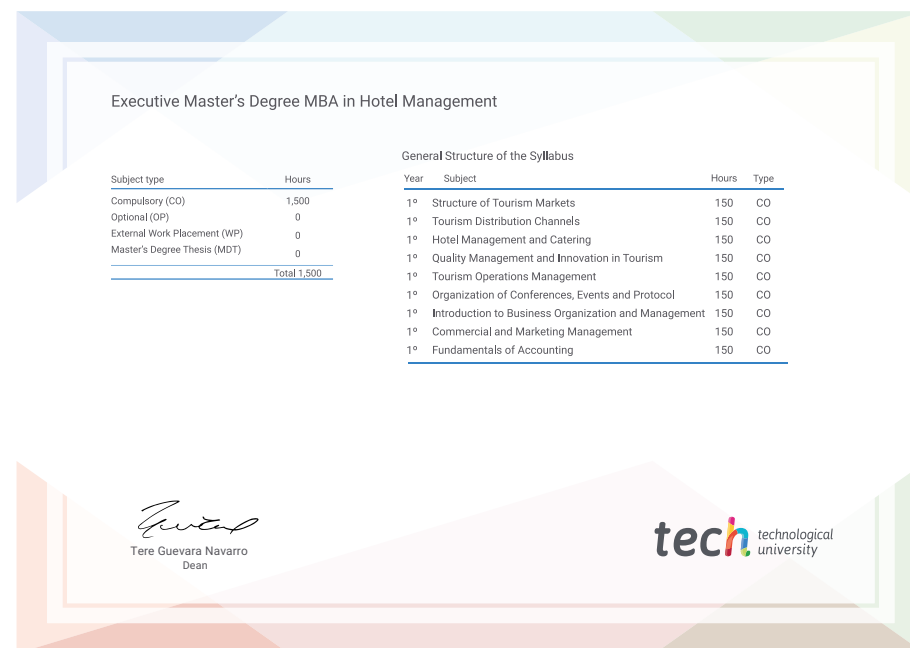
This **MBA in Hotel Management** contains the most complete and up-to-date academic program on the market.

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

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

Title: **Executive Master's Degree MBA in Hotel Management**

Official N° of Hours: **1,500 h.**



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



Executive Master's Degree MBA in Hotel Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree MBA in Hotel Management