

# Advanced Master's Degree Sustainable Tourism Business Management

A M D S T B M



## Advanced Master's Degree Sustainable Tourism Business Management

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

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

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# 01

# Welcome

The tourism industry is an international sector that reaches the most remote places, from major capitals to the most hidden villages. Globalization has encouraged mobility and, with it, the possibility for tourists to reach virtually anywhere in the world. However, this can also entail certain risks, especially in nature, by accessing spaces that are not originally intended for humans, as well as by the consumption of natural resources. Fortunately, changes in society have encouraged people to have a more ecofriendly mentality, and more and more people are applying sustainable criteria to their daily lives.



Advanced Master's Degree in Sustainable Tourism Business Management  
TECH Technological University



“

*Understand the importance of sustainable tourism and become an expert in the field so you can successfully manage companies in the sector”*

02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Learn with the best

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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 Harvard Business School case studies"*



### Analysis

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the *Re-learning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School *case studies*. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

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

03

# Why Our Program?

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

Thanks to this program, business professionals will be able to get up to date on the main issues necessary to manage sustainable tourism businesses. Consequently, students will be able to understand how to manage this type of business in order to avoid creating a negative impact on the environment. Undoubtedly, this is a forward-looking program that addresses the essential issues in the sector that will enable professionals to successfully develop professionally.



“

*Achieve your academic and career goals in the sustainable tourism sector and commit to protecting the environment”*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The **Advanced Master's Degree in Sustainable Tourism Business Management** will help you to:

01

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

04

Know the main actions related to tourism planning and the contents of public plans

02

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

05

Learn about the main initiatives for promoting cultural heritage

03

Learn about the evolution of the main international tourist destinations

06

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



07

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

10

Learn the basic concepts in advertising communication and public relations systems and processes, delimiting them with respect to other related academic and professional fields

08

Study the structure of tourism markets and the consequences in terms of social, economic and environmental dimensions

11

Study the public management of tourist destinations from the different intervention and tourism planning instruments

09

Know the Spanish tourism policy regarding tourism quality as an axis of development and competitiveness

12

Know the non-profit sector and how it functions as part of the local community development and collaborating entities or precursors of sustainable tourism activities

13

Know the contributions of ecotourism as a cohesive element between the population and local development, managing sustainable tourism projects, and working in different socio-cultural environments

16

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

14

Learn about tourism distribution channels, intermediaries and agents that make up tourism distribution

15

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

17

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



18

Provide students with a practical vision of the different management areas in a hotel and catering company

20

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

21

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

19

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

22

Know the functions of event managers and the implications of event organization and production



# 05 Skills

The tourism industry is constantly growing and developing to adapt to the needs of 21st century consumers. Today, tourists are looking for unforgettable experiences that do not harm the environment and, therefore, companies are increasingly opting to include sustainable criteria. This Advanced Master's Degree will give students the opportunity to delve into the management of sustainable tourism companies, deepening their knowledge of the latest concepts in the field so they can make a difference in their work and attract a greater number of visitors.





“

*Develops the skills necessary to manage tourism businesses that are guided by sustainability”*

01

Properly perform a SWOT analysis

02

Recognize the psychographic profiles of individuals in their behavior as consumers of leisure and tourism

03

Understand the purchasing decision process and the factors that influence it

04

Analyze the impact of tourist activity

05

Administrate and manage the different types of tourist entities

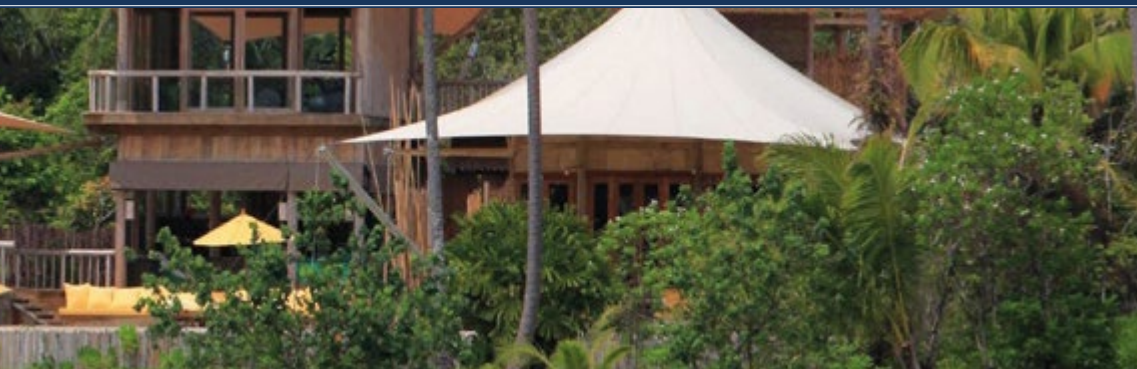


06

Identify and manage tourist spaces and destinations

08

Analyze innovation models and standardization around the creative processes of innovation



07

Analyze international standardization: international standardization initiatives and main actors

09

Use correct business terminology in developing and presenting works and projects

10

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

11

Manage tourist spaces in accordance with the principles of sustainability

14

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

12

Manage sustainable tourism as an instrument of cooperation for social development while respecting the social and cultural identity target localities



13

Apply the current strategic management approach to tourism companies in order to formulate and implement the most appropriate strategies for each type of tourism company

15

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



16

Analyze and study the necessary procedures to create tourist packages in tourist complementary offer companies and its commercialization as a strategy for tourist deseasonalization

18

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



19

Analyze innovation models and standardization around the creative processes of innovation

17

Draw up strategies and policies developed from management, taking into account the extensive knowledge of each of the departments that make up hotel and restaurant management

20

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

06

# Structure and Content

The TECH Technological University Advanced Master's Degree curriculum compiles the most up-to-date information on sustainable tourism and hotel management so business professionals can specialize in an indispensable sector with a great impact on the global economy. The program is structured in such a way as to facilitate study, since students will be the ones to self-manage their learning, organizing their time to balance it with the rest of their obligations.



“

*The program curriculum will allow you to specialize in the management of sustainable businesses in the tourism sector”*

## Syllabus

This TECH Technological University Advanced Master's Degree in Sustainable Tourism Business Management is an intense program that prepares students to face challenges and business decisions both on a national and international level. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3.000 hours of study, students will analyze a multitude of practical cases through individual work, achieving high quality learning that you will be able to apply to your daily work. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with the main areas of a company and it is designed for managers to understand strategic management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement, that also prepares them to achieve excellence in the field of sustainable tourism. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional teaching staff, which will provide you with the skills to creatively and efficiently resolve critical situations.

This Advanced Master's Degree takes place over 24 months and is divided into 18 modules:

|                  |  |
|------------------|--|
| <b>Module 1</b>  | Planning and Managing Sustainable Tourism Sites      |
| <b>Module 2</b>  | Cultural Heritage Management                         |
| <b>Module 3</b>  | Marketing Fundamentals                               |
| <b>Module 4</b>  | Market Structures in Tourism                         |
| <b>Module 5</b>  | Interactive Tourism Advertising and Communication    |
| <b>Module 6</b>  | Quality Management and Innovation in Tourism         |
| <b>Module 7</b>  | Consumer Behavior                                    |
| <b>Module 8</b>  | Advertising and Public Relations                     |
| <b>Module 9</b>  | Public Management of Tourist Destinations            |
| <b>Module 10</b> | Tourism and Local Development Cooperation            |
| <b>Module 11</b> | Tourism Distribution Channels                        |
| <b>Module 12</b> | Hotel and Restaurant Management                      |
| <b>Module 13</b> | Tourism Operations Management                        |
| <b>Module 14</b> | Tourism Law and Legislation                          |
| <b>Module 15</b> | Organizing Congresses, Events and Protocols          |
| <b>Module 16</b> | Introduction to Business Organization and Management |
| <b>Module 17</b> | Commercial and Marketing Management                  |
| <b>Module 18</b> | Accounting Fundamentals                              |



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

TECH offers you the possibility of taking this program completely online. Throughout the 24 months of training, you will be able to access all the program contents 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. 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. Diagnostic, Development and Methodology**

- 1.4.1. Diagnostic Methodology
- 1.4.2. Tourism Resources and Their Types
- 1.4.3. Information and SWOT Analysis

**1.5. Defining Models and Strategic Development**

- 1.5.1. Defining Objectives and Development Models
- 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 the Interpretation of Heritage**

**Module 3. Marketing Fundamentals**

**3.1. Basic Concepts**

- 3.1.1. Introduction
- 3.1.2. Basic Concepts of Marketing
- 3.1.3. Stages and Approaches in 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. Modeling Consumer Behavior

**Module 4. Market Structures in Tourism**
**4.1. Introduction to Tourism**

- 4.1.1. Concept, Origin and Evolution of Tourism
- 4.1.2. Definition of Tourism
- 4.1.3. Types of Tourism
- 4.1.4. The Life Cycle of Tourism Products
- 4.1.5. Sustainable Tourism

**4.2. Tourism in Time**

- 4.2.1. The History of Tourism Up to the 20th Century
- 4.2.2. Contemporary Tourism (20th and 21st Centuries)
- 4.2.3. The Evolution of Tourism in Spain

**4.3. Tourism Planning**

- 4.3.1. The Planning Process for Tourist Sites
- 4.3.2. Tourism Planning Tools: Tourism Development Plans (TDPs)
- 4.3.3. Sustainability as Tourism Planning Criteria

**4.4. Tourism Economics**

- 4.4.1. The Tourism Production Process
- 4.4.2. The Importance of the Economic Effects of Tourism
- 4.4.3. Balance of Payments in Tourism

**4.5. Tourism Flows**

- 4.5.1. International Tourism Flows
- 4.5.2. Tourism in Spain
- 4.5.3. Tourist Destinations and Outbound Markets

**4.6. Tourism Demand**

- 4.6.1. Calculating Tourism Demand
- 4.6.2. Inbound Tourism
- 4.6.3. Outbound Tourism
- 4.6.4. Conditioning Factors in Tourism Demand
- 4.6.5. Demand Seasonality
- 4.6.6. Trends in Tourism Demand

**4.7. Tourism Supply**

- 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. Tourism Companies**

- 4.8.1. The Concept of a Tourism Company
- 4.8.2. Types of Tourism 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 Travel
- 4.9.5. Complementary Services

**4.10. Market Structures in Tourism**

- 4.10.1. Market Structures in World Tourism: Globalization
- 4.10.2. Market Structures in International Tourism
- 4.10.3. Market Structures in National Tourism
- 4.10.4. Market Structures in Regional Tourism

**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: Bloggers 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 AdWords**
**5.9. Communication 2.0 Online Reputation Community Management**
**5.10. E-mail Marketing**

**Module 6. Quality Management and Innovation in Tourism**

**6.1. Service Quality Management**

- 6.1.1. Service Quality
- 6.1.2. Features and Dimensions of Service Quality
- 6.1.3. Quality from the Perspective of Customers/ Clients Quality Levels

**6.2. Tourism Quality Management**

- 6.2.1. Basic Concepts in Quality Management
- 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
- 6.2.6. Standardizing National and International Quality

**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/Clients

**6.4. Main Theories of Quality**

- 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 the Costs Associated to Quality
- 6.5.2. Costs Resulting from Failures
- 6.5.3. Investing in Preventive Activities
- 6.5.4. Costs Generated by Inspections and Evaluations
- 6.5.5. The Curve of Total Costs Associated with Quality
- 6.5.6. The Importance of Managing Quality-Related Costs in Tourism Companies

**6.6. Tourism Quality Analysis, Diagnostics, Planning and Control**

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

**6.7. Processes in the Implementation of a Quality System and the Environment**

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

**6.8. Quality in Tourism**

- 6.8.1. Quality in State and Regional Tourism Policy
- 6.8.2. The Spanish Tourism Quality System
- 6.8.3. The Spanish Institute for Tourism Quality: Standardization and Certification
- 6.8.4. UNE and ISO Standards in Tourism Quality
- 6.8.5. International Tourism Quality Standards

**6.9. Tourism Services Quality Management**

- 6.9.1. Tourism Service Quality and Customer/ Client 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 Tourism Companies
- 6.9.5. HOTELQUAL Model

**6.10. Innovation in the Tourism Sector**

- 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. R&D&I Standardization



**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. Micro-Setting
- 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
- 7.5.5. Conclusions

**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

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

## Module 9. Public Management of Tourist Destinations

|  |   |   |  |
|--|---|---|--|
| <b>9.1. Tourism Policy</b><br>9.1.1. Tourism Policy: Concept and Justification<br>9.1.2. The Evolution of Tourism Policy in Spain<br>9.1.3. The General Framework of Regional and Local Policies | <b>9.2. Administrative Organization in Tourism</b><br>9.2.1. The Political-Administrative Framework in Tourist Site Planning<br>9.2.2. Planning as a Function of Tourism Policy | <b>9.3. Institutional, Legal and Financial Framework by Municipality</b><br>9.3.1. Tax Operations in Spanish Municipalities<br>9.3.2. Local Expenses in Spanish Municipalities                        | <b>9.4. Managing Tourist Destinations</b><br>9.4.1. Tourism Destination Management Models: Countries, Regions and States, Cities and Locations                                       |
| <b>9.5. The Importance of Governance in Management</b><br>9.5.1. The Perspective of a Tourism Policy in Community Participation  | <b>9.6. Legal and Institutional Framework</b><br>9.6.1. The Role of Spanish Municipal Federations   | <b>9.7. Local Tourism Management Models</b><br>9.7.1. Sectoral Instruments and Territorial Plans<br>9.7.2. The Tourism Territorial Planning Process<br>9.7.3. Territorial Tourism Plans: Case Studies | <b>9.8. Tourism Observatories as Public Management Indicators</b><br>9.8.1. Macro-Tourism Reports<br>9.8.2. Qualitative and Quantitative Progress Reports<br>9.8.3. Specific Studies |
| <b>9.9. Clusters and Innovative Business Associations (IBAs)</b><br>9.9.1. Definition of AEI-clúster in Innovation<br>9.9.2. Advantages and Strategies of Belonging to an Innovative Cluster     | <b>9.10. Intelligent Tourist Destinations</b><br>9.10.1. Concept of DTI<br>9.10.2. Network of Intelligent Destinations  |   |  |

**Module 10. Tourism and Local Development Cooperation****10.1. Approaching the Problem of Development**

- 10.1.1. Basic Concepts
- 10.1.2. Poverty and Development
- 10.1.3. Types of Tourism and Sustainability
- 10.1.4. North/South Imbalances: Concept of Development
- 10.1.5. Millennium Development Goals (MDGs) Human rights

**10.2. Aid, Actors and Legal Framework for International Development Cooperation**

- 10.2.1. Historical Evolution of International Development Cooperation
- 10.2.2. Introduction to International Development Cooperation
- 10.2.3. Brief History of Development Cooperation Systems
- 10.2.4. The Spanish Cooperation and Development Agency (AECID)
- 10.2.5. Spanish Cooperation Guidelines in the 2013-2016 Program

**10.3. National Policies for International Cooperation**

- 10.3.1. AECID's National International Cooperation Policies
- 10.3.2. Spanish Cooperation Master Plan
- 10.3.3. Selected Criteria for Spanish Cooperation: Where Do We Cooperate?
- 10.3.4. Improvements in the New Spanish Cooperation Plan
- 10.3.5. Reflections on National Cooperation Policies

**10.4. Tourism: A Tool for International Cooperation**

- 10.4.1. The Role of Women in International Cooperation Policies
- 10.4.2. Women's Rights and Integrating Them into AECID's Cooperation Policies
- 10.4.3. Differences and Similarities between MED and GED
- 10.4.4. World Women's Conferences
- 10.4.5. Chronology of Spanish Conferences and Legislation on Gender Equality

**10.5. Management in the Non-Profit Sector**

- 10.5.1. Growth in the Non-Profit Sector and Associationism on a Global Scale
- 10.5.2. The Non-Profit Sector and Its Organizations: A Classification
- 10.5.3. Managing Non-Profit Organizations as Cooperation for Local Tourism Development

**10.6. Strategic Planning in Non-profit Organizations**

- 10.6.1. Conceptualization
- 10.6.2. Step-by-Step Strategic Planning

**10.7. The Impact of Associations on Society**

- 10.7.1. Contributions to Country Visa Quality and Governance
- 10.7.2. Negative Consequences of Third Sector Action
- 10.7.3. Collaboration in the Non-Profit Sector

**10.8. Ecotourism as a Cooperation Strategy for Local Development**

- 10.8.1. Origins of Ecotourism
- 10.8.2. Integrating Elements in Ecotourism
- 10.8.3. Economic Aspects in Ecotourism
- 10.8.4. Participation of the Local Population

**10.9. Ecotourism Planning**

- 10.9.1. Project Design
- 10.9.2. Ecotourism Marketing
- 10.9.3. Distribution Channels
- 10.9.4. Ecotourist Responsibility

**10.10. Case Studies**

- 10.10.1. Ethnic Community-Based Tourism: A Case Study in Chiang Rai
- 10.10.2. Community Development for Sustainable Tourism
- 10.10.3. Tourism in Thailand: Community Approaches and Policies
- 10.10.4. Integrating Social Policy Development by the Local Community
- 10.10.5. Developing Local Plans: Problems and Benefits of Local Involvement

**Module 11. Tourism Distribution Channels**

**11.1. Tourism Distribution**

- 11.1.1. Specificity of the Tourism Sector
- 11.1.2. The Prosumer
- 11.1.3. Factors in Today's Tourism Distribution: The Forces of Competition

**11.2. Introduction to Tourism Distribution**

- 11.2.1. Tourism Marketing: Commercial Intermediaries
- 11.2.2. The Distribution System in the Tourism Sector
- 11.2.3. Intermediary Roles in the Tourism Distribution System

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

- 11.3.1. Nature of Distribution Channels
- 11.3.2. Functions of Distribution Channels
- 11.3.3. Distribution Channel Selection Criteria
- 11.3.4. Types of Intermediaries in the Tourism Sector

**11.4. Commercial Intermediaries**

- 11.4.1. Travel Agencies in Tourism Distribution
- 11.4.2. Types of Travel Agencies
- 11.4.3. Changes in the Positioning of Travel Agencies

**11.5. Tour Operator Module in Tourism Distribution**

- 11.5.1. Tour Operator Role in Tourism Distribution
- 11.5.2. Types of Tour Operators
- 11.5.3. Current Situation

**11.6. GDS and CRS Modules in Tourism Distribution**

- 11.6.1. GDS and CRS Role in Tourism Distribution
- 11.6.2. GDS as the Current Paradigm

**11.7. Reservation Centers in Tourist Distribution**

- 11.7.1. Reservation Centers Role in Tourism Distribution
- 11.7.2. Types of Reservation Centers
- 11.7.3. Current Situation

**11.8. Tourism Intermediation Today**

- 11.8.1. The Impact of e-Commerce on the Structure of the Tourism Industry
- 11.8.2. Impact of New Technologies on Tourism Providers
- 11.8.3. Tourism Intermediaries: Challenges and Strategies in the Face of e-Commerce
- 11.8.4. The Tourism Consumer and e-Commerce

**11.9. Integration in Tourist Distribution**

- 11.9.1. Modalities in Business Integration
- 11.9.2. Vertical Integration in the Tourism Sector
- 11.9.3. Horizontal Integration in the Tourism Sector

**11.10. Intermediation Strategies in Leisure-Tourism Services**

- 11.10.1. Strategic Variables: Provider and Customer/Client Guidance
- 11.10.2. Provider Guidance
- 11.10.3. Customer/Client Guidance

## Module 12. Hotel and Restaurant Management

### 12.1. Lodging: Now and Then

- 12.1.1. Ancient History
- 12.1.2. From the Middle Ages to the 19th Century
- 12.1.3. The Hotel Sector Today

### 12.2. Tourist Lodging

- 12.2.1. Concept and Types of Tourist Lodging
- 12.2.2. Non-Hotel Establishments
- 12.2.3. Hotel Establishments
- 12.2.4. Spanish Hotel Classification System
- 12.2.5. European Hotel Classification System

### 12.3. Hotel Company Structure

- 12.3.1. Hotel Organizational Chart
- 12.3.2. Types of Hotels
- 12.3.3. Hotel Chains
- 12.3.4. Basic Operations in Hotel Management
- 12.3.5. Hotel Department Analysis

### 12.4. Reception, Flooring and Maintenance Departments

- 12.4.1. Reception and Concierge Departments
- 12.4.2. Flooring and Laundry Departments
- 12.4.3. Maintenance Department

### 12.5. Commercial Management

- 12.5.1. Commercial Department
- 12.5.2. Communication Department
- 12.5.3. Revenue Management
- 12.5.4. Technology Used in Lodging Companies

### 12.6. Administration and Accounting Department

- 12.6.1. Budgets and Budget Control
- 12.6.2. Investment Analysis
- 12.6.3. Hotel Ratios

### 12.7. Catering Department in Tourist Lodging

- 12.7.1. Restaurant, Kitchen and Commissary
- 12.7.2. Gastronomy and Enology
- 12.7.3. Procurement and Storage
- 12.7.4. Kitchen Organization and Service
- 12.7.5. Hall Organization and Service

### 12.8. Catering Companies

- 12.8.1. Concept and Types of Catering Companies
- 12.8.2. Catering Companies: Product and Facilities
- 12.8.3. Catering Costs
- 12.8.4. The Actual or Physical and Financing Subsystems in the Catering Companies
- 12.8.5. Catering Company Administration and Personnel Management

### 12.9. Catering Services

- 12.9.1. Concepts of Catering Services
- 12.9.2. Relation between Market, Concept and Menu
- 12.9.3. Commercial Concepts of Catering Services
- 12.9.4. Commercial Restaurants within other Businesses

### 12.10. Sales Planning and Meetings in Catering

- 12.10.1. Marketing
- 12.10.2. Selling to Groups
- 12.10.3. Group Service: Catering/Receptions
- 12.10.4. Individual Sales
- 12.10.5. Trends

**Module 13. Tourism Operations Management**

**13.1. The Tourism Company as a System**

- 13.1.1. The Internal and External Universe of a Company
- 13.1.2. Concept of System and Subsystem
- 13.1.3. Production
- 13.1.4. Different Approaches to the Concept of Production
- 13.1.5. Production Function
- 13.1.6. Company Objectives vs. Production
- 13.1.7. Production in Service Companies
- 13.1.8. Industry and Services: Why the Distinction?
- 13.1.9. Five Features of Service Company Production
- 13.1.10. Production in Tourism Companies

**13.2. Operations and Production**

**Processes in the Tourism Sector**

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

**13.3. Production Processes in Transportation Companies**

- 13.3.1. Transportation and Its Role in Tourism Activity
- 13.3.2. Types of Transportation Companies: Commercial Aviation, Rail, Road and Water Transportation
- 13.3.3. Transport Subsector Operations: Analysis of the Main Activities: Features and Peculiarities: Air, Railway, Road, and Water

**13.4. "Cruise" Operations Management**

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

**13.5. Operating Procedures for In-Port Cruise Ships**

- 13.5.1. Specific Vocabulary
- 13.5.2. Shipping Agents
- 13.5.3. Port Service to Cruise Passengers in Transit
- 13.5.4. Vessel Operating Procedures: Mooring and Unmooring Operations
- 13.5.5. Itinerary Design and Composition Processes
- 13.5.6. Distribution Channels
- 13.5.7. International Maritime Conventions: Regulations

**13.6. Airports and Airline Operations Management**

- 13.6.1. Introduction to Aerial Activities
- 13.6.2. Traditional Airlines and Low Cost Airlines
- 13.6.3. Aerial Operations: Loading and Unloading, Passenger Manifests
- 13.6.4. Airports: Classification
- 13.6.5. Navigation Aids: VOR, ILS (Instrumented Landing System), GWPS
- 13.6.6. Features, Aeronautic Terms and Types of Aircrafts
- 13.6.7. ICAO International Civil Aviation Organization
- 13.6.8. Aviation Accidents Investigation Operations: Boards of Inquiry

**13.7. Complementary Tourism Offer**

- 13.7.1. Concept and Types of Complementary Tourism Supply
- 13.7.2. Sports Offer: Ski Resorts, Marinas, and Golf Courses
- 13.7.3. Nature Reserves
- 13.7.4. Theme Parks
- 13.7.5. Companies Specialized in Cultural Offer, Conventions and Fairs (MICE)

**13.8. Production Processes in Leisure Companies**

- 13.8.1. Sports Tourism Companies: Ski Resorts, Marinas and Sailing Resorts, and Golf Courses
- 13.8.2. Adventure Tourism Companies
- 13.8.3. Tourism in Protected Natural Spaces
- 13.8.4. Theme Parks
- 13.8.5. Cultural Offer

**13.9. Operations Management in Sports Resorts**

- 13.9.1. The Sports Industry as a Tourist Attraction
- 13.9.2. Sports Resorts Categories
- 13.9.3. Sport Resort Organization: Departments
- 13.9.4. Managing a Golf Course: Tactical and Operative Decision
- 13.9.5. The Importance of Talent Management

**13.9.6. Golf Department Operations and Processes**

- 13.9.7. Soccer Department Operations and Processes
- 13.9.8. Other Sports Department Operations and Processes
- 13.9.9. Maintaining Sports Facilities
- 13.9.10. Intelligent and Sustainable Water Management at Sports Facilities

**13.10. Sports Resort Commercialization**

- 13.10.1. Marketing Focused on Top-Level Sports Teams, Clubs and Franchises
- 13.10.2. International Fairs and Events
- 13.10.3. Social Networks Original Content Production for Sports Events
- 13.10.4. Sports Resorts Innovation

**13.10.5. Commercial Department Operations in Sports Resorts**

- 13.10.6. Golf Course Commercialization: Organizing Tournaments
- 13.10.7. Soccer Team Commercialization: Lodging, Stadiums and Food
- 13.10.8. Other Sports Commercialization

**Module 14. Tourism Law and Legislation****14.1. Introduction**

- 14.1.1. Introduction
- 14.1.2. Concept of Tourism
- 14.1.3. Legal Concept of Tourism
- 14.1.4. Tourism Legislation

**14.2. Law**

- 14.2.1. The Source System
- 14.2.2. Concept of Law
- 14.2.3. Source System: Regulatory Hierarchy
- 14.2.4. The Law: Concept and Types
- 14.2.5. The Spanish Constitution

**14.3. Features**

- 14.3.1. Custom: Concept, Requirements and Types
- 14.3.2. General Principles of Law
- 14.3.3. Jurisprudence and Analogy
- 14.3.4. Effectiveness of the Law, Ignorance of the Law and Fraud of the Law

**14.4. Fundamental Civil Law Institutions**

- 14.4.1. Civil Law: Concepts and Types
- 14.4.2. Individuals and Legal Entities
- 14.4.3. Liability
- 14.4.4. Contracts

**14.5. The Company, the Entrepreneur and the Organized Economic Operator: Commercial Companies**

- 14.5.1. Commercial Law: Concept
- 14.5.2. Sources of Commercial Law
- 14.5.3. Company and Entrepreneur
- 14.5.4. The Social Entrepreneur

**14.6. Tourism Legislation: Distribution of Competences between the State and the Autonomous Communities in Tourism**

- 14.6.1. Tourism Administration: Functions
- 14.6.2. Competence Distribution in Tourism

**14.7. Tourism Subjects: Tourist Lodging (I): Hotel Establishments**

- 14.7.1. Introduction: Concept and Classification of Tourist Lodging
- 14.7.2. Hotel Establishments
- 14.7.3. Classification Basis for Hotel Establishments
- 14.7.4. First Group - Hotels
- 14.7.5. Second Group - Apartment Hotels
- 14.7.6. Third Group - Hostels
- 14.7.7. Hotel Specializations
- 14.7.8. Director Demands

**14.8. Tourism Subjects: Tourist Lodging (II): Non-Hotel Establishments**

- 14.8.1. Tourist Apartments
- 14.8.2. Tourist Campsites
- 14.8.3. Rural Lodging

**14.9. The Limiting Administrative Activity in Tourism: Tourism Inspection**

- 14.9.1. The Administrative Control of Tourism
- 14.9.2. Basis and Nature of the Tourist Inspection Authority
- 14.9.3. The Tourism Inspector
- 14.9.4. Inspection Plans and Tools

**14.10. International Personnel Administration**

- 14.10.1. Tourism Contracts: General Aspects
- 14.10.2. Package Travel Contract
- 14.10.3. Contract for the Acquisition of Rights of Use of Real Estate for Tourist Use by Turn
- 14.10.4. Individual Service Contract
- 14.10.5. Contingent Reservation Contract
- 14.10.6. Tourist Insurance Contract
- 14.10.7. Accommodation Contract
- 14.10.8. Hotel Management Contract

**Module 15. Organizing Congresses, Events and Protocols**

**15.1. General Considerations**

- 15.1.1. The Event Organizer Role
- 15.1.2. Characteristics of Association and Business Meetings
- 15.1.3. The Administration Process in Meetings

**15.2. The Even Organizer Administration Process**

- 15.2.1. Forecasting
- 15.2.2. Planning
- 15.2.3. Organization
- 15.2.4. Management
- 15.2.5. Control

**15.3. Event Planning**

- 15.3.1. Checklists
- 15.3.2. Registration and Control Areas and Stages
- 15.3.3. Types of Events
- 15.3.4. Main Areas of Responsibility

**15.4. The Official Spanish Protocol**

- 15.4.1. Definitions, Golden and Fundamental Rules
  - 15.4.1.1. Flag Regulation
- 15.4.2. Autonomous Community Ministry and Department Hierarchy
- 15.4.3. Autonomous Community Regulation

**15.5. Organizing a Protocol Event**

- 15.5.1. Event Organization Phases
- 15.5.2. Preparing Posters and Invitations
- 15.5.3. The Program and Its Elements

**15.6. Current Perception of Event Organization: Protocol and Institutional Relations**

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

**15.7. Organizing Company Events**

- 15.7.1. Reasons for the Emergence of Company Protocols
- 15.7.2. Mixed Regulation
- 15.7.3. Rules Inherited from Traditions and Legislation

**15.8. Internal Manuals in Company Event Organizing**

- 15.8.1. Basic Criteria for Company Protocol Manuals

**15.9. Organizing University Events**

- 15.9.1. Origins of University Ceremonies
- 15.9.2. Basic Elements of Symbology and Ceremonials at Universities
- 15.9.3. University Precedents

**15.10. Meals and Receptions**

- 15.10.1. Organization Techniques
- 15.10.2. Types of Tables and Mealtime Codes of Conduct
- 15.10.3. Assembly and Diagrams



**Module 16. Introduction to Business Organization and Management**

**16.1. The Concept of a Company**

- 16.1.1. Concept of Competition
- 16.1.2. Company Functions
- 16.1.3. The Role of the Entrepreneur
- 16.1.4. Company Objectives
- 16.1.5. Historical Evolution of Companies
- 16.1.6. Company Classification
- 16.1.7. Characteristics of Tourism Companies
- 16.1.8. The Business Environment
- 16.1.9. Ethics and Corporate Social Responsibility

**16.2. Organizational Structures**

- 16.2.1. What Is an Organizational Structure?
- 16.2.2. Basic Principles in Organizational Structures
- 16.2.3. Organizational Structures
- 16.2.4. Functional Areas

**16.3. Operation Functions**

- 16.3.1. Operation Functions
- 16.3.2. Operation Functions in Tourism Companies
- 16.3.3. The Production Process
- 16.3.4. Operations Processes in Tourism Companies

**16.4. Commercial Function**

- 16.4.1. Introduction to Marketing
- 16.4.2. Business Marketing Trends

**16.5. Financial Function**

- 16.5.1. Financing
- 16.5.2. The Financial System
- 16.5.3. Financial Planning

**16.6. Management Function**

- 16.6.1. Management Function
- 16.6.2. Levels of Management
- 16.6.3. Corporate Cooperation

**16.7. Human Resources Function**

- 16.7.1. The Job Market in the Tourism Sector
- 16.7.2. Human Resources Function
- 16.7.3. Process Phases in Human Resources Management

**16.8. Creation and Operation of SMEs**

**Module 17. Commercial and Marketing Management**

**17.1. The Competition**

- 17.1.1. Concept and Levels of Competition
- 17.1.2. Types of Competition
- 17.1.3. Market Leader Strategies
- 17.1.4. Challenger Company Strategies
- 17.1.5. Follower Company Strategies
- 17.1.6. Niche Specialist Strategies
- 17.1.7. Benchmarking

**17.2. The Product**

- 17.2.1. Introduction to Marketing Mix
- 17.2.2. Conceptualization and Dimensionality
- 17.2.3. Product Classification
- 17.2.4. Service Considerations
- 17.2.5. Product Portfolio
- 17.2.6. Product Life Cycle
- 17.2.7. Product Identification
- 17.2.8. Product Quality
- 17.2.9. New Products

**17.3. The Price**

- 17.3.1. Concept and the Importance of the Price
- 17.3.2. Pricing Constraints
- 17.3.3. Pricing Methods
- 17.3.4. Pricing Policies
- 17.3.5. Yield Management
- 17.3.6. Payments

**17.4. Distribution**

- 17.4.1. Concept of Distribution
- 17.4.2. Intermediaries Function
- 17.4.3. Distribution Channels
- 17.4.4. The Sales Force and Merchandising
- 17.4.5. Commercial Distribution
- 17.4.6. Wholesalers
- 17.4.7. Retailers
- 17.4.8. Channel Systems and Integration
- 17.4.9. Logistics

**17.5. Communication**

- 17.5.1. The Commercial Communication Process
- 17.5.2. Commercial Communication Tools
- 17.5.3. Planning Commercial Communication
- 17.5.4. Advertising
- 17.5.5. Sales Promotion
- 17.5.6. Public Relations
- 17.5.7. Personal Selling
- 17.5.8. Direct Marketing

**17.6. Marketing and Commercial Plan**

- 17.6.1. Conceptualization
- 17.6.2. Tasks in Commercial Management
- 17.6.3. Features
- 17.6.4. Requirements
- 17.6.5. Plan Development Process

## Module 18. Accounting Fundamentals

### 18.1. Accounting as an Information and Control System

- 18.1.1. Economic Activity Real and Financial Flows
- 18.1.2. Economic and Financial Information Requirements and Users
- 18.1.3. Concept of Accounting
- 18.1.4. Accounting Division
- 18.1.5. Accounting Planning and Standardization
- 18.1.6. Theoretical and Practical Matters

### 18.2. Accounting Assets

- 18.2.1. Concept of Accounting Assets
- 18.2.2. Asset Elements
- 18.2.3. Asset Masses
- 18.2.4. Working Capital: Asset Equity
- 18.2.5. Theoretical and Practical Matters

### 18.3. General Accounting Plan: Structure and Content

- 18.3.1. Introduction
- 18.3.2. Conceptual Framework
- 18.3.3. Registration and Processing Standards
- 18.3.4. Annual Accounts
- 18.3.5. Account Charts
- 18.3.6. Definitions and Accounting Relationships
- 18.3.7. Theoretical and Practical Matters

### 18.4. The Accounting Method: Accounts Terminology and Functionality

- 18.4.1. Accounts as Tools Account Structure
- 18.4.2. Accounts Terminology
- 18.4.3. Charge and Credit Agreement
- 18.4.4. Double Entry
- 18.4.5. Recording through Accounting Entries
- 18.4.6. Accounting Books
- 18.4.7. Asset Accounts Operation
- 18.4.8. Liability Accounts Operation
- 18.4.9. Equity Accounts Operation
- 18.4.10. Purchase and Expense Accounts Sales and Revenues
- 18.4.11. Theoretical and Practical Matters Practical Scenarios

### 18.5. Accounting Cycles

- 18.5.1. Accounting Cycle Phases
- 18.5.2. Preparing Annual Financial Statements
- 18.5.3. Interpreting Financial Statements
- 18.5.4. Theoretical and Practical Matters Practical Scenarios



*An intensive academic journey to improve your training in this field"*



07

# Methodology

This training program offers a different way of learning. Our methodology uses a cyclical learning approach: ***Re-learning***.

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 Re-learning, 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"*

## At TECH Business School we use the Harvard case method

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

“

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



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*



### A learning method that is different and innovative

This intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

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

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

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.

## Re-learning Methodology

Our university is the first in the world to combine Harvard University case studies with a 100%-online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Re-learning.

*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 Re-learning.

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.

*Re-learning 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

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



### 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 multimedia content presentation training Exclusive system 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 your goals.



08

# Our Students' Profiles

The TECH Technological University student profile is that of professionals with extensive experience who understand the importance of continuing their studies during their working life. In this particular case, these are professionals with previous knowledge in the field of business, who want to expand their scope of action toward managing human resources and will achieve this through a high-quality curriculum.





“

*A high-level program to teach  
professionals who seek excellence”*

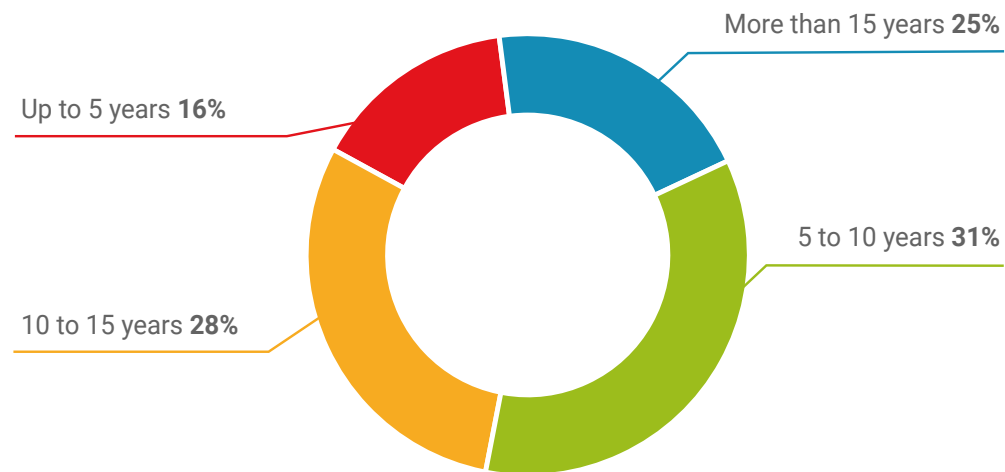
### Average Age

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

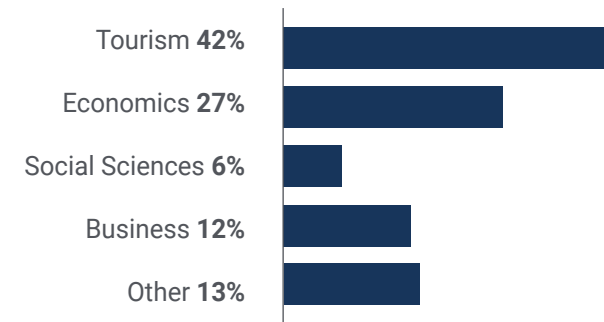
### Years of Experience

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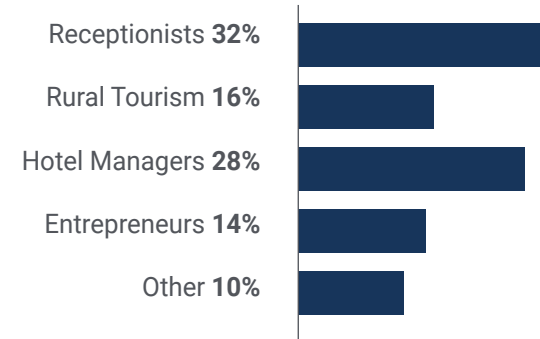
### Training

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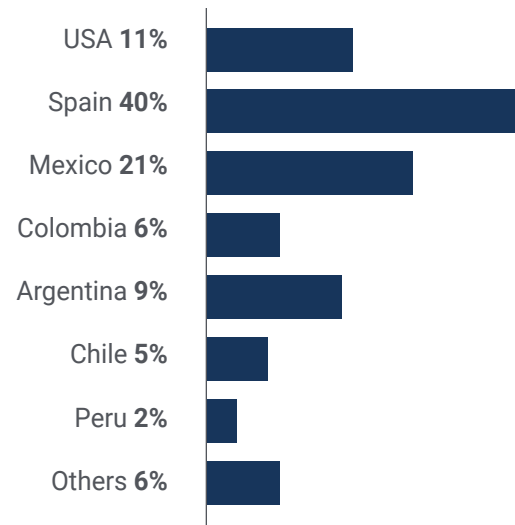
### Academic Profile

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## Geographical Distribution

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## Marta Suárez

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### Hotel Manager

*"The tourism sector is constantly growing, so there came a time when I realized that I had to start protecting the environment for adequate sustainable development in all areas. Therefore, I was looking for a program that would allow me to delve deeper into sustainable tourism, to apply the latest techniques and tools to my daily work. Fortunately, at TECH I found this Advanced Master's Degree, which has been fundamental for my professional development in the field"*

09

# Course Management

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





“

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

## International Guest Director

Khalid Amiri is an outstanding leader in the field of **Hotel Industry** and **Finance**, with a career marked by his strategic focus and management skills at an international level. In this regard, he has held the position of **Director of Hotel Operations at Marriott International**, in **Houston, Texas**, where he has been responsible for overseeing and optimizing the operations of several hotels, ensuring excellence in **customer service and profitability** of the properties under his leadership. In fact, his experience in the **hotel industry** has been fundamental to the global success of **Marriott**, one of the largest and most prestigious hotel chains in the world.

He has held a variety of roles within the **hotel industry**, most notably as **Director of Finance and Accounting**, also at **Marriott International**. In addition, he has demonstrated an exceptional ability to lead high-impact teams and projects, implementing strategies that have improved **operational efficiency and profitability** in multiple locations. Likewise, his ability to adapt to global markets and manage complex operations has established him as a benchmark in the **international hotel industry**. Not to mention his focus on **results, innovation and quality**, which has been fundamental to his rise within **Marriott** and the industry in general.

Khalid Amiri has a solid academic background, which complements his extensive professional experience. He has completed an **Executive MBA** at the University of Texas, which has allowed him to combine his technical knowledge with advanced **leadership** skills. He also holds a degree in Finance from the University of Houston, which has strengthened his analytical and strategic approach.



## Mr. Amiri, Khalid

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

“

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

10

# Impact on Your Career

This program will be a unique opportunity for business professionals who wish to develop professionally in managing tourism companies, since they will find in this Advanced Master's Degree the most comprehensive information of the moment on sustainable tourism. Undoubtedly, a program that will mark a before and after in student training, since it will allow them to catch up on the most relevant issues in the field.





“

*Bring more sustainable working methods to your business and stand out in a booming sector”*

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

This TECH Technological University Advanced Master's Degree in Sustainable Tourism Business Management is an intense program that prepares students to face challenges and business decisions, both on a national and international level. The main objective is to promote your personal and professional growth. TECH is here to help you achieve success.

Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best will find their place at TECH.

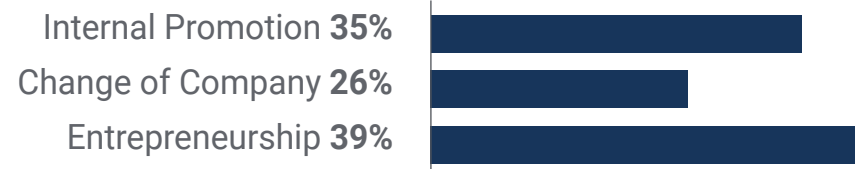
*A large percentage of our students achieve employment success after studying with us.*

*If you want to make a positive change in your profession, don't miss the opportunity to specialize at TECH.*

### When the change occurs



### Type of change



### Salary Increase

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



11

# Benefits for Your Company

This Advanced Master's Degree in Sustainable Tourism Business Management has been designed with the needs of business professionals in the field in mind, but has also taken into account what they will be able to contribute, later on, to the companies where they are employed. To this end, it proposes a curriculum with the best theoretical and practical information of the moment, where they will find the keys to succeed in a field of high demand.







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*After completing this program, you will gain the necessary skills to bring a new vision of the tourism business to your company”*

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

**01**

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

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

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**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**

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

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**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**

Managers will be able to work on a real project or develop new projects in the R&D or Business Development area of their company.

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06

### **Increased competitiveness**

This Advanced Master's Degree will equip students with the skills to take on new challenges and drive the organization forward.

# 12 Certificate

This Advanced Master's Degree in Sustainable Tourism Business Management guarantees, in addition to the most rigorous and up-to-date program, access to a qualification issued by TECH Technological University.



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

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

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

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

Title: **Advanced Master's Degree in Sustainable Tourism Business Management**

ECTS: **120**

Official Number of Hours: **3.000 hours.**



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



## Advanced Master's Degree Sustainable Tourism Business Management

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

# Advanced Master's Degree Sustainable Tourism Business Management

