

Hybrid Executive Master's Degree

MBA in Tourism Company Management



Hybrid Executive Master's Degree

MBA in Tourism

Company Management

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Accreditation: 60 + 4 ECTS

Website: www.techtute.com/us/school-of-business/hybrid-executive-master-degree/hybrid-executive-master-degree-mba-tourism-company-management

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01

Introduction

The tourism sector reached a record 1.5 billion international arrivals in recent years, an increase that demonstrates the growing importance of global tourism. However, the COVID-19 pandemic has brought unprecedented challenges, with a 74% drop in travel arrivals. Faced with this situation, tourism business leaders need to adopt cutting-edge strategic techniques in order to contribute to the recovery of this field and comprehensively understand the changing dynamics of the market. For this reason, TECH has created an innovative university degree that will provide them with the keys to adapt to emerging technologies and provide a variety of flexible management approaches to ensure effective management of institutions.



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Thanks to this unique Hybrid Executive Master's Degree, you will develop an analytical approach to identify tourism market trends and develop innovative strategies to stand out"

The challenge of running a tourism company in the era of globalization requires a multifaceted approach, ranging from managing cultural diversity to implementing advanced technology. In this situation, professionals need to enrich their practice with the most advanced strategies to foster an innovative and inclusive work environment that reflects the diversity of the global marketplace. In turn, managers need to enhance their leadership skills, strategic capacity and communication skills. Only then will they be able to implement practices that contribute to success in the management of tourism institutions.

In this context, TECH is launching a revolutionary Hybrid Executive Master's Degree MBA in Tourism Company Management. Designed by experts in this field, the curriculum will address in detail issues such as Cultural Heritage Management, public administration of tourist destinations or consulting and research. Also, the teaching materials will provide the graduates with the most sophisticated Advertising and Marketing techniques to position companies in the market, as well as to increase their visibility or improve the user experience.

Regarding the format of this university degree, it consists of two phases. The first stage is theoretical and is taught under a flexible 100% online format. In this sense, TECH uses its disruptive Relearning system to ensure a progressive and natural learning process that does not require long hours of study. Subsequently, the program includes a practical stay of 3 weeks in a reference entity linked to the Management of Tourism Companies. This will allow graduates to take what they have learned to the practical field, in a real work scenario in the company of a team of experienced professionals in this area.

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

- ◆ More than 100 practical cases presented by professionals in Tourism Company Management
- ◆ Its graphic, schematic and practical contents provide essential information on those disciplines that are indispensable for professional practice
- ◆ Innovation-based approach to tourism projects
- ◆ Wide variety of marketing and advertising techniques to capture the interest of consumers and stakeholders
- ◆ Special emphasis on tourism law and legislation currently in force
- ◆ All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection
- ◆ Furthermore, you will be able to carry out an internship in one of the best companies



This practical stay will provide you with the most innovative Marketing and Advertising techniques to position your Tourism Company in the market"

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You will enjoy a 3-week intensive stay in a reference company, equipped with the most modern technological tools to optimize your work as a Manager”

In this Master's proposal, of a professionalizing character and blended learning modality, the program is aimed at updating managers of Tourism Companies, whose functions require a high level of qualification. The contents are based on the latest scientific evidence, and oriented in a didactic way to integrate theoretical knowledge into managerial practice, and the theoretical-practical elements will facilitate the updating of knowledge and allow for strategic decision-making.

Thanks to its multimedia content elaborated with the latest educational technology, it will allow the Tourism Company Management professional a situated and contextual learning, that is to say, a simulated environment that will provide immersive learning programmed to specialize in real situations. This program is designed around Problem-Based Learning, whereby the physician must try to solve the different professional practice situations that arise during the course. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will have the best multimedia resources with which you will be able to enrich your learning and put what you have studied into practice in a much easier way.

You will incorporate to your usual procedures the most effective strategies to promote tourism services, taking advantage of the potential of social networks.



02

Why Study this Hybrid Executive Master's Degree?

In a recent report, the World Tourism Organization foresees a significant increase in the demand for professionals in Tourism Company Management. In this regard, the organization recalls that this field represents approximately 40% of the global GDP. Given this circumstance, managers need to stay at the forefront of the latest advances in this emerging field. For this reason, TECH presents this pioneering degree, which combines the most recent updates in areas such as the structure of tourism markets, interactive tourism communication or tourism legislation with a practical stay in a highly prestigious entity. In this way, students will gain an integral vision of the most current panorama in tourism business management, being guided throughout the process by authentic experts in the field.





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TECH gives you the opportunity to enter a prestigious institution in the tourism industry, where you will acquire new skills to optimize your practice as a manager”

1. Updating from the latest technology available

Emerging technologies have revolutionized the management of tourism companies, affecting both internal operations and communication with customers. For example, Customer Relationship Management systems make it possible to personalize offers and increase customer satisfaction. Through this Hybrid Executive Master's Degree in TECH, students will have access to the most advanced technological tools, which will allow them to perform their functions more effectively.

2. Gaining in-depth knowledge from the experience of top specialists

During this academic journey, students will be guided by a group of highly specialized specialists in Tourism Company Management. In this way, graduates will be able to enjoy the personalized advice of these professionals, who will be available during the course of the program to resolve any doubts they may have.

3. Entering first-class professional environments

TECH carefully selects all available centers for Internship Programs. Thanks to this, students are guaranteed access to a prestigious entity in the area of Tourism Company Management. In this way, they will be able to experience the day-to-day of a demanding, rigorous and exhaustive area of work, always applying the most innovative work methodologies.





4. Combining the best theory with state-of-the-art practice

One of the aspects that distinguish this Hybrid Executive Master's Degree from the rest of the academic panorama is its full adaptation to the real needs of managers. The program will consist of two stages, where the first phase will be entirely online and theoretical. Subsequently, the graduates will carry out a 3-week practical training at a renowned institution in the tourism industry.

5. Expanding the boundaries of knowledge

Students who pursue this university degree will have the opportunity to expand their field of action within the field of Tourism Company Management. This will be possible thanks to the agreements that TECH has established with companies of international reference, where graduates will be able to carry out their on-site stay with full guarantees of success.

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You will have full practical immersion at the center of your choice"

03 Objectives

Upon completion of this university degree, tourism business leaders will have a holistic understanding of organizational management. In this way, graduates will have a solid understanding of global tourism trends and their impact on the development of tourism companies at the international level. In tune with this, professionals will develop competencies to analyze complex data and plan strategies that effectively respond to the challenges of the industry.



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Thanks to this complete university program, your tourism projects will stand out for ensuring sustainability and respect for the environment"



General Objective

- Through this Hybrid Executive Master's Degree MBA in Tourism Company Management, managers will acquire an innovative mindset that will allow them to introduce and manage technological changes, keeping their companies at the forefront of the tourism sector. At the same time, experts will gain skills to implement marketing strategies to promote destinations or tourism products in a creative way. Also, professionals will be characterized by carrying out practices that promote sustainable tourism and social responsibility, ensuring a positive impact on communities

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*You will learn through real cases
and by solving complex situations
in simulated learning environments”*





Specific Objectives

- Understand the characteristics of cultural management
- Learn about the main initiatives for promoting cultural heritage
- Understand the importance of customer loyalty in tourism products and relationship marketing
- Understand and apply the concepts of segmentation and positioning
- Understand the basic concepts of tourism in relation to history, economy, culture, society and sustainability
- Know the evolution of tourism in the different scenarios where it is developed and in the current context
- Study the structure of the tourism markets and their consequences on the social, economic and environmental dimensions
- Know the evolution of marketing from its founding principles to the current 4.0
- Learn the basic concepts in advertising communication and public relations systems and processes, delimiting them with respect to other related academic and professional fields
- Develop the skills necessary for professional practice, mainly by establishing mechanisms for the enhancement of creativity, intellectual curiosity, responsibility and respect for human dignity
- Study the public management of tourist destinations from the different intervention and tourism planning tools
- Know the competences and functions of the innovation policy management bodies
- Learn how to select and use relevant and useful information from the tourism sector
- Learn how to elaborate strategies for the development of tourism products and destinations
- Know and understand the legal contents of the different areas that make up the legal framework for tourism
- Know the structures, functions and political-administrative objectives that develop their activity in the area of tourism
- Know the sources of official information that the Public Administration makes available for the consultation of norms and resolutions on tourism matters
- Acquire the necessary skills to know how to critically discern legal issues in different situations that arise in tourism management

04 Skills

Upon completion of this academic pathway, graduates will be highly skilled in the strategic and operational management required to both lead and develop tourism companies. Professionals will acquire a strategic vision, as well as the skills to analyze and interpret data to make decisions based on solid information. At the same time, they will lead cross-functional work teams and promote a collaborative work environment.



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You will be highly qualified to adapt with immediacy to market changes and challenges, showing flexibility to face diverse contexts"



General Skills

- Administrate and manage the different types of tourist entities
- Identify and manage tourist spaces and destinations
- Manage tourist spaces in accordance with the principles of sustainability
- Organize and know how to use information from different contexts to assess the effects of the legal environment on tourism management

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Increase your confidence in making strategic decisions in Cultural Heritage Management thanks to this pioneering university degree”





Specific Skills

- ◆ Apply the contents of public relations to tourism through critical thinking and reflection based on the analysis of contents and specific case studies
- ◆ Analyze international standardization: international standardization initiatives and main actors
- ◆ Analyze innovation models and standardization around the creative processes of innovation
- ◆ Recognize the psychographic profiles of individuals in their behavior as consumers of leisure and tourism
- ◆ Understand the purchasing decision process and the factors that influence it
- ◆ Interpret models of consumer behavior
- ◆ Analyze and reflect on the contemporary social conditions that mediate the relationship between the advertising message and the psychological characteristics of consumers
- ◆ Identify Internet advertising formats and their relationships
- ◆ Identify the tools currently used to analyze traffic on websites
- ◆ Learn the political and administrative structures of tourism
- ◆ Explore the various tourism sub-sectors and how they operate in tourism destinations worldwide
- ◆ Analyze the impact of tourist activity
- ◆ Use different marketing strategies
- ◆ Properly perform a SWOT analysis

05

Course Management

TECH has assembled a team of highly qualified teachers in the field of Tourism Company Management. The combination of their practical experience with the latest advances in this field ensures that this program is characterized by its excellent quality. In this way, graduates will be supported by professionals who will transmit all the knowledge they need to optimize their work practice and experience a leap in quality in their career as a manager.





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The main experts in Tourism Company Management have joined forces in this university degree to share all the knowledge you need to boost your professional career”

International Guest Director

With an extensive professional career, dedicated to the world of Hospitality and Tourism, Dr. Makarand Mody is considered a reference in the field of management and coordination of projects for this sector. As such, this business leader has distinguished himself internationally for his contributions in the field of Collaborative Economy and carries out various investigations on the intersection of these services with other areas such as Health.

This expert has been decorated on several occasions for his scientific merits, for example, he holds an official recognition from International Society of Travel and Tourism Educators (ISTTE). He has also worked in hotels, airlines, agencies and has conducted market research for different companies. His career has also linked him academically to the hotel industry in countries such as India, the United Kingdom, Switzerland and the United States. In this way, he has accumulated a comprehensive understanding of business and management based on the real world, but conceptually grounded.

In addition, this expert has published in the main specialized journals in this field such as the International Journal of Contemporary Hospitality Management, Tourism Management and Journal of Service Management, among others. At the same time, he is a regular guest at conferences, courses and specialized workshops analyzing current issues such as the impact of Airbnb on the travel and lodging infrastructure.

Likewise, this professor is Program Chair and Director of Research at the School of Hotel Administration at Boston University. From this position, the specialist drives efforts to create opportunities for collaboration with other entities and companies.

In addition, Makarand Mody holds a Doctorate from Purdue University and a Master's Degree from the University of Strathclyde in Scotland. He is a member of the International Hospitality Sales and Marketing Association and the International Council on Hotel, Restaurant and Institutional Education.



Dr. Mody, Makarand

- ♦ Director of Research at Boston University School of Hotel Administration, United States
- ♦ Chairman of Undergraduate Programs at Boston University School of Hotel Administration, Boston, United States
- ♦ Director of Qualitative Market Research at IMRB International, Mumbai, India
- ♦ Quality Analyst at Kingfisher Airlines, Mumbai, India
- ♦ Training Officer at Hyatt Regency Mumbai, India
- ♦ Advisor to the Editorial Board of scientific journals such as the Journal of Hospitality & Tourism Research and Tourism Economics
- ♦ Doctorate in Hospitality and Tourism Management from Purdue University
- ♦ MBA in Human Resource Management for Tourism and Hospitality Management from the University of Strathclyde, Glasgow, Scotland
- ♦ Degree in Hospitality Management from Kohinoor-IMI School of Hotel Management, India and IMI University Center, Lucerne, Switzerland
- ♦ Member of: International Hospitality Sales and Marketing Association
International Council on Hospitality, Restaurant and Institutional Education Center for Responsible Travel



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

06

Educational Plan

The teaching materials that make up this Hybrid Executive Master's Degree have been designed by experts in Tourism Company Management, taking into account the demands of the current labor market and the needs of consumers. Therefore, students will have access to 10 specialized modules with a practical approach that will provide them with an updated vision of the sector. The syllabus will delve into issues ranging from the management of cultural heritage or tourist destinations to tourism consulting and research. In addition, the program will provide students with the most sophisticated marketing techniques to attract more customers, generate more revenue and improve brand image.



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TECH is a university at the forefront of technology, which puts all its resources at your fingertips to help you achieve business success"

Module 1. Cultural Heritage Management

- 1.1. Introduction to Cultural Heritage
 - 1.1.1. Tourism and Cultural Heritage
 - 1.1.2. Cultural Tourism Resources
- 1.2. Sustainability as a Reference in Tourism and Cultural Heritage
 - 1.2.1. Concept of Urban Sustainability
 - 1.2.2. Tourism and Cultural Sustainability
- 1.3. Hosting Capacity and its Application in Tourist Destinations
 - 1.3.1. Conceptualization
 - 1.3.2. Dimensions of Tourism Carrying Capacity
 - 1.3.3. Case Studies
 - 1.3.4. Approaches and Proposals for the Study of Tourist Carrying Capacity
- 1.4. Tourist Use of the Area
 - 1.4.1. Flows of Visitors and Heritage Tourist Areas
 - 1.4.2. General Patterns of Tourist Mobility and Use of the Area
 - 1.4.3. Tourism and Heritage Sites: Effects and Problems Derived from Tourism Flows
- 1.5. The Challenges of Space Management
 - 1.5.1. Strategies for Diversification of the Tourist Use of the Area.
 - 1.5.2. Tourism Demand Management Measures
 - 1.5.3. The Enhancement of the Heritage and Accessibility Control
 - 1.5.4. Visitor Management in Heritage Sites with Complex Visiting Models Case Studies
- 1.6. Cultural Tourism Product
 - 1.6.1. Urban and Cultural Tourism
 - 1.6.2. Culture and Tourism
 - 1.6.3. Transformations in the Cultural Travel Market
- 1.7. Heritage Preservation Policies
 - 1.7.1. International Regulations

- 1.8. Management of Cultural Resources in Tourist Areas
 - 1.8.1. Promotion and Management of Urban Tourism
 - 1.8.2. Heritage Tourism Management
 - 1.8.3. Public and Private Management
- 1.9. Employability in Cultural Tourism
 - 1.9.1. Characteristics of Employability in Cultural Tourism
 - 1.9.2. Training and Profiles in Cultural Tourism
 - 1.9.3. The Tourist Guide and the Interpretation of the Patrimony
- 1.10. Case Studies of Successful Cases in the Management of Cultural Heritage in the Tourism Field
 - 1.10.1. Strategies for Cultural and Tourism Development of the Local Heritage
 - 1.10.2. The Associative Management of a Public Project
 - 1.10.3. Visitor Analysis as a Cultural Management Tool
 - 1.10.4. Local Policies of Tourist Dynamization and Great Cultural Attractions
 - 1.10.5. Local Tourism Planning and Management in a World Heritage City

Module 2. Fundamentals of Marketing

- 2.1. Introduction to Marketing
- 2.2. Marketing in the Company: Strategic and Operational Marketing Plan
- 2.3. The Business Environment and the Organizational Marketplace
- 2.4. Consumer Behavior
- 2.5. Stages in the Consumer Buying Process
- 2.6. Market Segmentation in the Strategy of Organizations
- 2.7. Consumer and Industrial Market Segmentation Criteria
- 2.8. Supply– Demand Market Segmentation Assessment
- 2.9. Marketing Mix
- 2.10. Current Management Strategies for the Product Portfolio Growth and Competitive Marketing Strategies
- 2.11. Marketing Information System Components
- 2.12. Concept, Objectives, Applications and Sources of Market Research
- 2.13. Methodology to Conduct Market Research Studies

Module 3. Structure of Tourism Markets

- 3.1. Introduction to Tourism
 - 3.1.1. Concept, Origin and Evolution of Tourism
 - 3.1.2. Definition of Tourism
 - 3.1.3. Types of Tourism
 - 3.1.4. Tourism Product Life Cycle
 - 3.1.5. Sustainable Tourism
- 3.2. Tourism Over Time
 - 3.2.1. History of Tourism up to the 20th Century
 - 3.2.2. Contemporary Tourism (20th and 21st century)
- 3.3. Tourism Planning
 - 3.3.1. The Planning Process for Tourist Sites
 - 3.3.2. Tourism Planning Tools: The Tourism Development Plan (TDP)
 - 3.3.3. Sustainability as Tourism Planning Criteria
- 3.4. Economics of Tourism
 - 3.4.1. The Tourism Production Process
 - 3.4.2. The Importance of the Economic Effects of Tourism
 - 3.4.3. Tourism Balance of Payments
- 3.5. Tourist Arrivals and Departures
 - 3.5.1. International Tourist Arrivals and Departures
 - 3.5.2. Tourist Destinations and Issuing Markets
- 3.6. Tourism Demand
 - 3.6.1. Calculating Tourism Demand
 - 3.6.2. Inbound Tourism
 - 3.6.3. Outbound Tourism
 - 3.6.4. Factors Conditioning Tourist Demand
 - 3.6.5. Demand Seasonality
 - 3.6.6. Trends in Tourism Demand
- 3.7. Module: The Tourist Offer
 - 3.7.1. Analyzing Tourism Supply
 - 3.7.2. Tourism Resource Supply: Natural and Cultural
 - 3.7.3. Tourism Supply Related to Technological Innovations: New Business Models
 - 3.7.4. MBA in Tourism Company Management applied to the Tourism Offering

- 3.8. The Company in the Tourism Industry
 - 3.8.1. Concept of the Tourist Company
 - 3.8.2. Types of Tourist Companies
 - 3.8.3. The Tourism Business Environment
- 3.9. Introduction to the Main Tourism Sub-sectors
 - 3.9.1. Hotel Sector
 - 3.9.2. Catering Sector
 - 3.9.3. Travel Agencies and Tour Operators
 - 3.9.4. Air Transportation
 - 3.9.5. Complementary Services
- 3.10. Market Structures in Tourism
 - 3.10.1. Structure of the World Tourism Market: Globalization
 - 3.10.2. Structure of the International Tourism Market
 - 3.10.3. Structure of the National Tourism Market
 - 3.10.4. Structure of the Regional Tourism Market

Module 4. Interactive Tourism Advertising and Communication

- 4.1. Introduction: A General Vision of the Internet
 - 4.1.1. The Transformation of Tourism Business Models
- 4.2. Digital Marketing Fundamentals: Digital Strategy
 - 4.2.1. Digital Marketing Strategies for Tourism Companies
- 4.3. Social Media and Networks: Facebook. Twitter. Instagram
- 4.4. Strategy and Content Management: Bloggers Wordpress Medium About.me
- 4.5. Digital Metrics: Web 2.0 Analytics
- 4.6. Mobile and Apps
- 4.7. Advertising and Digital Media
- 4.8. Search Engines SEO. SEM. Google AdSense Google AdWords
- 4.9. Communication 2.0 Online Reputation Community Management
- 4.10. E-Mail Marketing

Module 5. Quality Management and Innovation in Tourism

- 5.1. Service Quality Management
 - 5.1.1. Quality of Service
 - 5.1.2. Characteristics and Dimensions of Service Quality
 - 5.1.3. Quality from the Customers' Perspective. Quality Levels
- 5.2. Tourism Quality Management
 - 5.2.1. Quality Management Basics
 - 5.2.2. Quality Management Systems
 - 5.2.3. Quality as a Management Tool
 - 5.2.4. Quality Management Systems
 - 5.2.5. Total Quality Management Systems
 - 5.2.6. National and International Quality Standards
- 5.3. Introduction to Quality: Concepts and Evolution
 - 5.3.1. Service Quality in the Tourism Sector
 - 5.3.2. Concepts of Quality
 - 5.3.3. Evolution of the Concept of Quality
 - 5.3.4. Dimensions and Principles of the Concept of Quality
 - 5.3.5. The Quality Process for Internal and External Customers
- 5.4. Main Quality Theories
 - 5.4.1. Theories of Quality Applied to the Tourism Sector
 - 5.4.2. Total Quality Management (Deming)
 - 5.4.3. Total Quality Management (Juran)
 - 5.4.4. Total Quality Management (Crosby)
 - 5.4.5. Total Quality Management (Feigenbaum)
 - 5.4.6. Total Quality Management (Ishikawa)
 - 5.4.7. Total Quality Management (Taguchi)
 - 5.4.8. Total Quality Management (TQM) Applied to the Tourism Sector
- 5.5. Quality Costs in Tourism Companies
 - 5.5.1. Concept and Classification of Costs Associated with Quality
 - 5.5.2. Costs Arising from Failures
 - 5.5.3. Reversal of Preventive Activities
 - 5.5.4. Costs Generated by Monitoring and Evaluations
 - 5.5.5. The Curve of Total Costs Associated with Quality
 - 5.5.6. The Importance of the Management of Costs Derived from Quality in the Tourist Industry
- 5.6. Analysis, Diagnosis, Planning and Quality Control in the Tourism Industry
 - 5.6.1. The Process of a Quality Tourism Service
 - 5.6.2. Design and Implementation of a Quality Systems in Tourism Companies
 - 5.6.3. Phases in the Process of Implementing a Quality System
- 5.7. Processes for the Implementation of a Quality and Environmental System
 - 5.7.1. Interpreting Standards
 - 5.7.2. Implementation of Processes and Quality Manuals
 - 5.7.3. Quality Tools
 - 5.7.4. Improvement Plans
 - 5.7.5. Internal and External Audit
- 5.8. Tourism Quality
 - 5.8.1. Quality in State and Regional Tourism Policy
 - 5.8.2. UNE and ISO Standards in Tourism Quality
 - 5.8.3. International Tourism Quality Standards
- 5.9. Quality Management in Tourism Services
 - 5.9.1. Tourism Service Quality and Customer Perception
 - 5.9.2. Techniques to Ascertain Customer Satisfaction
 - 5.9.3. Online Reputation Management of Suggestions and Complaints
 - 5.9.4. SERVQUAL Model Applied to the Tourist Company
 - 5.9.5. HOTELQUAL Model
- 5.10. Innovation in the Tourism Industry
 - 5.10.1. Innovation Management
 - 5.10.2. Introduction to Innovation
 - 5.10.3. Types of Innovation. Innovation in Management Processes
 - 5.10.4. Innovation Management: Strategies
 - 5.10.5. Standardization in R&D&I



Module 6. Consumer Behavior

- 6.1. Knowing the Market and the Consumer
- 6.2. CRM and Relational Marketing
- 6.3. Database Marketing and Customer Relationship Management
- 6.4. Consumer Psychology and Behavior
- 6.5. Areas of CRM Management
- 6.6. Consumer Centric Marketing
- 6.7. CRM Management Techniques
- 6.8. Advantages and Risks of Implementing CRM

Module 7. Advertising and Public Relations

- 7.1. Advertising and Public Relations: Conceptual Foundations
 - 7.1.1. What Is Persuasive Communication?
 - 7.1.2. Concept and Dimensions of Advertising and Public Relations
- 7.2. Historical Approach to Advertising and Public Relations
 - 7.2.1. New Trends in Advertising Current PR Application Areas
 - 7.2.2. Sponsorship, Patronage, Lobbying, and Publicity
- 7.3. Fundamentals in the Advertising System and Process
 - 7.3.1. The Advertising Issuer: The Advertiser and the Advertising Agency
 - 7.3.2. General Process Features
- 7.4. The Message in Advertising
 - 7.4.1. Advertising Messages in Conventional Media
- 7.5. The Advertising Channel: Media, Support and Forms of Advertising
 - 7.5.1. Conventional Media and Below the Line
- 7.6. The Receiver in Advertising: The Target Audience
 - 7.6.1. Consumer Behavior: Conditioning Factors
- 7.7. Foundations of the Advertising Process
 - 7.7.1. Strategic Planning in Advertising
 - 7.7.2. Preliminary Phase: Briefing and Advertising Objectives
 - 7.7.3. Creative Strategy: Media Strategy

- 7.8. Foundations of Public Relations Systems and Processes
 - 7.8.1. The Public Relations Broadcaster
 - 7.8.2. Public Relations in Organizations
 - 7.8.3. Public Relations Companies
- 7.9. The Message in Public Relations
 - 7.9.1. Drafting in Public Relations
 - 7.9.2. Oral Expression in Public Relations
- 7.10. The Channel in Public Relations
 - 7.10.1. Personal and Mass Media
 - 7.10.2. The Receptor in Public Relations
 - 7.10.3. Strategic Audiences in Public Relations

Module 8. Public Management of Tourist Destinations

- 8.1. Tourism Policy
 - 8.1.1. Tourism Policy: Concept and Justification for Its Use
- 8.2. Administrative Organization in Tourism
 - 8.2.1. The Political-Administrative Framework in Tourist Site Planning
 - 8.2.2. Planning as a Function of Tourism Policy
- 8.3. Managing Tourist Destinations
 - 8.3.1. Tourism Destination Management Models at Different Levels: Countries, Regions and States, Cities and Locations
- 8.4. The Importance of Governance in Management
 - 8.4.1. The Perspective of a Tourism Policy with Community Participation
- 8.5. Local Tourism Management Models
 - 8.5.1. Sectoral Instruments and Territorial Plans
 - 8.5.2. The Tourism Territorial Planning Process
 - 8.5.3. Territorial Tourism Plans: Case Studies
- 8.6. Tourism Observatories as Public Management Indicators
 - 8.6.1. Macro-Tourism Reports
 - 8.6.2. Qualitative and Quantitative Progress Reports
 - 8.6.3. Specific Studies



- 8.7. Clusters and Innovative Business Associations (IBAs)
 - 8.7.1. Definition of IBA Innovation Cluster
 - 8.7.2. Advantages and Strategies of Belonging to an Innovative Cluster
- 8.8. Intelligent Tourist Destinations
 - 8.8.1. Concept of ITD
 - 8.8.2. Network of Intelligent Destinations

Module 9. Tourism Consulting and Research

- 9.1. Tourism Research
 - 9.1.1. Sources of Information in the Tourism Sector
 - 9.1.2. Techniques for Information Processing
- 9.2. Tourism Research Methodologies
 - 9.2.1. Empirical Tourism Research: Scientific Method and the Research Process
 - 9.2.2. Qualitative Approach: Tools
 - 9.2.3. Quantitative Approach: Tools
- 9.3. Research Applied to Tourism
 - 9.3.1. Treatment of Official Statistical Sources
 - 9.3.2. Document and Image Analysis
- 9.4. Tourism Research Reports
 - 9.4.1. The Research Project
 - 9.4.2. The Research Report
- 9.5. Tourism Project Management
 - 9.5.1. Analysis, Formulation and Implementation of Strategies
 - 9.5.2. Market Research
 - 9.5.3. Technical Study
 - 9.5.4. Economic Study
 - 9.5.5. Project Appraisal
- 9.6. Tourist Destinations
 - 9.6.1. Design and Strategy of Tourist Destinations
 - 9.6.2. Creation of Tourism Products
 - 9.6.3. Research of the Tourism Market
 - 9.6.4. Development of the Tourist Destination
 - 9.6.5. Tourism Development Plan
- 9.7. Marketing of the Tourist Destination
 - 9.7.1. Promotion of the Tourist Destination
 - 9.7.2. Creation of Tourism Branding
 - 9.7.3. Offline and Online Management of the Tourist Destination
- 9.8. Analysis of Strategic Management Cases
 - 9.8.1. Strategic Partnerships
 - 9.8.2. Adaptation to the Changing Environment
 - 9.8.3. Technology for Tourist Destinations
 - 9.8.4. Competitive Strategies in the Airline Industry
- 9.9. Tourism Consulting
 - 9.9.1. Definition and Evolution of Consulting
 - 9.9.2. Basic Concepts of Consulting Activity
 - 9.9.3. Techniques of a Consultant
 - 9.9.4. Project Management
 - 9.9.5. Tourism Consulting
- 9.10. Destination Consulting Module
 - 9.10.1. Destination Consulting Techniques
 - 9.10.2. Tourism Business Consulting
 - 9.10.3. Types of Actions
 - 9.10.4. Identifying Business Opportunities
 - 9.10.5. Product Creation and Marketing

Module 10. Tourism Law and Legislation

- 10.1. Introduction
 - 10.1.1. Introduction
 - 10.1.2. Concept of Tourism
 - 10.1.3. Concept of Tourism Law
 - 10.1.4. Tourism Legislation
- 10.2. The Law
 - 10.2.1. The Source System
 - 10.2.2. Concept of Law
 - 10.2.3. Source System. Regulatory Hierarchy
 - 10.2.4. The Law, Concept and Types
- 10.3. Features
 - 10.3.1. Concept, Requirements and Types of Customary Law
 - 10.3.2. General Principles of Law
 - 10.3.3. Case Law and Analogy
 - 10.3.4. Effectiveness of the Law, Ignorance of the Law and Fraud
- 10.4. Fundamental Institutions of Civil Law
 - 10.4.1. Civil Law: Concept and Classes
 - 10.4.2. Individuals and Legal Entities
 - 10.4.3. Obligation
 - 10.4.4. Contracts
- 10.5. The Company, the Entrepreneur and the Organized Economic Trader Commercial Companies
 - 10.5.1. Commercial Law. Concept
 - 10.5.2. Sources of Commercial Law
 - 10.5.3. Company and Entrepreneur
 - 10.5.4. The Social Entrepreneur
- 10.6. Tourism Legislation: Distribution of Responsibilities between the State and the Region in the area of tourism
 - 10.6.1. Tourism Administration: Functions
 - 10.6.2. Distribution of Competencies in the Area of Tourism





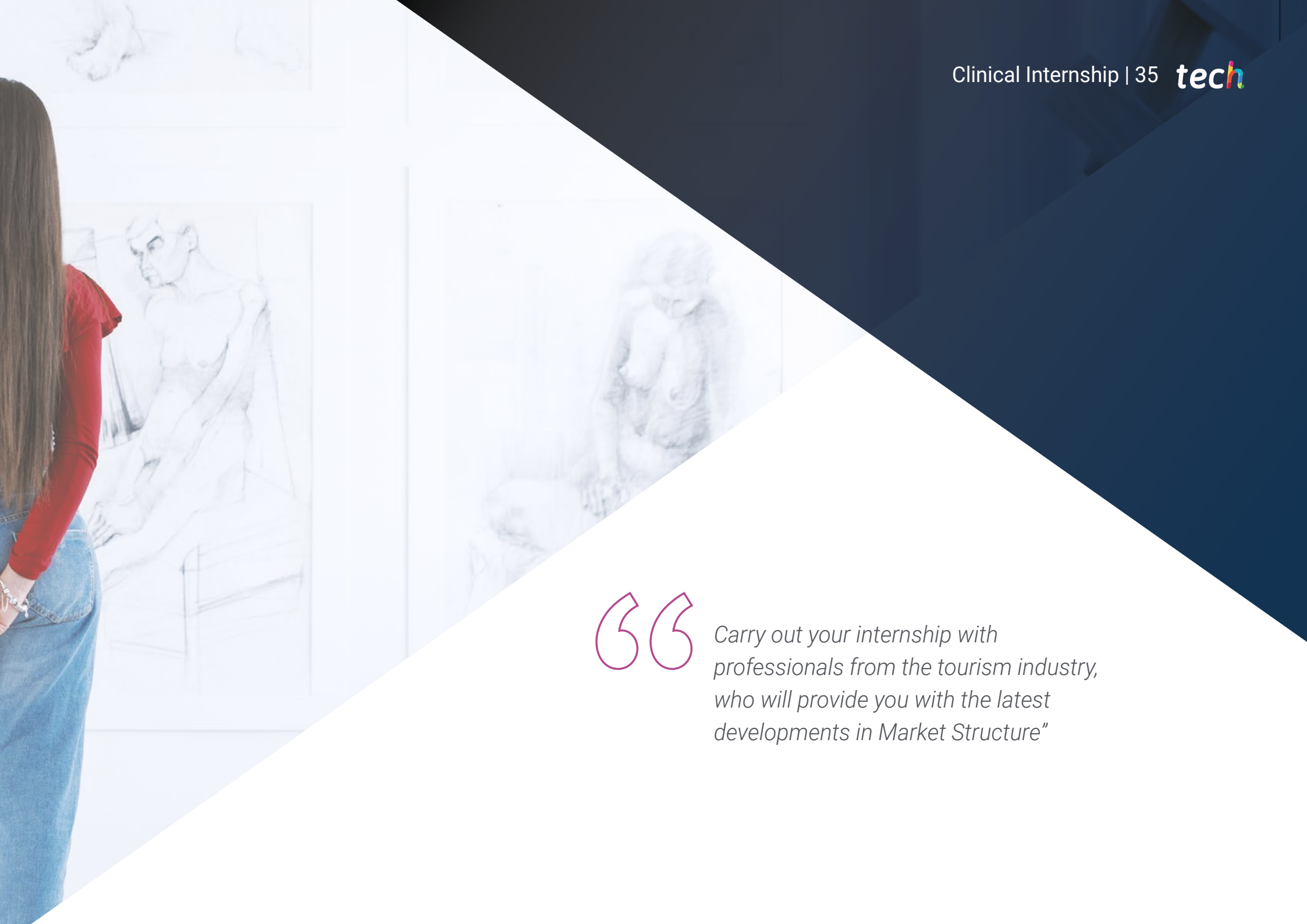
- 10.7. The Subjects of Tourism. Tourist Accommodations (I): Hotel Establishments
 - 10.7.1. Introduction: Concept and Classification of Tourist Accommodation
 - 10.7.2. Hotel Establishments
 - 10.7.3. Basis for Classification of Hotel Establishments
 - 10.7.4. First-Hotels Group
 - 10.7.5. Second-Hotels Apartment Group
 - 10.7.6. Third Group-Pensions
 - 10.7.7. Hotel Specializations
 - 10.7.8. The Director's Requirements
- 10.8. The Subjects of Tourism. Tourist Accommodations (II): Hotel Establishments
 - 10.8.1. Tourist Apartments
 - 10.8.2. Tourism Camps
 - 10.8.3. Rural Lodgings
- 10.9. The Administrative Activity of Limitation in Tourist Matters. Tourist Inspection
 - 10.9.1. Administrative Control of Tourism
 - 10.9.2. Basis and Nature of the Tourist Inspection Power
 - 10.9.3. The Tourist Inspector
 - 10.9.4. Inspection Plans and Instruments
- 10.10. Tourism Contracts in Particular. Regulation and Content
 - 10.10.1. Tourist Contracts. General Aspects
 - 10.10.2. Package Travel Contract
 - 10.10.3. Contract for the Acquisition of Timeshare Rights of Real Estate for Tourist Use
 - 10.10.4. Contract for Individual Services
 - 10.10.5. Contingent Reserve Contract
 - 10.10.6. Tourist Insurance Contract
 - 10.10.7. Hosting Contract
 - 10.10.8. Hotel Management Contract

07

Clinical Internship

Once the online theoretical stage has been passed, this university degree provides for the completion of an Internship Program in a distinguished organization in the field of tourism. In this way, graduates will be guided by a highly specialized tutor, who will help them throughout the process and ensure that they enjoy effective and profitable learning.





“

Carry out your internship with professionals from the tourism industry, who will provide you with the latest developments in Market Structure”

This Hybrid Executive Master's Degree MBA in Tourism Company Management consists of a 3-week practical internship in a renowned company, from Monday to Friday, with 8 consecutive hours of practical training with an assistant specialist. This experience will allow graduates to enter a professional environment, alongside a team of professionals who will help them to enhance their skills.

In this completely practical training proposal, the activities are aimed at developing and perfecting the skills necessary for the management of tourism companies, in conditions that require a high level of qualification. In addition, they are oriented to the specific knowledge for the exercise of the activity, in a safe environment and a high professional performance.

This is undoubtedly a unique opportunity to learn working in the innovative organizations of the future, where the use of emerging technologies such as Artificial Intelligence, Virtual Reality or Internet of Things are gaining more and more weight to optimize the customer experience.

The practical teaching will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other fellow students that facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of Tourism Company Management (learning to be and learning to relate).



The procedures described below will form the basis of the practical part of the program, and their implementation will be subject to the center's own availability and workload, with the proposed activities being the following:

Module	Practical Activity
Cultural Heritage Management	Create detailed registers of monuments and sites of interest, including factors such as their history, current status or cultural relevance
	Work with governmental and non-governmental entities to develop policies that promote the protection of cultural heritage and its integration into development planning
	Encourage the participation of the local community in the conservation of cultural heritage, promoting initiatives that benefit economic and social development through fairs and other activities
	Plan measures to protect cultural property in the event of natural or human-caused disasters, in order to mitigate damage and recover what has been affected
Advanced Marketing Techniques	Conduct comprehensive market research to identify both the needs and preferences of potential tourists (taking into account aspects such as market trends, consumer behavior and audience segmentation)
	Develop and maintain a brand that resonates with the values of the target audience (involving the creation of a visual identity, development of a consistent brand message and online reputation management)
	Execute multi-platform advertising campaigns to increase the visibility of the tourism offer (from ads on social networks or search engines to print media advertising and participation in tourism fairs)
	Implement Customer Relationship systems to manage interactions with current and potential consumers, maximizing loyalty through personalized service

Module	Practical Activity
Quality Control and Innovation in Tourism Services	Monitor quality standards in all tourism services offered through tools such as regular audits or satisfaction surveys
	Conduct ongoing training programs for staff in key areas such as customer service, product knowledge, and emergency management
	Research and create new goods or services that appeal to different market segments (such as unique tour packages, virtual reality technologies for tours or personalized experiences based on Artificial Intelligence)
	Establish an effective system for managing feedback with customers, ensuring that they act quickly to resolve issues and learn from mistakes
Statewide coordination of tourism destinations	Develop a strategic plan that identifies the long-term goals for the destination, taking into account tourism promotion and resource conservation
	Ensure that tourism infrastructure (such as roads, public transportation, signage, accessibility) is well maintained
	Collect and analyze data on tourist flows, expenditures, visitor satisfaction, and other key indicators to optimize destination management
	Apply sustainable practices to protect the destination's natural and cultural resources, ensuring that tourism does not degrade them



You will be specialized in a first class entity, where you will have the support of a team made up of professionals in Tourism Company Management"

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the students and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

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

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



General Conditions of the Internship Program

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

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

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

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

4. CERTIFICATION: Professionals who pass the Hybrid Executive Master's Degree will receive a certificate accrediting their stay at the center.

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

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

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

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

08

Where Can I Do the Internship?

This Hybrid Executive Master's Degree includes in its itinerary a practical internship in a prestigious radio media, where students will put into practice everything they have learned in the field of Tourism Company Management. In order to bring this degree closer to more professionals, TECH offers students the possibility of pursuing it in different institutions around the world. In this way, graduates will enjoy effective and comprehensive learning in the best companies.



“

You will do your internship in a prestigious at the international level”



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



School of Business

Eurostars Atlántico

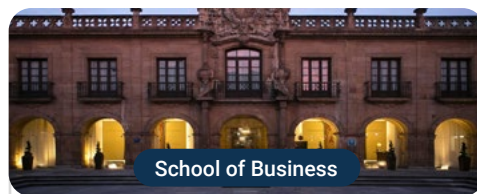
Country	City
Spain	La Coruña

Address: Av. Jardines de Méndez Núñez, s/n, 15006 A Coruña

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Hotel de la Reconquista

Country	City
Spain	Asturias

Address: C. Gil de Jaz, 16, 33004 Oviedo, Asturias

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Cuenca

Country	City
Spain	Cuenca

Address: Avenida Juan Carlos I, s/n, 16004 Cuenca

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Blue Coruña

Country	City
Spain	La Coruña

Address: Rúa Juana de Vega, 7, A, 15004 A Coruña

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Palacio Buenavista

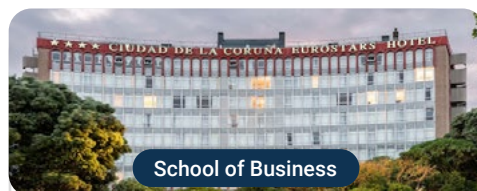
Country	City
Spain	Toledo

Address: Concilios de Toledo 1 Toledo, 45005

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Ciudad de La Coruña

Country	City
Spain	La Coruña

Address: Rúa Juan Sebastián Elcano, 13, 15002 A Coruña

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Las Salinas

Country	City
Spain	Las Palmas

Address: Paseo Marítimo, s/n, 35610 Castillo Caleta de Fuste, Las Palmas

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Coruña

Country	City
Spain	La Coruña

Address: Rúa Ramón y Cajal, 53, 15006 A Coruña

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Áurea Catedral

Country	City
Spain	Granada

Address: Calle Cárcel Baja, 11, 13, Centro, 18010 Granada

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Áurea Washington Irving

Country	City
Spain	Granada

Address: P.º del Generalife, 10, Centro, 18009 Granada

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Centrum Alicante

Country	City
Spain	Alicante

Address: C/ Pintor Lorenzo Casanova, 33, 03003 Alacant, Alicante

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Crisol Guadalupe

Country	City
Spain	Granada

Address: P.º de la Sabica, 30, Centro, 18009 Granada

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Gran Vía

Country	City
Spain	Granada

Address: C. Gran Vía de Colón, 20, Centro, 18010 Granada

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Lucentum

Country	City
Spain	Alicante

Address: Av. Alfonso El Sabio, 11, 03002 Alicante

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Palacio de Cristal

Country	City
Spain	Asturias

Address: C. Policarpo Herrero, s/n, 33006 Oviedo, Asturias

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Puerta Real

Country	City
Spain	Granada

Address: C. Acera del Darro, 24, 0, Centro, 18005 Granada

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Mediterranea Plaza

Country	City
Spain	Alicante

Address: Plaça de l'Ajuntament, 6, 03002 Alacant, Alicante

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Toledo

Country	City
Spain	Toledo

Address: Pseo.San Eugenio,sn Toledo 45003

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Pórtico Alicante

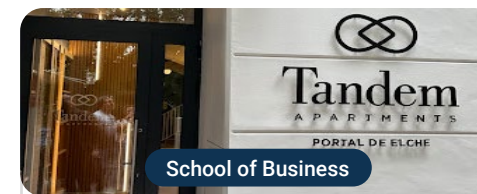
Country	City
Spain	Alicante

Address: C. Rafael Altamira, 19, 03002 Alicante

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Tandem Portal de Elche

Country	City
Spain	Alicante

Address: Pl. Portal de Elche, 5, 03001 Alicante

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Triunfo Granada

Country	City
Spain	Granada

Address: Pl. del Triunfo, 19, Centro, 18010 Granada

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Tandem Pórtico Alicante Suites

Country	City
Spain	Alicante

Address: C. de San Nicolás, 1, 03002 Alicante

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Layos Golf

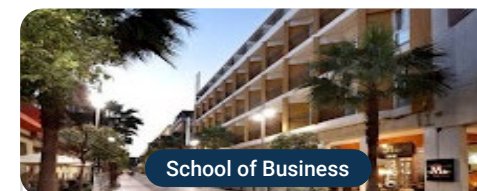
Country	City
Spain	Toledo

Address: Ctra. Toledo-Piedrabuena km.12 Layos - Toledo, 45123

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Tartessos

Country	City
Spain	Huelva

Address: Av. Martín Alonso Pinzón, 13, 21003 Huelva

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Reina Isabel

Country	City
Spain	Ávila

Address: P.º de la Estación, 17, 05001 Ávila

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Hotel El Magistral

Country	City
Spain	Asturias

Address: C. Jovellanos, 3, 33003 Oviedo, Asturias

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Acteón

Country	City
Spain	Valencia

Address: Carrer de Vicente Beltrán Grimal, 2 Valencia- 46023

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Reina Felicia

Country	City
Spain	Huesca

Address: P.º Cam. de Santiago, 16, 20, 22700 Jaca, Huesca

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Hotel Río Badajoz

Country	City
Spain	Badajoz

Address: Av. Adolfo Díaz Ambrona, 13, 06006 Badajoz

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Gran Valencia

Country	City
Spain	Valencia

Address: VALLE DE AYORA Nº3 Valencia, 46015

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Las Margas Golf

Country	City
Spain	Huesca

Address: C. Mirador del Valle, s/n, 22613 Latas, Huesca

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Oviedo Centro

Country	City
Spain	Asturias

Address: C. de Pepe Cosmen, 1, 33001 Oviedo, Asturias

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Rey Don Jaime

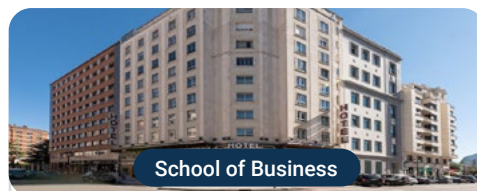
Country	City
Spain	Valencia

Address: Avda Baleares, 2 Valencia, 46023

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Crisol Almirante Bonifaz

Country	City
Spain	Burgos

Address: C. Vitoria, 22, 09004 Burgos

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Ibiza

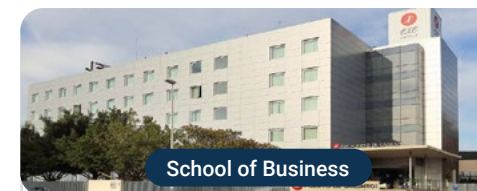
Country	City
Spain	Balearic Islands

Address: Carrer de Ramon Muntaner, 25, 33, 07800 Ibiza, Balearic Islands

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Puerto de Sagunto

Country	City
Spain	Valencia

Address: Av. Ojos Negros, 55 Sagunto - Valencia, 46520

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Crisol Mesón del Cid

Country	City
Spain	Burgos

Address: Calle de Fernán González, 64, 09003 Burgos

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Crisol Puerta de Burgos

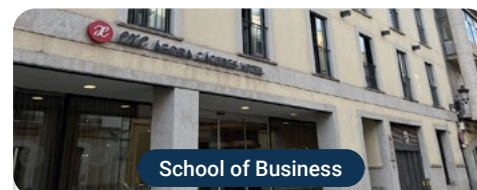
Country	City
Spain	Burgos

Address: Calle Vitoria, 69, 09006 Burgos

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Ágora Cáceres

Country	City
Spain	Cáceres

Address: Calle Parras, 25, Centro, 10004 Cáceres

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Diana Palace

Country	City
Spain	Palencia

Address: Av. Santander, 12, 34003 Palencia

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Alfonso VIII

Country	City
Spain	Cáceres

Address: Calle Alfonso VIII, 32, 10600 Plasencia, Cáceres

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Mar de Vigo

Country	City
Spain	Pontevedra

Address: Avd. Beiramar, 57-59 Vigo, 36202

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Zizur Pamplona

Country	City
Spain	Navarra

Address: C. Etxesakan, 3, 31180 Zizur Mayor, Navarra

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Los Agustinos

Country	City
Spain	La Rioja

Address: C. San Agustín, 2, 26200 Haro, La Rioja

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Palacio Santa Marta

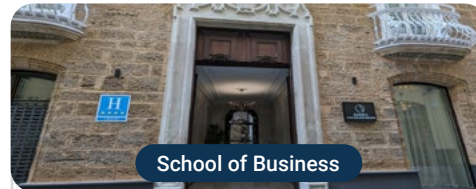
Country	City
Spain	Cáceres

Address: Calle Ballesteros, 6, 10200 Trujillo, Cáceres

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Áurea Casa Palacio Sagasta

Country	City
Spain	Cádiz

Address: Calle Sagasta, 1, 11004 Cádiz

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Pousada de Meaño

Country	City
Spain	Pontevedra

Address: Outeiro, 36638 Covas, Pontevedra

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Vigo

Country	City
Spain	Pontevedra

Address: Calle Urzaiz, 76 Vigo, 36204

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Crisol Alisios Canteras

Country	City
Spain	Las Palmas

Address: C. Colombia, 12, 35010 Las Palmas de Gran Canaria, Las Palmas

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Tandem Ancha 34

Country	City
Spain	Cadiz

Address: Calle Ancha, 34, 11001 Cádiz

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Tandem Palacio Veedor de Galeras Suites

Country	City
Spain	Cadiz

Address: Calle Veedor, 3, 11003 Cádiz

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Crisol Faycán

Country	City
Spain	Las Palmas

Address: C. Nicolás Estévez, 61, 35007 Las Palmas de Gran Canaria, Las Palmas

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Rey Fernando

Country	City
Spain	Zaragoza

Address: Bari, 27 Zaragoza, 50197

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Tandem Pópulo

Country	City
Spain	Cadiz

Address: Calle Ruiz de Bustamante, 1, 11005 Cádiz

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Tandem Puerto Chico

Country	City
Spain	Cadiz

Address: Calle San Juan, 17, 11005 Cádiz

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Las Palmas

Country	City
Spain	Las Palmas

Address: C/ Sagasta, 28, 35008 Las Palmas de Gran Canaria, Las Palmas

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Tandem Torres de Cádiz Suites

Country	City
Spain	Cádiz

Address: Calle Manuel Rancés, 18, 11004 Cádiz

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Zaragoza

Country	City
Spain	Zaragoza

Address: Estación Delicias, Calle Miquel Roca i Junyent, 5, Zaragoza, 50011

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Apartahotel Exe Campus San Mamés

Country	City
Spain	León

Address: C. Vegamián, 13, 24007 León

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Pousada de Armenteira

Country	City
Spain	Pontevedra

Address: Caroi-Armenteira, 36637 Caroi, Pontevedra

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Crisol Monasterio de San Miguel

Country	City
Spain	Cádiz

Address: Calle Virgen de los Milagros, 27, 11500 El Puerto de Santa María, Cádiz

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Boston

Country	City
Spain	Zaragoza

Address: Avenida de las Torres 28, Zaragoza, 50008

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Crisol Quindós

Country	City
Spain	León

Address: Gran Vía de San Marcos, 38, 24002 León

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Asta Regia

Country	City
Spain	Cádiz

Address: Calle San Agustín, 9, 11403 Jerez de la Frontera, Cádiz

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Plaza Delicias

Country	City
Spain	Zaragoza

Address: Calle Los Fayos 11 Zaragoza, 50017

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Guadalete

Country	City
Spain	Cadiz

Address: Av. Duque de Abrantes, 84, 11407 Jerez de la Frontera, Cádiz

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Crisol Riosol

Country	City
Spain	León

Address: Av. de Palencia, 3, 24009 León

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Gran Hotel La Toja

Country	City
Spain	Pontevedra

Address: Rúa da Condesa 2, 2 O Grove - Pontevedra

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Zaragoza WTC

Country	City
Spain	Zaragoza

Address: Calle María Zambrano, 31 Zaragoza, 50018

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Tandem Solera

Country	City
Spain	Cadiz

Address: Calle de las Naranjas, 2, 11402 Jerez de la Frontera, Cádiz

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe León

Country	City
Spain	León

Address: C. Velázquez, 18, 24005 León

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Hotel Palacio Marqués de Arizón

Country	City
Spain	Cadiz

Address: Plaza Quinto Centenario s/n, 11540 Sanlúcar de Barrameda, Cádiz

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Vía de la Plata

Country	City
Spain	León

Address: C. Padres Redentoristas, 5, 24700 Astorga, León

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Doña Carlota

Country	City
Spain	Ciudad Real.

Address: Ronda de Toledo, 21, 13005 Ciudad Real

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Isla de la Toja

Country	City
Spain	Pontevedra

Address: Isla de La Toja, s/n O Grove - Pontevedra

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Astur Plaza

Country	City
Spain	León

Address: Pl. España, 2, 24700 Astorga, León

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Crisol Jardines de Córdoba

Country	City
Spain	Cordoba

Address: Calle Poeta Alonso de Bonilla, 3, Nte. Sierra, 14012 Córdoba

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Azahar

Country	City
Spain	Cordoba

Address: Calle García Lovera, 1, Centro, 14002 Córdoba

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Pousada de A Lanzada

Country	City
Spain	Pontevedra

Address: CARRETERA DE A LANZADA, S/N, 36980 O Grove, Pontevedra

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Pousada de Ribadumia

Country	City
Spain	Pontevedra

Address: Rúa Párroco Valiñas, 36636, Pontevedra

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Vía Argentum

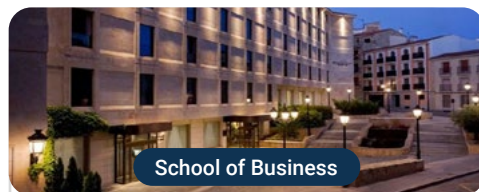
Country	City
Spain	Pontevedra

Address: NE-7, 1, 36540 Silleda, Pontevedra

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Las Claras

Country	City
Spain	Salamanca

Address: C. de la Marquesa de Almarza, s/n, 37001 Salamanca

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Salamanca

Country	City
Spain	Salamanca

Address: C. Álava, 8, 37001 Salamanca

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars La Pleta

Country	City
Spain	Lérida

Address: Cota 1700, Carretera de Baqueira, a Beret, s/n, 25598 Baqueira, Lleida

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Conquistador

Country	City
Spain	Córdoba

Address: Calle Magistral González Francés, 15, Centro, 14003 Córdoba

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Royal Tanau

Country	City
Spain	Lérida

Address: Urbanización Tanau Ctra. de Baqueira a Beret Naut Arán, S/N, 25598 Baqueira, Lleida

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Maimónides

Country	City
Spain	Córdoba

Address: Calle Torrijos, 4, Centro, 14003 Córdoba

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Palace

Country	City
Spain	Córdoba

Address: Paseo de la Victoria s/n, Centro, 14004 Córdoba

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Áurea Palacio de Correos

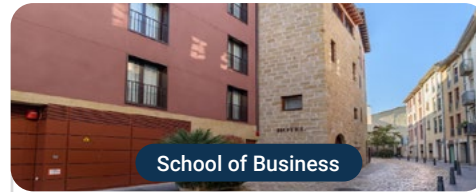
Country	City
Spain	La Rioja

Address: Pl. San Agustín, 1, 26001 Logroño, La Rioja

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Fuerte Ruavieja

Country	City
Spain	La Rioja

Address: C. Ruavieja, 22 - 28, 26001 Logroño, La Rioja

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Patios de Córdoba

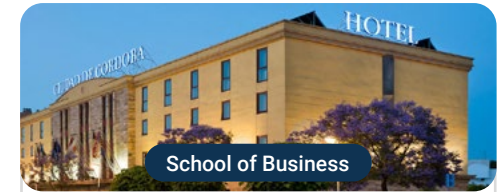
Country	City
Spain	Córdoba

Address: Calle Diario de Córdoba, 13, Centro, 14071 Córdoba

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Ciudad de Córdoba

Country	City
Spain	Córdoba

Address: Avenida de Cádiz, s/n, Sur, 14013 Córdoba

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Marqués de Vallejo

Country	City
Spain	La Rioja

Address: C. Marqués de Vallejo, 8, 26001 Logroño, La Rioja

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Gran Hotel Lugo

Country	City
Spain	Lugo

Address: Av. Ramón Ferreiro, 21, 27002 Lugo

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Las Adelfas

Country	City
Spain	Córdoba

Address: Avenida de la Arruzafa, Nte. Sierra, 14012 Córdoba

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Ikonik Plaza Mercado

Country	City
Spain	Salamanca

Address: Pl. del Mercado, 16, 37001 Salamanca

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Puerta de San Pedro

Country	City
Spain	Lugo

Address: Rúa Río Neira, 29,
27002 Lugo

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Tandem El Patio

Country	City
Spain	Cordoba

Address: Calle de Ambrosio de Morales, 11,
Centro, 14003 Córdoba

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Áurea Palacio de Sober

Country	City
Spain	Lugo

Address: Camiño do Pazo, s/n,
27460 Sober, Lugo

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Crisol Conde Rodrigo

Country	City
Spain	Salamanca

Address: Pl. San Salvador, 9,
37500 Cdad. Rodrigo, Salamanca

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Tandem Torre de la Calahorra

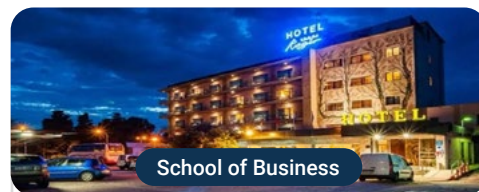
Country	City
Spain	Cordoba

Address: Plaza Tejar, 2, Sur,
14009 Córdoba

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Crisol Regio

Country	City
Spain	Salamanca

Address: Carretera N-501 Salamanca/Madrid
km.4, Santa Marta de Tormes 37900, Ctra.
Madrid, km4, 37900 Santa Marta
de Tormes, Salamanca

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Astoria

Country	City
Spain	Malaga

Address: Av. del Comandante Benítez, ° 5,
Distrito Centro, 29001 Málaga

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Hotel Real

Country	City
Spain	Cantabria

Address: Av. Pérez Galdós,
28, 39005 Santander, Cantabria

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Málaga Museos

Country	City
Spain	Malaga

Address: Calle Compañía, 29, Distrito Centro, 29008 Málaga

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Tandem Soho Suites

Country	City
Spain	Malaga

Address: C. Barroso, 2, Distrito Centro, 29001 Málaga

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Araganey

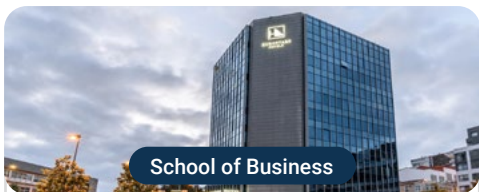
Country	City
Spain	La Coruña

Address: Rúa de Alfredo Brañas, 5, 15701 Santiago de Compostela, A Coruña

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Gran Hotel Santiago

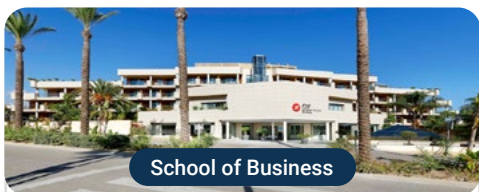
Country	City
Spain	La Coruña

Address: Avenida do Mestre Mateo, 27, 15706 Santiago de Compostela, A Coruña

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Estepona Thalasso & Spa - Adults only

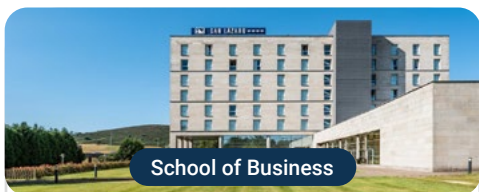
Country	City
Spain	Malaga

Address: Cam. de Brijan, s/n, 29680 Estepona, Málaga

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars San Lázaro

Country	City
Spain	La Coruña

Address: Av. de Fernando de Casas Novoa, s/n, 15703 Santiago de Compostela, A Coruña

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Marivent

Country	City
Spain	Balears

Address: Carrer de Dina Moore, 6, Ponent, 07015 Palma, Illes Balears

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Area Central

Country	City
Spain	La Coruña

Address: Área Central Shopping mall, R. de Paris, 7, C.C, 15707 Santiago de Compostela, A Coruña

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Portals Nous

Country	City
Spain	Balears

Address: Carrer Vaquer, 16, 07181 Portals Nous, Illes Balears

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Peregrino

Country	City
Spain	La Coruña

Address: Av. de Rosalía de Castro, S/N, 15706 Santiago de Compostela, A Coruña

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Área Convento Capuchinos

Country	City
Spain	Segovia

Address: Pl. Capuchinos, 2, 40001 Segovia

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Plaza Acueducto

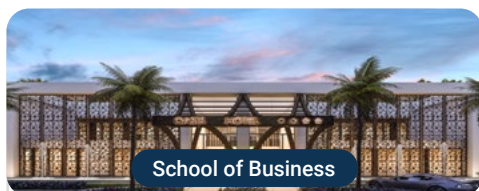
Country	City
Spain	Segovia

Address: Av. Padre Claret, 2, 4, 40001 Segovia

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Oasis Marbella

Country	City
Spain	Malaga

Address: El Oasis de Marbella, 42, 44, 29602 Marbella, Málaga

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Casa de Los Linajes

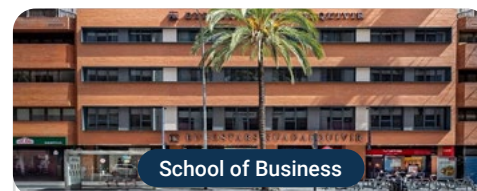
Country	City
Spain	Segovia

Address: Calle Dr. Velasco, 9, 40003 Segovia

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Guadalquivir

Country	City
Spain	Seville

Address: Av. de la República Argentina, 23, 41011 Sevilla

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Auriense

Country	City
Spain	Ourense

Address: Rúa da Rabeda, 12, 32970 Ourense

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Monumento Monasterio de San Clodio Hotel

Country	City
Spain	Ourense

Address: Calle San Clodio, S/N,
32420 Leiro, Province of Ourense

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Regina

Country	City
Spain	Seville

Address: C/ San Vicente, 97 Sevilla, 41002

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Sevilla Boutique

Country	City
Spain	Seville

Address: C/ Abades 41-43 Sevilla, 41004

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Eurostars Torre Sevilla

Country	City
Spain	Seville

Address: Plaza Alcalde Alfredo Sánchez Monteseirín 2, Edif. Torre Sevilla, 41092

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Gran Hotel Solúcar

Country	City
Spain	Seville

Address: CTRA. Nac. Sevilla - Huelva
A-472 s/n Sevilla, 41800

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Isla Cartuja

Country	City
Spain	Seville

Address: Estadio Olimpico Puerta
G Sevilla, 41092

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Sevilla Macarena

Country	City
Spain	Seville

Address: San Juan de Ribera, 2 Sevilla, 41009

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Cunit Suites & Spa

Country	City
Spain	Tarragona

Address: Carrer Major 34
Cunit - Tarragona, 43881

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Crisol La Selva

Country	City
Spain	Tarragona

Address: Carrer dels Molins,10 La Selva del Camp, Tarragona, 43470

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Crisol Quality Reus

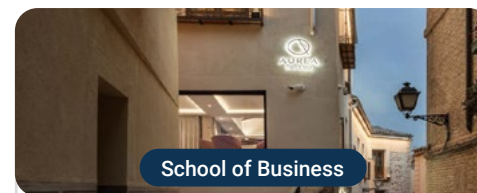
Country	City
Spain	Tarragona

Address: CARRETERA SALOU 129 Reus, Tarragona, 43205

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Área Toledo

Country	City
Spain	Toledo

Address: Bajada Pozo Amargo, 7 Toledo, 45002

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Domus Plaza Zocodover

Country	City
Spain	Toledo

Address: Calle Armas 7 Toledo, 45001

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Exe Sevilla Palmera

Country	City
Spain	Seville

Address: Cardenal Ilundain, 28 Sevilla, 41013

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 different countries.

Related internship programs:

- MBA in Tourism Company Management
- MBA in Hotel Management



School of Business

Crisol Vía Castellana

Country	City
Spain	Madrid

Address: P.º de la Castellana, 220, Chamartín, 28046 Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Eurostars Arenas de Pinto

Country	City
Spain	Madrid

Address: C. de las Arenas, 1, 28320 Pinto, Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Eurostars Casa de la Lirica

Country	City
Spain	Madrid

Address: C. de la Aduana, 19, Centro, 28013 Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Eurostars Central

Country	City
Spain	Madrid

Address: C. de Mejía Lequerica, 10, Centro, 28004 Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Eurostars Don Cándido

Country	City
Spain	Barcelona

Address: Rambleta del Pare Alegre, 98, 08224 Terrassa, Barcelona

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management
- MBA in Purchasing Management



School of Business

Eurostars Executive

Country	City
Spain	Barcelona

Address: Carrer de Marie Curie, 2, 08210 Barberà del Vallès, Barcelona

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management
- MBA in Purchasing Management



School of Business

Eurostars Gran Madrid

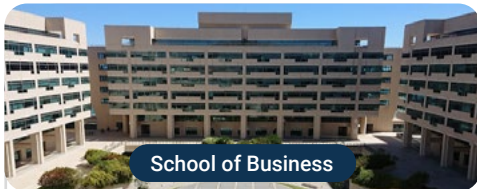
Country	City
Spain	Madrid

Address: Av. de la Vega, 22, 28108 Alcobendas, Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Eurostars Grand Marina

Country	City
Spain	Barcelona

Address: Moll de Barcelona, S/N, Ciutat Vella, 08039 Barcelona

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management
- MBA in Purchasing Management



School of Business

Eurostars i-Hotel

Country	City
Spain	Madrid

Address: C. de Virgilio, 4, 28223, Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Eurostars Madrid Congress

Country	City
Spain	Madrid

Address: Parque Empresarial Omega, Avenida de la Transición Española, A-1, 22, salida 17, 28108 Alcobendas, Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Eurostars Madrid Foro

Country	City
Spain	Madrid

Address: Ronda de Europa, 1, 28760 Tres Cantos, Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Eurostars Madrid Gran Vía

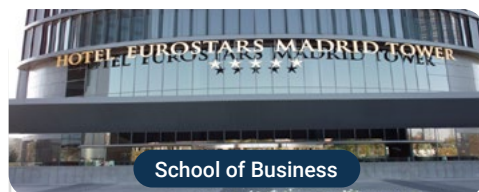
Country	City
Spain	Madrid

Address: C. de Leganitos, 13, Centro, 28013 Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Eurostars Madrid Tower

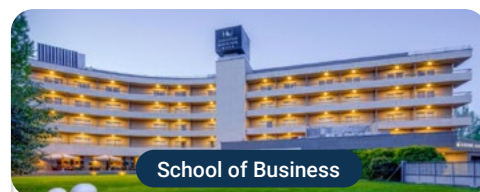
Country	City
Spain	Madrid

Address: P.º de la Castellana, 259, B, Fuencarral-El Pardo, 28046 Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Eurostars Monte Real

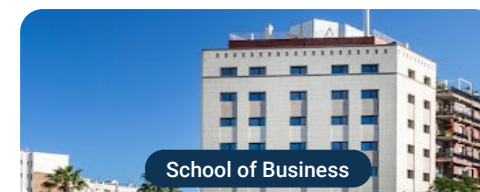
Country	City
Spain	Madrid

Address: C. de Arroyofresno, 17, Fuencarral-El Pardo, 28035 Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Eurostars Monumental

Country	City
Spain	Barcelona

Address: C/ del Consell de Cent, 498, 500, Eixample, 08013 Barcelona

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management
- MBA in Purchasing Management



School of Business

Eurostars Plaza Mayor

Country	City
Spain	Madrid

Address: Calle del Dr Cortezo, 10, Centro, 28012 Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Eurostars Sitges

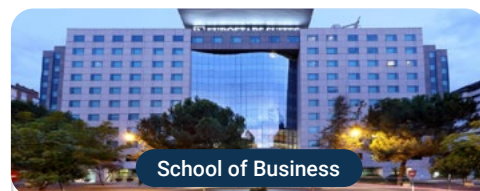
Country	City
Spain	Barcelona

Address: Av. Camí de Miralpeix, 12, 08870, 08870 Sitges, Barcelona

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management
- MBA in Purchasing Management



School of Business

Eurostars Suites Mirasierra

Country	City
Spain	Madrid

Address: C. de Alfredo Marquerie, 43, Fuencarral-El Pardo, 28034 Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Exe Barberà Parc

Country	City
Spain	Barcelona

Address: Sector Baricentro, 150, km 6,7, 08210 Barcelona

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management
- MBA in Purchasing Management



Exe Barcelona Gate

Country	City
Spain	Barcelona

Address: Carrer Maria Tarrida, 6,
08970 Sant Joan Despí, Barcelona

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management
- MBA in Purchasing Management



Exe Campus

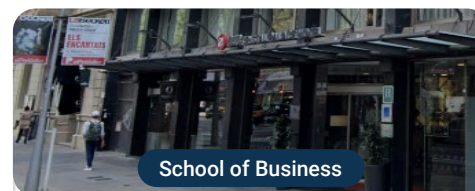
Country	City
Spain	Barcelona

Address: Villa Universitaria Campus de la UAB,
08193 Cerdanyola del Vallès, Barcelona

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management
- MBA in Purchasing Management



Exe Cristal Palace

Country	City
Spain	Barcelona

Address: C/ de la Diputació, 257, L'Eixample,
08007 Barcelona

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management
- MBA in Purchasing Management



Exe Getafe

Country	City
Spain	Madrid

Address: C. Chamberlain, 1,
28905 Getafe, Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Exe Gran Hotel Almenar

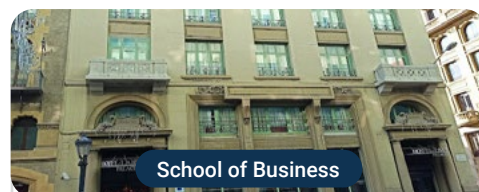
Country	City
Spain	Madrid

Address: C. Jaraíz, 1,
28290 Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Exe Laietana Palace

Country	City
Spain	Barcelona

Address: Via Laietana, 17, Ciutat Vella,
08003 Barcelona

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management
- MBA in Purchasing Management



School of Business

Exe Madrid Norte

Country	City
Spain	Madrid

Address: C. Martina Díaz, 4,
Hortaleza, 28050 Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Exe Mitre

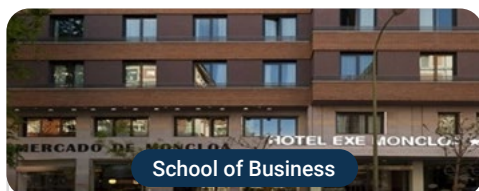
Country	City
Spain	Barcelona

Address: Carrer de Bertran, 9, 15, Distrito
de Sarrià-Sant Gervasi, 08023 Barcelona

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management
- MBA in Purchasing Management



School of Business

Exe Moncloa

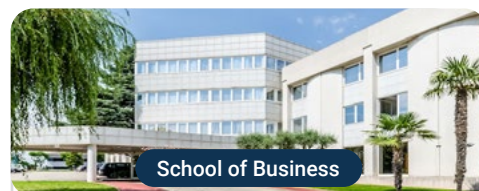
Country	City
Spain	Madrid

Address: C. Arcipreste de Hita, 10, Chamberí,
28015 Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Exe Parc del Vallés

Country	City
Spain	Barcelona

Address: Carrer dels Artesans, 8,
08290 Cerdanyola del Vallés, Barcelona

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management
- MBA in Purchasing Management



School of Business

Exe Plaza Catalunya

Country	City
Spain	Barcelona

Address: Ronda de la Univ., 18, L'Eixample,
08007 Barcelona

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management
- MBA in Purchasing Management



School of Business

Exe Plaza Madrid

Country	City
Spain	Madrid

Address: P.º de la Castellana, 191, Tetuán,
28046 Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Exe Ramblas Boquería

Country	City
Spain	Barcelona

Address: Rambla de Sant Josep, 91, 93, Ciutat Vella, 08002 Barcelona

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management
- MBA in Purchasing Management



School of Business

Exe Suites 33

Country	City
Spain	Madrid

Address: C. de Leganitos, 33, Centro, 28013 Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Exe Tres Cantos

Country	City
Spain	Madrid

Dirección: Pl. de la Estación, 2, 28760 Tres Cantos, Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Exe Victoria Palace

Country	City
Spain	Madrid

Address: C. Juan de Toledo, 4, 28200 San Lorenzo de El Escorial, Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Exe Zarzuela Park Premier Class

Country	City
Spain	Madrid

Address: C. de Darío Aparicio, 32, Moncloa - Aravaca, 28023 Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Ikonik Anglí

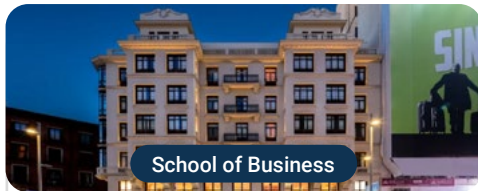
Country	City
Spain	Barcelona

Address: Carrer d'Anglí, 60, Distrito de Sarrià-Sant Gervasi, 08017 Barcelona

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management
- MBA in Purchasing Management



School of Business

Ikonik Gran Vía

Country: Spain City: Madrid

Address: C. Gran Vía, 56, Centro,
28013 Madrid

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management



School of Business

Ikonik Lex

Country: Spain City: Barcelona

Address: Carrer de Buenos Aires, 49, 51,
08902 L'Hospitalet de Llobregat, Barcelona

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management
- MBA in Purchasing Management





Ikonik Ramblas

Country	City
Spain	Barcelona

Address: La Rambla, 22, 24, Ciutat Vella,
08002 Barcelona

It is the leading Spanish hotel chain by number of hotels, and the eighth largest in Europe, with 250 hotels in 18 countries.

Related internship programs:

- MBA in Commercial Sales Management
- MBA in Purchasing Management



Delve into the most relevant theory in this field, subsequently applying it in a real work environment"

09

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.

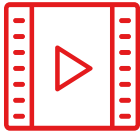
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



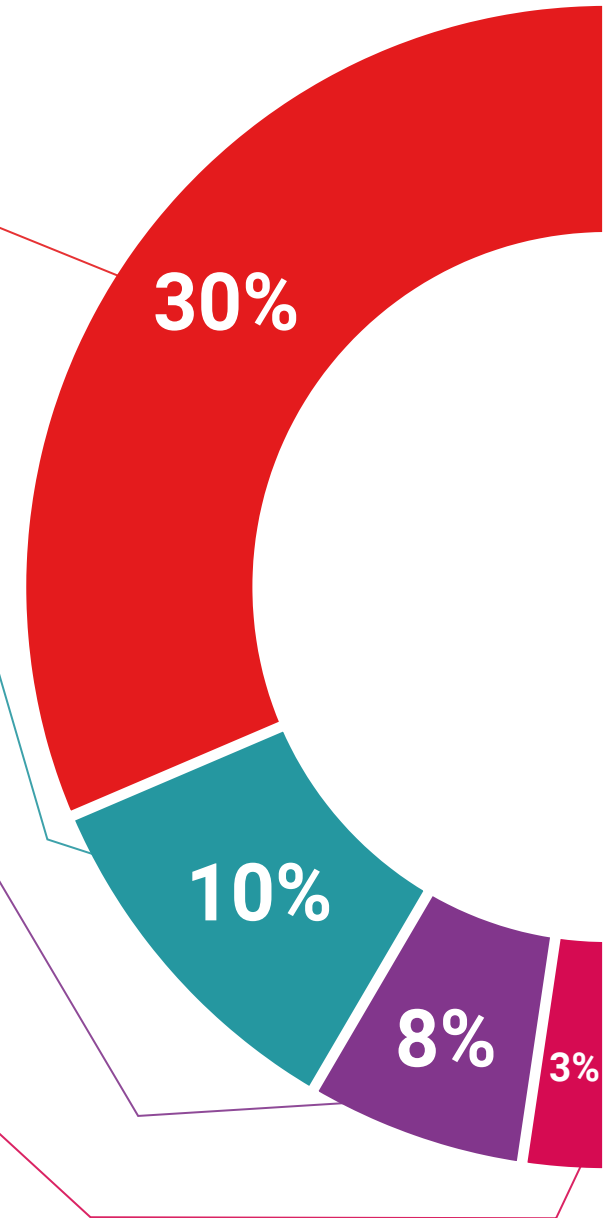
Management Skills Exercises

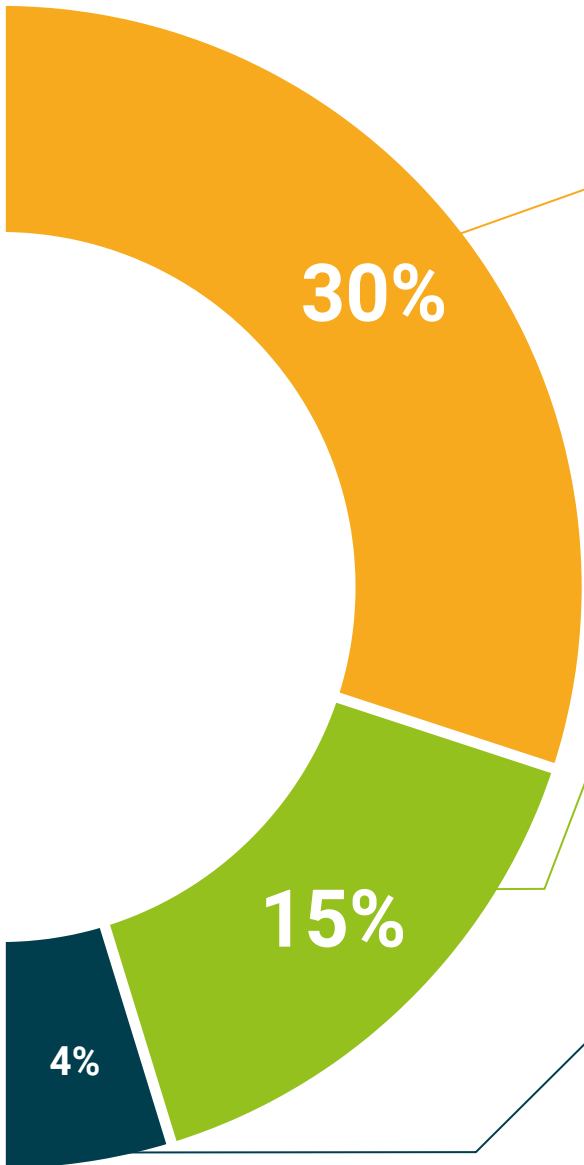
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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.



10 Certificate

The Hybrid Executive Master's Degree in MBA in Tourism Company Management guarantees, in addition to the most rigorous and up-to-date education, access to a Hybrid Executive Master's Degree Certificate issued by TECH Global University.



“

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

This private qualification will allow you to obtain an **Hybrid Executive Master's Degree in MBA in Tourism Company Management** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Hybrid Executive Master's Degree in MBA in Tourism Company Management**

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

Duration: **12 months**

Accreditation: **60 + 4 ECTS**



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



Hybrid Executive Master's Degree

MBA in Tourism

Company Management

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Accreditation: 60 + 4 ECTS

Hybrid Executive Master's Degree MBA in Tourism Company Management

