# Postgraduate Certificate
## Tourism and Local Development Cooperation

**tech** technological university

# Postgraduate Certificate
## Tourism and Local Development Cooperation

Language: **English**

Course Modality: **Online**

Duration: **1 month**

Certificate: **TECH Technological University**

Official N° of Hours: **150 h.**

Website: **www.techtitute.com/pk/school-of-business/postgraduate-certificate/tourism-local-development-cooperation**

# Index

# 01
# Welcome

The influence of tourism on the development of all types of local populations is undeniable. The prominent rise of interest in ecotourism and international cooperation, with transnational programs dedicated exclusively to the latter task. Therefore, there is an increasing need for executives and managers who are experts in the tools of international cooperation, as well as the applicable legal frameworks and the corresponding strategic planning. With this motivation, the present TECH program was born, which contains all the teaching material to reinforce the value proposition of the graduate in the field of Tourism and Local Development Cooperation. All of this in a 100% online format free of presential classes and preset schedules.

Postgraduate Certificate in Tourism and Local Development Cooperation.
TECH Technological University

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practicing active listening and being self-critical of their work"*

# Why Study at TECH?

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

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

## At TECH Technological University

### Innovation

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

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

### The Highest Standards

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

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

### Networking

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

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

**200+** different nationalities

### Empowerment

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

**500+** collaborative agreements with leading companies

### Talent

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

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

### Multicultural Context

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

TECH students represent more than 200 different nationalities.

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

### Analysis

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

### Academic Excellence

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

### Economy of Scale

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

### Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

# Why Our Program?

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

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

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

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

**01 A significant career boost**

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

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

**02 Develop a strategic and global vision of companies**

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

*Our global vision of companies will improve your strategic vision.*

**03 Consolidate the student's senior management skills**

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

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

**04 Take on new responsibilities**

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

*45% of graduates are promoted internally.*

**05**

## Access to a powerful network of contacts

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

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

**06**

## Thoroughly develop business projects

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

*20% of our students develop their own business idea.*

**07**

## Improve soft skills and management skills

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

*Improve your communication and leadership skills and enhance your career.*

**08**

## Be part of an exclusive community

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

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

# Objectives

This program is designed to strengthen management and leadership skills, in addition to developing new competencies and skills that will be essential in their professional development. After the program will be equipped to make global decisions with an innovative perspective and an international vision.

*International experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives in the digital age"*

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

The **Postgraduate Certificate in Tourism and Local Development Cooperation** qualifies students to:

**01** Know the origins, policies and characteristics of social development cooperation

**02** Be able to project the knowledge, skills and abilities acquired to promote a society based on the values of freedom, justice, equality and pluralism

**03** Learn to manage sustainable tourism as an instrument of cooperation for social development while respecting the social and cultural identity of the host localities

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

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

**06** Examine ethnic tourism and its influence on community development, as well as social policies implemented with a focus on this population

# Structure and Content

The Postgraduate Certificate in Tourism and Local Development Cooperation from TECH Technological University is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 1 month and is intended to be a unique and stimulating experience that will lay the foundation for your success in corporate reputation management.

*"What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this one, believe us"*

## Syllabus

The content of the Postgraduate Certificate in Tourism and Local Development Cooperation is designed to promote the development of management skills that will enable the professionals to obtain information that will allow them to adequately manage the reputation of a brand or company.

Throughout 150 hours of education, the student will analyze a multitude of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate deals in depth with all strategic areas of the company and is designed to prepare managers and experts in the sector, so that they understand business management from strategic, international and innovative perspective.

A plan designed for you, focused on your professional improvement and that will prepare you to achieve excellence in the field of Tourism and Local Development Cooperation. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This Postgraduate Certificate takes place over 1 month and is structured into 1 module:

| Module 1 | Tourism and Local Development Cooperation |

## Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Tourism and Local Development Cooperation completely online. Over the course of 1 month, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

## Module 1. Tourism and Local Development Cooperation

### 1.1. Approaching the Problem of Development
1.1.1. Basic Concepts
1.1.2. Poverty and Development
1.1.3. Types of Tourism and Sustainability
1.1.4. North/South Imbalances. Concept of Development
1.1.5. Millennium Development Goals (MDGs) Human rights

### 1.2. Aid, Actors and Legal Framework for International Development Cooperation
1.2.1. Historical Evolution of International Development Cooperation
1.2.2. Introduction to International Development Cooperation
1.2.3. Brief History of Development Cooperation Systems

### 1.3. Tourism: A Tool for International Cooperation
1.3.1. The Role of Women in International Cooperation Policies
1.3.2. Women's Rights and Integrating Them into AECID's Cooperation Policies
1.3.3. Differences and Similarities between MED and GED
1.3.4. World Women's Conferences

### 1.4. Management in the Non-Profit Sector
1.4.1. Growth in the Non-Profit Sector and Associationism on a Global Scale
1.4.2. The Non-Profit Sector and Its Organizations: A Classification
1.4.3. Managing Non-Profit Organizations as Cooperation for Local Tourism Development

### 1.5. Strategic Planning in Non-profit Organizations
1.5.1. Conceptualization
1.5.2. Step-by-Step Strategic Planning

### 1.6. The Impact of Associations on Society
1.6.1. Contributions to Country Visa Quality and Governance
1.6.2. Negative Consequences of Third Sector Action
1.6.3. Collaboration in the Non-Profit Sector

### 1.7. Ecotourism as a Cooperation Strategy for Local Development
1.7.1. Origins of Ecotourism
1.7.2. Integrating Elements in Ecotourism
1.7.3. Economic Aspects in Ecotourism
1.7.4. Participation of the Local Population

### 1.8. Ecotourism Planning
1.8.1. Project Design
1.8.2. Ecotourism Marketing
1.8.3. Distribution Channels
1.8.4. Ecotourist Responsibility

### 1.9. Case Studies
1.9.1. Ethnic Community-Based Tourism: A Case Study in Chiang Rai
1.9.2. Community Development for Sustainable Tourism
1.9.3. Tourism in Thailand: Community Approaches and Policies
1.9.4. Integrating Social Policy Development by the Local Community
1.9.5. Developing Local Plans: Problems and Benefits of Local Involvement

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

## 06
# 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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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

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

### Study Material

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

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

### Classes

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

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

### Management Skills Exercises

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

### Additional Reading

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

**30%**

**10%**

**8%**

**3%**

**30%**

**15%**

**4%**

### Case Studies

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

### Interactive Summaries

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

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

### Testing & Retesting

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

07

# Our Students' Profiles

The Postgraduate Certificate in Tourism and Local Development Cooperation is a program aimed at professionals who want to acquire greater skills and competencies in hotel management; discover new ways of managing the brand; control, through the analysis of results, possible reputational conflict; and advance in their professional career.
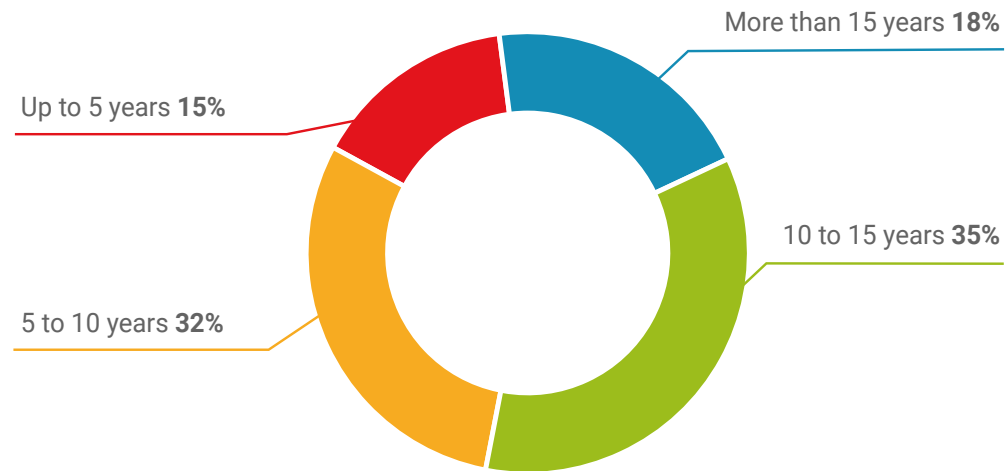
"

*If you think you need to improve your corporate reputation management skills and are looking for an interesting career enhancement while continuing to work, this is the program for you"*

## Average Age

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

## Years of Experience

More than 15 years **18%**

Up to 5 years **15%**

10 to 15 years **35%**

5 to 10 years **32%**

## Training

Economics and Business **27%**

Tourism **32%**

Physical-Sporting Activities **22%**

Social Sciences **6%**

Other **13%**

## Academic Profile

Hotel Manager **23%**

Leisure **28%**

Cultural Tourism **14%**

Rural Tourism **25%**

Other **10%**
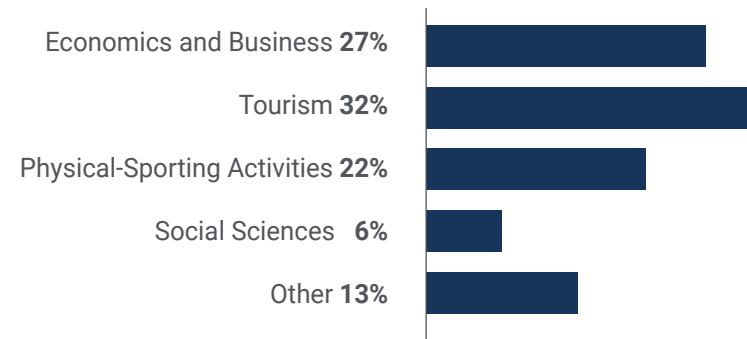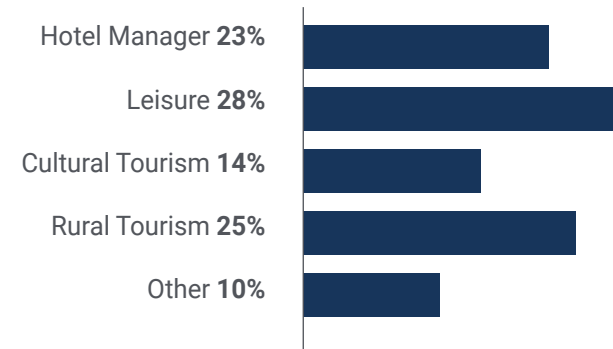
## Geographical Distribution

| | |
|---|---|
| USA | **11%** |
| Spain | **40%** |
| Mexico | **21%** |
| Colombia | **6%** |
| Argentina | **9%** |
| Chile | **5%** |
| Peru | **2%** |
| Other | **6%** |
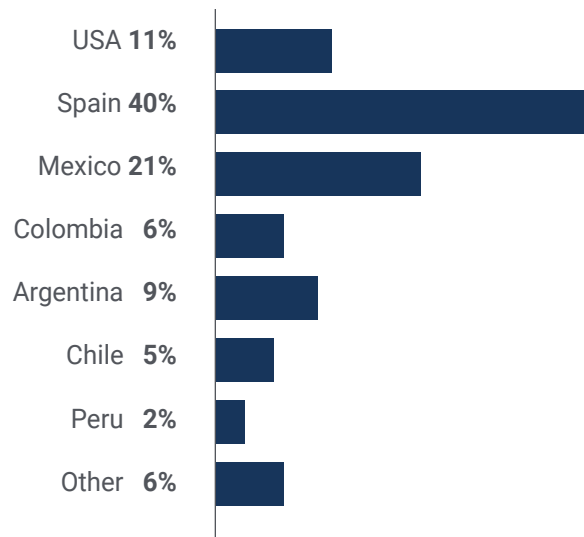
# Alfonso Sánchez

**Hotel Manager**

*"Thanks to the Postgraduate Certificate in Tourism and Local Development Cooperation, I have been able to learn the latest techniques and strategies in marketing. Without a doubt, this is a recommended education for anyone who wants to give their business a boost"*

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, therefore, we put all our efforts and tools at your disposal so that you acquire the necessary skills and abilities that will allow you to achieve this change.

*TECH puts all its tools at your disposal to help you achieve your professional goals"*

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

The Postgraduate Certificate in Tourism and Local Development Cooperation from TECH Technological University is an intense program that will prepare you to face challenges and business decisions internationally. Its main objective is to promote your personal and professional growth, helping you to achieve career success.

If you want to excel, make a positive change at a professional level and interact with the best, this is the place for you.

*If you want to achieve professional success, the completion of this program will help you achieve it.*

*Take the leap you desire at a professional level by increasing your qualification with this program.*

**When the change occurs**

| During the program | During the first year | After 2 years |
|:---:|:---:|:---:|
| **21%** | **43%** | **36%** |

**Type of change**

Internal Promotion **37%**

Change of Company **40%**

Entrepreneurship **23%**
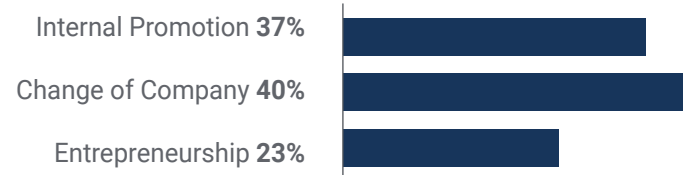
## Salary increase

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

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

09

# Benefits for Your Company

The Postgraduate Certificate in Tourism and Local Development Cooperation contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. It is a program that prepares you to reach the professional elite through a superior qualification guaranteed by TECH. Furthermore, participating in this program is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.

*The Postgraduate Certificate in Tourism and Local Development Cooperation contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders"*

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

## 01 Intellectual Capital and Talent Growth

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

## 02 Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

## 03 Building agents of change

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

## 04 Increased international expansion possibilities

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

*tech*

### Project Development

**05**

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

### Increased competitiveness

**06**

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

# 10
# Certificate

The Postgraduate Certificate in Tourism and Local Development Cooperation guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

"

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

This **Postgraduate Certificate in Tourism and Local Development Cooperation** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Tourism and Local Development Cooperation**

Official N° of Hours: **150 h.**

*tech* technological university

Awards the following
**CERTIFICATE**
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

**POSTGRADUATE CERTIFICATE**
in

Tourism and Local Development Cooperation

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S    techtitute.com/certificates

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

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