

# Postgraduate Diploma Tourism Consulting





## Postgraduate Diploma Tourism Consulting

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 24 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in fields such as sales, marketing, and other similar areas

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-tourism-consulting](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-tourism-consulting)

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# 01 Welcome

In order to achieve the expected success in tourism companies, it is necessary to receive some kind of consultancy that shows the strengths and weaknesses of the company. This way, it will be possible to determine the strategic plan to implement in order to achieve an adequate positioning in the sector. Thanks to this program, students will acquire the level of competence with which to make a comprehensive analysis of the market and implement the most appropriate strategies adapted to the sustainability criteria required in the 21st century, becoming advisors and consultants of the highest level, which will be demanded by the main public institutions and private companies in the sector.



“

*The figure of the upright, rigid 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, practising active listening and being self-critical of their work"*

02

# Why Study at TECH?

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



“

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

## At TECH Global University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Learn with the best

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

Teachers representing 20 different nationalities.



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



### 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

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

03

# Why Our Program?

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

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



“

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

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

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

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

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

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

07

### Improve soft skills and management skills

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

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

08

### Be part of an exclusive community

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

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

# 04 Objectives

This program is designed to strengthen management and leadership skills in the field of tourism, in addition to developing new competencies and skills that will be essential in the student's professional development. After the program the student will be equipped to make overall decisions with an innovative perspective and an international vision.



“

*At the end of this program, you will be able to elaborate sustainable destination development strategies”*

Your goals are our goals.

We work together to help you achieve them.

The Postgraduate Diploma in Tourism Consulting enables students to:

01

Know the methodologies of tourism research

02

Learn how to select and use relevant and useful information from the tourism sector

03

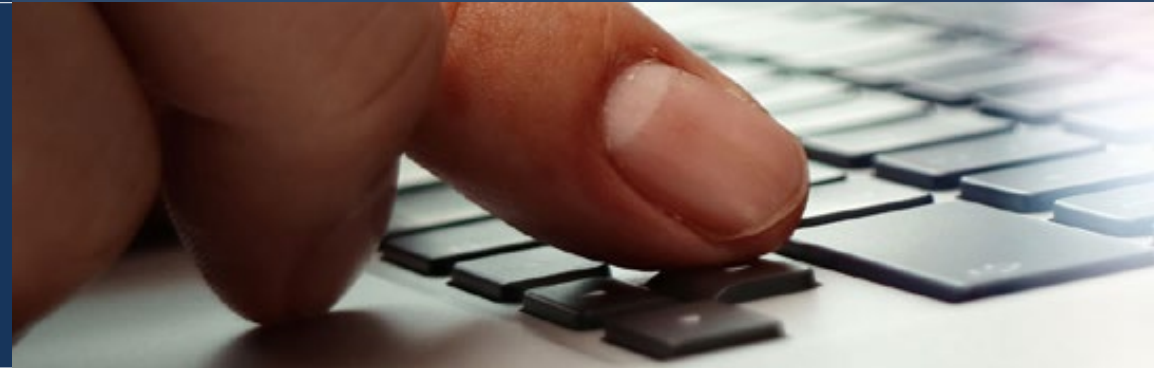
Learn how to elaborate strategies for the development of tourism products and destinations

04

Learn the comprehensive management of tourism projects and destinations

05

Know and learn the tourism consulting activity





06

Know the importance of research in tourism

08

Understand the conditions that must be imposed for the sustainable development of tourism

09

Interpret existing information about a tourist destination

07

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

10

Know how the world tourism structure works at a general level



11

Know the types of consumers and types of international destinations

14

Know the structures, functions and political-administrative objectives that develop their activity in the field of tourism

12

Understand the impact of touristic activity



13

Understand the relationship between tourism and cultural heritage

15

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

16

Acquire the necessary skills to know how to critically discern legal issues in different situations that arise in tourism management

18

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

19

Analyze and study the necessary procedures for the creation of tourist packages in the tourist companies of the complementary offer and its commercialization as a strategy for the seasonal loss of tourism

17

Understand the elements that are part of the operations and production processes in the tourism sector and the functioning of the production systems in the different tourism companies

20

Understand the dynamic and evolving nature of tourism and its relationship with the creation of new tourist products according to current demand and new trends



05

# Structure and Content

The Postgraduate Diploma in Tourism Consulting at TECH Global University is a program tailored to the needs of its students, which is taught in 100% online format so that they can choose the time and place that best suits their availability, schedules and interests.

A program that takes place over 6 months that will lay the foundation for your success as a Tourism Consulting expert.



“

*Specialize in Tourism Consulting and effectively advise large companies in the sector"*

## Syllabus

The content of the Postgraduate Diploma in Tourism Consulting is designed to promote management skills that allow for more rigorous decision-making in uncertain environments.

Throughout this training, students will analyze a multitude of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals in depth with tourism consultancy, and is designed for managers to understand this sector from a strategic, international and innovative perspective.

A curriculum designed for the professional, focused on their professional improvement and that prepares them to achieve excellence in the field of Tourism Consulting. 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 Diploma takes place over 6 months and is divided into 4 modules:

### Module 1

Tourism Consulting and Research

### Module 2

Tourism Operations Management

### Module 3

Tourism Law and Legislation

### Module 4

Planning and Managing Sustainable Tourism Sites



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

TECH offers the possibility of developing this Postgraduate Diploma in Tourism Consulting completely online. Over the course of 6 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

**Module 1. Tourism Consulting and Research**

**1.1. Tourism Research**

- 1.1.1. Sources of Information in the Tourism Sector
- 1.1.2. Techniques for Information Processing

**1.2. Tourism Research Methodologies**

- 1.2.1. Empirical Tourism Research: Scientific Method and the Research Process
- 1.2.2. Qualitative Approach: Tools
- 1.2.3. Quantitative Approach: Tools

**1.3. Research Applied to Tourism**

- 1.3.1. Treatment of Official Statistical Sources
- 1.3.2. Document and Image Analysis

**1.4. Tourism Research Reports**

- 1.4.1. The Research Project
- 1.4.2. The Research Report

**1.5. Tourism Project Management**

- 1.5.1. Analysis, Formulation and Implementation of Strategies
- 1.5.2. Market Research
- 1.5.3. Technical Study
- 1.5.4. Economic Study
- 1.5.5. Project Appraisal

**1.6. Tourist Destinations**

- 1.6.1. Design and Strategy of Tourist Destinations
- 1.6.2. Creation of Tourism Products
- 1.6.3. Research of the Tourism Market
- 1.6.4. Development of the Tourist Destination
- 1.6.5. Tourism Development Plan

**1.7. Marketing of the Tourist Destination**

- 1.7.1. Promotion of the Tourist Destination
- 1.7.2. Creation of Tourism Branding
- 1.7.3. Offline and Online Management of the Tourist Destination

**1.8. Analysis of Strategic Management Cases**

- 1.8.1. Strategic Partnerships
- 1.8.2. Adaptation to the Changing Environment
- 1.8.3. Technology for Tourist Destinations
- 1.8.4. Competitive Strategies in the Airline Industry

**1.9. Tourism Consulting**

- 1.9.1. Definition and Evolution of Consulting
- 1.9.2. Basic Concepts of Consulting Activity
- 1.9.3. Techniques of a Consultant
- 1.9.4. Project Management
- 1.9.5. Tourism Consulting

**1.10. Destination Consulting Module**

- 1.10.1. Destination Consulting Techniques
- 1.10.2. Tourism Business Consulting
- 1.10.3. Types of Actions
- 1.10.4. Identifying Business Opportunities
- 1.10.5. Product Creation and Marketing



**Module 2. Tourism Operations Management**
**2.1. The Tourist Company as a System**

- 2.1.1. The Internal and External Universe of the company
- 2.1.2. Concept of System and Subsystems
- 2.1.3. Production
- 2.1.4. Different Approaches to the Concept of Production
- 2.1.5. Production Function
- 2.1.6. Company Objectives vs. Production
- 2.1.7. The Production of Service Companies
- 2.1.8. Industry and Services: The Reason for Differentiation
- 2.1.9. Five Characteristics of Production in the Service Company
- 2.1.10. Production in Tourist Companies

**2.2. Operations and Production Processes in the Tourism Industry**

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

**2.3. Production Processes in Transportation Companies**

- 2.3.1. Transportation and its Positioning in the Tourist Area
- 2.3.2. Types of Transportation Companies: Commercial Aviation, Rail, Road and Water Transportation
- 2.3.3. The Operations of the Transportation Subsector Analysis of the Main Activities: Characteristics and special Features: Air, Rail, Road and Water

**2.4. Cruise Operations Management**

- 2.4.1. Introduction, Tourism Context Evolution of Cruise Tourism
- 2.4.2. Reasons for Becoming a Tourism Product
- 2.4.3. Water Transportation: Characteristics, Ports and Types of Ports
- 2.4.4. Modalities and Services in Maritime Transportation, Main Shipping Companies
- 2.4.5. Regular Shipping. Discretionary or Tourist Transportation

- 2.4.6. Cruise Ship Product Features, Nautical Terms and Types of Ships Features of Cruise Ships
- 2.4.7. Nautical Terms
- 2.4.8. Cruises: Features, Services, Reservations and Rates
- 2.4.9. Main Shipping Lines, Classification
- 2.4.10. Cruise Tourism Trends

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

- 2.5.1. Specific Vocabulary
- 2.5.2. Shipping Agents
- 2.5.3. Port Service to Cruise Passengers in Transit
- 2.5.4. Vessel Operating Procedures: Mooring and Unmooring Operations
- 2.5.5. Itinerary Design and Composition Processes
- 2.5.6. Distribution Channels
- 2.5.7. International Maritime Conventions: Regulations

**2.6. Airports and Airline Operations Management**

- 2.6.1. Introduction to Aviation Activities
- 2.6.2. Traditional Airlines and Low-Cost Airlines
- 2.6.3. Aerial Operations: Loading and Unloading Passenger Manifests
- 2.6.4. Airports: Classification
- 2.6.5. Navigation Aids: VOR, ILS (Instrumented Landing System), GWPS
- 2.6.6. Features, Aeronautic Terms and Types of Aircrafts
- 2.6.7. ICAO International Civil Aviation Organization
- 2.6.8. Aviation Accidents Investigation Operations: Boards of Inquiry

**2.7. Complementary Tourism Services**

- 2.7.1. Concept and Types of Complementary Tourism Services
- 2.7.2. Sports Service: Ski Resorts, Marinas, and Golf Courses
- 2.7.3. Nature Reserves
- 2.7.4. Theme Parks
- 2.7.5. Companies Specialized in Cultural Services, Conventions and Fairs (MICE)

**2.8. Production Processes in Leisure Companies**

- 2.8.1. Sports Tourism Companies: Ski Resorts, Marinas, Sailing Resorts, and Golf Courses
- 2.8.2. Adventure Tourism Companies
- 2.8.3. Tourism in Protected Natural Spaces
- 2.8.4. Theme Parks
- 2.8.5. Cultural Offer

**2.9. Operations Management in Sports Resorts**

- 2.9.1. The Sports Industry as a Tourist Attraction
- 2.9.2. Sports Resorts Categories
- 2.9.3. Sport Resort Organization: Departments
- 2.9.4. Managing a Golf Course: Tactical and Operational Decisions
- 2.9.5. The Importance of Talent Management

- 2.9.6. Golf Department Operations and Processes
- 2.9.7. Soccer Department Operations and Processes
- 2.9.8. Other Sports Department Operations and Processes
- 2.9.9. Maintaining Sports Facilities
- 2.9.10. Intelligent and Sustainable Water Management at Sports Facilities

**2.10. Sports Resort Marketing**

- 2.10.1. Marketing Focused on Top-Level Sports Teams, Clubs and Franchises
- 2.10.2. International Fairs and Events
- 2.10.3. Social Media. Original Content Production for Sports Events
- 2.10.4. Sports Resorts Innovation
- 2.10.5. Commercial Department Operations in Sports Resorts
- 2.10.6. Golf Course Marketing and Tournament Organization
- 2.10.7. Soccer Team Marketing: Lodging, Stadiums and Food
- 2.10.8. Other Sports Marketing

**Module 3. Tourism Law and Legislation**

**3.1. Introduction**

- 3.1.1. Concept of Tourism
- 3.1.2. Concept of Tourism Law
- 3.1.3. Tourism Legislation

**3.2. The Law**

- 3.2.1. The Source System
- 3.2.2. Concept of Law
- 3.2.3. Source System. Regulatory Hierarchy
- 3.2.4. The Law, Concept and Types
- 3.2.5. The Spanish Constitution

**3.3. Features**

- 3.3.1. Concept, Requirements and Types of Customary Law
- 3.3.2. General Principles of Law
- 3.3.3. Case Law and Analogy
- 3.3.4. Effectiveness of the Law, Ignorance of the Law and Fraud

**3.4. Fundamental Institutions of Civil Law**

- 3.4.1. Civil Law: Concept and Types
- 3.4.2. Individuals and Legal Entities
- 3.4.3. Obligation
- 3.4.4. Contracts

**3.5. The Company, the Entrepreneur and the Organized Economic Trader Commercial Companies**

- 3.5.1. Commercial Law Concept
- 3.5.2. Sources of Commercial Law
- 3.5.3. Company and Entrepreneur
- 3.5.4. The Social Entrepreneur

**3.6. Tourism Legislation: Distribution of Responsibilities between the State and the Autonomous Communities in Tourism Matters**

- 3.6.1. Tourism Administration: Functions
- 3.6.2. Distribution of Competencies in the Area of Tourism

**3.7. The Subjects of Tourism. Tourist Accommodations (I): Hotel Establishments**

- 3.7.1. Introduction: Concept and Classification of Tourist Accommodation
- 3.7.2. Hotel Establishments
- 3.7.3. Basis for Classification of Hotel Establishments
- 3.7.4. First Group-Hotels
- 3.7.5. Second Group-Hotel Apartments
- 3.7.6. Third Group-Pensions
- 3.7.7. Hotel Specializations
- 3.7.8. The Director's Requirements

**3.8. The Subjects of Tourism. Tourist Accommodations (II): Hotel Establishments**

- 3.8.1. Tourist Apartments
- 3.8.2. Tourism Camps
- 3.8.3. Rural Lodgings

**3.9. The Administrative Activity of Limitation in Tourist Matters. Tourist Inspection**

- 3.9.1. Administrative Control of Tourism
- 3.9.2. Basis and Nature of the Tourist Inspection Power
- 3.9.3. The Tourist Inspector
- 3.9.4. Inspection Plans and Instruments

**3.10. Tourism Contracts in Particular. Regulation and Content**

- 3.10.1. Tourist Contracts. General Aspects
- 3.10.2. Package Travel Contract
- 3.10.3. Contract for the Acquisition of Timeshare Rights of Real Estate for Tourist Use
- 3.10.4. Contract for Individual Services
- 3.10.5. Contingent Reserve Contract
- 3.10.6. Tourist Insurance Contract
- 3.10.7. Hosting Contract
- 3.10.8. Hotel Management Contract

**Module 4. Planning and Managing Sustainable Tourism Sites****4.1. Tourist System and Tourist Sites**

- 4.1.1. Tourist System
- 4.1.2. Tourism Territoriality
- 4.1.3. Most Relevant Tourist Sites

**4.2. Tourism Policy and Sustainability**

- 4.2.1. Tourism Policy Tools
- 4.2.2. General Tourism Plan and Planning
- 4.2.3. Sustainability in the Tourism Sector

**4.3. Strategic Planning in the Tourism Sector**

- 4.3.1. Theoretical Analysis on Strategic Planning
- 4.3.2. Developing a Strategic Tourism Plan on Site
- 4.3.3. Outline and Content of a Strategic Plan
- 4.3.4. Developmental Phases

**4.4. Diagnosis, Development and Methodology**

- 4.4.1. Methodology for the Development of the Diagnosis
- 4.4.2. Tourism Resources and Their Types
- 4.4.3. Information and SWOT Analysis

**4.5. Model Definition and Development Strategies**

- 4.5.1. Defining Objectives and Development Model
- 4.5.2. Defining Strategies and Lines of Action



*Your specialization in Tourism Consulting will be fundamental for the growth of the sector"*

# 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.





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.



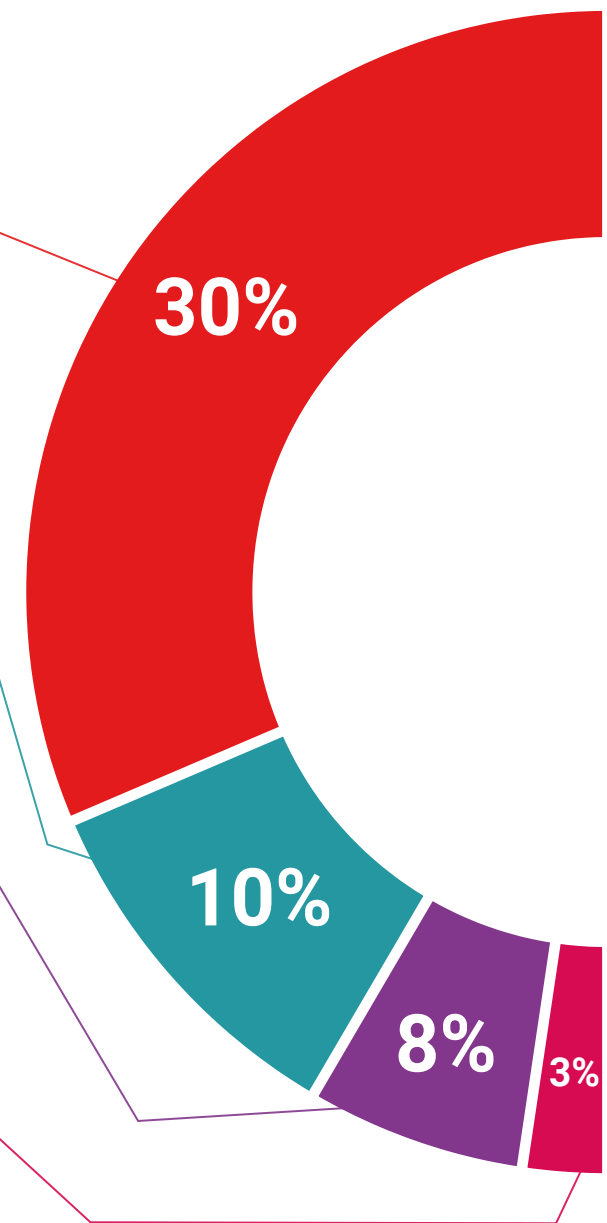
### Management Skills Exercises

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.



07

# Our Students' Profiles

This Postgraduate Diploma in Tourism Consulting is a program aimed at professionals who want to update their knowledge in marketing and political communication, discover new ways of understanding the market and develop loyalty techniques, as well as advance in their professional career.





“

*If you have experience in the tourism sector and are looking for an interesting career boost while continuing to work, then this is the program for you"*

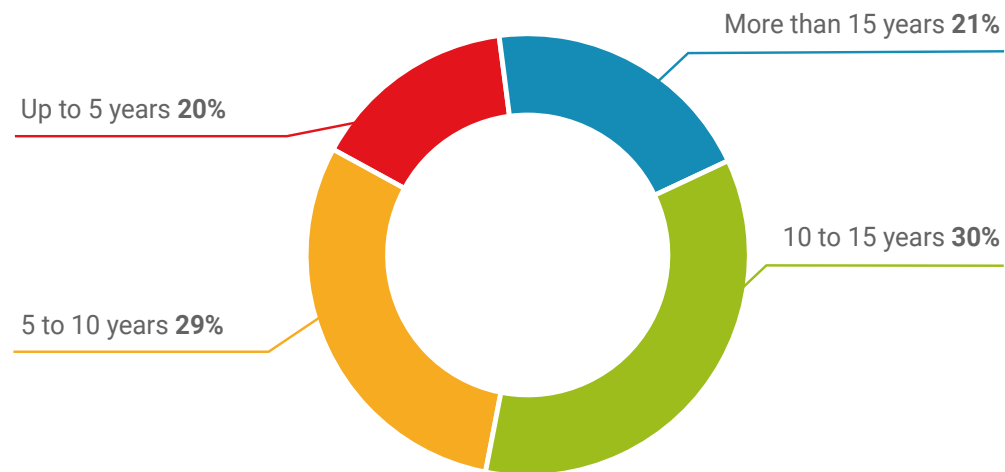
### Average Age

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

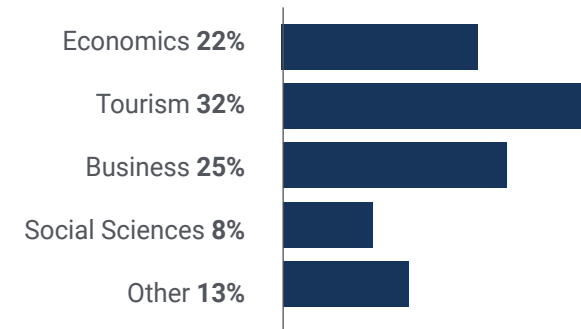
### Years of Experience

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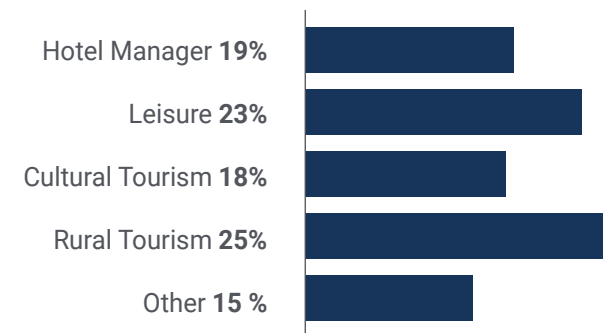
### Training

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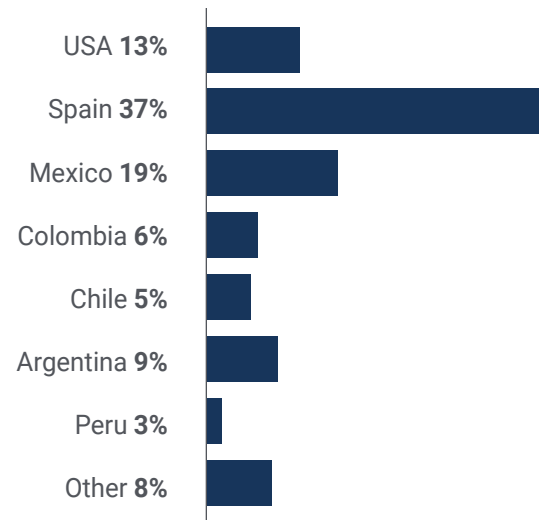
### Academic Profile

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## Geographical Distribution

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## Silvia Rodríguez

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Tourism company manager

*"From this Postgraduate Diploma I would emphasize the teachers' ability to transmit and share knowledge in a simple, precise and orderly manner. With the balance achieved between theory and practice, the student ends up acquiring the key tools to develop successfully in Tourism Consulting. It's definitely an investment with great short-term returns".*

08

# Impact on Your Career

TECH is 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.





“

*Thanks to this program you will be able to be part of the expansion plans of the main tourism companies"*

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

The Postgraduate Diploma in Tourism Consulting at TECH Global University is an intensive program that prepares students to face challenges and business decisions both nationally and internationally. The main objective is to promote personal and professional growth. Helping students achieve success.

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

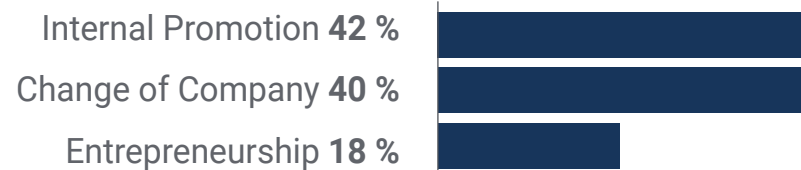
*Take a professional leap after completing this program in Tourism Consulting.*

*This program will help you access positions with better working conditions.*

#### Professional change for our students



#### Type of change



## Salary increase

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



09

# Benefits for Your Company

The Postgraduate Diploma in Tourism Consulting contributes to raising the organization's talent to its maximum potential by creating high-level leaders.

Participating in this Postgraduate Diploma is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.



“

*Your specialization in this field will be fundamental to achieve unstoppable growth in your company"*

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

01

### Intellectual Capital and Talent Growth

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

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02

### Retaining High-Potential Executives to Avoid Losing Talent

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

03

### Building agents of change

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

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04

### Increased international expansion possibilities

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



05

### **Project Development**

The manager can work on a real project or develop new projects.

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06

### **Increased Competitiveness**

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

# 10 Certificate

The Postgraduate Diploma in Tourism Consulting guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.





“

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

This program will allow you to obtain your **Postgraduate Diploma in Tourism Consulting** 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** title 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: **Postgraduate Diploma in Tourism Consulting**

Modality: **online**

Duration: **6 months**

Accreditation: **24 ECTS**





## Postgraduate Diploma Tourism Consulting

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Credits: **24 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma Tourism Consulting