

Executive Master's Degree MBA in Tourism Company Management

M B A T C M





Executive Master's Degree MBA in Tourism Company Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online
- » Target Group: professionals with demonstrable experience in the sector

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

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Skills

p. 20

06

Structure and Content

p. 26

07

Methodology

p. 40

08

Our Students' Profiles

p. 48

09

Course Management

p. 52

10

Impact on Your Career

p. 72

11

Benefits for Your Company

p. 76

12

Certificate

p. 80

01

Welcome

Tourism management and administration requires overall knowledge of the sector, but also of related areas such as promotion or marketing, which allow professionals to develop the organizational and leadership skills necessary to adequately manage tourism products. It is necessary to bear in mind that this is a sector in constant growth and in which very demanding quality criteria must be followed in order to satisfy the needs of tourists. For this reason, TECH has been designed intensive and specific program in tourism company management, with which you can expand your knowledge and face new challenges to achieve professional success. In addition to its disruptive teaching methodologies, in this university degree you will have 10 exclusive Masterclasses taught with the utmost rigor by a renowned International Guest Director.



MBA in Tourism Company Management
TECH Technological University



“

Through this academic itinerary you will have at your disposal 10 exhaustive Masterclasses given by a distinguished and experienced International Guest Director”

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 center for intensive managerial skills education.



“

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 balances 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.

+100000

executives prepared 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 (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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 analyses in academia"

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 education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

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

You will 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 fields 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

You will be part of an exclusive community

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

We give you the opportunity to study 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, you will be able to make global decisions with an innovative perspective and an international vision.



“

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

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

The **MBA in Tourism Company Management** will enable the student to:

01

Understand the characteristics of cultural management

02

Learn about the main initiatives for promoting cultural heritage

03

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

04

Understand and apply the concepts of segmentation and positioning

05

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



06

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

08

Know the evolution of marketing from its founding principles to the current 4.0



09

Know the national standardization: situation of the Spanish standardization in tourism quality

07

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

10

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

11

Develop the necessary skills for professional practice, mainly by establishing mechanisms for the enhancement of creativity, intellectual curiosity, responsibility and respect for human dignity

12

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

13

Know the competences and functions of the innovation policy management bodies

14

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



15

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

16

Know and understand the legal contents of the different areas that make up the legal framework for tourism

18

Know the sources of official information that the Public Administration makes available for the consultation of norms and resolutions on tourism matters

17

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

19

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



05 Skills

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





“

This program will enable you to acquire the skills you need to succeed in tourism planning and management”

01

Administrate and manage the different types of tourist entities

02

Identify and manage tourist spaces and destinations

03

Manage tourist spaces in accordance with the principles of sustainability

04

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

05

Apply the contents of public relations to tourism through critical thinking and reflection based on the analysis of contents and specific case studies



06

Analyze international standardization: international standardization initiatives and main actors

08

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



09

Understand the purchasing decision process and the factors that influence it

07

Analyze innovation models and standardization around the creative processes of innovation

10

Interpret models of consumer behavior

11

Analyze and reflect on the contemporary social conditions that mediate the relationship between the advertising message and the psychological characteristics of consumers

13

Identify the tools currently used to analyze traffic on websites



12

Identify Internet advertising formats and their relationships

14

Learn the political and administrative structures of tourism

15

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

17

Use different marketing strategies



16

Analyze the impact of tourist activity

18

Properly perform a SWOT analysis

06

Structure and Content

The MBA in Tourism Company Management is a program tailored to the needs of its students, taught in a 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 12 months and is intended to be a unique and stimulating experience that lays the foundation for the students success as a Manager and Entrepreneur in the Tourism Sector.



“

Our curriculum will give you the opportunity to get up-to-date with the latest information in the field”

Syllabus

The MBA in Tourism Company Management at TECH Technological University is an intense program that prepares students to face challenges and business decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Over the course of 2,700 hours, the student will analyze a multitude of practical cases through individual work, achieving a deep learning that will allow them to develop their skills in this field to apply them to their daily work. It is, therefore, a real immersion in real situations of the tourism business.

This program deals in depth with different areas of the company and is designed to specialize managers who understand tourism planning from a strategic, international and innovative perspective.

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

This program takes place over 12 months and is divided into 14 modules:

Module 1	Cultural Heritage Management
Module 2	Fundamentals of Marketing
Module 3	Structure of Tourism Markets
Module 4	Interactive Tourism Advertising and Communication
Module 5	Quality Management and Innovation in Tourism
Module 6	Consumer Behavior
Module 7	Advertising and Public Relations
Module 8	Public Management of Tourist Destinations
Module 9	Tourism Consulting and Research
Module 10	Tourism Law and Legislation
Module 11	Leadership, Ethics and Social Responsibility in Companies
Module 12	People and Talent Management
Module 13	Economic and Financial Management
Module 14	Executive Management



Where, When and How is it Taught?

TECH offers the possibility of developing this Executive Master's Degree in MBA in Tourism Company Management completely online. Throughout the 12 months of the educational program, 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. 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. Sustainable Tourism Applied to Tourism Supply	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. Market Structures in World Tourism: 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	4.2. Digital Marketing Fundamentals: Digital Strategy	4.3. Social Media and Networks: Facebook. Twitter. Instagram	4.4. Strategy and Content Management: Blogger. Wordpress Medium About.me
4.1.1. The Transformation of Tourism Business Models	4.2.1. Digital Marketing Strategies for Tourism Companies		
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	5.2. Tourism Quality Management	5.3. Introduction to Quality: Concepts and Evolution	5.4. Main Quality Theories
5.1.1. Quality of Service	5.2.1. Quality Management Basics	5.3.1. Service Quality in the Tourism Sector	5.4.1. Theories of Quality Applied to the Tourism Sector
5.1.2. Characteristics and Dimensions of Service Quality	5.2.2. Quality Management Systems	5.3.2. Concepts of Quality	5.4.2. Total Quality Management (Deming)
5.1.3. Quality from the Customers' Perspective. Quality Levels	5.2.3. Quality as a Management Tool	5.3.3. Evolution of the Concept of Quality	5.4.3. Total Quality Management (Juran)
	5.2.4. Quality Management Systems	5.3.4. Dimensions and Principles of the Concept of Quality	5.4.4. Total Quality Management (Crosby)
	5.2.5. Total Quality Management Systems	5.3.5. The Quality Process for Internal and External Customers	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	5.6. Analysis, Diagnosis, Planning and Quality Control in the Tourism Industry	5.7. Processes for the Implementation of a Quality and Environmental System	5.8. Tourism Quality
5.5.1. Concept and Classification of Costs Associated with Quality	5.6.1. The Process of a Quality Tourism Service	5.7.1. Interpreting Standards	5.8.1. Quality in State and Regional Tourism Policy
5.5.2. Costs Arising from Failures	5.6.2. Design and Implementation of a Quality Systems in Tourism Companies	5.7.2. Implementing Quality Processes and Manuals	5.8.2. UNE and ISO Standards in Tourism Quality
5.5.3. Reversal of Preventive Activities	5.6.3. Phases in the Process of Implementing a Quality System	5.7.3. Quality Tools	5.8.3. International Tourism Quality Standards
5.5.4. Costs Generated by Inspections and Evaluations		5.7.4. Improvement Plans	
5.5.5. The Curve of Total Costs Associated with Quality		5.7.5. Internal and External Audit	
5.5.6. The Importance of the Management of Costs Derived from Quality in the Tourist Industry			

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 Tourism Companies
- 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

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: 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 Tools 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
- 10.2.5. The Spanish Constitution BORRAR

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

Module 11. Leadership, Ethics and Social Responsibility in Companies

11.1. Globalization and Governance

- 11.1.1. Governance and Corporate Governance
- 11.1.2. The Fundamentals of Corporate Governance in Companies
- 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework

11.2. Leadership

- 11.2.1. Leadership. A Conceptual Approach
- 11.2.2. Leadership in Companies
- 11.2.3. The Importance of Leaders in Business Management

11.3. Cross-Cultural Management

- 11.3.1. Concept of Cross-Cultural Management
- 11.3.2. Contributions to the Knowledge of National Cultures
- 11.3.3. Diversity Management

11.4. Management and Leadership Development

- 11.4.1. Concept of Management Development
- 11.4.2. Concept of Leadership
- 11.4.3. Leadership Theories
- 11.4.4. Leadership Styles
- 11.4.5. Intelligence in Leadership
- 11.4.6. The Challenges of Today's Leader

11.5. Business Ethics

- 11.5.1. Ethics and Morality
- 11.5.2. Business Ethics
- 11.5.3. Leadership and Ethics in Companies

11.6. Sustainability

- 11.6.1. Sustainability and Sustainable Development
- 11.6.2. The 2030 Agenda
- 11.6.3. Sustainable Companies

11.7. Corporate Social Responsibility

- 11.7.1. International Dimensions of Corporate Social Responsibility
- 11.7.2. Implementing Corporate Social Responsibility
- 11.7.3. The Impact and Measurement of Corporate Social Responsibility

11.8. Responsible Management Systems and Tools

- 11.8.1. CSR: Corporate Social Responsibility
- 11.8.2. Essential Aspects for Implementing a Responsible Management Strategy
- 11.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
- 11.8.4. Tools and Standards of CSR

11.9. Multinationals and Human Rights

- 11.9.1. Globalization, Multinational Corporations and Human Rights
- 11.9.2. Multinational Corporations and International Law
- 11.9.3. Legal Instruments for Multinationals in the Field of Human Rights

11.10. Legal Environment and Corporate Governance

- 11.10.1. International Rules on Importation and Exportation
- 11.10.2. Intellectual and Industrial Property
- 11.10.3. International Labor Law

Module 12. People and Talent Management**12.1. Strategic People Management**

- 12.1.1. Strategic Human Resources Management
- 12.1.2. Strategic People Management

12.2. Human Resources Management by Competencies

- 12.2.1. Analysis of the Potential
- 12.2.2. Remuneration Policy
- 12.2.3. Career/Succession Planning

12.3. Performance Evaluation and Compliance Management

- 12.3.1. Performance Management
- 12.3.2. Performance Management: Objectives and Process

12.4. Innovation in Talent and People Management

- 12.4.1. Strategic Talent Management Models
- 12.4.2. Identification, Training and Development of Talent
- 12.4.3. Loyalty and Retention
- 12.4.4. Proactivity and Innovation

12.5. Motivation

- 12.5.1. The Nature of Motivation
- 12.5.2. Expectations Theory
- 12.5.3. Needs Theory
- 12.5.4. Motivation and Financial Compensation

12.6. Developing High Performance Teams

- 12.6.1. Developing High Performance Teams: Agile Teams
- 12.6.2. Methodologies for Managing High Performance Self-Managed Teams

12.7. Change Management

- 12.7.1. Change Management
- 12.7.2. Types of Change Management Processes
- 12.7.3. Stages or Phases in Change Management

12.8. Negotiation and Conflict Management

- 12.8.1. Negotiation
- 12.8.2. Conflict Management
- 12.8.3. Crisis Management

12.9. Executive Communication

- 12.9.1. Internal and External Communication in the Business Environment
- 12.9.2. Communication Departments
- 12.9.3. The Head of Communication of the Company. The Profile of the Dircom

12.10. Productivity, Attraction, Retention and Activation of Talent

- 12.10.1. Productivity
- 12.10.2. Talent Attraction and Retention Levers

Module 13. Economic and Financial Management

13.1. Economic Environment

- 13.1.1. Macroeconomic Environment and the National Financial System
- 13.1.2. Financial Institutions
- 13.1.3. Financial Markets
- 13.1.4. Financial Assets
- 13.1.5. Other Financial Sector Entities

13.2. Executive Accounting

- 13.2.1. Basic Concepts
- 13.2.2. The Company's Assets
- 13.2.3. The Company's Liabilities
- 13.2.4. The Company's Net Worth
- 13.2.5. The Income Statement

13.3. Information Systems and Business Intelligence

- 13.3.1. Fundamentals and Classification
- 13.3.2. Cost Allocation Phases and Methods
- 13.3.3. Choice of Cost Center and Impact

13.4. Budget and Management Control

- 13.4.1. The Budgetary Model
- 13.4.2. The Capital Budget
- 13.4.3. The Operating Budget
- 13.4.5. The Cash Budget
- 13.4.6. Budget Monitoring

13.5. Financial Management

- 13.5.1. The Company's Financial Decisions
- 13.5.2. The Financial Department
- 13.5.3. Cash Surpluses
- 13.5.4. Risks Associated with Financial Management
- 13.5.5. Risk Management of the Financial Management

13.6. Financial Planning

- 13.6.1. Definition of Financial Planning
- 13.6.2. Actions to Be Taken in Financial Planning
- 13.6.3. Creation and Establishment of the Business Strategy
- 13.6.4. The Cash Flow Chart
- 13.6.5. The Working Capital Chart

13.7. Corporate Financial Strategy

- 13.7.1. Corporate Strategy and Sources of Financing
- 13.7.2. Corporate Financing Financial Products

13.8. Strategic Financing

- 13.8.1. Self-financing
- 13.8.2. Increase in Shareholder's Equity
- 13.8.3. Hybrid Resources
- 13.8.4. Financing through Intermediaries

13.9. Financial Analysis and Planning

- 13.9.1. Analysis of the Balance Sheet
- 13.9.2. Analysis of the Income Statement
- 13.9.3. Profitability Analysis

13.10. Analysis and Resolution of Cases/ Problems

- 13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 14. Executive Management

14.1. General Management

- 14.1.1. The Concept of General Management
- 14.1.2. The Role of the CEO
- 14.1.3. The CEO and their Responsibilities
- 14.1.4. Transforming the Work of Management

14.2. Manager Functions: Organizational Culture and Approaches

- 14.2.1. Manager Functions: Organizational Culture and Approaches

14.3. Operations Management

- 14.3.1. The Importance of Management
- 14.3.2. Value Chain
- 14.3.3. Quality Management

14.4. Public Speaking and Spokesperson Education

- 14.4.1. Interpersonal Communication
- 14.4.2. Communication Skills and Influence
- 14.4.3. Communication Barriers

14.5. Personal and Organizational Communication Tools

- 14.5.1. Interpersonal Communication
- 14.5.2. Interpersonal Communication Tools
- 14.5.3. Communication in the Organization
- 14.5.4. Tools in the Organization

14.6. Communication in Crisis Situations

- 14.6.1. Crisis
- 14.6.2. Phases of the Crisis
- 14.6.3. Messages: Contents and Moments

14.7. Preparation of a Crisis Plan

- 14.7.1. Analysis of Possible Problems
- 14.7.2. Planning
- 14.7.3. Adequacy of Personnel

14.8. Emotional Intelligence

- 14.8.1. Emotional Intelligence and Communication
- 14.8.2. Assertiveness, Empathy, and Active Listening
- 14.8.3. Self- Esteem and Emotional Communication

14.9. Personal Branding

- 14.9.1. Strategies for Personal Brand Development
- 14.9.2. Personal Branding Laws
- 14.9.3. Tools for Creating Personal Brands

14.10. Leadership and Team Management

- 14.10.1. Leadership and Leadership Styles
- 14.10.2. Leadership Skills and Challenges
- 14.10.3. Managing Change Processes
- 14.10.4. Managing Multicultural Teams



A very complete syllabus that will open the door to a promising professional future"

07

Methodology

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

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





“

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

TECH Business School uses the Case Study to contextualize all content

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

“

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



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



A learning method that is different and innovative

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

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

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

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

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

Relearning Methodology

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

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

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

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

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



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

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

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

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



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



Study Material

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

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



Classes

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

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



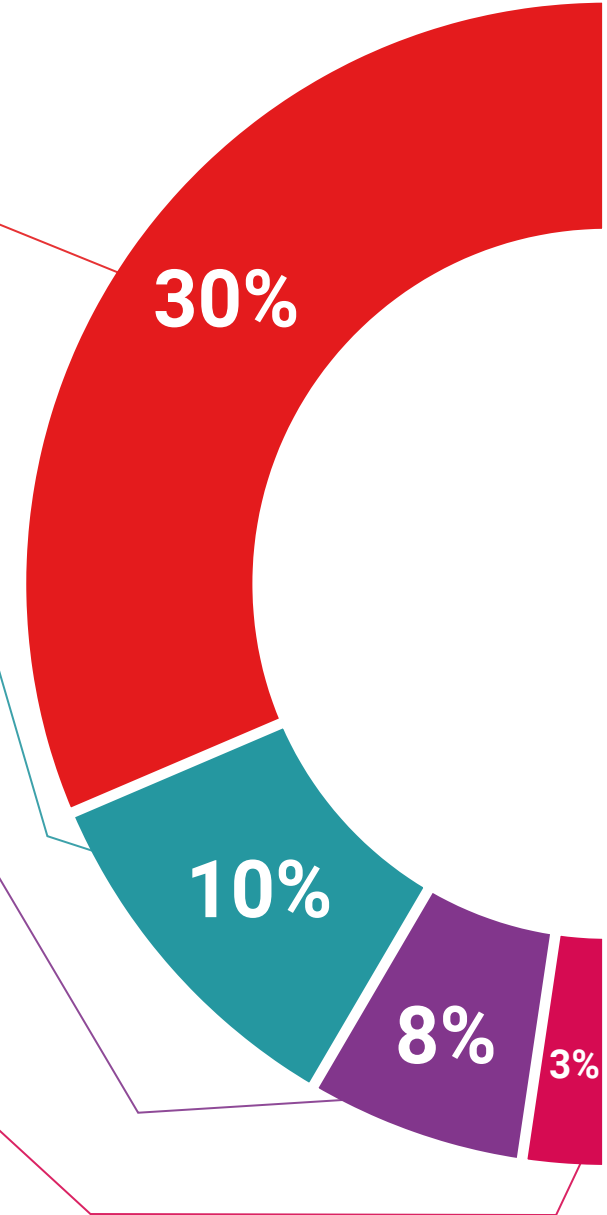
Management Skills Exercises

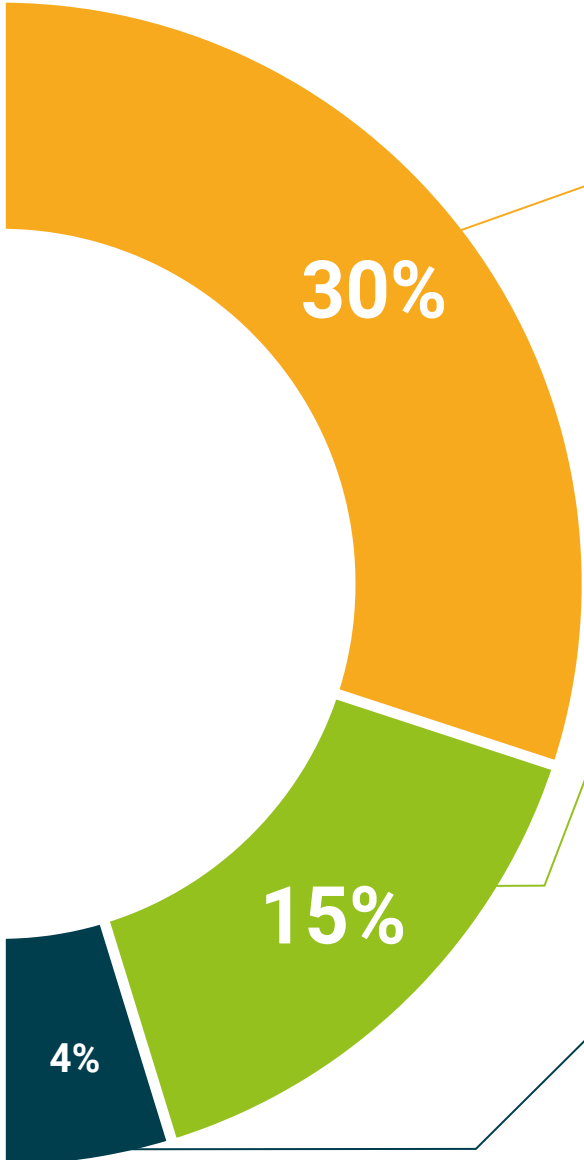
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

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





Case Studies

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



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

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



08

Our Students' Profiles

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





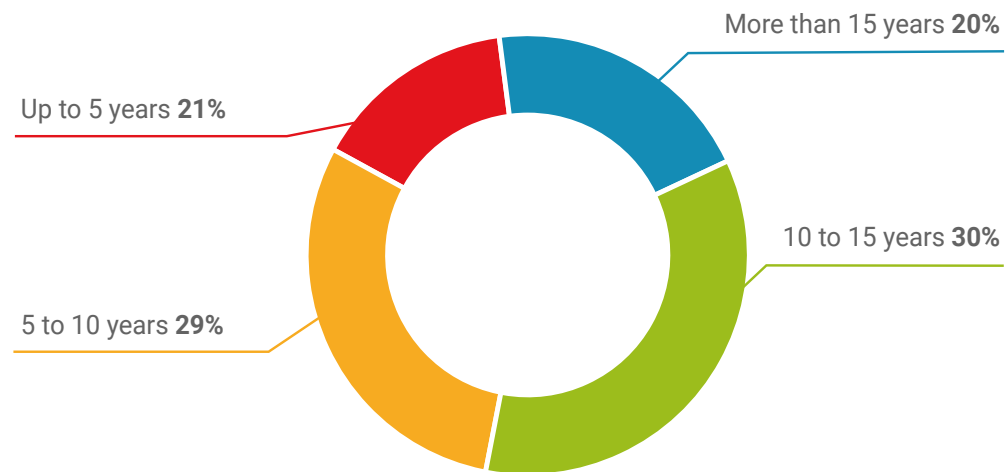
“

We are looking for tourism professionals who want to expand their training with the most complete program on the market today”

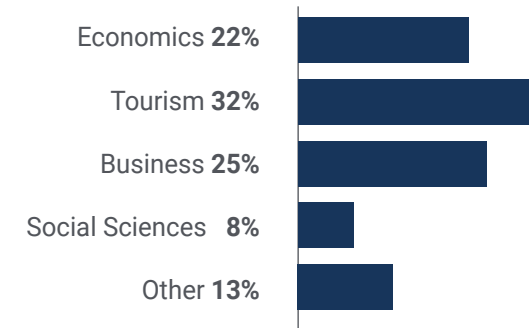
Average Age

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

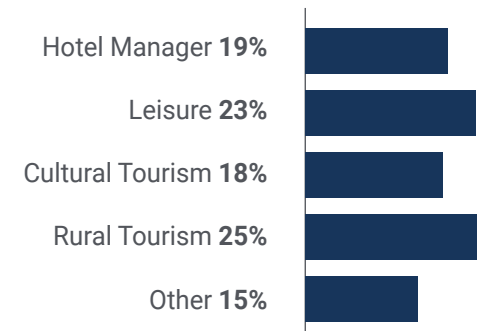
Years of Experience



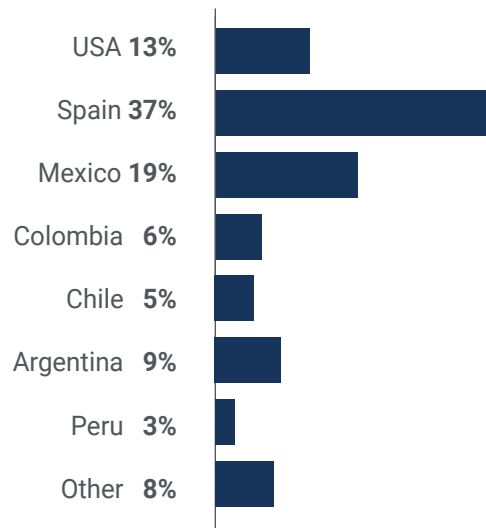
Training



Educational Profile



Geographical Distribution



Silvia Rodríguez

Tourism company manager

"Having knowledge in tourism planning and management is essential for all professionals in the sector, as it helps you to acquire specific skills and a deep understanding of the environment in which we operate. Therefore, the completion of this TECH program has given me a great curricular value to improve my skills and take a leap in my profession"

09

Course Management

This TECH program guarantees professional excellence and the best competencies for business leadership through its faculty. All the experts that make up this academic team have extensive experience in the direction, management and coordination of hotel and tourism services and infrastructures. Therefore, through their theoretical and practical perspective, the graduates of this university degree will have access to the most disruptive organizational strategies and tools currently used in this competitive sector.



“

You will have a teaching staff with extensive experience in the field of management and direction of Tourism Companies thanks to TECH"

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"

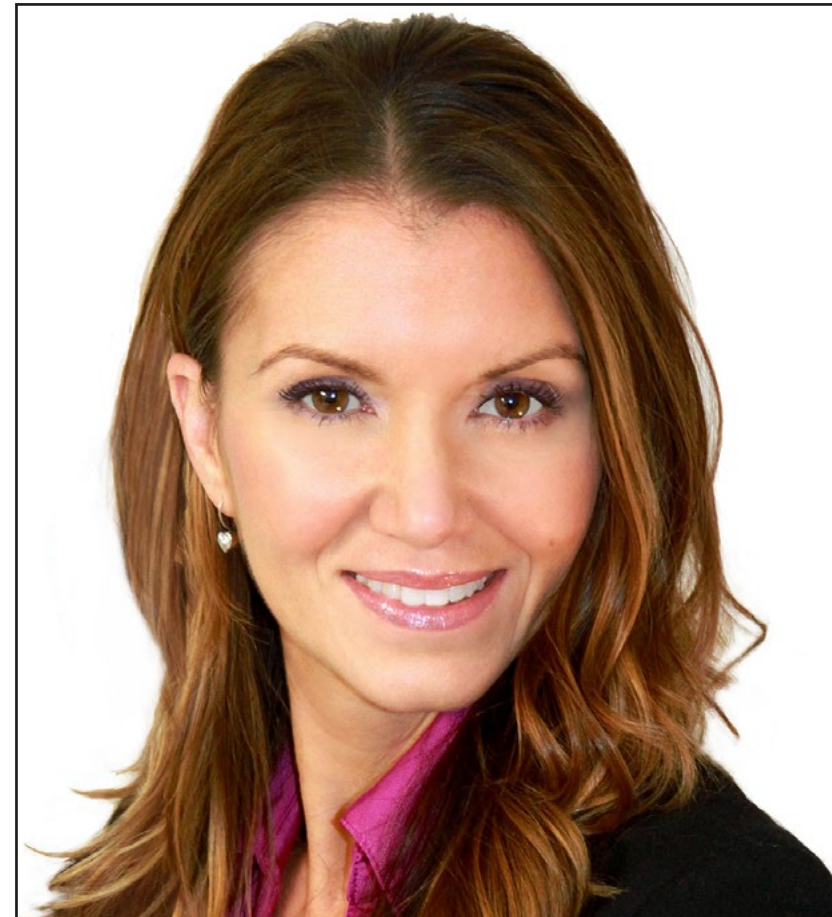
International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment and strategy**. Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBC Universal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition at Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies into recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.



Ms. Dove, Jennifer

- Vice President, Talent Acquisition, Mastercard, New York, USA
- Director of Talent Acquisition, NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President, Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

“

TECH has a distinguished and specialized group of International Guest Directors, with important leadership roles in the most leading companies in the global market"

International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of clouds services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



Mr. Gauthier, Rick

- Regional IT Director - Amazon, Seattle , USA
- Senior Program Manager at Amazon
- Vice President, Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

“

Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent advocate for **innovation and change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff and shareholders alike**. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers' complex decarbonization demands supporting a "cost-effective decarbonization"** and **overhauling a fragmented data, digital and technology landscape**. Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.



Mr. Arman, Romi

- Chief Digital Officer (CDO) at Shell Energy Corporation, London, United Kingdom
- Global Head of eCommerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (Automotive OEM and Retail) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture from Singapore
- Graduate of the University of Leeds
- Postgraduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD

“

Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"

International Guest Director

Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master **data integrity, vendor data updates and vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement and attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award, the Search Leadership Award, the Lead Generation Export Program Award and the Export Lead Generation Program Award and the EMEA Best Sales Model Award**.

Arens also served as Sales Manager in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst, Hamburg, Germany**, creating storylines for over 150 clients using internal and third-party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors affecting technology adoption and diffusion**.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships and working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



Mr. Arens, Manuel

- Global Procurement Manager at Google, California, United States
- Senior Manager, B2B Analytics and Technology - Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst - Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

“

Bet on TECH! You will have access to the best teaching materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"

International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact on the Fashion environment**. Throughout his successful career he has developed different tasks related to **Products, Merchandising and Communication**. All of this linked to with prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions aligned to specific business objectives**. In addition, he is recognized for his **proactivity and adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness, market vision and a genuine passion for products**.

As **Global Brand and Merchandising Director at Giorgio Armani**, he has overseen a variety of **Marketing strategies for apparel and accessories**. His tactics have also focused on the **retail environment and consumer needs and behavior**. In this La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader in the Design, Communication and Sales departments**.

On the other hand, in companies such as **Calvin Klein or Gruppo Coin**, he has undertaken projects to **boost the structure, and development of different collections**. He has been in charge of creating **effective calendars** for buying and selling **campaigns**. He has also been in charge of the **terms, costs, processes and delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders in Fashion and Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning of different brands** and redefine their key performance indicators (KPIs).



Mr. La Sala, Andrea

- Global Brand and Merchandising Director at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce & Gabbana
- Brand Manager at Sergio Tacchini S.p.A
- Market Analyst at Fastweb
- Graduate of Business and Economics at the Università degli Studi del Piemonte Orientale

“

The most qualified and experienced international professionals are waiting for you at TECH to offer you a first class education, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence internationally**. His successful career is linked to leadership positions in multinationals such as **Walmart and Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer in the use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information and generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the cloud aimed at **Big Dataanalysis**. In addition, he has held the position of **Director of Business Intelligence at Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader of the new global economy**, centered on the drive for data and its infinite possibilities.



Mr. Gram, Mick

- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Café
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Business Intelligence Director at Capgemini
- ♦ Chief Analyst at Nordea
- ♦ Chief Business Intelligence Consultant for SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-commerce at the University of Copenhagen
- ♦ Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen

“

Study at the world's best online university according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"

International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics and creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in production **strategies in paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers**.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication and storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence in business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing and Digital Media**.



Mr. Stevenson, Scott

- Digital Marketing Director at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- Master's Degree in Creative Writing from the University of California
- Degree in Telecommunications from the University of Florida

“

Achieve your academic and professional goals with the best qualified experts in the world! The teachers of this MBA will guide you throughout the learning process"

International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation in world-class** sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact at NASCAR**, based in **Florida, USA**. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs**, managing more than a dozen disciplines ranging from **strategic development to entertainment marketing**.

Nyquist has also made a significant mark on Chicago's top sports franchises. As **Executive Vice President of the Chicago Bulls and Chicago White Sox** franchises, he has demonstrated his ability to drive **business and strategic success** in the world of **professional sports**.

Finally, it is worth noting that he began his career in sports while working in **New York** as a **senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation**.



Mr. Nyquist, Eric

- Director of Communications and Impact, NASCAR, Florida, United States
- Senior Vice President, Strategic Development, NASCAR
- Vice President, Strategic Planning, NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President, Chicago White Sox Franchises
- Executive Vice President, Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Law Degree from the University of Chicago
- Master of Business Administration-MBA from the University of Chicago Booth School of Business
- Bachelor's Degree in International Economics from Carleton College

“

Thanks to this 100% online university degree, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!”

10

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. For this reason, TECH puts all its efforts and tools at the students disposal, so that they can acquire the skills and abilities required to achieve this change.



“

If you are looking for a positive change in your professional career, at TECH we put all our tools at your disposal to help you achieve it"

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

The MBA in Tourism Company Management at TECH Technological University is an intense 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.

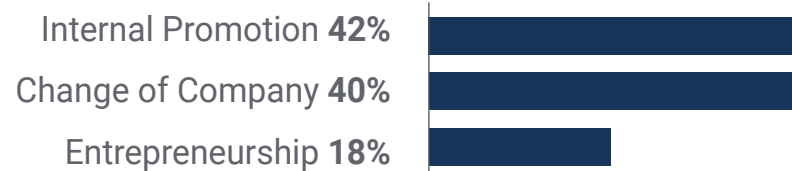
Take a professional leap forward after completing this MBA program in Tourism Company Management.

Learn about the main challenges of tourism planning and work to lead your company to success.

Time of Change



Type of change



Salary increase

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



11

Benefits for Your Company

The MBA in Tourism Company Management contributes to elevating the organization's talent to its maximum potential through the specialization of high-level leaders. It is a program that prepares the student 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.





“ *It brings new strategies for tourism management*”

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

01

Growth of talent and intellectual capital

The professional 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 professional 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 company will come into contact with the main markets in the world economy.



05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

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

12 Certificate

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



“

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

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

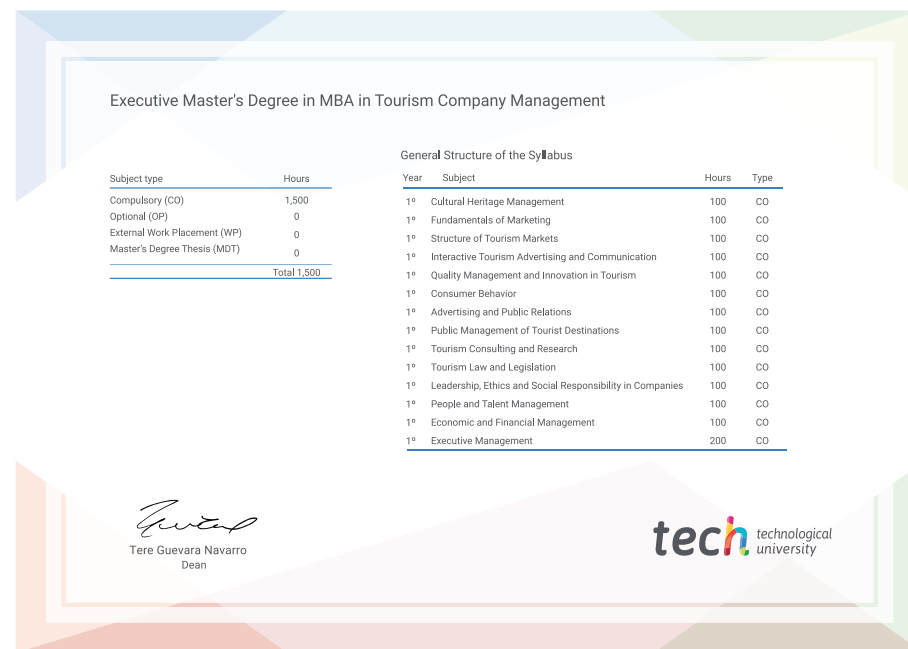
After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** issued by **TECH Technological University** by tracked delivery.

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

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

Modality: **online**

Duration: **12 months**



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



**Executive Master's
Degree**
MBA in Tourism
Company Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree MBA in Tourism Company Management