

# 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 Global University
- » Credits: 60 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Professionals with demonstrable experience in the sector

Website: [www.techtute.com/us/school-of-business/professional-master-degree/master-mba-tourism-company-managment](http://www.techtute.com/us/school-of-business/professional-master-degree/master-mba-tourism-company-managment)

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# 01 Welcome

Tourism management and administration requires comprehensive knowledge of the sector, but also of related areas such as promotion or marketing, which allow professionals to develop the organizational and leadership skills required to manage tourism products adequately. It is important to take into account that this is a sector in constant growth, in which very demanding quality criteria must be followed in order to satisfy the needs of tourists. For this reason, TECH proposes the completion of this intensive and specific program in tourism company management, with which you can expand your knowledge in the field and face new challenges to achieve professional success.



MBA in Tourism Company Management.  
TECH Global University



“

*Immerse yourself in the study of this comprehensive academic program and develop the specific skills to move successfully in the field of tourism planning and management”*

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:



### Analysis

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the 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.



### 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"*

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 skills and abilities that will be essential in the student's professional development. After the program, you will be equipped 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”*

Your goals are our goals.

We work together to help you 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



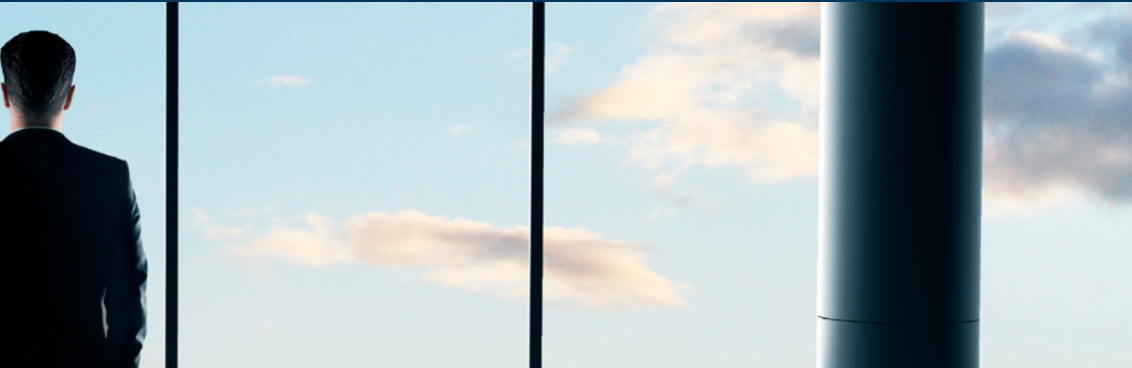


06

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

08

Learn about the evolution of marketing from its founding principles to the current 4.0



07

Study the structure of the tourism markets and their consequences on the social, economic and environmental dimensions

09

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

10

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

11

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

14

Know the competences and functions of the innovation policy management bodies

12

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



13

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

15

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

16

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

18

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

19

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

17

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

20

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



05

# Course Management

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



“

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

## International Guest Director

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 the **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

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- ♦ 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

“

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

# 06 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 educational 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

07

# 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 student's success as an Executive and Entrepreneur in the tourism sector.



“

*Our syllabus 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 intensive 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 1,500 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 10 modules:

|                  |   |
|------------------|---|
| <b>Module 1</b>  | Cultural Heritage Management                      |
| <b>Module 2</b>  | Fundamentals of Marketing                         |
| <b>Module 3</b>  | Structure of Tourism Markets                      |
| <b>Module 4</b>  | Interactive Tourism Advertising and Communication |
| <b>Module 5</b>  | Quality Management and Innovation in Tourism      |
| <b>Module 6</b>  | Consumer Behavior                                 |
| <b>Module 7</b>  | Advertising and Public Relations                  |
| <b>Module 8</b>  | Public Management of Tourist Destinations         |
| <b>Module 9</b>  | Tourism Consulting and Research                   |
| <b>Module 10</b> | Tourism Law and Legislation                       |





### Where, when and how is it taught?

TECH offers the possibility of taking this Executive Master's Degree completely online. Over the course of the 12 months, the student will be able to access all the contents of this program at any time, allowing them to self-manage their 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                               | 1.2. Heritage Preservation Policies | 1.3. Cultural Heritage as an Argument for Tourism | 1.4. Tourism Resources, Sites and Markets |
| 1.5. The Importance of the Tourist Guide and Heritage Interpretation |                                     |   |   |

**Module 2. Fundamentals of Marketing**

- |  |  |   |  |
|--|--|---|--|
| <p><b>2.1. Basic Concepts</b></p> <p>2.1.1. Introduction</p> <p>2.1.2. Basic Concepts of Marketing</p> <p>2.1.3. Stages and Approaches of Marketing</p> <p>2.1.4. Utility, Satisfaction and Quality</p> <p>2.1.5. Exchanges, Transactions and Relationships</p> <p>2.1.6. Concept and Tasks in Commercial Management</p> <p>2.1.7. Marketing Tools</p> | <p><b>2.2. The Market</b></p> <p>2.2.1. The Concept of Market and Setting</p> <p>2.2.2. Market Classification</p> <p>2.2.3. Micro-Settings and Specific Settings</p> <p>2.2.4. Micro-Settings and General Settings</p> <p>2.2.5. The Market and Setting in Marketing Plans</p> | <p><b>2.3. Segmentation and Positioning</b></p> <p>2.3.1. Fundamentals and Objectives in Segmentation</p> <p>2.3.2. Segmentation Criteria</p> <p>2.3.3. Stages in the Segmentation Process</p> <p>2.3.4. Commercial Strategy and Segmentation</p> <p>2.3.5. Positioning</p> | <p><b>2.4. Information Systems and Commercial Research</b></p> <p>2.4.1. The Concept and Application of Commercial Research</p> <p>2.4.2. Commercial Research Stages</p> <p>2.4.3. Sources of Information</p> <p>2.4.4. Types of Commercial Research</p> <p>2.4.5. Questionnaires and Sampling</p> |
| <p><b>2.5. Consumer Behavior</b></p> <p>2.5.1. Introduction</p> <p>2.5.2. The Process in Purchasing Decisions</p> <p>2.5.3. Internal Factors</p> <p>2.5.4. External Factors</p> <p>2.5.5. Type of Purchase</p> <p>2.5.6. Consumer Response</p> <p>2.5.7. Consumer Behavior Modeling</p>  |  |   |  |

**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)
- 3.2.3. Evolution of Tourism in Spain

**3.3. Tourism Planning**

- 3.3.1. The Planning Process for Tourist Sites
- 3.3.2. Tourism Planning Instruments: 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. Tourism in Spain
- 3.5.3. 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. Seasonal Demand
- 3.6.6. Trends in Tourism Demand

**3.7. Module: The Tourist Offer**

- 3.7.1. Analyzing Tourism Supply
- 3.7.2. Tourism Resource Supply: Natural and Cultural
- 3.7.3. Tourism Supply Related to Technological Innovations: New Business Models
- 3.7.4. MBA in Tourism Company Management applied to the Tourism Offering

**3.8. The Company in the Tourism Industry**

- 3.8.1. Concept of the Tourist Company
- 3.8.2. Types of Tourist Companies
- 3.8.3. The Tourism Business Environment

**3.9. Introduction to the Main Tourism Sub-Sectors**

- 3.9.1. Hotel Sector
- 3.9.2. Catering Sector
- 3.9.3. Travel Agencies and Tour Operators
- 3.9.4. Air Transport
- 3.9.5. Complementary Services

**3.10. Market Structures in Tourism**

- 3.10.1. Structure of the World Tourism Market: Globalization
- 3.10.2. Structure of the International Tourism Market
- 3.10.3. Structure of the National Tourism Market
- 3.10.4. Structure of the Regional Tourism Market

**Module 4. Interactive Tourism Advertising and Communication**
**4.1. Introduction: A General Vision of the Internet**

- 4.1.1. The Transformation of Tourism Business Models

**4.2. Digital Marketing Fundamentals: Digital Strategy**

- 4.2.1. Digital Marketing Strategies for Tourism Companies

**4.3. Social Media and Networks: Facebook. Twitter. Instagram**
**4.4. Strategy and Content Management: Blogger. Wordpress Medium About.me**
**4.5. Digital Metrics: Web 2.0 Analytics**
**4.6. Mobile and Apps**
**4.7. Advertising and Digital Media**
**4.8. Search Engines SEO. SEM. Google AdSense Google AdWords**
**4.9. Communication 2.0 Online Reputation Community Management:**
**4.10. E-Mail Marketing**

**Module 5. Quality Management and Innovation in Tourism**

**5.1. Service Quality Management**

- 5.1.1. Quality of Service
- 5.1.2. Characteristics and Dimensions of Service Quality
- 5.1.3. Quality from the Customers' Perspective Quality Levels

**5.2. Tourism Quality Management**

- 5.2.1. Quality Management Basics
- 5.2.2. Quality Management Systems
- 5.2.3. Quality as a Management Tool
- 5.2.4. Quality Management Systems
- 5.2.5. Total Quality Management Systems
- 5.2.6. National and International Quality Standards

**5.3. Introduction to Quality: Concepts and Evolution**

- 5.3.1. Service Quality in the Tourism Sector
- 5.3.2. Concepts of Quality
- 5.3.3. Evolution of the Concept of Quality
- 5.3.4. Dimensions and Principles of the Concept of Quality
- 5.3.5. The Quality Process for Internal and External Customers

**5.4. Main Quality Theories**

- 5.4.1. Theories of Quality Applied to the Tourism Sector
- 5.4.2. Total Quality Management (Deming)
- 5.4.3. Total Quality Management (Juran)
- 5.4.4. Total Quality Management (Crosby)
- 5.4.5. Total Quality Management (Feigenbaum)
- 5.4.6. Total Quality Management (Ishikawa)
- 5.4.7. Total Quality Management (Taguchi)
- 5.4.8. Total Quality Management (TQM) Applied to the Tourism Sector

**5.5. Quality Costs in Tourism Companies**

- 5.5.1. Concept and Classification of Costs Associated with Quality
- 5.5.2. Costs Arising from Failures
- 5.5.3. Reversal of Preventive Activities
- 5.5.4. Costs Generated by Monitoring and Assessments
- 5.5.5. The Curve of Total Costs Associated with Quality
- 5.5.6. The Importance of the Management of Costs Derived from Quality in the Tourist Industry

**5.6. Analysis, Diagnosis, Planning and Quality Control in the Tourism Industry**

- 5.6.1. The Process of a Quality Tourism Service
- 5.6.2. Design and Implementation of a Quality Systems in Tourism Companies
- 5.6.3. Phases in the Process of Implementing a Quality System

**5.7. Processes for the Implementation of a Quality and Environmental System**

- 5.7.1. Interpreting Standards
- 5.7.2. Implementation of Processes and Quality Manuals
- 5.7.3. Quality Tools
- 5.7.4. Improvement Plans
- 5.7.5. Internal and External Audit

**5.8. Tourism Quality**

- 5.8.1. Quality in State and Regional Tourism Policy
- 5.8.2. Spanish Tourism Quality System
- 5.8.3. The Spanish Institute for Tourism Quality: Standardization and Certification
- 5.8.4. UNE and ISO Standards in Tourism Quality
- 5.8.5. International Tourism Quality Standards

**5.9. Quality Management in Tourism Services**

- 5.9.1. Tourism Service Quality and Customer Perception
- 5.9.2. Techniques to Ascertain Customer Satisfaction
- 5.9.3. Online Reputation Management of Suggestions and Complaints
- 5.9.4. SERVQUAL Model Applied to the Tourist Company
- 5.9.5. HOTELQUAL Model

**5.10. Innovation in the Tourism Industry**

- 5.10.1. Innovation Management
- 5.10.2. Introduction to Innovation
- 5.10.3. Types of Innovation Innovation in Management Processes
- 5.10.4. Innovation Management: Strategies
- 5.10.5. Standardization in R&D&I

## Module 6. Consumer Behavior

### 6.1. Consumer Behavior and Marketing

- 6.1.1. Marketing and Consumer Behavior
- 6.1.2. The Study of Consumer Behavior
- 6.1.3. The Concept of Consumer Behavior
- 6.1.4. The Consumer
- 6.1.5. Consumer Behavior and *Marketing Mix*
- 6.1.6. Models of Consumer Behavior

### 6.2. External Factors

- 6.2.1. External Factors: Macro-Setting vs. Microenvironment
- 6.2.2. Demographic Environment
- 6.2.3. Economic Environment
- 6.2.4. Political-Legal, Environmental and Technological Environment
- 6.2.5. Social and Cultural Environment

- 6.2.6. Social Classes
- 6.2.7. Social Groups
- 6.2.8. The Family
- 6.2.9. Situational Factors

### 6.3. Internal Factors

- 6.3.1. Needs, Desires and Motivations
- 6.3.2. Perceptions
- 6.3.3. Experience and Lessons Learned
- 6.3.4. Memory
- 6.3.5. Attitudes
- 6.3.6. Personal Characteristics

### 6.4. The Process in Purchasing Decisions

- 6.4.1. The Decision Process
- 6.4.2. Recognizing Needs
- 6.4.3. Information Search
- 6.4.4. The Process of Assessing Alternatives

### 6.5. Purchase Decisions and Post-Purchase Behavior

- 6.5.1. Deciding a Purchase
- 6.5.2. Choosing an Establishment and a Brand
- 6.5.3. Post-Purchase Processes
- 6.5.4. Determining Factors in Satisfaction/Dissatisfaction
- 6.5.5. Conclusions

### 6.6. Trends in Consumer Behavior

- 6.6.1. New Social Scenario for a New Consumer
- 6.6.2. Types of Consumer Behavior
- 6.6.3. Styles in Purchasing Decisions
- 6.6.4. Level of Consumer Involvement
- 6.6.5. Shopping
- 6.6.6. Impulse Buying and Compulsive Buying
- 6.6.7. The Online Consumer
- 6.6.8. Consumerism and Protecting the Consumer

## Module 7. Advertising and Public Relations

### 7.1. Advertising and Public Relations: Conceptual Foundations

- 7.1.1. What Is Persuasive Communication?
- 7.1.2. Concept and Dimensions of Advertising and Public Relations

### 7.2. Historical Approach to Advertising and Public Relations

- 7.2.1. New Trends in Advertising Current PR Application Areas
- 7.2.2. Sponsorship, Patronage, Lobbying, and Publicity

### 7.3. Fundamentals in the Advertising System and Process

- 7.3.1. The Advertising Issuer: The Advertiser and the Advertising Agency
- 7.3.2. General Process Features

### 7.4. The Message in Advertising

- 7.4.1. Advertising Messages in Conventional Media

### 7.5. The Advertising Channel: Media, Support and Forms of Advertising

- 7.5.1. Conventional Media and *Below the Line*

### 7.6. The Receiver in Advertising: The Target Audience

- 7.6.1. Consumer Behavior: Conditioning Factors

### 7.7. Foundations of the Advertising Process

- 7.7.1. Strategic Planning in Advertising
- 7.7.2. Preliminary Phase: *Briefing* and Advertising Objectives
- 7.7.3. Creative Strategy: Media Strategy

### 7.8. Foundations of Public Relations Systems and Processes

- 7.8.1. The Public Relations Broadcaster
- 7.8.2. Public Relations in Organizations
- 7.8.3. Public Relations Companies

### 7.9. The Message in Public Relations

- 7.9.1. Drafting in Public Relations
- 7.9.2. Oral Expression in Public Relations

### 7.10. The Channel in Public Relations

- 7.10.1. Personal and Mass Media
- 7.10.2. The Receptor in Public Relations
- 7.10.3. Strategic Audiences in Public Relations

## Module 8. Public Management of Tourist Destinations

### 8.1. Tourism Policy

- 8.1.1. Tourism Policy: Concept and Justification for Its Use
- 8.1.2. The Evolution of Tourism Policy in Spain
- 8.1.3. The General Framework of Regional and Local Policies

### 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. Institutional, Legal and Financial Framework of Municipalities

- 8.3.1. Tax Operations in Spanish Municipalities
- 8.3.2. Local Expenses in Spanish Municipalities

### 8.4. Managing Tourist Destinations

- 8.4.1. Tourism Destination Management Models at Different Levels: Countries, Regions and States, Cities and Locations

### 8.5. The Importance of Governance in Management

- 8.5.1. The Perspective of a Tourism Policy with Community Participation

### 8.6. Legal and Institutional Framework

- 8.6.1. The Role of Spanish Municipal Federations

### 8.7. Local Tourism Management Models

- 8.7.1. Sectoral Tools and Territorial Plans
- 8.7.2. The Territorial Planning Process for Tourism
- 8.7.3. Territorial Tourism Plans: Case Studies

### 8.8. Tourism Observatories as Public Management Indicators

- 8.8.1. Macro-Tourism Reports
- 8.8.2. Qualitative and Quantitative Progress Reports
- 8.8.3. Specific Studies

### 8.9. Clusters and Innovative Business Associations (IBAs)

- 8.9.1. Definition of IBA Innovation Cluster
- 8.9.2. Advantages and Strategies of Belonging to an Innovative Cluster

### 8.10. Intelligent Tourist Destinations

- 8.10.1. Concept of ITD
- 8.10.2. 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

### 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 Autonomous Communities in Tourism Matters

- 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 Group-Hotels
- 10.7.5. Second Group-Hotels Apartment
- 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

08

# 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.



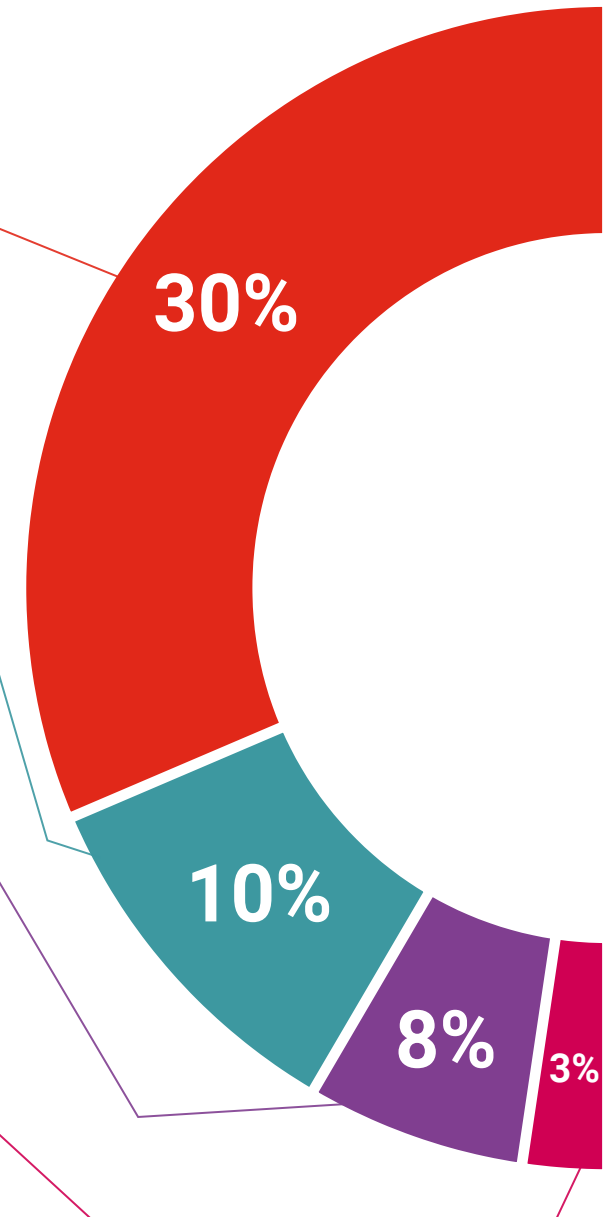
### Management Skills Exercises

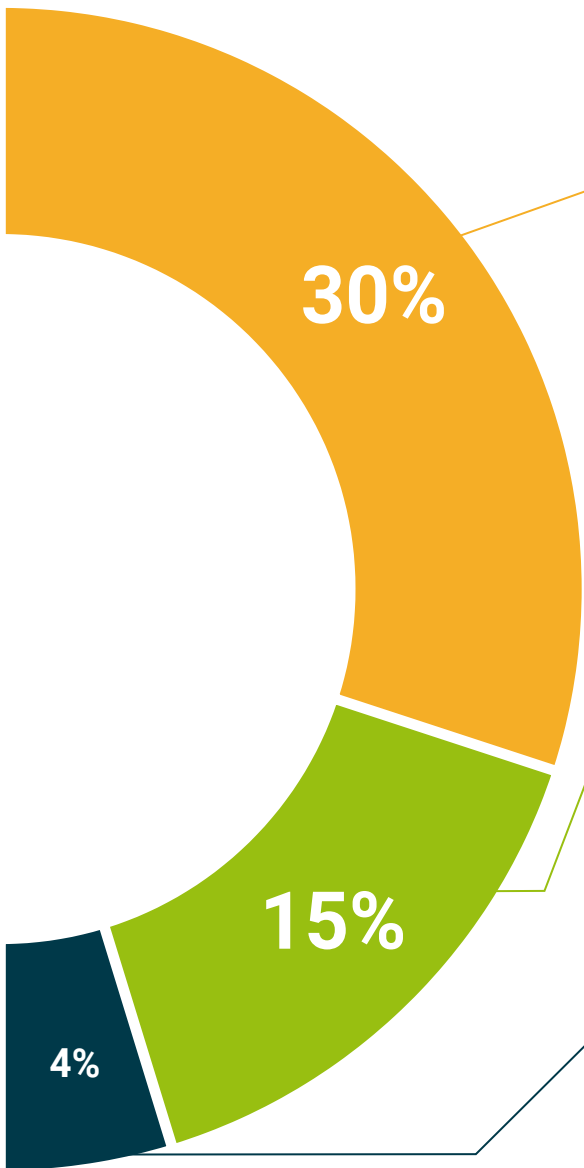
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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.



09

# 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.







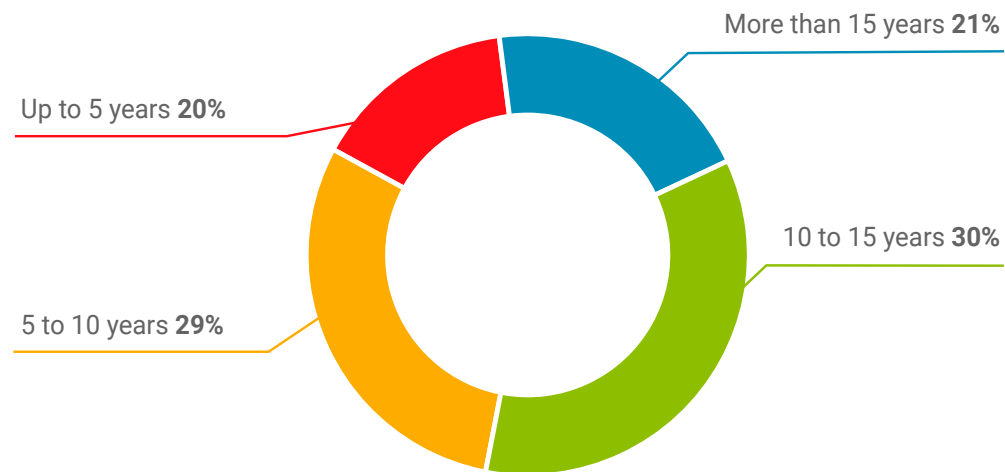
“

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

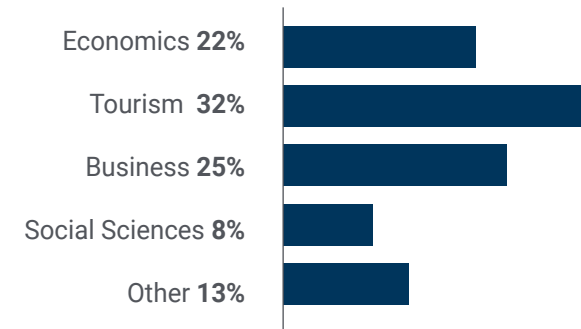
### Average Age

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

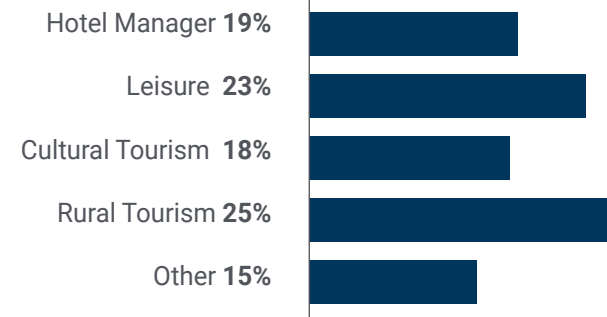
### Years of Experience



### Training

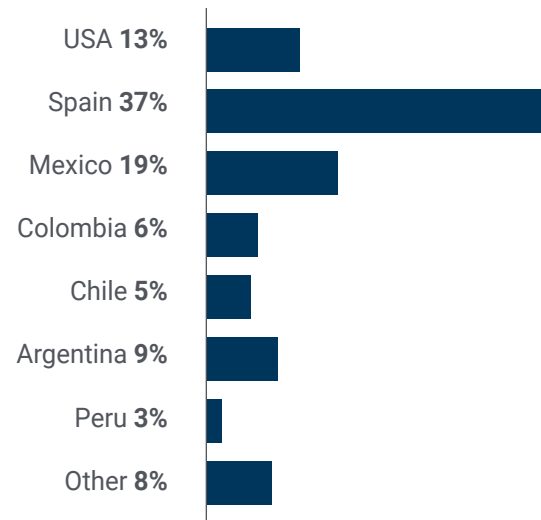


### Academic Profile



## Geographical Distribution

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## Silvia Rodríguez

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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, taking this TECH program has given me the opportunity to improve my skills and take a leap in my profession"*

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

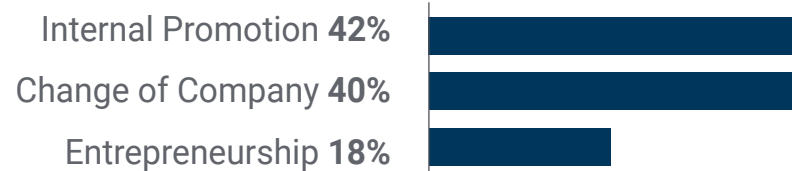
*Take a professional leap forward after completing this MBA program in Tourism Company Management.*

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

### 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



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**

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

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

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**02**

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

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

**03**

### **Building agents of change**

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

---

**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 manager will be work on a current project or develop new projects in the field of R&D or Business Development within their company.

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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 students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree 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 **Professional Master's Degree diploma in MBA in Tourism Company Management** endorsed by **TECH Global University**, the world's largest online university.

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

This **TECH Global University** 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: **Professional Master's Degree in MBA in Tourism Company Management**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**



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



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

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **60 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Executive Master's Degree MBA in Tourism Company Management