

# Executive Master's Degree Sustainable Tourism

**M S T**



**tech** technological  
university



## Executive Master's Degree Sustainable Tourism

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: professionals with demonstrable experience in the sector

Website: [www.techtute.com/pk/school-of-business/professional-master-degree/master-sustainable-tourism](http://www.techtute.com/pk/school-of-business/professional-master-degree/master-sustainable-tourism)

# 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. 36*

08

Our Students' Profiles

---

*p. 44*

09

Impact on Your Career

---

*p. 48*

10

Benefits for Your Company

---

*p. 52*

11

Certificate

---

*p. 56*

# 01 Welcome

In a more environmentally conscious society, sustainable tourism products and the quality of the services provided are increasingly appreciated by different types of consumers. The creation of businesses that are articulated around this concept is on the rise, so there is a need for more specialized professionals with a distinctive leadership, willing to move away from mass tourism and get even closer to other ways of understanding travel and enjoying the local, thriving in a booming sector. This 100% online program was created with the purpose of providing professionals with specialized and differentiating knowledge about the changes that are taking place in the tourism field, including targeted marketing, cultural heritage management and tourism innovation. All of this in a flexible format, which allows managers to combine their work responsibilities with an education that is at the forefront of academia.



Executive Master's Degree in Sustainable Tourism  
TECH Technological University



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*The tourism sector needs professionals who are highly committed to the environment, and, for this reason, TECH offers you the necessary information on the new model of sustainable tourism”*

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 Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Learn with the best

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

Teachers representing 20 different nationalities.



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



### Analysis

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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.

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

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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

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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

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

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

**04**

### Take on new responsibilities

---

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

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

07

### Improve soft skills and management skills

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

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

08

### Be part of an exclusive community

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

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

# 04 Objectives

This Executive Master's Degree provides students with the most up to date information on sustainable tourism, the implementation of the ecotourism strategy and the different marketing tools successfully used in this sector. All this will be possible thanks to the multimedia content based on video summaries, detailed video explanations, or interactive diagrams that make up this program.



“

*You will gain the up to date knowledge you need to transform a traditional tourism business into a sustainable tourism based enterprise”*

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

The **Executive Master's Degree in Sustainable Tourism** will enable the student to:

01

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

04

Know the types of consumers and types of international destinations

02

Discover the constraints to be imposed for the sustainable development of tourism

03

Know how the world tourism structure works at a general level

05

Learn about the evolution of the main international tourist destinations





06

Know the main actions related to tourism planning contained in public plans

08

Know and use marketing or consumer orientation in the decision-making process of the tourism enterprise



09

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

07

Learn about the main initiatives for the enhancement of cultural heritage

10

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

11

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

12

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

13

Identify the tools currently used to analyze traffic on websites

14

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



15

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

16

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

17

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



# 05 Skills

This university program has been designed with the main objective of enhancing the leadership skills of professionals in the tourism sector in the field of sustainable tourism or whose goal is to launch their own project. For this purpose, TECH provides all the available tools, as well as practical case studies that will bring you closer to the current reality of the tourism industry.





“

*Thanks to this 100% online program,  
you will be able to learn about the latest  
developments in ecotourism planning”*

01

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

04

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

02

Project the knowledge, skills and abilities acquired to promote a society based on the values of freedom, justice, equality and pluralism



03

Properly perform a SWOT analysis

05

Understand the purchasing decision process and the factors that influence it

06

Analyze the impact of tourist activity

08

Identify and manage tourist spaces and destinations



09

Analyze international standardization: international standardization initiatives and main actors

07

Administrate and manage the different types of tourist entities

10

Analyze innovation models and standardization around the creative processes of innovation

11

Interpret models of consumer behavior

12

Use correct business terminology in developing and presenting works and projects

13

Interpret existing information about a tourist destination

14

Analyze the impact of tourist activity





15

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

16

Manage tourist spaces in accordance with the principles of sustainability

17

Manage sustainable tourism as an instrument of cooperation for social development while respecting the social and cultural identity target localities

18

Use current tools for analyzing web traffic



06

# Structure and Content

This Executive Master's Degree is designed so that the professional can access it whenever they want, from their computer, tablet or cell phone. With no fixed class schedules, students are free to distribute the course load according to their needs and therefore delve deeper into innovation, quality, public management of tourism destinations or consumer behavior.



“

*The Relearning system used by TECH in its degrees reduces the long hours of study that are so common in other methodologies”*

## Syllabus

The Executive Master's Degree in Sustainable Tourism at TECH Technological University is an intensive program that prepares students to face challenges and business decisions. The content of the program is designed to promote the development of managerial skills that enable more thorough decision-making in uncertain environments.

Throughout 1,500 hours of study, a multitude of practical cases will be analyzed through individual work, achieving a contextual learning that will be very useful for transferring it to the professional's daily practice. It is, therefore, an authentic immersion in real business situations.

This teaching deals extensively with different areas of business and is designed to provide executives with specialist training in order to understand senior management from a strategic, international, and innovative perspective.

A plan focused on professional progression that prepares students to achieve excellence in business management and administration in the field of tourism.

This program was created to respond to the needs of the sector, which requires highly qualified personnel. 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 competencies to solve critical situations in a creative and efficient way.

This Executive Master's Degree takes place over 12 months and is divided into 9 modules:

<b>Module 1</b>	Planning and Managing Sustainable Tourism Sites
<b>Module 2</b>	Cultural Heritage Management
<b>Module 3</b>	Fundamentals of Marketing
<b>Module 4</b>	Structure of Tourism Markets
<b>Module 5</b>	Interactive Tourism Advertising and Communication
<b>Module 6</b>	Quality Management and Innovation in Tourism
<b>Module 7</b>	Consumer Behavior
<b>Module 8</b>	Advertising and Public Relations
<b>Module 9</b>	Tourism and Local Development Cooperation



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

TECH offers the possibility of developing this Executive Master's Degree in Sustainable Tourism completely online. Over the course of 12 months, you will be able to access all the contents of this program at any time, allowing you to self manage your study time.

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

**Module 1. Planning and Managing Sustainable Tourism Sites**

**1.1. Tourist System and Tourist Sites**

- 1.1.1. Tourist System
- 1.1.2. Tourism Territoriality
- 1.1.3. Most Relevant Tourist Sites

**1.2. Tourism Policy and Sustainability**

- 1.2.1. Tourism Policy Tools
- 1.2.2. General Tourism Plan and Planning
- 1.2.3. Sustainability in the Tourism Sector

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

- 1.3.1. Theoretical Analysis on Strategic Planning
- 1.3.2. Developing a Strategic Tourism Plan on Site
- 1.3.3. Outline and Content of a Strategic Plan
- 1.3.4. Developmental Phases

**1.4. Diagnostic, Development and Methodology**

- 1.4.1. Methodology for the Development of the Diagnosis
- 1.4.2. Tourism Resources and Their Types
- 1.4.3. Information and SWOT Analysis

**1.5. Model Definition and Development Strategies**

- 1.5.1. Definition of Objectives and Development Model
- 1.5.2. Defining Strategies and Lines of Action

**Module 2. Cultural Heritage Management**

**2.1. Introduction to Cultural Heritage**

**2.2. Heritage Preservation Policies**

**2.3. Cultural Heritage as an Argument for Tourism**

**2.4. Tourism Resources, Sites and Markets**

**2.5. The Importance of the Tourist Guide and the Interpretation of Heritage**

**Module 3. Fundamentals of Marketing**

**3.1. Basic Concepts**

- 3.1.1. Introduction
- 3.1.2. Basic Concepts of Marketing
- 3.1.3. Stages and Approaches in Marketing
- 3.1.4. Utility, Satisfaction and Quality
- 3.1.5. Exchanges, Transactions and Relationships
- 3.1.6. Concept and Tasks in Commercial Management
- 3.1.7. Marketing Tools

**3.2. The Market**

- 3.2.1. The Concept of Market and Setting
- 3.2.2. Market Classification
- 3.2.3. Micro-Settings and Specific Settings
- 3.2.4. Micro-Settings and General Settings
- 3.2.5. The Market and Setting in Marketing Plans

**3.3. Segmentation and Positioning**

- 3.3.1. Fundamentals and Objectives in Segmentation
- 3.3.2. Segmentation Criteria
- 3.3.3. Stages in the Segmentation Process
- 3.3.4. Commercial Strategy and Segmentation
- 3.3.5. Positioning

**3.4. Information Systems and Commercial Research**

- 3.4.1. The Concept and Application of Commercial Research
- 3.4.2. Commercial Research Stages
- 3.4.3. Sources of Information
- 3.4.4. Types of Commercial Research
- 3.4.5. Questionnaires and Sampling

**3.5. Consumer Behavior**

- 3.5.1. Introduction
- 3.5.2. The Process in Purchasing Decisions
- 3.5.3. Internal Factors

- 3.5.4. External Factors
- 3.5.5. Type of Purchase
- 3.5.6. Consumer Response
- 3.5.7. Consumer Behavior Modelling

**Module 4. Structure of Tourism Markets**
**4.1. Introduction to Tourism**

- 4.1.1. Definition of Tourism, Origin and Evolution
- 4.1.2. Tourism Definitions
- 4.1.3. Types of Tourism
- 4.1.4. Tourism Product Life Cycle
- 4.1.5. Sustainable Tourism

**4.2. Tourism Over Time**

- 4.2.1. History of Tourism up to the 20th Century
- 4.2.2. Contemporary Tourism (20th and 21st centuries)

**4.3. Tourism Planning**

- 4.3.1. The Planning Process for Tourist Sites
- 4.3.2. Tourism Planning Instruments: The Tourism Development Plan (TDP)
- 4.3.3. Sustainability as a Criteria for Tourism Planning

**4.4. Economics of Tourism**

- 4.4.1. The Tourism Production Process
- 4.4.2. The Importance of the Economic Effects of Tourism
- 4.4.3. Tourism Balance of Payments

**4.5. Tourist Arrivals and Departures**

- 4.5.1. International Tourist Arrivals and Departures
- 4.5.2. Tourist Destinations and Issuing Markets

**4.6. Demand for Tourism**

- 4.6.1. Calculation of Tourism Demand
- 4.6.2. Inbound Tourism
- 4.6.3. Outbound Tourism
- 4.6.4. Factors Conditioning Tourist Demand
- 4.6.5. Seasonality of Demand
- 4.6.6. Trends in Tourism Demand

**4.7. The Tourist Offer**

- 4.7.1. Analyzing Tourism Supply
- 4.7.2. Tourism Resource Supply: Natural and Cultural
- 4.7.3. Tourism Supply Related to Technological Innovations: New Business Models
- 4.7.4. Sustainable Tourism Applied to Tourism Supply

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

- 4.8.1. Concept of the Tourist Company
- 4.8.2. Types of Tourist Companies
- 4.8.3. Environment of Tourist Companies

**4.9. Introduction to the Main Tourism Sub-sectors**

- 4.9.1. Hotel Sector
- 4.9.2. Catering Sector
- 4.9.3. Travel Agencies and Tour Operators
- 4.9.4. Air Transportation
- 4.9.5. Complementary Services

**4.10. Structure of the Tourism Market**

- 4.10.1. Structure of the World Tourism Market: Globalization
- 4.10.2. Structure of the International Tourism Market

**Module 5. Interactive Tourism Advertising and Communication**
**5.1. Introduction: A General Vision of the Internet**

- 5.1.1. The Transformation of Tourism Business Models

**5.2. Digital Marketing Fundamentals: Digital Strategy**

- 5.2.1. Digital Marketing Strategies for Tourism Companies

**5.3. Social Media and Networks: Facebook. Twitter. Instagram**
**5.4. Strategy and Content Management: Bloggers WordPress Medium About.me**
**5.5. Digital Metrics: Web 2.0 Analytics**
**5.6. Mobile and App**
**5.7. Advertising and Digital Media**
**5.8. Search Engines SEO. SEM. Google AdSense Google AdWords**
**5.9. Communication 2.0 Online Reputation Community Management:**
**5.10. E-mail Marketing**

**Module 6. Quality Management and Innovation in Tourism**

**6.1. Service and Quality Management**

- 6.1.1. Quality of Service
- 6.1.2. Characteristics and Dimensions of Service Quality
- 6.1.3. Quality from the Customers' Perspective. Quality Levels

**6.2. Tourism Quality Management**

- 6.2.1. Quality Management Basics
- 6.2.2. Quality Management Systems
- 6.2.3. Quality as a Management Tool
- 6.2.4. Quality Management Systems
- 6.2.5. Total Quality Management Systems

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

- 6.3.1. Service Quality in the Tourism Sector
- 6.3.2. Quality Concepts
- 6.3.3. Evolution of the Concept of Quality
- 6.3.4. Dimensions and Principles of the Concept of Quality
- 6.3.5. The Quality Process for Internal and External Customers

**6.4. Main Quality Theories**

- 6.4.1. Quality Theories applied to the Tourism Industry
- 6.4.2. Total Quality Management (Deming)
- 6.4.3. Total Quality Management (Juran)
- 6.4.4. Total Quality Management (Crosby)
- 6.4.5. Total Quality Management (Feigenbaum)
- 6.4.6. Total Quality Management (Ishikawa)
- 6.4.7. Total Quality Management (Taguchi)
- 6.4.8. Total Quality Management (TQM) Applied to the Tourism Sector

**6.5. Quality Costs in Tourism Companies**

- 6.5.1. Concept and Classification of Costs Associated with Quality
- 6.5.2. Costs Arising from Failures
- 6.5.3. Reversal of Preventive Activities
- 6.5.4. Costs Generated by Monitoring and Evaluations
- 6.5.5. The Curve of Total Costs Associated with Quality
- 6.5.6. The Importance of the Management of Costs Derived from Quality in the Tourist Industry

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

- 6.6.1. The Process of a Quality Tourism Service
- 6.6.2. Design and Implementation of a Quality System in the Tourism Industry
- 6.6.3. Phases in the process of Implementing a Quality System

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

- 6.7.1. Interpretation of the Standard
- 6.7.2. Implementation of Processes and Quality Manuals
- 6.7.3. Quality Tools
- 6.7.4. Improvement Plans
- 6.7.5. Internal and External Audit

**6.8. Tourism Quality**

- 6.8.1. UNE and ISO Standards in Tourism Quality
- 6.8.2. International Tourism Quality Standards

**6.9. Quality Management in Tourism Services**

- 6.9.1. Tourism Service Quality and Customer Perception
- 6.9.2. Techniques to Ascertain Customer Satisfaction
- 6.9.3. Online Reputation Management of Suggestions and Complaints
- 6.9.4. SERQUAL Model Applied to the Tourist Company
- 6.9.5. HOTELQUAL Model

**6.10. Innovation in the Tourism Industry**

- 6.10.1. Innovation Management
- 6.10.2. Introduction to Innovation
- 6.10.3. Types of Innovation. Innovation in Management Processes
- 6.10.4. Innovation Management: Strategies
- 6.10.5. Standardization in R&D&I



**Module 7. Consumer Behavior****7.1. Consumer Behavior and Marketing**

- 7.1.1. Marketing and Consumer Behavior
- 7.1.2. The Study of Consumer Behavior
- 7.1.3. The Concept of Consumer Behavior
- 7.1.4. The Consumer
- 7.1.5. Consumer Behavior and Marketing Mix
- 7.1.6. Models of Consumer Behavior

**7.2. External Factors**

- 7.2.1. External Factors: Macroenvironment vs. Microenvironment
- 7.2.2. Demographic Environment
- 7.2.3. Economic Environment
- 7.2.4. Political-Legal, Environmental and Technological Environment
- 7.2.5. Social and Cultural Environment
- 7.2.6. Social Classes
- 7.2.7. Social Groups
- 7.2.8. The Family
- 7.2.9. Situational Factors

**7.3. Internal Factors**

- 7.3.1. Needs, Desires and Motivations
- 7.3.2. Perceptions
- 7.3.3. Experience and Lessons Learned
- 7.3.4. Memory
- 7.3.5. Attitudes
- 7.3.6. Personal Characteristics

**7.4. The Process in Purchasing Decisions**

- 7.4.1. The Decision Process
- 7.4.2. Recognizing Needs
- 7.4.3. Information Search
- 7.4.4. The Process of Assessing Alternatives

**7.5. Purchase Decisions and Post-Purchase Behavior**

- 7.5.1. Deciding a Purchase
- 7.5.2. Choosing an Establishment and a Brand
- 7.5.3. Post-Purchase Processes
- 7.5.4. Determining Factors in Satisfaction/Dissatisfaction

**7.6. Trends in Consumer Behavior**

- 7.6.1. New Social Scenario for a New Consumer
- 7.6.2. Types of Buying Behavior
- 7.6.3. Styles in Purchasing Decisions
- 7.6.4. Level of Consumer Involvement
- 7.6.5. Shopping
- 7.6.6. Impulse Buying and Compulsive Buying
- 7.6.7. The Online Consumer
- 7.6.8. Consumerism and Protecting the Consumer

**Module 8. Advertising and Public Relations**

**8.1. Advertising and Public Relations: Conceptual Foundations**

- 8.1.1. What Is Persuasive Communication?
- 8.1.2. Concept and Dimensions of Advertising and Public Relations

**8.2. Historical Approach to Advertising and Public Relations**

- 8.2.1. New and Current Advertising Trends: Current Areas of PR Application
- 8.2.2. Sponsorship, Patronage, Lobbying, and Publicity

**8.3. Fundamentals in the Advertising System and Public Process**

- 8.3.1. The Advertising Disseminator: The Advertiser and the Advertising Agency
- 8.3.2. General Features of the Process

**8.4. The Message in Advertising**

- 8.4.1. Advertising Messages in Conventional Media

**8.5. The Advertising Channel: Media, Supports and Forms of Advertising**

- 8.5.1. Conventional Media and Below the Line

**8.6. The Receiver in Advertising: The Target Audience**

- 8.6.1. Consumer Behavior: Conditioning Factors

**8.7. Foundations of the Advertising Process**

- 8.7.1. Strategic Planning in Advertising
- 8.7.2. Preliminary Phase: Briefing and Advertising Objectives
- 8.7.3. Creative Strategy: Media Strategy

**8.8. Foundations of Public Relations Systems and Processes**

- 8.8.1. The Public Relations Broadcaster
- 8.8.2. Public Relations in Organizations
- 8.8.3. Public Relations Companies

**8.9. The Message in Public Relations**

- 8.9.1. Drafting in Public Relations
- 8.9.2. Oral Expression in Public Relations

**8.10. The Channel in Public Relations**

- 8.10.1. Personal and Mass Media
- 8.10.2. The Receptor in Public Relations
- 8.10.3. Strategic Audiences in Public Relations

**Module 9. Tourism and Local Development Cooperation****9.1. Approaching the Problem of Development**

- 9.1.1. Basic Concepts
- 9.1.2. Poverty and Development
- 9.1.3. Types of Tourism and Sustainability
- 9.1.4. North/South Imbalances: Concept of Development
- 9.1.5. Millennium Development Goals (MDGs) Human rights

**9.2. Aid, Actors and Legal Framework for International Development Cooperation**

- 9.2.1. Historical Evolution of International Development Cooperation
- 9.2.2. Introduction to International Development Cooperation
- 9.2.3. Brief History of Development Cooperation Systems

**9.3. Tourism: A Tool for International Cooperation**

- 9.3.1. The Role of Women in International Cooperation Policies
- 9.3.2. Women's Rights and Integrating Them into AECID's Cooperation Policies
- 9.3.3. Differences and Similarities between MED and GED
- 9.3.4. World Women's Conferences

**9.4. Management in the Non-Profit Sector**

- 9.4.1. Growth in the Non-Profit Sector and Associationism on a Global Scale
- 9.4.2. The Non-Profit Sector and Its Organizations: A Classification
- 9.4.3. Managing Non-Profit Organizations as Cooperation for Local Tourism Development

**9.5. Strategic Planning in Non-profit Organizations**

- 9.5.1. Conceptualization
- 9.5.2. Step-by-Step Strategic Planning

**9.6. The Impact of Associations on Society**

- 9.6.1. Contributions to Country Visa Quality and Governance
- 9.6.2. Negative Consequences of Third Sector Action
- 9.6.3. Collaboration in the Non-Profit Sector

**9.7. Ecotourism as a Cooperation Strategy for Local Development**

- 9.7.1. Origins of Ecotourism
- 9.7.2. Integrating Elements in Ecotourism
- 9.7.3. Economic Aspects in Ecotourism
- 9.7.4. Participation of the Local Population

**9.8. Ecotourism Planning**

- 9.8.1. Project Design
- 9.8.2. Ecotourism Marketing
- 9.8.3. Distribution Channels
- 9.8.4. Ecotourist Responsibility

**9.9. Case Studies**

- 9.9.1. Ethnic Community-Based Tourism: A Case Study in Chiang Rai
- 9.9.2. Community Development for Sustainable Tourism
- 9.9.3. Tourism in Thailand: Community Approaches and Policies
- 9.9.4. Integrating Social Policy Development by the Local Community
- 9.9.5. Developing Local Plans: Problems and Benefits of Local Involvement

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.





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*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.

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*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

This Executive Master's Degree in Sustainable Tourism is a program aimed at people with university studies, who want to transform their career and orientate it towards the management and creation of tourism companies, who have as their main philosophy the respect for the environment.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





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*By taking this program you will expand your capabilities and skills on digital marketing oriented to the sustainable tourism sector”*

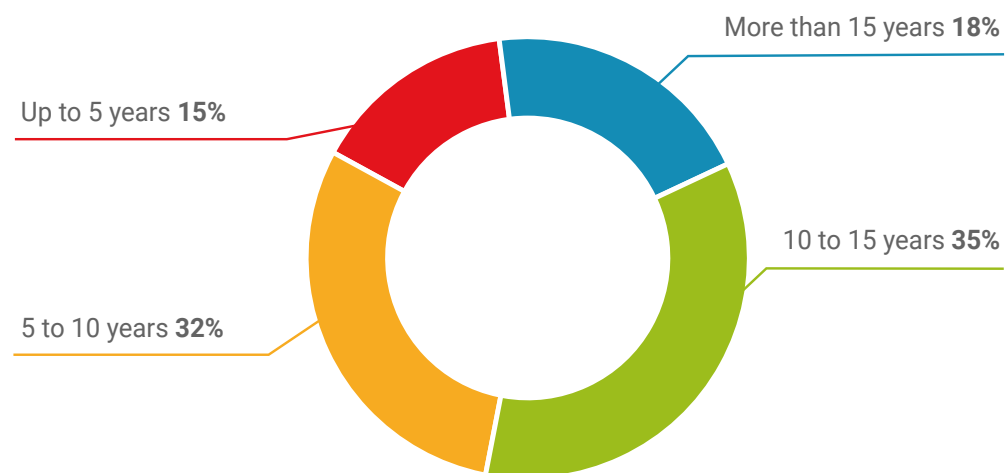
### Average Age

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

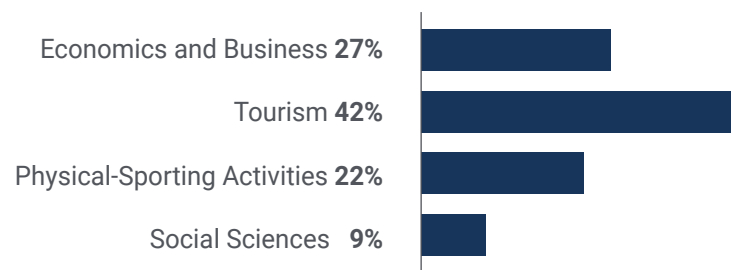
### Years of Experience

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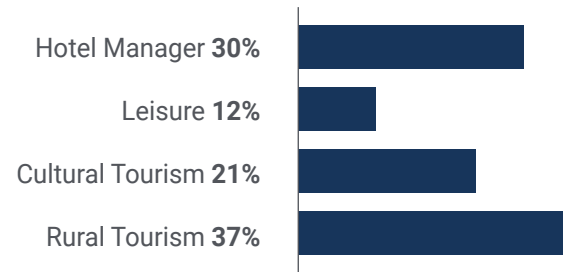
### Training

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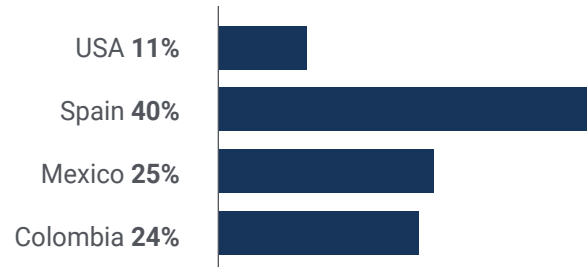
### Academic Profile

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## Geographical Distribution

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## Mónica Pérez

**Manager of a Sustainable Hotel**

*"Although I am self taught, I had been thinking for some time about doing a specialization program in this field, in order to obtain up to date knowledge and to be able to stand out from the rest of the professionals in the sector. Luckily, at TECH I found this Executive Master's Degree in Sustainable Tourism, which has been very useful for me and has broadened my professional horizons"*

09

# Impact on Your Career

Attending a program of these characteristics is an investment that will provide you with professional and personal growth. To this end, TECH provides the most up to date content using the most recent academic technological tools. In a visual, attractive way and with an agile system, students will reach their goals and will be able to enhance the skills and abilities necessary to achieve the change they are looking for.







“

*TECH puts all the teaching tools  
at your disposal to help you  
achieve your professional goals”*

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

TECH's Executive Master's Degree in Sustainable Tourism is an intense program that prepares students to face executive challenges and decisions. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

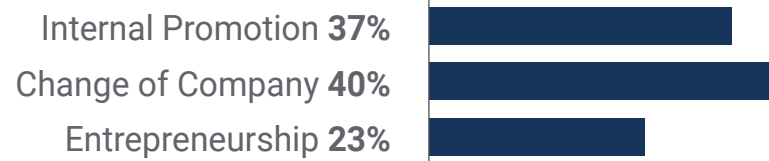
*If you want to achieve professional success, this program provides you with a perfect understanding of the different models of consumer behavior.*

*Take the professional leap you desire by increasing your knowledge of local cooperation and quality management.*

#### When the change occurs



#### Type of change



### Salary increase

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



10

# Benefits for Your Company

The Executive Master's Degree in Sustainable Tourism contributes to raising the organization's talent to its maximum potential through the specialization of high level leaders. It is a program that prepares students to reach the professional elite through a higher qualification. In addition, participating in this university education is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





““

*After studying at TECH, you will gain a global vision of your profession that will allow you to propose more innovative and successful strategies in the sustainable tourism sector”*

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

01

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

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

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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**

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

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04

### **Increased International Expansion Possibilities**

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



05

### **Project Development**

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

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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.

11

# Certificate

The Executive Master's Degree in Sustainable Tourism guarantees students, in addition to the most rigorous and up to date education, access to an Executive Master's Degree issued by TECH Technological University.





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

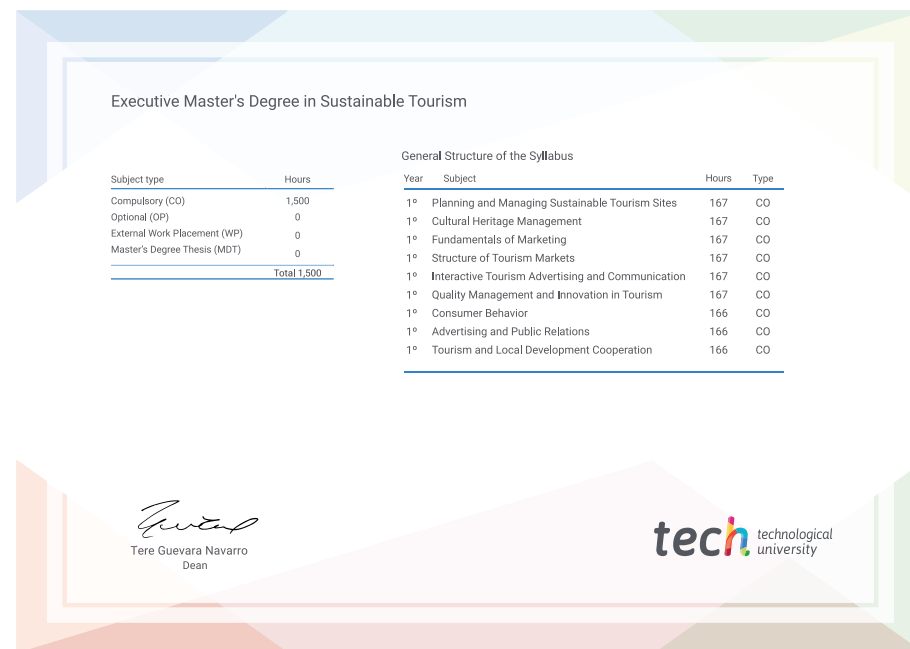
This **Executive Master's Degree in Sustainable Tourism** contains the most complete and up to date program the market.

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

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

**Title: Executive Master's Degree in Sustainable Tourism**

**Official N° of hours: 1,500 h.**



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



## Executive Master's Degree Sustainable Tourism

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Executive Master's Degree Sustainable Tourism

