Executive Master's Degree
Sustainable Tourism

M S T

tech global university

Executive Master's Degree
Sustainable Tourism

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Accreditation: **60 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Intended for: **: professionals with demonstrable experience in the sector**

Website: **www.techtitute.com/us/school-of-business/executive-master-dregree/master-sustainable-tourism**

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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 field of tourism, including targeted marketing, cultural heritage management and tourism innovation. All this, in a flexible format, which allows the manager to balance their professional responsibilities with an education that is at the forefront of the educational field.

Executive Master's Degree in Sustainable Tourism
TECH Global University

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 center for intensive managerial skills education.

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

At TECH Global University

Innovation

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

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

The Highest Standards

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

95% of TECH students successfully complete their studies

Networking

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

+100000 executives prepared each year

+200 different nationalities

Empowerment

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

+500 collaborative agreements with leading companies

Talent

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

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

Multicultural Context

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

TECH students represent more than 200 different nationalities.

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

Learn with the best

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

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

Analysis

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

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.

Economy of Scale

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

Why Our Program?

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

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

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

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

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07

Improve *soft skills* and management skills

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

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

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

We give you the opportunity to study with a team of world-renowned teachers.

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 qualification.

"

You will gain the up-to-date knowledge you need to transform a traditional tourism business into a sustainable tourism-based company"

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 students to:

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

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

04 Know the types of consumers and types of international destinations

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 promoting 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

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

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

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

17 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

18 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

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, students will have at their disposal all the available tools offered, as well as practical case studies that will bring them 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

14 Analyze the impact of tourist activity

12 Use correct business terminology in developing and presenting works and projects

13 Interpret existing information about a tourist destination

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

16 Use current tools for analyzing web traffic

17 Manage tourist spaces in accordance with the principles of sustainability

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

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 programs reduces the long hours of study that are so common in other methodologies"

Syllabus

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

Throughout 1,800 hours of study, students will analyze a multitude of practical cases through individual work, which will allow them to achieve contextual learning that will be very useful to apply what they have learned to the business field. It is, therefore, an authentic immersion in real business situations.

This university education deals in depth with different areas related to the tourism sector and is designed to specialize professionals who understand sustainable tourism from a strategic, international and innovative perspective.

A plan focused on professional progression that prepares students to achieve excellence in leadership and business management in the field of tourism. A program that was created to respond to the needs of the sector, which requires highly qualified personnel. All this, through an innovative content based on the latest trends and supported by the best educational methodology, which will provide students with the skills to solve critical situations in a creative and efficient way.

Module 1	Planning and Managing Sustainable Tourism Sites
Module 2	Cultural Heritage Management
Module 3	Fundamentals of Marketing
Module 4	Structure of Tourism Markets
Module 5	Interactive Tourism Advertising and Communication
Module 6	Quality Management and Innovation in Tourism
Module 7	Consumer Behavior
Module 8	Advertising and Public Relations
Module 9	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 fully online. Throughout the 12 months of the educational program, the students 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. 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. Diagnosis, 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. Defining 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 Heritage Interpretation

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. Quality in State and Regional Tourism Policy
6.8.2. UNE and ISO Standards in Tourism Quality
6.8.3. 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, Lobbing, and Publicity

8.3. Fundamentals in the Advertising System and Process
8.3.1. The Advertising Issuer: The Advertiser and the Advertising Agency
8.3.2. General Process Features

8.4. The Message in Advertising
8.4.1. Advertising Messages in Conventional Media

8.5. The Advertising Channel: Media, Support 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
9.10.5. Developing Local Plans: Problems and Benefits of Local Involvement

07
Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

"

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

❝ *At TECH you will NOT have live classes (which you might not be able to attend)"*

The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

" *TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"*

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

> **"** *The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"*

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Trustpilot review platform, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.
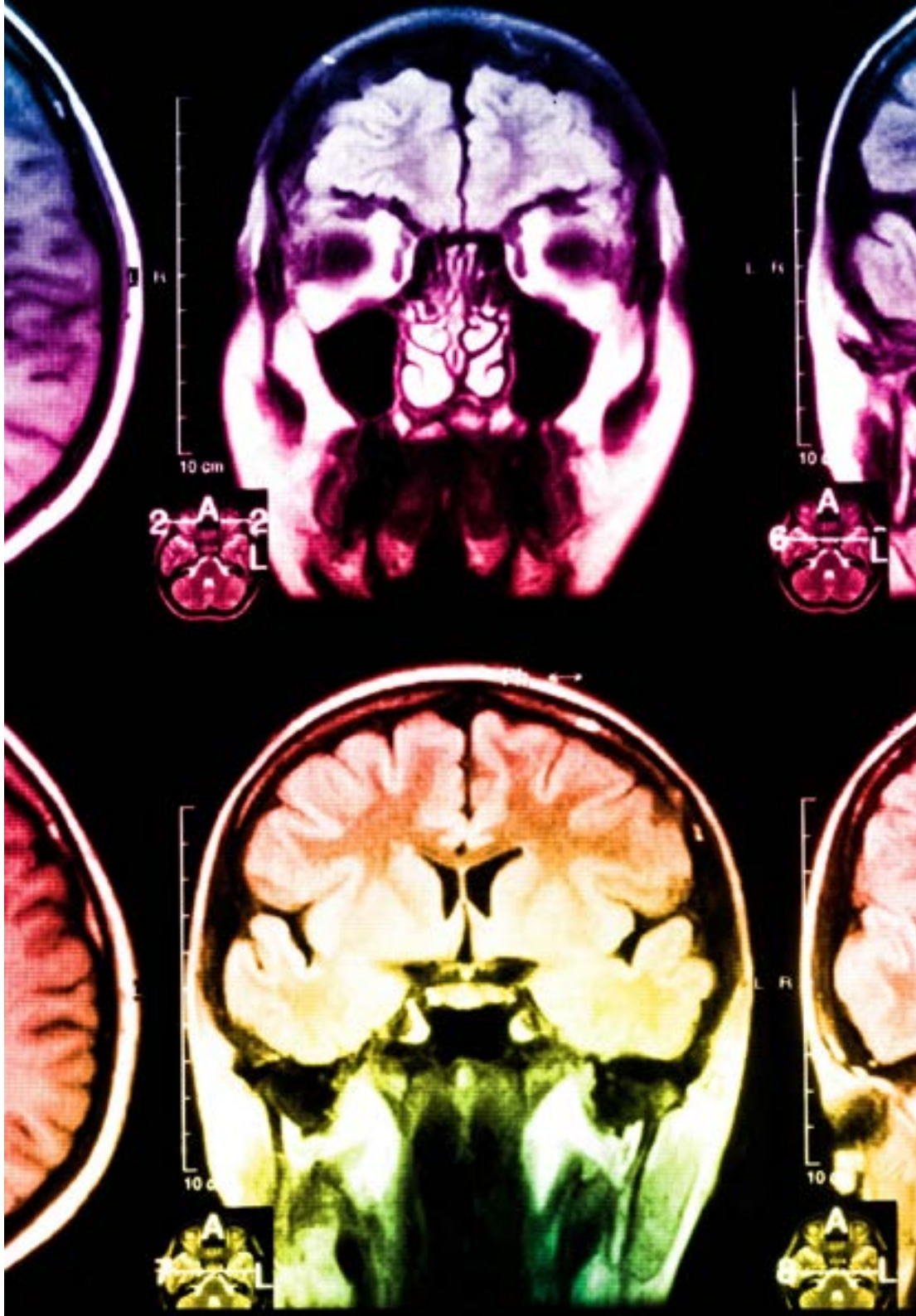
As such, the best educational materials, thoroughly prepared, will be available in this program:

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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

Interactive Summaries

We present 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".

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.

20%

15%

15%

3%

20%

17%

7%

3%
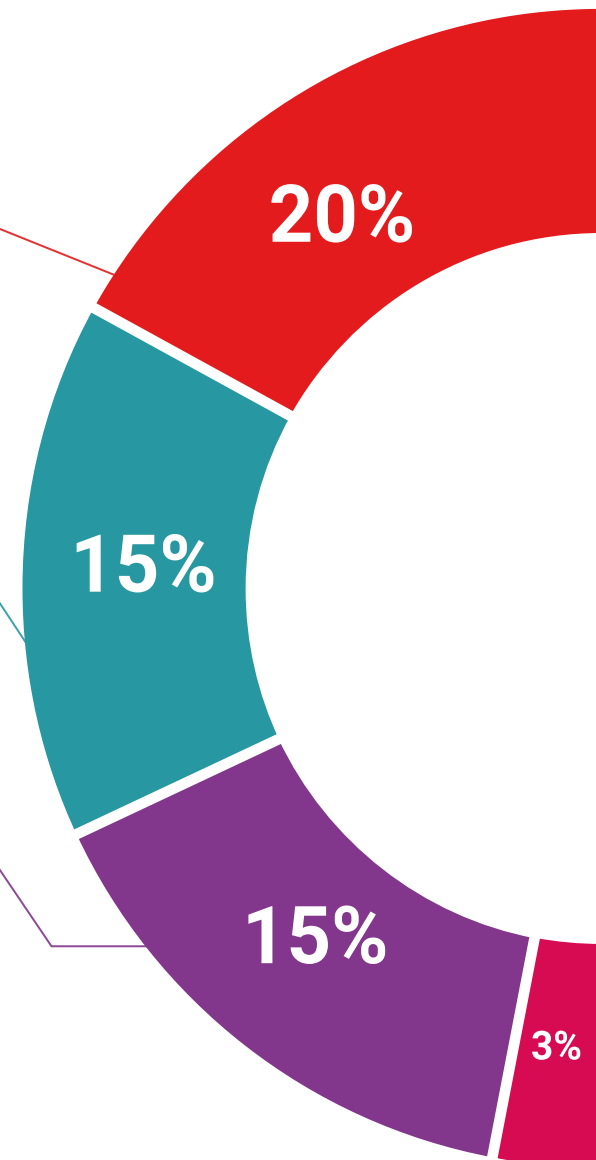
Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

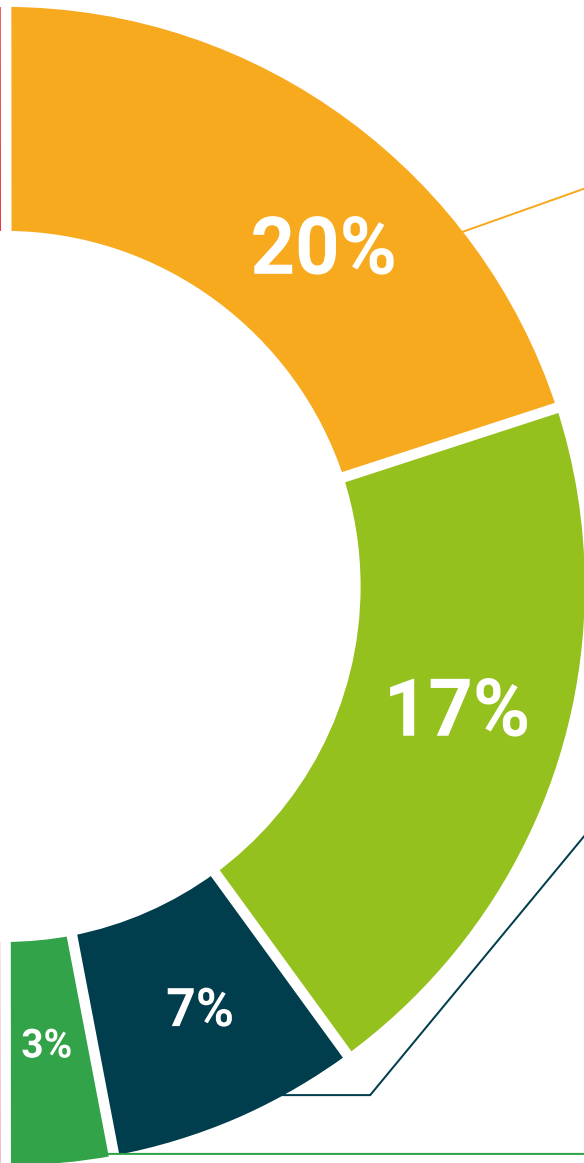### Classes

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

Learning from an expert strengthens knowledge and memory, and generates confidence for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.

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.

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

Average Age

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

Years of Experience

More than 15 years **18%**

Up to 5 years **15%**

10 to 15 years **35%**

5 to 10 years **32%**

Training

Economics and Business **27%**

Tourism **42%**

Physical-Sporting Activities **22%**

Social Sciences **9%**

Educational Profile

Hotel Manager **30%**

Leisure **12%**

Cultural Tourism **21%**

Rural Tourism **37%**
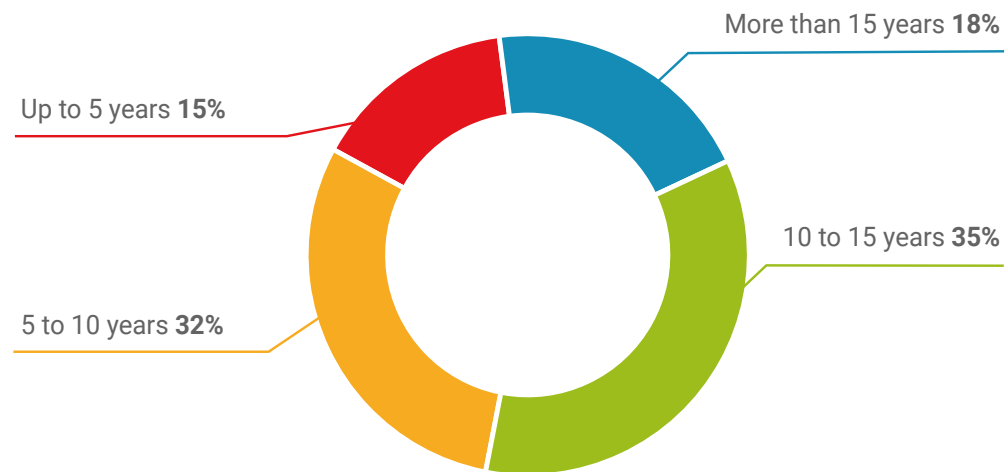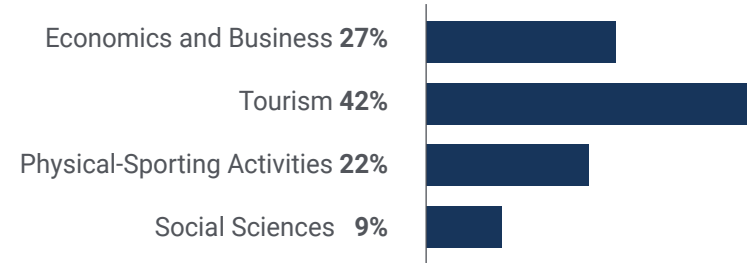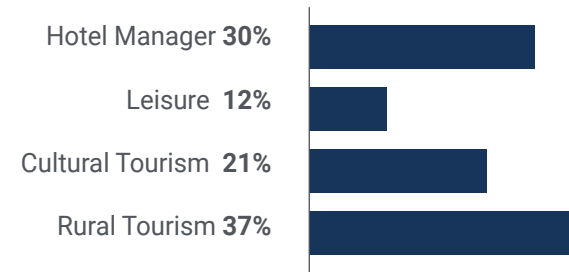
Geographical Distribution

USA **11%**

Spain **40%**

Mexico **25%**

Colombia **24%**
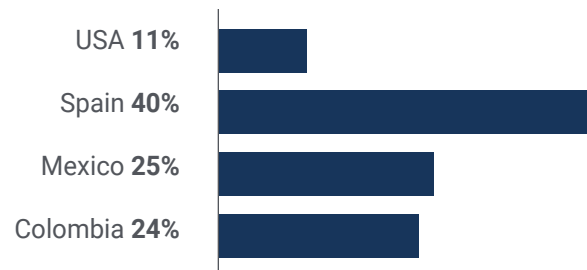
Mónica Pérez

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"

Impact on Your Career

Attending a program of these characteristics is an investment that will provide the professional with professional and personal growth. To this end, TECH provides the most up-to-date content using the most recent 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 intensive program that prepares you to face challenges and business decisions in the tourism sector. 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.

Time of change

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

Type of change

Internal Promotion **37%**

Change of Company **40%**

Entrepreneurship **23%**
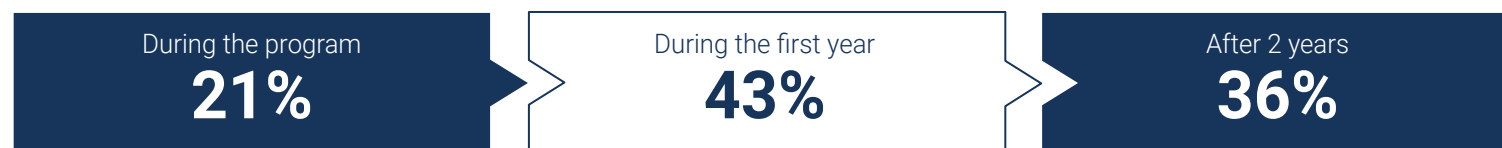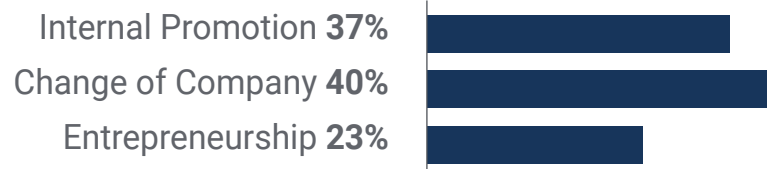
Salary increase

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

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

11
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

Growth of talent and intellectual capital

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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

Project Development

05

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

Increased competitiveness

06

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

12
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 diploma issued by TECH Global University.

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

This private qualification will allow you to obtain an **Executive Master's Degree in Sustainable Tourism** 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** private qualification, 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: **Executive Master's Degree in Sustainable Tourism**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**

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tech global university

Mr./Ms. _____ with identification document _____
has successfully passed and obtained the title of:

Professional Master's Degree in Sustainable Tourism

This is a private qualification of 1,800 hours of duration equivalent to 60 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Professional Master's Degree in Sustainable Tourism

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total 60	

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Planning and Managing Sustainable Tourism Sites	12	CO
1º	Cultural Heritage Management	6	CO
1º	Fundamentals of Marketing	6	CO
1º	Structure of Tourism Markets	6	CO
1º	Interactive Tourism Advertising and Communication	6	CO
1º	Quality Management and Innovation in Tourism	6	CO
1º	Consumer Behavior	6	CO
1º	Advertising and Public RelationsTourism and Local	6	CO
1º	Development Cooperation	6	CO

Dr. Pedro Navarro Illana
Dean

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*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.

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Executive Master's Degree
Sustainable Tourism

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

Executive Master's Degree
Sustainable Tourism

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