







**EUROPEAN BACHELOR'S IN TOURISM & HOSPITALITY - LEVEL 6 EQF**


 **Level**  
 6 EQF (*European Qualifications Framework*)


 **Duration**  
 1 year


 **Credits**  
 60 ECTS

 **Target group**  
 Students - people seeking employment - employees and professionals in the sector

 **Admission requirements**  
 Candidates holding a level 5 EQF qualification or a qualification equivalent to the attainment of 120 ECTS

 **Course Structure**  
 Full-time or work-study

 **Pedagogical methods**  
 Theoretical courses, tutorials and practical work  
 Case studies and professional scenarios  
 Individual and group projects

 **Professional assessments :**

- Continuous assessment
- Case Study (6h)
- Activity report and professional support (30 min)

**CCE :**

- Quizzes (1h20)

**Modern language :**

- Reading Comprehension (1h)
- Listening (45min)

**E**very year, more than a billion people travel the world. Europe is attracting new customers from the BRIC countries, as well as from the Americas and Asia. Europeans are also rediscovering their own territory, motivated by the cultural and artistic treasures of major capitals.

To meet demand, the European tourism sector is recruiting massively in the hotel, catering, transport and online agency sectors. Similarly, by outsourcing the promotion of their destinations, tourist boards offer job opportunities for communication and advertising experts.

**LEARNING OUTCOMES**

- Understand the tourism sector
- Learn about the main attractions and sites in different countries
- Draft a travel programme
- Design an itinerary and tour program
- Calculate the profitability
- Set up market studies
- Implement a 4P policy
- Use new technologies to find information

**PROGRAMME**

**PROFESSIONAL SKILLS (340-360 HOURS)**

- Tourism Market Study**  
Supply analysis - Demand analysis
- Tourist Product Design**  
Meeting demand - Service providers - Programs and tours - Pricing policy
- Communication and Distribution**  
Operational communication - Distribution
- Innovation and New Trends**  
Segmentation - Competitive intelligence - Diagnosis
- The E-marketing of Tourism**  
Marketing plan - Sales techniques - E commerce
- Regulation and Tourism Management**  
Tourism law - Financial management - Yield management

**Professional assignment (≥12 weeks)**  
 Internship - Apprenticeship - Salaried employment

**MODERN LANGUAGE (60-80 HOURS)**  
 Modern language 1 - CEFR Level B1  
 German, English, Spanish, French, Italian, Portuguese  
 Modern language 2 and 3 (optional)  
 German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese

**CAREER DESTINATIONS**

- Tourism Development Officer
- Tourism Board Project Manager
- Executive Assistant in Hospitality
- Hotel Receptionist
- Restaurant Manager
- Travel Advisor
- Booking Agent
- Counter Clerk
- Hospitality Agent
- Tourist guide
- Travel companion

**FEDE'S ASSET - EUROPEAN DEGREE**

**EUROPEAN CULTURE AND CITIZENSHIP (40H)**

**The European project: Culture and Democracy for Active Citizenship**

- Importance of History (OHE - Observatory on History Teaching in Europe)
- Contemporary Europe
- Europe and the World
- Cultures and diversity in Europe
- European citizenship
- The Workings of the European Union
- Importance, challenges and future of European construction
- Focus on corruption (GRECO)

**Intercultural management and human resources**

- Culture and cultural diversity
- Intercultural communication in an organisation
- Managing intercultural aspects and resolving cultural conflicts
- Working in Europe
- Social protection systems in Europe
- Corporate Social Responsibility (CSR)

**The FEDE, as a certifier, is in charge of the assessment processes**

- Organisation and planning of exam sessions
- Development of topics and model answers
- Ensuring compliance with examination regulations and supervision (anonymity, integrity, confidentiality)
- Assessment and marking of papers
- Reporting results, issuing diplomas, diploma supplements and certificates

[www.fede.education/en/fede-quality-charter](http://www.fede.education/en/fede-quality-charter)