



FOUNDATION DEGREE IN TOURISM AND HOSPITALITY - LEVEL 5 EQF



Level
5 EQF (European Qualifications Frameworks)



Duration
2 years



Credits
120 ECTS



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



Admission requirements
Candidates awarded a qualification certifying completion of secondary education and/or giving access to higher education



Course Structure
Full-time or work-study



Pedagogical methods
Theoretical courses, tutorials and practical work, case studies and professional situations
Individual/group projects



Foundation Year 1

- Continuous assessment
- Quiz (1h30)
- Case Study (3h)

Modern language :

- Reading (1h)

Foundation Year 2

- Quiz (1h30)
- Case Study (3h)
- Activity report and professional support (30 min)

Modern language :

- Listening (45 min)

CCE (Company Skills Certificate)

- Quiz (40 min)

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/

The tourism and hospitality sector is changing rapidly as a result of the "digital shock" and the arrival of a new generation of professionals. The digital revolution requires skills in professional IT tools. Competition is intensifying, prompting traditional companies to reinvent their businesses. Consumers, who are more demanding and price-sensitive, are changing customer relations, leading to the emergence of new functions and services. The Foundation Degree in Tourism and Hospitality teaches students how to design and sell tourism products and organise and manage events. These key skills will also enable them to enrol in the European Bachelor's in Tourism and Hospitality.

LEARNING OUTCOMES

- Mastering traditional and new professional skills
- Grasp the fundamentals of management and team leadership
- Understand clients and adopt appropriate behavior
- Integrate the relational and psychological dimensions of the profession
- Develop the ability to communicate with clients, especially international ones
- Design tourism products
- Master digital tools (reservation software, reception software, social networks, etc.)
- Understand the legal specifics of the profession
- Integrate the essential interpersonal skills required in the sector (empathy, adaptability, politeness, presentation, punctuality, etc.)

PROGRAMME

PROFESSIONAL SKILLS (530-680 HOURS)

Foundation Degree Year 1 Digital Marketing and Communication of for Tourist Enterprises

Tourism marketing players - Strategic analysis and operational marketing - Digital communication (part1)
Organisational And Legal Structures, General Policy Of Tourism Companies
Organisational and digital framework of tourism companies - General company policy - Legal framework of tourism and digital activities

Foundation Degree Year 2 The Tourism Product: Between Major Trends And Specific Regional Characteristics

Territories and heritage - Producing a tourism product
Multimedia Strategy And Tourism E-Marketing
Tourism e-marketing - Digital communication (part2) - Multimedia strategic approach - Digital intelligence and monitoring

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

- Creator or Manager of a Tourism Business
- Designer and Manager of Tourism Products
- Tourism and Leisure Project Manager in Local Authorities
- Accommodation Client Manager
- Travel Advisor in Corporate Travel
- Team Leader in Corporate Travel
- Coordinator for Seminars and Banquets
- Operator/Manager of Campsites, Vacation Rentals, Holiday Clubs, and Leisure Facilities
- Tourism Development Manager
- Communications Officer
- Marketing Manager
- Hospitality Marketing Consultant
- Tourism Research Analyst

FEDE'S ASSET - EUROPEAN DEGREE

EUROPEAN CULTURE AND CITIZENSHIP (20H)

The European project: Culture and Democracy for Active Citizenship

- The 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)