











EUROPEAN MASTER'S IN TOURISM MANAGEMENT & STRATEGIES - LEVEL 7 EQF

-  **Level**
7 EQF (European Qualifications Framework)
-  **Duration**
2 years
-  **Credits**
120 ECTS
-  **Target group**
Students - people seeking employment - employees and professionals in the sector
-  **Admission requirements**
Candidates holding a level 6 EQF qualification or a qualification equivalent to the attainment of 180 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
-  **First Year Assessments**
 - Continuous assessment
 - Practical examinations 1 (3h)
 - Practical examinations 2 (2h)
 - Thesis defence (1h)
- Modern language**
 - Reading (1h45)
- Second Year Assessments**
 - Continuous assessment
 - Written examination (3h)
 - Case study (4h)
 - Thesis defence (1h)
- Modern language**
 - Listening (45 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

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The Master's in Tourism Management & Strategies is designed to adapt to the digital evolution of the tourism industry. The tourism sector, an essential pillar of the service economy, is undergoing a profound transformation as a result of the digital revolution.

This change is leading to the emergence of new businesses, tools and players, and requires a rethink of corporate strategies. The programme aims to equip students with the theoretical knowledge, practical skills and behavioural aptitudes they need to succeed in this dynamic and promising sector.

LEARNING OUTCOMES

- Characterise the main structures of tourism organisations and identify the main factors in their development
- Define information and highlight its role in decision-making
- Create tourism products and services
- Produce a product presentation pack
- Launch a product on the market
- Understand the accounting and financial aspects of product management
- Measure customer satisfaction and be able to propose possible corrective measures

PROGRAMME

PROFESSIONAL SKILLS (560-640H)

Master's Year 1
General Tourism Business Culture & Strategic Marketing

Typology of structures - HR management - Financial management - Strategic marketing - Marketing plan
Organisational Management of Tourism & the Hotel Industry
 Operational strategy - The hotel market - Yield management - Tourism products and services - Market research and segmentation - Pricing policy

Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried employment

Master's Year 2

Operational Strategy, Partnerships & Financing
 Partnerships and Financing - Operational Strategy

Environmental Specificities & Tourism Development Policies

Tourism and Sustainable Development - Territorial Planning Policies

Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried employment

MODERN LANGUAGE (60-80 HOURS)

Modern language 1 - CEFR level B2
 German, English, Spanish, French, Italian, Portuguese
 Modern language 2 and 3 (optional)
 German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese

CAREER DESTINATIONS

The European Master's in Tourism Strategy provides the managerial skills needed to develop in the following areas:

- Tour Operator
- Transport companies
- Business hubs
- Institutions
- Local authorities
- Event management and organisation company (conferences, seminars, professional events, shows, etc.)
- Accommodation sector (Hotels, resorts, etc.)

FEDE'S ASSET - EUROPEAN DEGREE

EUROPEAN CULTURE AND CITIZENSHIP (40H)

Businesses and the challenges of the ecological transition

- The climate crisis and the destruction of biodiversity: causes and consequences
- The regulatory framework governing the green transition
- The green transition: a response to crises
- Key actors in the green transition and sustainable development
- Citizens as agents of change
- The role of businesses in the green transition
- Cross-cutting skills and interdisciplinarity

CCE (Company Skills Certificate) Assessments

Quiz (1h)