



MBA TOURISM MANAGEMENT & INNOVATION - LEVEL 7 EQF



Level
7 EQF (European Qualifications Framework)



Duration
1 year



Credits
90 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



Assessments
Mod 1: Case studies (Joint final examination)
Mod 2: Written (3h)
Mod 3: Case study (4h)
Mod 4: Professional research project (40 min)
ECC: Quiz (1 hour)
Modern language 1 - English: Written (1h45)

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 tourism sector is experiencing rapid and sustainable growth, both locally and worldwide. This dynamic requires professionals capable of adapting the strategy of tourism organisations to an international dimension.

The **European MBA in Tourism Management and Innovation** focuses on developing strategic skills in organisational management and adapting to the digital evolution of the sector. The digital revolution, with its new businesses, tools and players, requires companies to rethink their strategies. This programme aims to develop the expertise of professionals, equipping them with the know-how and interpersonal skills needed to respond to the latest developments in the tourism sector.

LEARNING OUTCOMES

- Understand changes in the hotel market and its diversity
- Define information and highlight its role in decision-making
- Create tourism products and services
- Understand the different management policies of companies and the decisive factors in strategic choices
- Understand the players in the tourism sector, the strategic challenges and develop partnerships
- Understand the accounting and financial aspects of product management
- Determine product positioning and pricing policy
- Measure customer satisfaction and propose any corrective measures required
- Understand the sectoral challenges of the ecological transition and how organisations are addressing them

PROGRAMME

PROFESSIONAL SKILLS

MODULE 1: ORGANISATIONAL MANAGEMENT IN TOURISM AND THE HOTEL INDUSTRY

Operational strategy - Strategic marketing

MODULE 2: OPERATIONAL STRATEGY, PARTNERSHIPS AND FUNDING

Developing partnerships and seeking funding - Operational strategy

MODULE 3: ENVIRONMENTAL SPECIFICITIES AND TOURISM DEVELOPMENT POLICIES

Laws and regulations - Policies, strategies and players - Quality management - Agritourism - Urban areas - River areas

MODULE 4: PROFESSIONAL RESEARCH PROJECT

MODULE 5: EUROPEAN CULTURE AND CITIZENSHIP

MODULE 6: MODERN LANGUAGE 1 - ENGLISH

CEFR level B2

CAREER DESTINATIONS

- Project Manager
- Tour Operator
- Hotel Manager
- Study Officer
- Event Manager
- Travel Agency Manager
- Consultant
- Within:
 - Business hubs
 - Transport companies
 - Local authorities
 - Event management companies (trade fairs, conferences, professional and entertainment events, etc.)
 - Tourist accommodation sites

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)