



Federation for **E**Ducation in **E**urope
Fédération Européenne Des Ecoles



EUROPEAN BACHELOR'S TOURISM AND HOSPITALITY

Tourism is a forward-looking, fast-growing sector offering multiple job opportunities and driving the global economy. In order to grow in the sector, professionals must be able to propose services that match up with relevant trends, cultures and consumer behaviour.

The European Bachelor's in Tourism and Hospitality provides operational skills giving access to jobs requiring customer service skills, adaptability and responsiveness. Careers are available in a range of sectors, including travel services, accommodation, transportation and leisure activities.

✓ CAREER DESTINATIONS

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|------------------------------------|-------------------------|
| ■ Tourism Development Manager | ■ Reservations Agent |
| ■ Tourist Board Policy Officer | ■ Service Counter Agent |
| ■ Hospitality Management Assistant | ■ Hospitality Agent |
| ■ Hotel Receptionist | ■ Tourist Guide |
| ■ Restaurant Manager | ■ Travel Companion |
| ■ Travel Agent | |



KEY SKILLS

- Have a good understanding of the tourism sector
- Be familiar with the main attractions and tourist sites internationally
- Design a travel programme
- Design an itinerary and tourist circuit
- Assess cost-efficiency
- Conduct market research
- Implement a 4-Ps policy and apply it to a tourism product
- Use new technology to research information

Designed by experts and professionals, the European Bachelor's in Tourism and Hospitality provides students with the key knowledge and operational skills sought by employers in the tourism sector today. Students acquire a range of analytical and operational skills needed for successful career growth.

EUROPEAN BACHELOR'S Tourism and Hospitality

60 ECTS credits



Admission requirements

The European Bachelor's in Tourism and Hospitality requires:

- either prior completion of a European Qualifications Framework (EQF) level-5 degree (120 ECTS credits);
- or official validation of equivalent experience (at least one year's recognised sector-relevant experience).

PROGRAMME CONTENTS

1 - Tourism Market Research

This unit ensures students:

- understand the nature of service-based professions;
- can use IT tools to develop a marketing plan;
- acquire or develop a basic understanding of market research;
- can design, produce, use and evaluate qualitative or quantitative market research;
- are familiar with the main information sources;
- can produce a questionnaire appropriate to a given sample;
- can conduct questionnaires on the ground in order to collect data and establish a strategic position;
- can implement an operational marketing plan;
- can measure the impact of the Internet on the tourism sector and can use key online tools;
- are aware of the main actors, roles and challenges of e-marketing;
- can analyse the components of a media plan in an appropriate way, including Internet-based actions.

4 - Professional Experience

A strong point of FEDE European Bachelor's degrees is the requirement for students to consolidate their learning and gain a careers head start through hands-on work experience. The aim is to apply the knowledge and skills acquired during the programme and gain professional confidence.

By completing a work placement in their chosen field, students acquire direct knowledge of the sector and all-important experience in their future role. Students also carry out a supervised project. The project requires them to devise and implement a strategy for completing a professional assignment.

Students produce a dissertation or activity report and present their findings orally.

2 - Tourism Products

This unit ensures students:

- have knowledge of key historical periods and their chronological order;
- are familiar with European tourist zones;
- are able to analyse the potential of a tourist destination;
- can offer a product corresponding to a specific demand;
- can fix a price appropriate for the market;
- can market a tourist product;
- can design tourist routes and programmes;

5 - European Culture and Citizenship

This unit ensures students:

- have a solid knowledge of the workings, institutions, geography, geopolitics and economics of Europe;
- understand the European model and how it differs from other models in terms of history, regulations, law and culture;
- understand Europe in a broader sense (intercultural aspects, human resources, policies, religions, international trade, taxation etc.);
- have the tools necessary to do business in an EU country;
- understand relevant cultural codes and their impact on interpersonal relations;
- can supervise employees and encourage staff mobility in order to raise their international career prospects.

3 - Regulations and Tourist Management

Based on two modules, this unit ensures students:

- are aware of the international organisations specialising in tourism legislation;
- are familiar with the types of contract used in the tourism sector;
- are familiar with basic hotel regulations;
- can identify various types of invoice and research information on the commercial conditions of providers;
- can choose and justify a payment method;
- understand VAT and associated procedures;
- can calculate cost differences and total cost;
- can use profit margin, markup and a multiplying factor to decide prices;
- can determine the break-even point, calculate fixed and variable charges and assess turnover;
- understand financial statements: balance sheets and income statements.

6 - Modern European Language

This module ensures students:

- have CEFR level B1 (writing and speaking) in a modern European language;

It results in the awarding of the FEDE Language Certificate; the Certificate is based on the CEFR and is recognised by the IFEF.

For more information:
<https://www.fede.education/fr/nos-diplomes/>