FEDE
FEDEration for European Education
FÉDÉration Européenne des Ecoles

EUROPEAN BACHELOR'S IN TOURISM DEVELOPMENT & INNOVATION - 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 assesment
- Case Study (6h)
- Activity report and professional support (30 min)

CCE :
- Quizzes (1h20)

Modern language :
- Reading Comprehension (1h)
- Listening (45min)

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 European Bachelor's Degree in Tourism Development and Innovation trains professionals capable of anticipating changes in the sector, encompassing sustainable transitions, digitalisation and technological developments.

Drawing on recent data and concrete case studies, it develops expertise in digital marketing, customer experience, sustainable management and strategic innovation. This programme prepares future professionals to design inclusive, ethical tourism offerings that are fully adapted to contemporary challenges.

LEARNING OUTCOMES

- Explore the economic, social and environmental dynamics of the tourism sector
- Analyse markets and customer behaviours using digital tools and data analytics
- Design and promote innovative, ethical and inclusive tourism offerings
- Integrate sustainability principles into the management and strategy of tourism businesses
- Evaluate the performance of products and actions using advanced indicators and management tools
- Deploy solutions to address contemporary challenges: transition, resilience, cultural diversity
- Coordinate local stakeholders to develop participatory tourism projects
- Manage complex projects by mobilising agile methods and digital management tools

PROGRAMME

PROFESSIONAL SKILLS (390-465 HOURS)

Design and development of tourism products
Study of tourism markets - Design of tourism products - E-marketing and emerging technologies applied to tourism - Communication and distribution - Innovations and new tourism trends - Tourism regulation and management - Crisis management in the tourism sector - Inclusive and ethical tourism

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 (highly recommended) and 3 (optional)
German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese

CAREER DESTINATIONS

- Tourism development coordinator
- Sustainable tourism project officer
- Project manager in the digitalisation of tourism experiences
- Tourist destination manager or travel agency assistant
- Customer service officer in OTAs (Online Travel Agencies)
- Digital strategy officer or e-tourism coordinator
- Analyst in revenue management and tourism pricing
- Head of digital and sustainable transition
- Ecotourism network facilitator or tourism research officer

FEDE 'S ASSET - EUROPEAN DEGREE

EUROPEAN CULTURE AND CITIZENSHIP (40H)

The European project: Culture and Democracy for Active Citizenship
- Importance of History (OHTE - 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)

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