



FOUNDATION DEGREE IN TOURISM STRATEGIES & SUSTAINABILITY - LEVEL 5 EQF



Level
5 EQF (European
Qualifications
Frameworks)



Duration
2 years



Crédits
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
- Case Study (3h)
- Written Exam (3h)

Modern language :

- Reading (1h)

Foundation Year 2

- Case Study (3h)
- Written Exam (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/

In response to the global recovery of tourism, the challenges of sustainability and the digital transformation of the sector, the Foundation Degree in Tourism Strategies and Sustainability aims to train a new generation of professionals capable of combining innovation, responsible management and operational excellence.

The programme develops key skills in behavioural analysis, destination management and the integration of new technologies (IoT, data, augmented reality), to meet the expectations of travellers and the environmental challenges of contemporary tourism.

LEARNING OUTCOMES

- Analyse tourism trends and customer behaviour to design appropriate offers
- Implement sustainable tourism strategies in collaboration with local stakeholders by reducing the environmental impact of activities
- Use digital tools to optimise destination management and visitor experience
- Manage tourism projects by structuring integrated offers and ensuring sustainable coordination
- Design intercultural communication strategies that promote regional assets through digital marketing
- Assess the performance of offers using key indicators to ensure continuous improvement
- Develop crisis management plans to strengthen destination resilience and preserve their attractiveness

PROGRAMME

PROFESSIONAL SKILLS (750-890 HOURS)

Foundation Degree Year 1

Fundamentals of tourism and marketing

Introduction to the tourism sector - Tourism marketing and distribution strategies - Digitalisation and collaborative tools for the tourism sector

Tourism management and organisation

Operational and organisational management - Quality management and customer experience - Intercultural communication

Foundation Degree Year 2

The development of tourist destinations

Destination development - Communication and promotion of destinations

Behavioural analysis and tourism management

Tourism crisis management- Tourist behavioural analysis - Gamification and Smart 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 and 3 (optional)
German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese

CAREER DESTINATIONS

- Tourism project manager assistant
- Tourism activity or site coordinator
- Tourism digital marketing or communication officer
- Travel agency advisor or product manager at a tour operator
- Customer relations or visitor experience officer
- Sustainable tourism or Smart Tourism coordinator
- Assistant in the organisation of tourism and cultural events
- Sectors of activity :** travel agencies, tourist offices, digital platforms, local authorities, Smart Tourism start-ups, eco-responsible organisations

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)