

**CATALOGUE OF TRAININGS
FOR TOURISM HIGHER TECHNICAL DEGREES**

HIGHER TECHNICIAN IN TRAVEL
AGENCIES AND EVENT MANAGEMENT



Barcelona School
of Tourism, Hospitality
and Gastronomy

***THROUGH
EXPERIENCES***

CATALOGUE OF TRAININGS FOR TOURISM HIGHER TECHNICAL DEGREES

HIGHER TECHNICIAN IN TRAVEL AGENCIES AND EVENT MANAGEMENT

PROFESSIONAL MODULE	HOURS	ECTS
MP01 Structure of the tourism market	99	8
MP02 Tourist destinations	132	12
MP03 Sale of tourist services	165	8
MP04 Protocol and public relations	99	8
MP05 Tourist resources	99	10
MP06 Management of tourist products	66	6
MP07 Management of tourist intermediation entities	99	8
MP08 Tourist marketing	99	10
MP09 English	132	7
MP10 Second Foreign Language: French	132	7
MP11 Training and Career Counselling	66	5
MP12 Business and entrepreneurship	66	4
MP13 Travel agencies and event management project	297	5
MP14 AWP Apprenticeship in workplaces	383	22
MP15 Information Technologies	66	0

MP01 Structure of the tourism market

Hours: 99

ECTS: 8

The technician:

contextualizes the tourism sector, its historical evolution and the current situation, analysing the implications as a socio-economic activity. Identifies the different tourist typologies relating them to the demand and its foreseeable evolution. Analyses the tourist offer by characterizing the main components, as well as the intermediation and distribution channels. Characterizes the tourist demand by relating the different factors and elements that motivate it, as well as its current trends.

FU1: Contextualization of the tourism sector

FU2: Tourist typologies and trends

FU3: Tourism supply and demand

MP02 Tourist destinations

Hours: 132

ECTS: 12

The technician:

identifies the tourist geography of Catalonia and Spain, distinguishing the administrative division and the most relevant aspects of its topography, hydrography and climate. Identifies the main elements of the tourist geography of Europe and the rest of the world, recognizing the political division of the continents and their states, the topography, the hydrography and the climate. Identifies the main tourist destinations in Catalonia and Spain, describing and evaluating the resources and the tourist offer. Identifies the main international tourist destinations in Europe and the rest of the world, describing and evaluating their resources and tourist offer.

FU 1: Tourist geography of Catalonia and Spain

FU 2: Tourist geography of Europe

FU 3: Tourist destinations in Catalonia and Spain

FU 4: International tourist destinations



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MP03 Sale of tourist services

Hours: 165

ECTS: 8

The technician:

relates different types of services in travel agencies analysing and characterizing the elements that compose them. Carries out the sale of services characterizing and applying the associated procedures. Carries out the sale of air transport services through global distribution systems. Applies sales techniques identifying the characteristics, procedures and sequencing. Performs closing and post-sale operations describing and applying standardized procedures. Interprets professional information in English -technical manuals, instructions, product and / or service catalogues, technical articles, reports, regulations, among others-, applying it to the most common professional activities.

FU 1: Sale of services in travel agencies

FU 2: Sale of air services. GDS

FU 3: Sales, closing and after-sales techniques in travel agencies

FU 4: Wedding Planner

MP04 Protocol and public relations

Hours: 99

ECTS: 8

The technician:

applies the institutional protocol analysing the different organizational systems and using the official protocol and precedence regulations. applies the business protocol describing the different elements of design and organization according to the nature, the type of event and the audience to whom it is aimed. Applies the social protocol identifying the forms according to the different social situations. Establishes communication with clients relating the techniques used with the type of user. Applies the foundation.

FU1: Institutional, business and social protocol

FU2: Communication and customer service

FU3: Public relations in the tourism field

MP05 Tourism resources

Hours: 99

ECTS: 10

The technician

identifies the tourist resources of the territory by analysing their typology, characteristics and protection regulations. Interprets the basic concepts of art characterizing the artistic heritage of Catalonia and Spain. Identifies the historical, artistic and sociocultural heritage of Catalonia and Spain by analysing their diversity. Analyses the natural-landscape heritage of Catalonia and Spain, characterizing it and interpreting it as a tourist resource. Analyses and interprets globally the artistic, sociocultural, historical and natural heritage, analysing the necessary strategies for its application as a tourist resource.

FU 1: Interpretation of heritage

FU 2: Natural heritage

FU 3: Cultural heritage



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MP06 Management of tourism products

Hours: 66

ECTS: 6

The technician:

analyses package tours identifying the market and the elements that characterize them. Designs and quotes package tours analysing the information and applying the appropriate methodology in each process. Coordinates package tours with service providers using global distribution systems. Identifies the events market by analysing the typology and the most characteristic services. Organizes various types of events, establishing the characteristics of their planning, programming and direction. Supervises the various types of events coordinating and controlling the development of the provision of services.

FU 1: Package tours

FU2: Organization and management of events

MP07 Management of tourist intermediation entities

Hours: 99

ECTS: 8

The technician:

characterizes the entities of intermediation of tourist services identifying the functions, classifications and the applicable regulations. Organizes tourist intermediation entities analysing organizational structures and business planning processes. Directs human resources recognizing and characterizing methods for the organization, selection and training of personnel. Controls the profitability of the tourist intermediation entities, characterizing the economic and financial processes. Performs administrative management characterizing the processes of intermediation companies. Manages the quality of tourist intermediation services by analysing, selecting and applying the quality system that best suits the company.

FU 1: Tourist intermediation entities

FU 2: Human Resources in tourist intermediation entities

FU 3: Administrative and financial profitability in tourist intermediation entities

FU 4: Administrative and commercial management in tourist intermediation entities

FU 5: Quality in tourist intermediation services

MP09 English

Hours: 132

ECTS: 7

The technician:

recognizes professional and everyday information contained in all types of oral speeches issued by any means of communication in standard language, accurately interpreting the content of the message. Interprets professional information contained in complex written texts, comprehensively analysing the contents. Emits clear and highly structured oral messages, analysing the content of the situation and adapting to the interlocutor's linguistic register. Prepares documents and reports for the professional field or daily life, using the appropriate records for each situation.

FU1: Technical English

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MP10 Second foreign language

Hours: 132

ECTS: 7

The technician:

recognizes professional and everyday information contained in clear and simple oral speeches delivered in standard language, identifying the global content of the message. Interprets professional information contained in simple written texts, comprehensively analysing their contents. Emits simple, clear and highly structured oral messages, using the appropriate registers for each situation. Prepares simple texts in standard language related to the professional field or daily life, using the appropriate registers for each situation.

FU1: French

MP11 Training and Career Counselling

Hours: 66

ECTS: 5

The technician:

selects employment opportunities, identifying the different insertion possibilities and life-long learning alternatives. Applies teamwork strategies, assessing effectiveness and efficiency to achieve the organization's objectives. Exercises the rights and fulfills the obligations derived from labor relations, recognizing them in the different employment contracts. Determines the protective action of the Social Security system against the different contingencies covered, identifying the different types of benefits. Evaluates the risks derived from professional activity, analysing working conditions and risk factors present in the work environment. Participates in the development of a risk prevention plan in a small company, identifying the responsibilities of all the agents involved. Applies individual and collective prevention and protection measures, analysing risk situations in the work environment of the higher technician in travel agencies and event management.

FU1: Labour integration

FU2: Prevention of occupational risks

MP12 Business and entrepreneurship

Hours: 66

ECTS:4

The technician:

recognizes the capacities associated with the entrepreneurial initiative, analysing the requirements derived from jobs and business activities. Defines the opportunity to create a micro-business, assessing the impact on performance around it and incorporating ethical values. Carries out activities for the constitution and start-up of a travel agency and event management micro-business, selecting the legal form and identifying the associated legal obligations. Carries out administrative and financial management activities for a travel agency and event management micro-business, identifying the main accounting and fiscal obligations and getting to know the documentation.

FU1: Enterprise and entrepreneurship

MP13 Travel agencies and event management project

Hours: 297



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ECTS: 5

The technician:

identifies needs of the productive sector of intermediation relating them to typical projects that can satisfy them. Designs a project related to the competences of the title, including and developing the phases that compose it. Plans the implementation or execution of the project, determining the intervention plan and associated documentation. Defines the procedures for the monitoring and control in the execution of the project, justifying the selection of variables and instruments used. Interprets professional information in English (technical manuals, instructions, product and / or service catalogues, technical articles, reports, regulations, among others), applying it to the most common professional activities.

FU1: Travel agency project and event management

MP14 AWP Apprenticeship in workplaces

Hours: 383

ECTS: 22

The technician:

identifies the structure, organization and working conditions of the company, centre or service, relating them to the activities carried out. Develops ethical and work attitudes typical of the professional activity in accordance with the characteristics of the job and the procedures established by the workplace. Carries out the reference training activities following protocols established by the work centre.

MP15 Information Technologies

Hours: 66

ECTS: 0

The technician:

understands the basic operation of a computer equipment and the information storage process and its measurement. Prepares documents describing and applying the basic options of word processors. Prepares calculation documents, describing and applying basic spreadsheet options. Produces digital information applying basic rules of composition and design.

FU1: Information Technologies