

# Bachelor in Tourism and Hotel Management

SPAIN - MADRID

**ONSITE**

**CEDEU**  
UNIVERSITY COLLEGE

[www.cedeu.es](http://www.cedeu.es)



**3+1 Double University  
Degree in collaboration  
with Dublin Business School**

## Why CEDEU?

1. QUALITY EDUCATION
2. TRAINING OF LEADERS
3. STRONG PROFESSIONAL FUTURE
4. NATIONAL AND INTERNATIONAL AGREEMENTS
5. INNOVATIVE METHODOLOGIES
6. EXTRACURRICULAR TRAINING
7. LOCATED IN THE HEART OF MADRID
8. INTERNSHIPS FROM FIRST YEAR
9. VIRTUAL LEARNING RESOURCES
10. PERSONALISED CAREER DEVELOPMENT CURRICULUM
11. SMALL GROUPS AND TUTORING SUPPORT
12. PERSONALISED CURRICULUM
13. FOSTERING TEAMWORK AND CREATIVITY
14. PARTICIPATION IN TOURISM AND HOTEL MANAGEMENT PROJECTS
15. INTERNSHIPS WITH A HIGH SUCCESS RATE



# Bachelor in Tourism and Hotel Management

## General information



### Campus location

Madrid



### ECTS

180



### Instruction Language

English



### Intake

February and October



### Duration

3 Academic years



### Fees

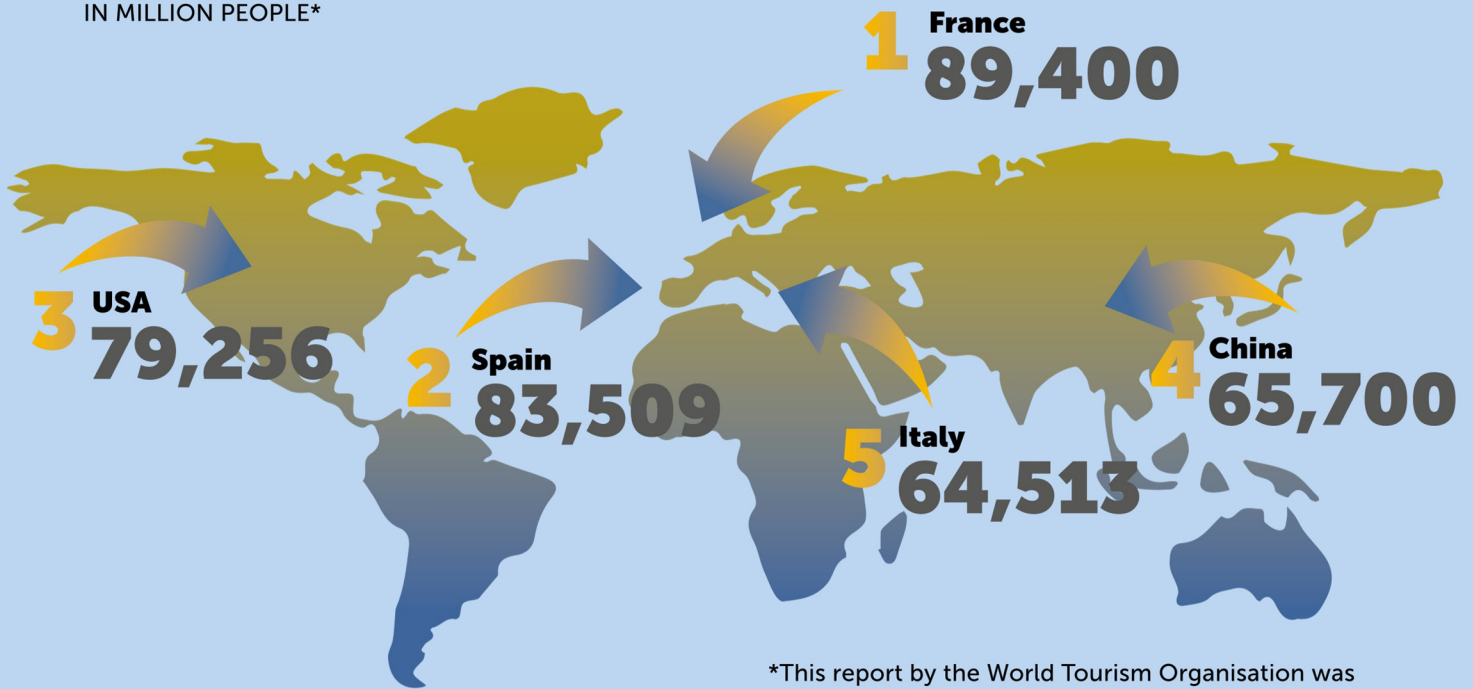
Annual tuition fees: €8,700



Our goal is for every participant to achieve a high level of training and an attitude that enables them to take on responsibility and make the appropriate decisions for each different situation

## THE MOST VISITED COUNTRIES IN THE WORLD

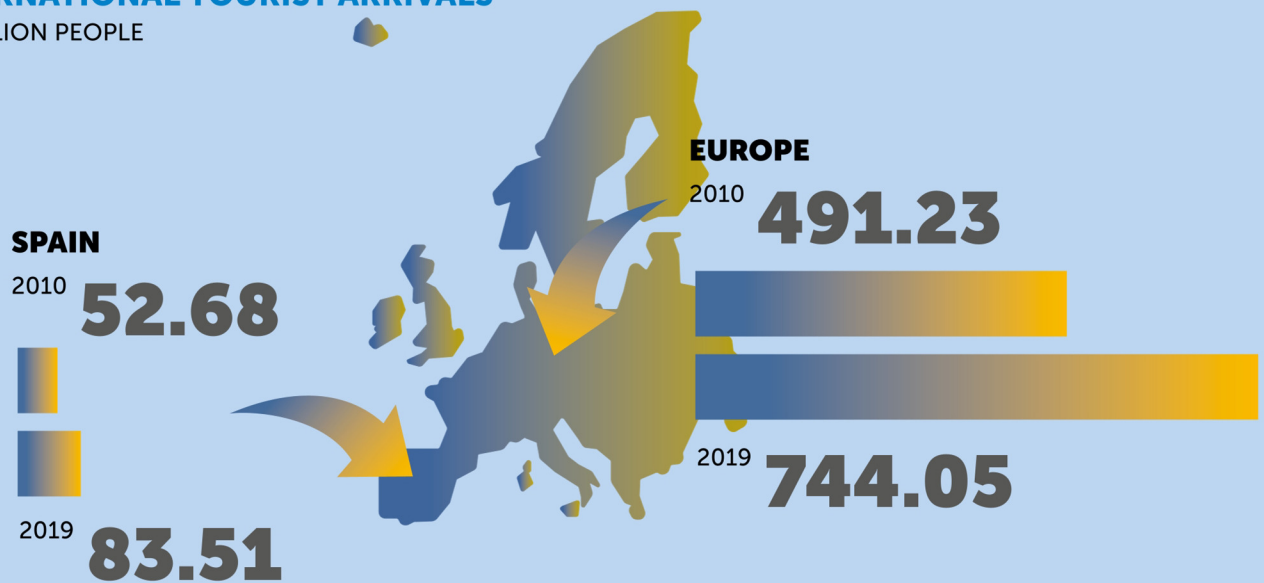
IN MILLION PEOPLE\*



\*This report by the World Tourism Organisation was published in May 2021 and is based on the latest data available, from 2019, before the pandemic.

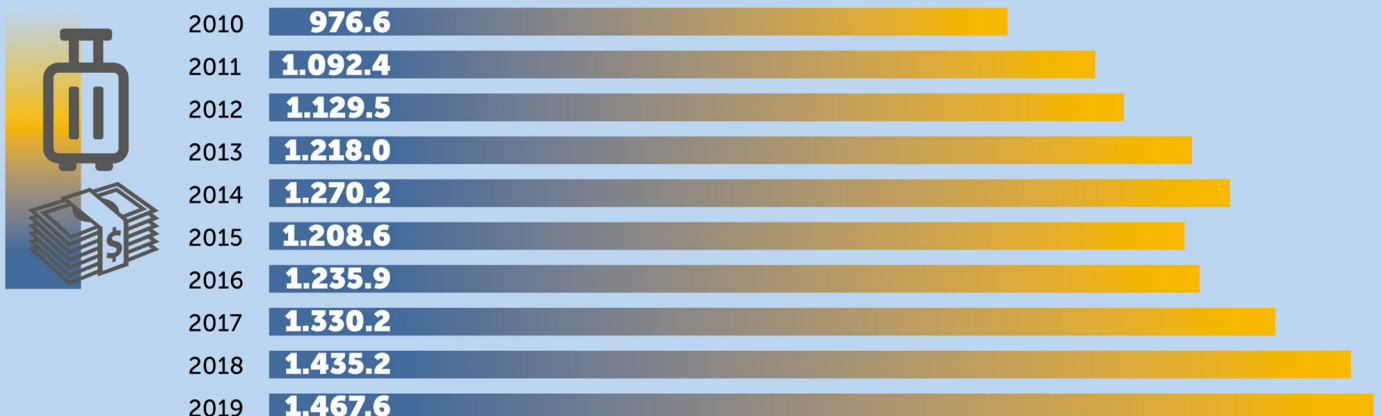
## INTERNATIONAL TOURIST ARRIVALS

IN MILLION PEOPLE



## REVENUES FROM INTERNATIONAL TOURISM

IN THOUSAND MILLION DOLLARS



## Objectives of the programme

	The main objectives are:
1	<ul style="list-style-type: none"><li>To provide a basic knowledge of the tourism business and show the connections between hotel and travel management</li></ul>
2	<ul style="list-style-type: none"><li>For participants to acquire a general understanding of the specialist subjects, such as events management, human resources, public relations, and tour guiding</li></ul>
3	<ul style="list-style-type: none"><li>To improve participants' English language communication skills</li></ul>
4	<ul style="list-style-type: none"><li>To enable participants to learn a second language and start to use it in a professional environment</li></ul>
5	<ul style="list-style-type: none"><li>To enable participants to learn theoretical, linguistic, and practical skills</li></ul>

## Competencies

### TRANSVERSAL

- To have initiative and an entrepreneurial spirit
- To work in a team. Customer oriented
- To have business vision
- To master oral and written communication techniques to convey
- To design and formulate policies and decisions for the promotion of sustainability in tourism activities
- To make decisions and solve problems, analyzing and critically evaluating the results obtained
- To work in an international context

### PROFESSIONAL

- To understand the principles of tourism and the importance of the socio-cultural and environmental impact it generates
- To analyse the economic dimension of tourism at international level
- To understand the global tourism system and the evolutionary nature of the characteristics of its components
- To master the foundations and apply the political, legal and institutional framework that regulates tourism companies and activities
- To identify and manage the internal aspects, functions and operational processes of tourism business units
- To plan and manage the human resources of tourism organisations
- To plan, organise, manage and control the different types of tourism organisations
- To critically analyse, synthesise and summarise economic and financial information on tourism organisations
- To manage financial resources
- To analyse and evaluate tourism potential through the design of products, services and projects
- To identify, reappraise and manage cultural and natural heritage for its tourist use
- To market tourism products, services and projects
- To manage the accessibility and mobility of tourists
- To manage tourist spaces and destinations.
- To understand and manage information technologies and information management systems in tourism.
- To understand and implement quality standards in tourism service processes

## Faculty

CEDEU's teaching staff is made up of a prestigious team of specialised PhDs and graduates with extensive teaching and professional experience linked to the tourism, hotel and leisure sector.

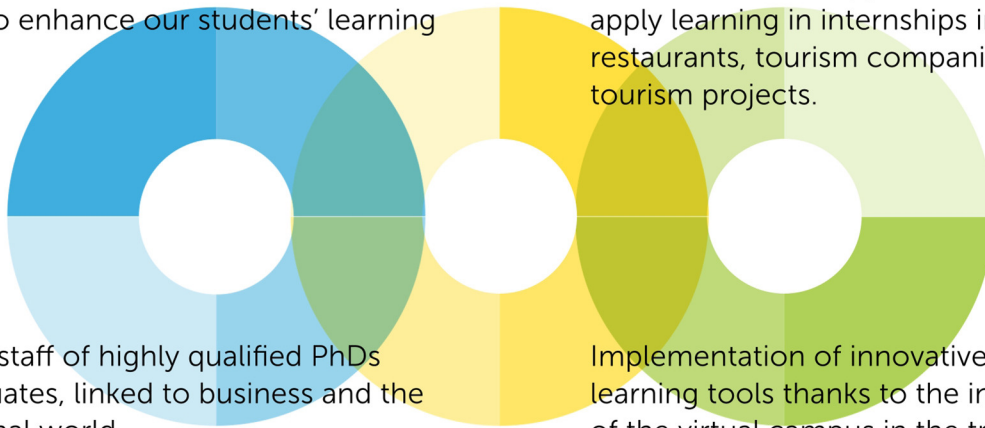
The Bachelor's management team is made up of PhDs specialising in tourism research, business people who are

experts in tourism planning and prestigious consultants in the sector, who contribute to the export of tourism technology and the training of young researchers.

The important thing is to make the most of the opportunities and discussions that arise during the development of the Bachelor.

Innovative methodologies: Just in Time Teaching, Case Studies and Simulators. All of them to enhance our students' learning in class.

Excellent connections between teachers and students and opportunities to apply learning in internships in hotels, restaurants, tourism companies and tourism projects.



Teaching staff of highly qualified PhDs and graduates, linked to business and the professional world.

Implementation of innovative online learning tools thanks to the integration of the virtual campus in the training process.



Every year, we prepare the participants on our programme to occupy positions of responsibility at companies, organisations and institutions at national and international level

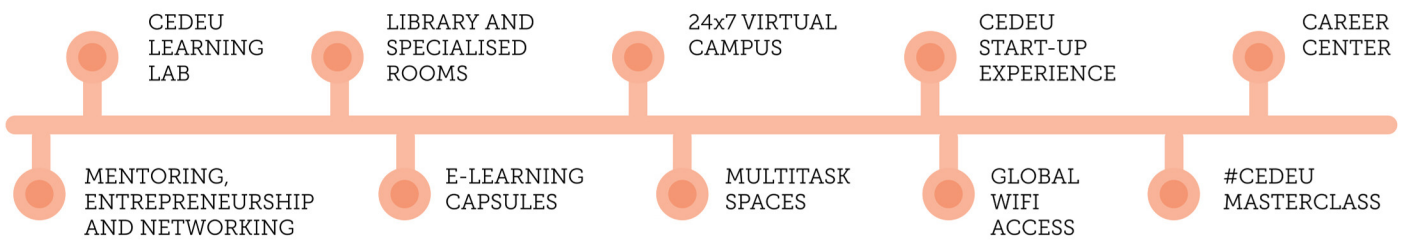


Madrid Centre Campus

The CEDEU University Study Centre was created in accordance with current legislation and is attached to Rey Juan Carlos University. It is a higher education institution whose academic policies articulate teaching, research, dissemination and creation of culture and links, through a modern academic and administrative organisation, based on high-level academics and educational programmes of excellence, in accordance with the needs for the comprehensive formation of university students, whom, as professionals, are competent in the labour market and socially responsible.

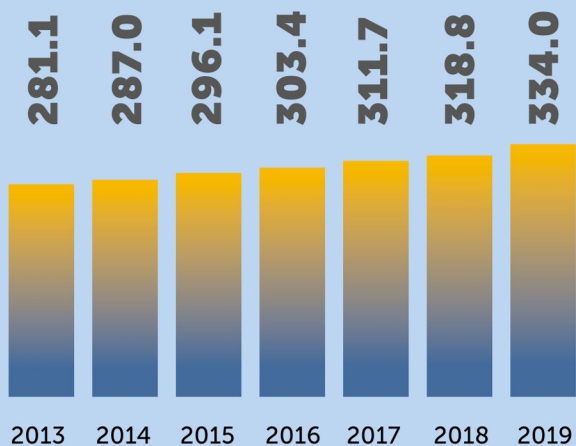
The University Centre CEDEU was created with the aim of giving a response to the training needs and requirements of individuals and society, which is why it is committed to inclusion, innovation and excellence in the generation, transmission, preservation and application of knowledge for the benefit of society.

The CEDEU University Centre aims to respond to social demand. In order to achieve its objectives, priorities have been established for people and society. CEDEU is authorised to offer official university studies, undergraduate and postgraduate degrees, both face-to-face and online/on-site learning.



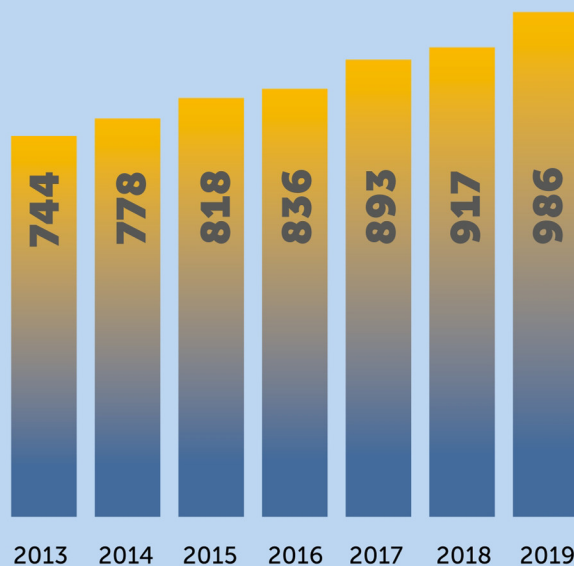
## WORKERS IN THE INTERNATIONAL TOURISM SECTOR

IN MILLION PEOPLE



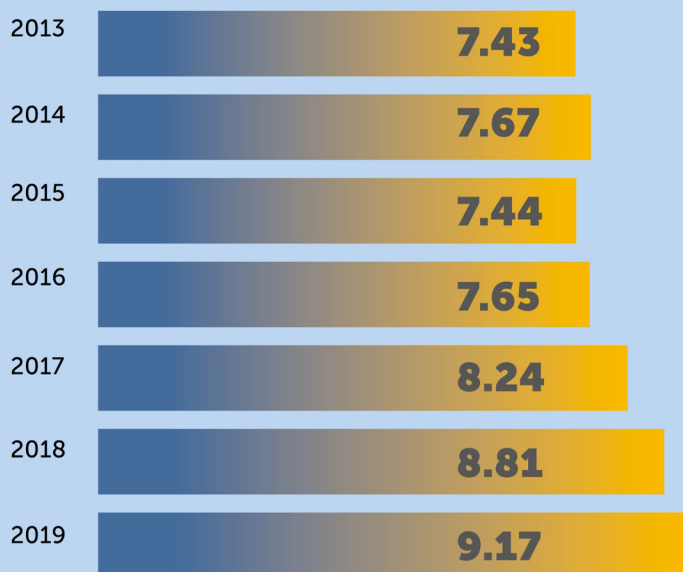
## CAPITAL INVESTMENT IN THE INTERNATIONAL TOURISM SECTOR

IN THOUSAND MILLION DOLLARS



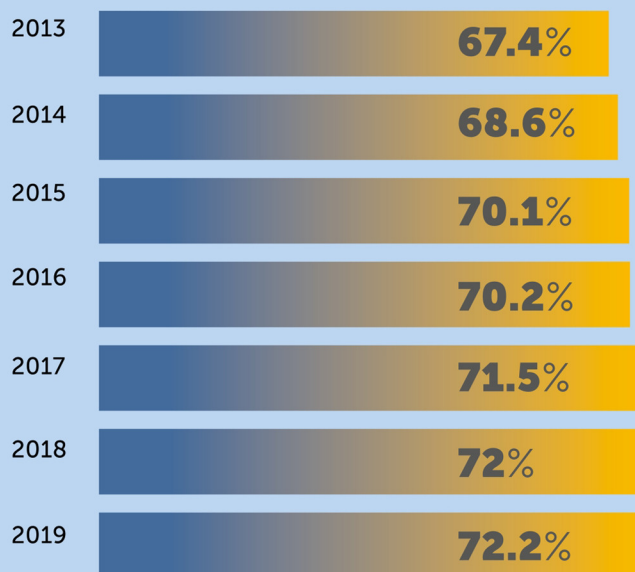
## CONTRIBUTION OF THE TOURISM SECTOR TO WORLD GDP

IN BILLION DOLLARS



## ANNUAL GROWTH OF THE LEVEL OF OCCUPATION IN THE HOTEL SECTOR WORLDWIDE

IN %





## Professional warranty 10 CEDEU

### Commitment

1 The CEDEU supports the formation of leaders with the capacity to develop positive excellence, equity, social commitment, ethics and civic responsibility. Its development is inspired by respect for freedom of thought and the reinforcement of personal and social humanist values.

### Experience

2 The experience and extensive experience of the CEDEU Board and the Universidad Rey Juan Carlos in high-level studies allows us to ensure the optimum levels of quality required by current university legislation.

### Network

3 The CEDEU maintains institutional relations with numerous ethical and international associations that guarantee the quality of our programmes. Companies and professionals can make their contributions with the certainty that our Institution will apply their recommendations for the benefit of our students.

### Flexibility

4 Decentralised learning favours students with just-in-time learning methods. The CEDEU adapts to fulfil the requirements of the participants in its university programmes.

### Discipline

5 The CEDEU's distance learning methodology demands a high level of commitment, responsibility and organisation, intrinsic qualities in today's professionals.

### Methodology

6 The CEDEU has developed a teaching methodology in which all the formative activities are designed to meet the needs of students who want to study while also meeting their professional and family obligations.

### Cost

7 The CEDEU offers a flexible financing system perfectly adapted to the reality of the environment to which our programmes are directed.

### Excellence

8 The official university programmes offered by the CEDEU are approved by the National Agency for Quality Assessment and Accreditation (ANECA).

### Personalisation

9 The professor controls the level of the student's participation at all times, and can detect his/her particular needs thanks to a much more personalised attention.



### Interactivity

10 The CEDEU is committed to the exchange of ideas, experiences and opinions by providing forums, chats, social networks and other participation and interaction tools for professionals.

## Why Madrid?

Madrid is the ideal city for university studies. The CEDEU is located in the heart of the Salamanca district of Madrid, at Calle José Picón, number 7, with modern facilities.

The Community of Madrid has more than six and a half million inhabitants, with Madrid being an extensive city in continuous growth. It is located in the centre of the Iberian Peninsula, with extraordinary communication networks and is connected to all national and international points thanks to its high-speed trains and international airport. Madrid is used to welcoming people from all over Spain and the rest of the world.

Madrid is the only city in the world that has nine World Heritage Sites less than two hours away, our city is one of the most important centres of art and culture in Europe and has one of the most active events schedules in the world.

It is important to note the sporting activities that are concentrated in the capital and its famous gastronomy with the best of all the regions of Spain.



Our experience in training enables us to provide solutions and responses to all students' needs

### City links

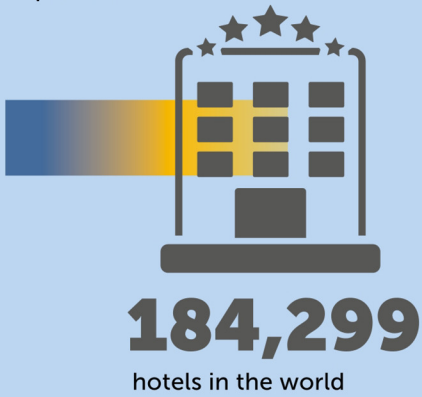
Finally, a great benefit of living in Madrid is that you can get toknow other interesting and magical nearby regions and cities, such as Seville, San Sebastian, Valencia, Palma de Mallorca, Toledo, Santiago de Compostela, Santander and Granada.

Whether for its great beaches. monuments, cuisine or cultural heritage, each City has its own charm.

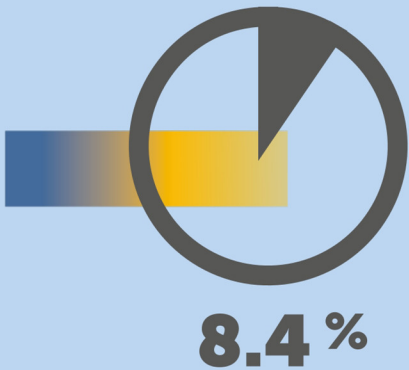


## HOTELS AND ROOMS WORLDWIDE

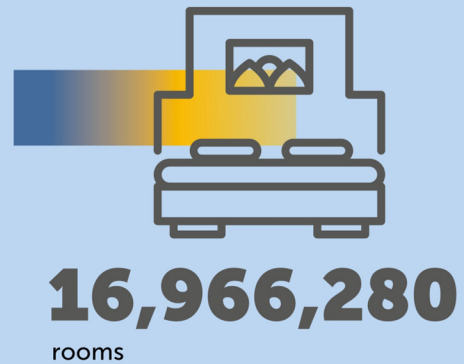
At present there are



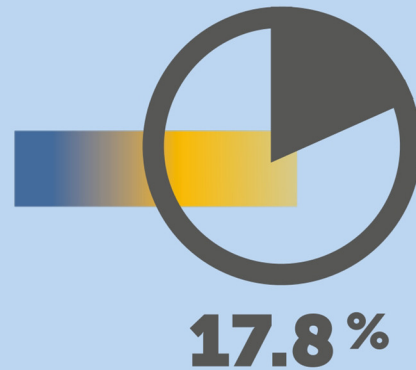
According to **STR** official figures, this number reflects a 8.4% increase in the last 10 years.



With a total of

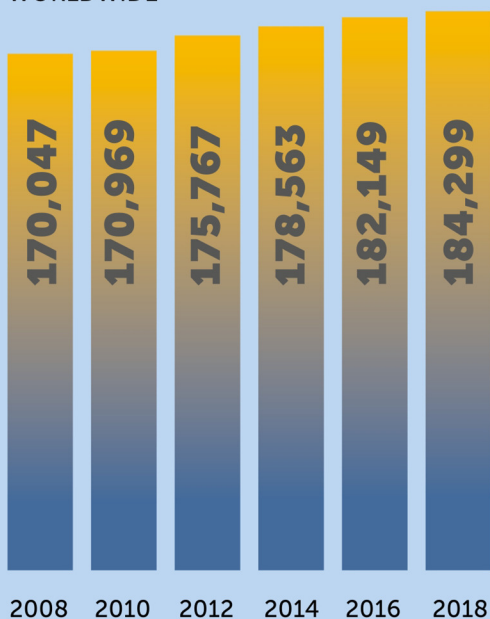


According to **STR** official figures, this number reflects a 17.8% increase in the last 10 years.



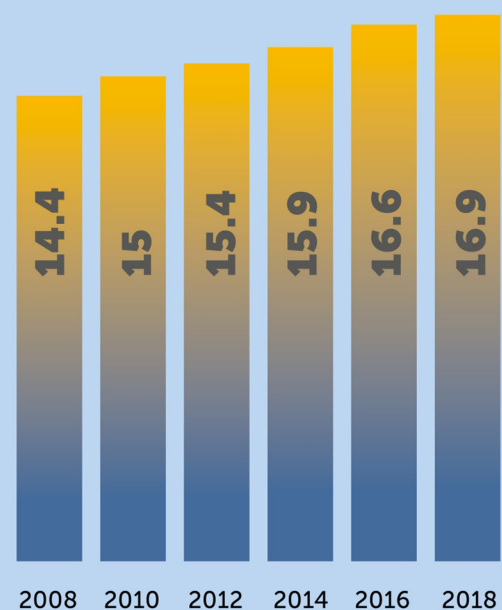
## NUMBER OF HOTELS

NUMBER OF HOTEL ESTABLISHMENTS  
WORLDWIDE



## NUMBER OF ROOMS

HOTEL ROOMS WORLDWIDE, IN MILLIONS



# Programme

SEMESTER 1	ECTS	SEMESTER 2	ECTS
Introduction to Business	6	Business Startup in Tourism and Hospitality	6
Principles of Marketing (Marketing and Customer Service in Tourism and Hospitality)	6	Business Economics (Contemporary Issues in TM and HM)	3
Tourism and HM Ethics and Corporate Social Responsibility	3	Communication Skills	6
Digital Business	3	Human Resource Management & CRM	6
International Relations	3	Digital Marketing	6
Spanish	3	Spanish	3
Internships	3	Internships	3
<b>TOTAL</b>	<b>27</b>	<b>TOTAL</b>	<b>33</b>

SEMESTER 3	ECTS	SEMESTER 4	ECTS
IT in HM and Tourism	3	Data Analysis & Data Management Skills in Tourism and Hospitality	3
Financial Management in Tourism and Hospitality	6	Business Communication	6
Business Strategies	6	Accounting	6
Operational Marketing in Tourism and Hospitality	6	Leadership Skills	6
Introduction to Tourism -Manag. & TE, TM & TT	3	Revenue Management Tools and Techniques	3
Spanish	3	Spanish	3
Internships	3	Internships	3
<b>TOTAL</b>	<b>30</b>	<b>TOTAL</b>	<b>30</b>

SEMESTER 5	ECTS	SEMESTER 6	ECTS
Service Operation Management – Hospitality & Tourism	6	Global Marketing	6
Destination Development Management	3	Commercial Management in Tourism and Hospitality	6
Marketing & Event Management	6	Tourism Policy and Planning	6
Fundamentals of Hospitality Manag. and Tourism Manag.	6	Tourism Law	6
Project Management	3	Geography I	3
Spanish	3	Internships	3
Internships	3		

 **Erasmus+ International Experience**  
 CEDEU offers study options at Global's European campuses to be able to carry out this semester

 **3+1 Double Bachelor: European Official Degree**  
 Combine 3 years of excellence at CEDEU's campus with one dynamic year at Dublin Business School, where you'll earn dual qualifications to launch your international career.

<b>TOTAL</b>	<b>30</b>	<b>TOTAL</b>	<b>30</b>
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**SIX SEMESTERS – 3 YEARS**

**TOTAL ECTS - 180**

Syllabus 03/05/2023

## International Experience

Students can choose to study one semester at one of the Global campuses with which CEDEU has exchange agreements throughout Europe via Erasmus+ agreement with CEDEU.

- AMBIS VYSOKA SKOLA AS, INTERNATIONAL OFFICE | 🇨🇪 CZECH REPUBLIC
- FACHHOCHSCHULE BURGENLAND GMBH | 🇦🇹 AUSTRIA
- HAUTE ECOLE LUCIA DE BROUCKERE | 🇧🇪 BELGIUM
- IBS NEMZETKOZI UZLETI FOISKOLA | 🇭🇺 HUNGARY
- INSTITUTO SUPERIOR DE ADMINISTRAÇÃO E GESTÃO | 🇵🇹 PORTUGAL
- ISAG, EUROPEAN BUSINESS SCHOOL | 🇵🇹 PORTUGAL
- KLAIPEDOS VALSTYBINE, KOLEGIJA | 🇱🇹 LITHUANIA
- LIBERA UNIVERSITA MARIA SANTISSIMA ASSUNTA | 🇮🇹 ITALY
- TRANSILVANIA UNIVERSITY OF BRASOV | 🇷🇴 ROMANIA
- UNIVERSITA DEGLI STUDI DEL MOLISE | 🇮🇹 ITALY
- UNIVERSITÉ DE LORRAINE - FACULTÉ DE DROIT, ECONOMIE ET ADMINISTRATION | 🇫🇷 FRANCE
- UNIVERSITÉ DE LORRAINE - INSTITUT SUPERIEUR FRANCO ALLEMAND DE TECHNIQUES ET D'ÉCONOMIE | 🇫🇷 FRANCE
- UNIVERSITY LAZARSKIEGO | 🇵🇱 POLAND
- VICENT POL UNIVERSITY. AKADEMIA NAUK STOSOWANYCH WINCENTEGO POLA W LUBLINIE | 🇵🇱 POLAND
- VISSHE UCHILISHTE PO MENDZHMANT | 🇧🇬 BULGARIA

\*This list of University Institutions can be modified according to the environment and university activity.



## Internships and collaborating entities

The CEDEU facilitates the incorporation of all its students into the professional world through internship and job offers that are adapted to the professional option of each student. The internship department advises and guides the student individually, locating the best offer among the many proposals presented by the most characteristic companies and entities in the tourism, congresses, events, hotel and catering sector of proven prestige.

All students on this programme will carry out internships or placements during the course of the programme.

Students can carry out their summer internships in one of the Canary or Balearic Islands or at one of the many tourist destinations along the Spanish and international coastline, or in any country with which CEDEU has agreements. In this way, they can combine their learning with enjoyment of landscapes of the coasts, mountains or urban centres and work in some of the most outstanding destinations in tourism.



## Professional opportunities



**Hotel manager**



**Hotel reception manager**



**Tour operator manager**



**Food and beverage manager**



**Tourism business consultant**



**Tourist destination planner**



**Tourism communication manager**



**Hotel group marketing manager**



**Digital tourism marketing manager**



**International tourism strategy consultant**



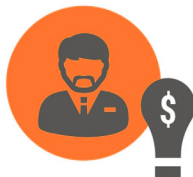
**Director of event organisation and management**



**Tourism operations and logistics director**



**Tourism destination marketing manager**



**Tourism entrepreneur**



**Sectoral tourism manager**



**Sommelier or wine steward**



## PDA (Professional Development Activities)

The professional development activities (ADP) are designed so that students of this Bachelor have the possibility, sporadically, to carry out a stay, not required by the Study Plan, in a company or institution to enhance their professional experience. It is not an obligation of the Study Plan, it is a non-

regulated activity within the Academic Plan of the Bachelor's Degree. It is seen as an extension of your training and future development as a professional in the world of tourism.

## OUR INTERNATIONAL STUDENTS ENDORSE US



**Xiaoya Rojas** | Bachelor in Law

 China

*"At CEDEU they have made me feel very welcome, I have been able to meet many people with whom I have formed a great friendship. They always encourage participation and relationships among classmates"*



**Shreyansh Saha** | Bachelor in Tourism and Hotel Management

 India

*"Coming to Madrid to study at CEDEU has been a dream. Madrid is a beautiful city, with many opportunities, which CEDEU offers. I think we get comprehensive and transversal training in all aspects and qualities that we need for a successful future."*



**Yedidiah Elonga** | Bachelor in Tourism and Hotel Management

 Canada

*"I'm grateful to the teachers and staff of the centre because they have made the welcome to another country, which is a big change. They are always available to help and are very approachable. It also helps to be surrounded by diverse cultures and nationalities."*



**Paula Garvía Cabañas** | Bachelor in Business Administration

 Spain

*"I was drawn to business due to its vast opportunities, especially in Spain as a major economic hub. CEDEU's Bachelor in Business Administration program perfectly matched my desire for both theoretical knowledge and international experience."*



**Liliana Inés Viera Moreno** | Master in Digital Marketing

 El Salvador

*"I'm happy that I decided to move to Madrid and pursue my degree. They provide so many opportunities that I am taking advantage of to further my future. The curriculum and the competencies of the teachers really facilitate our learning."*



**Elena Gil** | Bachelor in Business Administration

 Spain

*"I loved the programme structure because it is very professionally oriented, with subjects aligned with the current demands of the sector. The hands-on experience and business connections confirmed I made the right choice."*



**Marios Theodoros** | Bachelor in Tourism and Hotel Management

 Grecia

*"I chose this program after hearing reviews and seeing how satisfied students were. The counselors were incredibly helpful and patient in explaining everything, which gave me confidence. The chance to study in an international environment attracted me."*



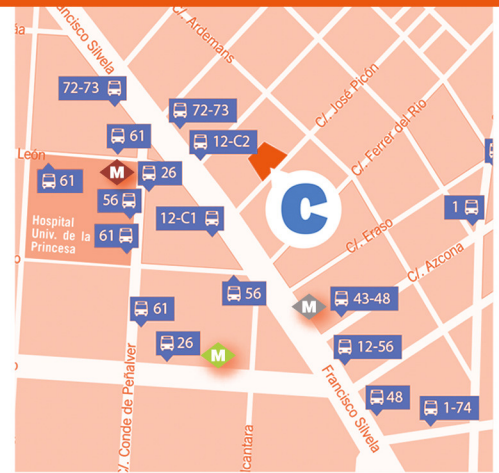
**Merdi Phoba** | Bachelor in Business Administration

 DRC


*"I think that coming to Madrid is a great opportunity. I love everything about the center, from the teaching methods to the internships and activities. The warm Spanish culture and friendly people make it even better. I would definitely choose this program again."*

# Bachelor in Tourism and Hotel Management

**ONSITE**



**M** L4 **M** L5 **M** L6  
Diego de León

 12-26-43-48-56-61-72-73-74-C1-C2

## STUDENTS FROM ALL OVER THE WORLD TRUST US

Since its foundation, CEDEU has been teaching students of more than 50 nationalities.



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