

# EUROPASS DIPLOMA SUPPLEMENT

## TITLE OF THE DIPLOMA (ES)

*Técnico Superior en Gestión de Alojamientos Turísticos*

## TRANSLATED TITLE OF THE DIPLOMA (EN)<sup>(1)</sup>

*Higher Technician in Tourist Accommodation Management*

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(1) This translation has no legal status.

## DIPLOMA DESCRIPTION

**The holder of this diploma will have acquired the General Competence with regard to:**

Organising and monitoring tourist accommodation establishments, applying the established business policies, monitoring the objectives of the different departments, commercial actions and the economic results of the establishment, providing service in the area of accommodation and guaranteeing customers' satisfaction.

**Within this framework, the PROFESSIONAL MODULES and their respective LEARNING OUTCOMES acquired by the holder are listed below:**

### “Tourist Market Structure”

The holder:

- Contextualises the tourist sector, its historical evolution and current situation, analysing their implications as a socioeconomic activity.
- Identifies the different tourist typologies relating them with demand and foreseeable evolution.
- Analyses the tourist facilities on offer, characterising its main components, as well as mediation and distribution channels.
- Characterises the tourist demand, relating the different factors and elements that motivate the same, as well as current trends.

### “Protocol and Public Relations”

The holder:

- Applies institutional protocol analysing the different organization systems and using protocol rules and official precedence.
- Applies business protocol describing the different elements of design and organisation, according to the nature and type of event, as well as the audience to which it is addressed.
- Applies the fundamentals and elements of public relations (PR) in the tourist area, selecting and applying the associated techniques.
- Establishes communication with the customer relating the used techniques with the type of user.
- Manages complaints and suggestions, describing the pre-established solving stages in order to achieve customer satisfaction.
- Shows attitudes for appropriate customer service analysing the importance of going beyond customer expectations as regards the treatment received.

### “Tourist Marketing”

The holder:

- Characterises tourist marketing recognising its basic constituting elements.
- Interprets market segmentation and product-service positioning, recognising quantitative and qualitative data.
- Identifies the elements of marketing-mix recognising its application in the tourist sector.
- Characterises a marketing plan relating it with the different types of company and products-services.
- Recognises the process of consumer purchase decision analysing his/her motivations and needs.
- Characterises “consumerism” criteria relating them with society, marketing and ethics.

### “Tourist Accommodation Management”

The holder:

- Coordinates the area of accommodation with the rest of areas in the tourist establishment analysing its organisational structure.
- Determines financial and economic profits of minor business investment projects, characterising and assessing the different systems of funding.
- Monitors the economic operation of the departments under his/her supervision recognising and determining the structure of their profit and loss.

- Monitors the application of quality management systems, assessing their implication in a more efficient management of the tourist accommodation establishment.
- Coordinates the environmental management system characterising the different systems of Environmental Management.
- Manages rural accommodation analysing their typology, applicable regulations and specifications on the management and provision of services.

#### **“Lodgings Department Management”**

The holder:

- Organises the lodgings department justifying its scheme according to the establishment, available staff, type of customers, occupation and profitability.
- Controls products, materials and equipment of the lodgings department describing the processes of replacement, storage, preservation and assessment.
- Checks the maintenance status of facilities, machinery and equipment, justifying systems and procedures of preservation and maintenance.
- Supervises the cleaning and appropriate preparation of accommodation units and common areas characterising the processes of service provision.
- Supervises the decoration and setting of the accommodation and public areas characterising architectural styles, furniture, decorative elements, lighting and current trends.

#### **“Reception and Bookings”**

The holder:

- Supervises the reception department analysing its organisation according to the tourist establishment, available staff, type of customers, occupation and profitability.
- Optimises the establishment occupancy characterising and applying different systems and types of booking.
- Formalises previous and simultaneous operations on arrival of customers analysing and applying associated tasks.
- Monitors/provides reception services during the customers’ stay analysing and applying the operations derived from this stage.
- Monitors/provides services during the customers’ departure describing the different stages and applying standardised procedures.
- Monitors safety systems of tourist accommodation establishments relating the organisational structure and safety eventualities with the safety elements and applicable measures.

#### **“Accommodation Human Resources”**

The holder:

- Proposes the selection of staff for the area characterising the different professional profiles.
- Plans human resources, analysing and applying the organisational systems of dependent staff.
- Integrates the dependent staff on the organisational structure of the tourist establishment recognising and applying the tools of staff management.
- Manages the dependent staff, recognising and applying staff management techniques.

#### **“Events Marketing”**

The holder:

- Markets the events offer, relating them with the characteristics of the establishment and demand.
- Organises the department of events marketing justifying its planning.
- Plans different events relating the management methods with its typology and objectives.
- Supervises events analysing the established quality standards.
- Monitors the effective closing of events analysing the economic process and the quality of the provided service.

#### **“English”**

The holder:

- Recognises professional and current information contained in any type of spoken discourses produced by any communication means in standard language, interpreting the content of the message with precision.
- Interprets professional information contained in complex written texts, analysing its contents thoroughly.
- Produces spoken messages which are clear and structured, analysing the content of the situation and adapting the linguistic register to the listener.
- Drafts documents and reports in relation to the specific sector or academic and daily life, relating linguistic resources with their goal.

#### **“Second Foreign Language”**

The holder:

- Recognises professional and current information contained in clear and simple spoken discourses produced in standard language, identifying the global content of the message.
- Interprets professional information contained in simple texts, analysing its contents thoroughly.
- Produces spoken messages which are clear and structured, relating the purpose of the message with the acquired linguistic structures.
- Writes simple texts, relating grammatical rules with their goals.

- Applies professional attitudes and behaviours in communicative situations, describing common relationships which are characteristic of the foreign language country.

#### **“Project on Tourist Accommodation Management”**

The holder:

- Identifies the accommodation market, the different products, the economic/productive organisation of opportunities, relating them with the project to be implemented.
- Designs an accommodation project relating it with the competences described in the diploma analysing its economic and technological feasibility.
- Defines and plans the project implementation describing the different stages of its development and associated documentation.
- Manages the project defining the procedures of monitoring and control.

#### **“Professional Training and Guidance”**

The holder:

- Selects job opportunities, identifying the different possibilities of labour integration, and the alternatives of lifelong learning.
- Applies teamwork strategies, assessing their effectiveness and efficiency on the achievement of the company's goals.
- Exercises rights and complies with the duties derived from labour relationships, recognising them in the different job contracts.
- Determines the protective action of the Spanish Health Service in view of the different covered eventualities, identifying the different types of assistance.
- Assesses risks derived from his/her activity, analysing job conditions and risk factors present in his/her labour setting.
- Participates in the development of a risk prevention plan in a small enterprise, identifying the responsibilities of all agents involved.
- Applies protection and prevention measures, analysing risk situations in the labour setting of the Higher Technician in Tourist Accommodation Management.

#### **“Business and Entrepreneurial Initiative”**

The holder:

- Recognises skills related to entrepreneurial initiative, analysing the requirements derived from job positions and business activities.
- Defines the opportunity of creating a small enterprise, assessing the impact on the performance setting and incorporating ethic values.
- Carries out the activities for the setting-up and implementation of a company, choosing the legal structure and identifying the associated legal obligations.
- Carries out basic administrative and financial management activities of an SME, identifying the main accounting and tax obligations and filling in documentation.

#### **“On the Job Training”**

The holder:

- Identifies the company's structure and organization relating them to the production and selling of the tourist accommodation services.
- Applies labour and ethic habits in his/her professional activity according to the characteristics of the job position and the procedures established by the company.
- Carries out and coordinates the different activities of the lodgings department identifying and using control means, equipment and tools and applying techniques and procedures in accordance with the established instructions and norms.
- Carries out and coordinates the different activities of the booking, reception and management areas identifying and using monitoring means, equipment and tools and applying techniques and procedures in accordance with the established instructions and norms and customers' situation.
- Carries out the different activities of the sales department or events marketing using monitoring means, equipment and tools and applying techniques and procedures in accordance with the established instructions and norms.

### **RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE DIPLOMA**

The Higher Technician in Tourist Accommodation Management usually works in the tourist sector, especially in the sub-sector of tourist accommodation, either hotel or non-hotel related accommodation, also including health centres, hospitals, halls of residence, among other ones, no matter their mode.

S/he is mainly a self-employed person, given the considerable capital investment that accommodation entails, who carries out management and supervision tasks in functional areas of reception, booking, lodgings and events.

The most relevant occupations or jobs are the following:

- Tourist accommodation establishments assistant manager
- Head receptionist
- Reservations assistant
- Reservations manager
- Quality coordinator
- General lodgings and cleaning staff manager
- Lodgings and cleaning department staff assistant manager
- Accommodation manager in health centres, hospitals and similar accommodation.
- Rural accommodation manager
- Events coordinator
- Tourist accommodation establishments sales manager
- Tourist accommodation establishments commercial agent

### **AWARD, ACCREDITATION AND LEVEL OF THE DIPLOMA**

**Name of the body awarding the diploma on behalf of the King of Spain:** Spanish Ministry of Education or the different Autonomous Communities according to their areas of competence. The title has academic and professional validity throughout Spain.

**Official duration of the education/ training leading to the diploma:** 2000 hours.

**Level of the diploma (national or international)**

- NATIONAL: Non-University Higher Education
- INTERNATIONAL:
  - Level 5 of the International Standard Classification of Education (ISCED5).
  - Level 5 of the European Qualifications Framework (EQF5).

**Entry requirements:** Holding the Certificate in Post-Compulsory Secondary Education (Bachillerato) or holding the corresponding access test.

**Access to next level of education/training:** This diploma provides access to University studies.

**Legal basis.** Basic regulation according to which the diploma is established:

- Minimum teaching requirements established by the State: Royal Decree 1686/2007, of 14 December, according to which the diploma of Higher Technician in Tourist Accommodation Management and its corresponding minimum teaching requirements are established.

**Explanatory note:** This document is designed to provide additional information about the specified diploma and does not have any legal status in itself.

**COURSE STRUCTURE OF THE OFFICIALLY RECOGNISED DIPLOMA**

<b>PROFESSIONAL MODULES IN THE DIPLOMA ROYAL DECREE</b>	<b>CREDITS ECTS</b>
<b>Tourist Market Structure.</b>	7
<b>Protocol and Public Relations.</b>	9
<b>Tourist Marketing.</b>	10
<b>Tourist Accommodation Management.</b>	16
<b>Lodgings Department Management.</b>	8
<b>Reception and Bookings.</b>	10
<b>Accommodation Human Resources.</b>	5
<b>Events Marketing.</b>	5
<b>English.</b>	7
<b>Second Foreign Language.</b>	7
<b>Project on Tourist Accommodation Management.</b>	5
<b>Vocational Training and Guidance.</b>	5
<b>Business and Entrepreneurial Initiative.</b>	4
<b>On the Job Training.</b>	22
	TOTAL CREDITS
	<b>120</b>
OFFICIAL DURATION (HOURS)	<b>2000</b>

\* The minimum teaching requirements shown in the table above comprise 55% official credit points valid throughout Spain. The remaining 45% corresponds to each Autonomous Community and can be described in the **Annex I** of this supplement.

## INFORMATION ON THE EDUCATION SYSTEM

