

# EUROPASS DIPLOMA SUPPLEMENT

## TITLE OF THE DIPLOMA (ES)

*Técnico Superior en Agencias de Viajes y Gestión de Eventos*

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

*Higher Technician in Travel Agencies and Events 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:**

Scheduling and organising combined tours and any type of events, selling tourist services in travel agencies and through other distribution units, proposing actions for the development of their marketing and guaranteeing customer 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 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 design and organisation elements, 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 in the tourist area, selecting and applying the associated techniques.
- Establishes communication with the customers relating the used techniques with the type of user.
- Manages complaints and suggestions, describing the pre-established resolving stages in order to achieve customer satisfaction.
- Shows attitudes for appropriate customer service analysing the importance of going beyond customer expectations with regards to 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.
- Applies new technologies to tourist marketing analysing their applications and opportunities in the development of policies related to the same.
- Characterises a marketing plan relating the same 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 Destinations”

The holder:

- Identifies the tourist geography of Spain, distinguishing its administrative division and the most relevant aspects of its orography, hydrography and climate.
- Identifies the tourist geography of Europe and the rest of the world, recognising the political division of continents and their states, orography, hydrography and climate.
- Identifies the main tourist destinations in Spain, describing and assessing their resources and tourist offer.
- Identifies the main tourist destinations in Europe and the rest of the world, describing and assessing their resources and tourist offer.

### **“Tourist Resources”**

The holder:

- Identifies the tourist resources of an area analysing its typology, characteristics and protection rules.
- Interprets the basic concepts of art that characterises Spanish art heritage.
- Identifies Spanish socio-cultural heritage analysing its diversity.
- Analyses Spanish natural heritage characterising and interpreting the same as a tourist resource.
- Interprets art, socio-cultural and historical heritage globally, analysing the necessary strategies for its application as a tourist resource.

### **“Tourist Products Management”**

The holder:

- Analyses combined trips identifying their market and the elements that characterise them.
- Designs and estimates the costs of combined trips analysing information and applying the appropriate methodology in each process.
- Coordinates combined trips with service providers using global systems of distribution.
- Identifies the events market analysing its typology and the most characteristic services.
- Organises different types of events, establishing the characteristics of their planning, schedule and management.
- Supervises the different types of events coordinating and controlling the development of service provision.

### **“Tourist Services Sale”**

The holder:

- Relates different types of services in travel agencies analysing and characterising their constituting elements.
- Applies sales techniques identifying their characteristics, procedures and sequencing.
- Carries out the service sales characterising and applying the associated procedures.
- Carries out close and after-sales operations describing and applying the standardized procedures.

### **“Tourist Mediation Companies Management”**

The holder:

- Characterises tourist mediation companies identifying their functions, classifications and applicable rules.
- Organises tourist mediation companies analysing organisational structures and business planning processes.
- Monitors profits from tourist mediation companies characterising economic and financial processes.
- Carries out the administrative management characterising the processes of mediation companies.
- Manages human resources recognising and characterising methods for staff organization, selection and training.
- Deals with the quality of tourist mediation services analysing, selecting and applying the quality system that best adapts to the company.

### **“English”**

The holder:

- Recognises professional and current information contained in any type of oral discourses produced by any communication means in standard language, interpreting with precision the content of the message.
- Interprets professional information contained in complex written texts, analysing its contents thoroughly.
- Produces oral messages which are clear and structured, analysing the content of the situation and adapting the linguistic register to the listener.
- Writes 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 oral discourses produced in standard language, identifying the global content of the message.
- Interprets professional information contained in simple texts, analysing the contents thoroughly.
- Produces oral 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 communication situations, describing common relationships which are characteristic of the foreign language country.

### **“Project on Travel Agencies and Events Management”**

The holder:

- Identifies the needs of the production sector, relating them with the standard projects that may satisfy them.
- Designs projects related to the competences described in the diploma, including and developing their constituting stages.
- Plans the project implementation, determining the intervention plan and associated documentation.

- Defines the procedures for the monitoring and control of the project implementation, justifying the selection of variables and instruments used.

### **“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 eventualities covered, 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 Travel Agencies and Events 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 the same with the type of service provided.
- 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 different activities dealing with the organization of combined tours, using the appropriate means, equipment and control tools and applying techniques and procedures in accordance with the established instructions and norms, and the clients' situation.
- Performs the events management, using the appropriate means, equipment and control 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 Travel Agencies and Events Management works in the tourist sector, in the retail, wholesale and wholesale-retail travel agencies sub-sector, as well as agencies specialized in receptions and events. S/he is a self-employed person that manages his/her own travel or events agency, or an employee that works within a company as office and/or department manager in the functional areas of:

Administration  
Bookings  
Product  
Services/tourist products and events sales

The most relevant occupations or jobs are the following:

- Travel agency office manager
- Travel agency head of sector
- Travels agent
- Travel consultant
- Events organiser
- Travel services and scheduled trips salesperson
- Commercial promoter of tourist trips and services
- Reservations department clerk

## 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 1254/2009, of 24 July, according to which the diploma of Higher Technician in Travel Agencies and Events 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

PROFESSIONAL MODULES IN THE DIPLOMA ROYAL DECREE	CREDITS ECTS
<b>Tourist market structure.</b>	8
<b>Protocol and Public Relations.</b>	8
<b>Tourist Marketing</b>	10
<b>Tourist Destinations.</b>	12
<b>Tourist Resources.</b>	10
<b>Tourist Products Management.</b>	6
<b>Tourist Services Sales.</b>	8
<b>Tourist Mediation Companies Management.</b>	8
<b>English.</b>	7
<b>Second Foreign Language.</b>	7
<b>Project on Travel Agencies and Events 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

