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IN THE USA
Executive Education

CCEL
Center of Education and Leadership

FLORIDA GLOBAL UNIVERSITY

TOURISM AND SOCIETY THINK TANK

TOURISM TRENDS, INNOVATION AND COMMUNITY TOURISM:

Executive Certified Diploma

120	4	100%	24/7
Academic Hours	Months	Online	Education Platform

WHO ARE WE?

This alliance between Society Think Tank, Florida Global University and Center of Education and Leadership allows you to access continuous education programs focused on innovation and global trends in the sector. We not only validate your trajectory; we provide you with the American academic tools to lead new challenges of society and tourism.

Tourism and Society Think Tank is a international organization specialized in research, strategic analysis, tourism governance and international cooperation. It brings forward-looking vision, trend studies and experience in public policy and tourism planning.

Florida Global University (FGU) is an official American institution licensed by the Independent Education Commission of Florida under License #3180. With a strong track record since 2004, he is part of an educational group with more than 40 years of international academic experience. Our institution offers a wide range of academic programs, including Bachelor's, Master's and Doctorate degrees, designed to boost careers globally. Its students and graduates achieve their academic and professional goals, thanks to a top-level educational offer.

We are the official executive education center attached to Florida Global University.

Since 2016 we have been dedicated to enhancing the professional development of our students and participants, promoting the advancement and expansion of continuing education. We work closely with international partners who support our various processes, consolidating our presence in the US educational, cultural and social sphere. America, Latin America, Europe and the rest of the world.

DESCRIPTION OF THE DIPLOMA

The Diploma is oriented to the training of professionals able to analyze, design and implement innovative and sustainable tourism strategies, responding to the current dynamics of the sector and the challenges of territorial development. The program places special emphasis on understanding emerging tourism trends, incorporating innovation into products and management models, and strengthening community tourism as a tool for inclusive and participatory development. Throughout its development, the diploma allows participants to analyze tourism behavior at a global level and its impact on destinations and organizations, apply tools of innovation in tourist services, design community tourism initiatives with social focus, and integrate sustainability, digitization and governance criteria into tourism planning. It also strengthens skills for the management of tourism projects in both local and global contexts.

The program is aimed at tourism sector professionals, public officials linked to tourism and local development, tourism entrepreneurs, consultants and territorial planners, community leaders, local project managers as well as teachers and researchers in the area. No exclusive training in tourism is required, however experience or professional interest in the sector is required.

CURRICULAR STRUCTURE

The diploma is organized into six sequential training modules and an integrative final project, designed to progressively develop strategic, technical and applied knowledge in the field of innovative, sustainable and community tourism.

MODULE	NAME	ACADEMIC HOURS
1	Global tourism trends	20 hrs.
2	Innovation in destinations and tourism companies	20 hrs.
3	Digital transformation in tourism	20 hrs.
4	Community tourism: fundamentals and models	20 hrs.
5	Sustainable management and tourist governance	20 hrs.
6	Design of community tourism products	10 hrs.
	Final integrating project	10 hrs.
	Total	120 horas.

TOURISM TRENDS, INNOVATION AND COMMUNITY TOURISM

MODULE

1. GLOBAL TOURISM TRENDS

Analysis of the evolution of tourism at international level, identification of emerging trends, changes in tourist behavior, new markets and its impact on destinations and companies.

MAIN CONTENTS:

- Recent developments in the international tourism system
- New traveller profiles and changes in demand
- Regenerative, responsible and positive impact tourism
- Wellness tourism, nature and authentic experiences
- Mobility, geopolitics and new tourism flows
- Tourism and climate change
- Smart destinations and new forms of competitiveness

LEARNING OUTCOME:

The participant will be able to identify relevant trends and assess their strategic impact on different types of destinations.

MODULE

2. INNOVATION IN DESTINATIONS AND TOURISM COMPANIES

Application of methodologies and innovation tools for the design and improvement of products, services and tourism management models aimed towards competitiveness and differentiation.

MAIN CONTENTS:

- Concepts and typologies of tourism innovation
- Innovation in products, services and experiences
- Innovation in tourism business models
- Destination innovation ecosystems
- Creativity applied to experience design
- International tourism innovation cases

LEARNING OUTCOME:

The participant will be able to apply methodologies of innovation to develop differentiated tourist proposals.

TOURISM TRENDS, INNOVATION AND COMMUNITY TOURISM

MODULE

3. DIGITAL TRANSFORMATION IN TOURISM

Use of digital technologies applied to the tourism sector, including digital marketing, technology platforms, data analysis, user experience and business digitalization processes.

MAIN CONTENTS:

- Digital platforms and the sharing economy
- Digital marketing and destination positioning
- Big data, artificial intelligence and tourism
- Digital customer experience
- Technological tools for tourism SMEs
- The digital gap in rural and community destinations

LEARNING OUTCOME:

The participant will be able to integrate digital tools into tourism strategies adapted to different contexts.

MODULE

4. COMMUNITY TOURISM FUNDAMENTALS AND MODELS

Concepts, approaches and experiences of community tourism. Development of participatory models that promote social inclusion, cultural identity and local economic development.

MAIN CONTENTS:

- Concept and principles of community tourism
- Differences between rural, community and solidarity tourism
- Participatory governance and community organization
- Cultural rights, heritage and tourism
- Latin American, African and Asian cases
- Cultural commodification risks

LEARNING OUTCOME:

The participant will understand the key elements for community tourism to generate real benefits to communities.

TOURISM TRENDS, INNOVATION AND COMMUNITY TOURISM

MODULE

5. SUSTAINABLE MANAGEMENT AND TOURIST GOVERNANCE

Integration of environmental, social and economic sustainability criteria in tourism planning, as well as analysis of governance models and articulation of actors of the territory.

MAIN CONTENTS:

- Dimensions of sustainability in tourism
- Indicators and impact measurement
- Load capacity management
- Public policy and tourism planning
- Public-private-community partnerships
- International frameworks for sustainable tourism

LEARNING OUTCOME:

The participant may incorporate sustainability and governance criteria into tourism projects.

MODULE

6. DESIGN OF COMMUNITY TOURISM PRODUCTS

Methodologies for the creation of community-based tourism products, incorporating territorial identity, sustainability, innovation and commercial viability.

MAIN CONTENTS:

- Identifying local resources
- Construction of narratives and territorial identity
- Design of authentic tourist experiences
- Responsible marketing
- Community integration in the value chain

LEARNING OUTCOME:

The participant will design a preliminary proposal for a community tourism product.

FINAL INTEGRATING PROJECT

Development of a practical project in which the participant will apply the knowledge acquired to solve a real challenge of the tourism sector, integrating innovation, sustainability and community approach.

MAY CONSIST OF:

1. Design of a community tourism product.
2. Innovation plan for a destination.
3. Digital strategy for a local initiative.
4. Participatory governance model.

The project will be evaluated by the teaching staff

TEACHING METHODOLOGY:

- Recorded masterclasses
- Specialized readings
- International case studies
- Moderated discussion forums
- Hands-on workshops
- Academic tutoring
- Final work applied

The connection between theory and practice is prioritized.

EVALUATION SYSTEM

THE EVALUATION CONSISTS OF:

- **Forum participation: 20%**
- **Practical activities per module: 40%**
- **Final project: 40%**

A minimum rating of 70% is required for passing.

TEACHING STAFF

TEACHING STAFF WILL CONSIST OF:

- International experts on tourism trends.
- Specialists in innovation and digital transformation.
- Community tourism researchers.
- Professionals with experience in territorial projects.

Academic profile and practical experience will be combined.

PROFESSORS BY MODULE

LEARN WITH INDUSTRY LEADERS

Prof. Ramón Adillón Sastre

Module 2: Innovation in Tourism Destinations and Companies

Conference Title:
Innovation as Value and the Participation of Tourism Companies in Destination Development.

Eng. M.Sc. Alfredo Morales Oliva

Module 3: Digital Transformation in Tourism

Conference Title:
nnovation and Digital Transformation in the Tourism Sector: The Agentic Turn, Conversion Funnel Optimization, and Sustainability in Smart Destinations.

Dr. Marco Antonio Abastoflo

Module 4: Community Tourism: Foundations and Models

Conference Title:
Beyond the Destination: New Paradigms and Models of Community Tourism.

Prof. M.Sc. Daniel Aguirre Campos

Module 5: Sustainable Management and Tourism Governance

Conference Title:
Sustainability and Tourism Governance for the Future of Tourism.

Dr. Mario Maldonado

Module 6: Design of Community Tourism Products

Conference Title:
Design of Tourism Products. Case Study: Community Tourism in Guatemala. Forest Concessions in Petén.

BENEFITS OF STUDYING AN EXECUTIVE CERTIFIED DIPLOMA WITH US

100% Online Education:
Asynchronous format with self-paced readings, recorded masterclasses, and supplementary resources per module.

Registration without complications:
Quick registration without prerequisites.

Platform Available 24/7:
Available 365 days a year, you can sign up and start your training whenever you want.

Academic Excellence and Legal Guarantee.

Official Joint Certification.

Digital Micro-credential System.

Digital Security and Authenticity.

Professional profile and teaching presence:
You will have monitoring and support throughout the whole process.

Integration of Exclusive Videographic Instruction.

Interactive Educational Resources.

Comprehensive Evaluation Strategies.

Automatic Approval Certification.

DOCUMENTS TO BE ISSUED

EXECUTIVE CERTIFIED DIPLOMA

This Executive Diploma combines theory, case studies and practical workshops to train leaders in innovative and sustainable tourism strategies. Upon completion of each module, the student will receive micro-credentials that progressively confirm their skills, culminating in a comprehensive diploma (examples of both formats are attached).

Certifications are issued by CEL with the academic support of Florida Global University (FGU), available for download and permanent verification through QR code and serial number in our system. Thanks to this institutional rigor, documents can be notarized and legalized and apostilled, ensuring their legal validity and official recognition in the international sphere. This model ensures that every professional advancement has a high level of digital and physical support, aligned with the demands of today's global market.

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Certificate of Approval

This Certifies That:

John Doe

Has fulfilled the requirements the following executive certified diploma

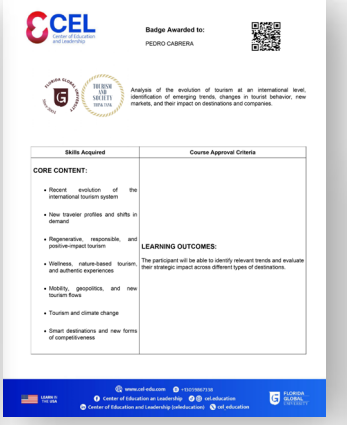
Tourism trends, Innovation, and Community-based Tourism

Date of Certification: Doral, Florida.

Jose Gerardo Guarisma Jr. Ed.D. Ph.D.
Florida Global University President and Chancellor
Center of Education and Leadership CEO

Antonio Santos del Valle
Tourism and Society Think Tank President

CEL Center of Education and Leadership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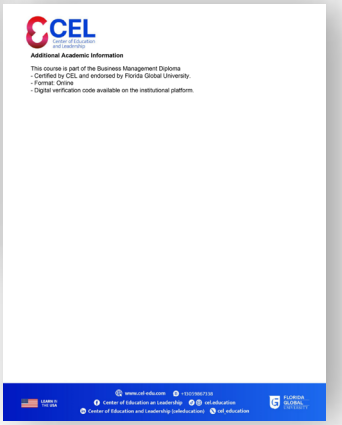
Badge Awarded to:

PEDRO CABRERA

Analysis of the evolution of tourism at an international level, identification of emerging trends, changes in tourist behavior, new markets, and their impact on destinations and companies.

Skills Acquired	Course Approval Criteria
CORE CONTENT: • Recent evolution of the international tourism system • New traveler profiles and shifts in demand • Regenerative, responsible, and positive-impact tourism • Wellness, nature-based tourism, and authentic experiences • Mobility, geopolitics, and new tourism flows • Tourism and climate change • Smart destinations and new forms of competitiveness	LEARNING OUTCOMES: The participant will be able to identify relevant trends and evaluate their strategic impact across different types of destinations.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Additional Academic Information

This course is part of the Business Management Diploma
- Certified by CEL and endorsed by Florida Global University.
- Format: Online
- Digital verification code available on the institutional platform.

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We prepared you to LEAD with vision and excellence

Sign up today!

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Center of Education and Leadership - CEL

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