

Why to enrol in this programme

- To develop practical skills thanks to active learning laboratories and three internships in the hospitality industry, providing you with a fast lane towards the labour market.
- To gain core knowledge and skills of management, economics and law, which will contribute to shape your professional profile in the hospitality sector. You will master the managerial aspects of hospitality and tourism, along with the other facets that connect the tourism sector with local socio-cultural contexts, particularly with history, art and cultural heritage, cross-cultural management and communication.
- To acquire skills related to IT and quantitative methods which are necessary for internal management, supply chain relationships, tourism marketing, and the interaction with digital platforms for tourism. You will deepen your knowledge of a European language, in addition to that of business English.
- Venice, a UNESCO World Heritage site, is the leading city in the leading region for tourism and hospitality in Italy, accounting for more than 20 million tourists annually.

Your future career options

- Tourism and Hotel Management expert (with skills in financial management, marketing, human resource management and planning for the hospitality sector).
- Information and Communication Technology (ICT) expert for the digital transformation of the tourism and hospitality sectors (including the analysis of big data, the management of e-commerce platforms and of online travel agencies, web and social media marketing).
- Supervisor or manager of hotel operations in rooms division, food & beverage, housekeeping.

in partnership with:

Scuola Italiana
di Ospitalità



Ca' Foscari
University
of Venice

Department of Environmental
Sciences, Informatics and Statistics

Bachelor's degree in
**HOSPITALITY
INNOVATION
AND E-TOURISM**

Contacts

Department of Environmental Sciences, Informatics and Statistics

Scientific campus
Via Torino 155
30170 Mestre (Venezia)

www.unive.it/dais

Course Website

IT www.unive.it/cdl/ct9
EN www.unive.it/degree/ct9

Welcome Office

T +39 041 234 8519/8518/8534/8664
campus.scientifico@unive.it

Info

Duration: Three years starting in
September

Language of instruction: English

Limited admission: 60 students

Location: Scientific campus, Mestre
(Venice)

Yearly Tuition Fee: 6,113 €

scholarships are available

HOSPITALITY INNOVATION AND E-TOURISM

Learning Objectives

This innovative three-year Bachelor's degree is designed to help you launch a career in the field of hospitality and tourism.

To achieve this, it equips you with the cutting-edge skill set and knowledge required to take on a managerial role in the hospitality industry while also familiarising you with the phenomena of digital transformation and sustainability in relation to the tourism sector.

The study plan is calibrated to ensure that you acquire a nuanced understanding of the complex phenomenon of tourism from a variety of complementary perspectives by exploring it through social, economic, cultural, digital, anthropological and environmental lenses. What makes this degree particularly special is that it is offered by Ca' Foscari University of Venice in collaboration with the Italian School of Hospitality, founded by CDP and Italy's leading Hotel Company TH Resorts, in partnership with many other hotel chains and hospitality industry associations.

This university–industry partnership is designed to expose you to real-world contexts and dynamics throughout your degree in order to provide an invaluable springboard for the launch of your managerial career: almost a third of your university credits are earned through professional internships in hospitality-related contexts and businesses, so during your studies you already get tangible work experience and start creating your professional network.

While graduates are able to proceed with their university studies at the master's level, the programme is also suitable for students who want to enter the labour market at a middle management level immediately after graduation and start from there their career growth.

Acquired skills

Upon graduation, you will have the skills you need to assume operational, managerial or consultancy roles in a wide range of contexts within the hospitality and tourism sectors both in Italy and abroad. You will be ready to forge a professional career at modern tourism and hospitality companies in all of their departments (e.g., Marketing, Information and Communication Technologies, Food and Beverage, Guest Relations, Events Planning and Management) as well as at destination-management organisations and public bodies connected with tourism.

Entry Requirements And Admission

The candidates must take a written entry test that evaluates their logic skills and knowledge of mathematics.

- Test for EU candidates (TOC-E): information are available at <https://www.unive.it/pag/41549/> (contact information: campus.scientifico@unive.it)
- Test for Non-EU candidates: information are available at <https://www.unive.it/pag/12520/> (contact information: welcome@unive.it)
- A certified B2-level knowledge of English is required.

For more information visit the course website

IT www.unive.it/cdl/ct9

EN www.unive.it/degree/ct9

SIO Italian School of Hospitality (Scuola Italiana di Ospitalità) and Internships

Each student must complete three credit-awarding internships, one each year, provided by SIO.

The supervised internships are specifically designed to offer growing responsibilities, usually starting with operations in the 1st year, supervising activities in the 2nd year and assisting management positions in the 3rd year. A learning-by-doing methodology, alternating classes and real-life work experiences allows to maximize the learning process of each student.

The internships are in Italy or abroad, depending on the student availability for overseas travel and on his/her language skills.

STUDY PLAN

A student must achieve a total of **180** credits.

Subject	Credits	Year
Introduction To Business Administration	6	1
Data Analysis For Tourism	6	1
Digital Technologies For E-tourism	6	1
Introduction To Tourism Economics And Sustainability	6	1
An Open City In Historical Perspective: Venice	6	1
Cross Cultural Communication, Diversity and Inclusion	9	1
Food & Beverage Management	6	1

Subject	Credits	Year
E-tourism Services Law And Data Protection Regulation	6	2
English For Tourism And Business	6	2
Advanced Digital Technologies For E-tourism	6	2
French/Spanish/German/Italian Language	12	2
Principles Of Management Of Hospitality Firms	6	2
Museology And Cultural Heritage	6	2
Introduction To Marketing And Revenue Management	6	2
Chinese Culture and Society	6	2
Guest Experience Design	6	2

Subject	Credits	Year
Geography For Tourism Destinations	9	3
Human Resource Management For Hospitality Industry	6	3
Hospitality Business Ecosystem	6	3
Storytelling For Hospitality	6	3
Real Estate Development For Hospitality	6	3

Subject	Credits	Year
First-year Internship	15	1
Second-year Internship	15	2
Third-year internship	20	3
Final Project	4	3