

MASTER IN TOURISM INNOVATION COURSES AND HANDS ON LABS

Basics

Basic elements to understand the industry and its language, learn how to use some basic IT tools, know some of the main performance indicators:

- develop a professional language
- main KPIs for tourism, hospitality, events (occupancy rate, RevPAR, ADR, etc.)
- main KPIs for digital channels
- use of spreadsheets and main functions
- introduction to the economic and financial aspects of business management

Sustainability, protecting and promoting heritage

Tourism and the macro-trends that will shape the sector in the near future; the relationship between tourism, sustainability and climate change, all addressed in a realistic way through practical cases.

Hands on Labs:

- Circular and green transition for tourism businesses,
- Climate change impact and mitigation,
- Heritage and experiential tourism

Tourism and events management

Technical and soft skills to manage the multiple aspects of the hospitality and events industry, with a focus on the main management aspects of different tourism and on customer experience design, including the management of the continuous shift between digital and human interaction.

Hands on Labs:

- Luxury Hospitality management,
- Experience design,
- AI application for operations management

Marketing and digital marketing for the T&T Industry

Fundamental tools and concepts used in marketing and strategic marketing, with a focus on techniques applied in hospitality and event marketing. In particular:

- main digital communication and distribution channels and their peculiarities, also focussing on the role of AI and other digital automations
- traditional and new research methods for market research, segmentation and consumer tribes, positioning, fees and price management

Hands on Labs:

- Consumer neuroscience for tourism&hospitality,
- Content management,
- Online reviews and customer satisfaction management

Innovation in the tourism industry: cutting edge technologies and new business models

Overview on the evolution of automation, information systems, AI, metaverse, blockchain and other solutions and the impact they will have on businesses and tourists' choices. Focus on:

- business models born around technological solutions and those that will develop in the short to medium term;
- upcoming changes that technology will bring to the sector.

Hands on Labs:

- AI for digital marketing
- Big and Small Data
- Social media management

HR management for hospitality and events

Main HR management processes (recruitment, development, compensation and talent management), organisational structures (organisational analysis and design, including types of contracts and outsourcing solution) and human resources management and development (training, assessment, incentives, etc.)

Hands on Labs

- Hiring for luxury hospitality,
- HR management in events planning,
- Corporate welfare for tourism businesses

Professional English and public speaking

Development of language and non-verbal communication skills specific to professional environments in the tourism and events sector, and enhancement of debating and public speaking skills, job interview techniques, interaction in international teams.

Hands on Labs

- Non verbal communication in different cultural contexts
- How to act in a business meeting
- Delivering a presentation during a meeting

Financial control for the tourism and events industry

Use of the main tools for management control and budgeting activities and impacts of financial decisions. Analysis of detailed budgets and KPIs made available by companies and discussed by financial managers. The particularities that distinguish tourism enterprises in terms of cost structure, integrative KPIs etc. will be constantly highlighted, through the use of cases and comparisons with other industries.

Hands on Labs

- Holistic revenue management;
- Accepting or not an assignment for an event?
- Budgeting

Legal aspects in tourism and hospitality management

Presentation of the key principles of the laws applicable to hospitality, tourism, travel agencies, international event organisation. Special focus on consumer protection legislation and the responsibilities of intermediaries and organisers.

Hands on Lab: Supply contracts in the tourism industry

Tourism policy and development

Management of the relationships between the public and private sectors, identification and management of the different stakeholders and their roles. Tourism development planning in relation to urban planning and mobility. Organisational solutions and structures to foster the cooperation between companies (clusters and other networks)

Hands on Labs

- Smart cities and Smart destination
- Managing mobility in tourism destinations
- Designing and managing European sponsored projects

Finance, investments, and business development

Acquiring skills in the financial management of different kinds of tourism businesses, with a focus on the main sources of financing, including new financial aid solutions using indicators related to the green transition.

Financial modelling from real cases and testing the ability to make data-driven decisions

Hands on Lab: Real estate management

Company visits, project development, teamwork, live projects, etc., integrated in the courses throughout the duration of the course