

MASTER IN TOURISM INNOVATION – EVENTS, HOSPITALITY, AND EXPERIENCE MANAGEMENT

First level Master's Degree-
1st level
A.Y. 2024-2025

Introduction

Despite the pandemic, the travel and tourism industry continues to expand: 2024 will be a record year (WTTC, 2024) and the next 10 years will be characterised by a robust growth - far outpacing the economy as a whole. All this will offer unique career opportunities. The Master's Degree in Tourism Innovation stems from the 30-year experience of the Master's Degree in Tourism Economics and Management, and is built to develop the managerial skills essential to seize these new opportunities at international level.

The Master's programme is a personal journey of growth focused on innovation for tourism, and it provides the students the technical and soft skills they need to launch an entrepreneurial endeavor, advance in their current organisation, or join the most important companies, and organisations managing destinations or cultural activities.

The course is designed to foster experiential learning, immersion, networking within the industry and teamwork. Key digital and AI-based tools are integrated across the different courses. This includes visits to leading companies, direct interaction with industry professionals, a trip, internships, live projects and case studies.

Learning goals

The Master's programme aims at training professionals who wish to successfully start their own business, take their careers in a different direction, advance in their current career, or enter management positions in different areas of the leading hospitality, events, tour operating and cultural companies as well as in OTAs, businesses providing digital services for tourism, etc. at an international level.

Thanks to a faculty that counts a large number of professionals on the faculty, it prepares participants for managerial roles in areas such as sales, marketing, digital marketing; programming; business development; revenue management; events management (business, sport, cultural, private events); human resources management; food & beverage; operations; financial control; heritage promotion and enhancement; destination management and marketing; project management; and others. The skills acquired have enabled former Ciset Master's students to quickly enter the labour market quickly (90% placement rate within 1 month of graduation in 2022) and to embark on original and qualifying personal career paths.

Courses

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

Hours: 36

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

Hours (including meetings with professionals, experiential and team learning, visits, etc.): 50

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

Hours (including meetings with professionals, experiential and team learning, visits, etc.): 50

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

Hours (including meetings with professionals, experiential and team learning, visits, etc.): 50

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

Hours (including meetings with professionals, experiential and team learning, visits, etc.): 36

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

Hours (including meetings with professionals, experiential and team learning, visits, etc.): 36

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

Hours (including meetings with professionals, experiential and team learning, visits, etc.): 27

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

Hours (including meetings with professionals, experiential and team learning, visits, etc.): 50

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

Hours (including meetings with professionals, experiential and team learning, visits, etc.): 24

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

Hours (including meetings with professionals, experiential and team learning, visits, etc.): 36

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

Hours (including meetings with professionals, experiential and team learning, visits, etc.): 24

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

Duration and credits (ECTS)

The Master's course lasts one year and includes

- Teaching activities: Visits, lectures, individual study, group work, live projects, drafting project work: 1000 hours
- Internship: 500 hours minimum

60 ECTS awarded

Degree awarded

The student who has attended the courses, carried out the internship activities (or the corresponding working activity), and passed any intermediate tests and the final exam will be awarded the degree of 1st level Master's Degree in Tourism Innovation (60 ECTS).

Duration

JANUARY-DECEMBER 2025

Schedule

Thursday afternoons and Fridays full time from February to May and from mid-October to early December. Predominantly distance learning + 4 weeks intensive in-presence full time.

Lectures and interactive lectures, industry classes, live projects, project work, team activities, case-studies

Teaching approach

Blended learning- online classes+ intensive on site weeks.

The programme adopts a blended learning approach involving both on site and online activities (streaming, webinars, e-learning), indicatively to the extent of 50% in-presence - 50% online applying a due margin of flexibility.

** The teaching calendar will be defined in detail well in advance of the start of teaching activities and will be available at the official website of the Master's program*

Language

English

Attendance

Attendance is mandatory for 80% of total hours and will be monitored by the master's staff. The degree is awarded upon successful completion of courses, internships, etc., including any intermediate tests, project work, and passing the final exam. Students who are working in a role and/or organisation that is consistent with the master's degree specialisation may ask to substitute internship with their current working activities and request the recognition of ECTS for this activity.

Location

Online, Venice and Treviso Campus (Palazzo San Paolo, Riviera Santa Margherita 76)

Eligibility

FIRST LEVEL

- / Pre-reform university degree/diploma.
- / Bachelor's degree
- / Equivalent foreign university degree; subject to approval of the Professors Board
- / English language proficiency (subject to evaluation in the admission test).

Applications

To apply, it is necessary to complete the online application for admission, the details of which are defined in Article 3 of the University call.

For the Master in Tourism Innovation, please add the following attachment:

- Duly completed application form

The University call for applications, its annexes and the list of documents to be produced to apply for admission can be found and downloaded at www.unive.it/ciset-master

Only applications accompanied by all required documents will be considered.

To apply for any scholarships, please refer to the Master's web page.

Admission tests

The admission tests include:

- evaluation of the curriculum vitae and studiorum,
- motivational interview,
- psychometric test,
- English test,
- basic use of the main computer apps and basic knowledge of the tourism industry

The admission tests will be held online, at a scheduled time indicated by the Tutor's Office, from 1st June 2025 on.

Eligibility of graduands

Students about to graduate may also be admitted as long as they obtain the Bachelors' degree within one month from the start of the teaching activity. In this case, enrollment can only be completed after obtaining the degree required for access.

The presence of unregistered students, even non-graduates, is allowed during courses. They will receive a certificate of attendance.

Class size

The maximum number of places available is: 35*

**The activation of the Master Course is subject to reaching at least 10 enrolled students.*

Given the range of discounts made available on the registration fee (see next point), the overall income of the course may vary in relation to the number of participants (excluding auditors) and to

the kind of discount applied. Consequently, the Master organisation reserve the right to assess the economic sustainability of starting the courses once the definitive composition of enrolled students has been reached.

Tuition fees

€ 9,000 – Basic Package

For applicants **already working in the tourism sector who do not require the Master's placement service**, but ask the recognition of their work activity in substitution of the internship

€ 12,000 – Full Package

For **newly graduated** applicants seeking **fast track employment** in the sector (including the live projects, internship search and coaching service, post master's placement service and class trip)

€ 4,500 – Unregistered students/Auditors

It includes attendance to all online and in-person teaching activities, excluding internships and the final project work

Please note: all amounts do not include €16 tax stamp, which must be paid separately.

/ 1st installment, to be paid according to the deadlines of the different selections (see the "Enrolment" point): 33% of the fee + €16 tax stamp*

/ 2nd installment by 10/04/2025: 33%

/3rd installment: balance

* The cost of the tax stamp is not refundable.

Selection fee: €36 (including €16 tax stamp)

non-refundable, to be paid when submitting the application for admission, via PagoPA.

Failure to pay the contribution will result in exclusion from the selection process and possible admission to the Master.

Scholarships

Information regarding scholarships covering the total or partial amount of the tuition fee, where applicable, is updated via the web page dedicated to the Master's degree.

Loans are available from bank institutions affiliated with the University (for information:

<http://www.unive.it/pag/8560/>).

Facilitations and discounts

For the registration fee of €12,000 - Complete package:

- 30% discount for applicants admitted and enrolled by mid-September (see Registration)
- 20% for those for applicants admitted and enrolled by mid-October

(Full price for those admitted and enrolled in December)

b) For the contribution reserved for students who are already working (€9000 - Basic package):

- 15% discount for applicants admitted and enrolled by mid-October.

(Full price for those admitted and enrolled in December)

5 places will be made available for the facilitated participation of employees of some companies that are members of the Master's 'club', i.e. with consolidated relations of support and exchange with the course in its version of Master in Tourism Economics and Management or with Ciset. For these, the registration fee is set at €2,000.

Enrolment

1st ROUND

- APPLICATIONS TO BE SUBMITTED (online procedure art. 3 of the University call) - by 15/09/2024
- ADMISSION CONFIRMED BY - by 19/09/2024
- ENROLMENT PROCEDURE TO BE COMPLETED (online procedure art. 6 University call) - by 26/09/2024

2nd ROUND

- APPLICATIONS TO BE SUBMITTED (online procedure art. 3 of the University call) - by 13/10/2024
- ADMISSION CONFIRMED BY - by 17/10/2024
- ENROLMENT PROCEDURE TO BE COMPLETED (online procedure art. 6 of the University call) - by 24/10/2024

Inoltre, saranno messi a disposizione 5 posti per la partecipazione facilitata dei dipendenti di alcune aziende del "club" del Master, ovvero con rapporti consolidati di sostegno e scambio con il corso nella sua versione di Master in Economia e Gestione del Turismo o con Ciset. Per questi, la quota di iscrizione è fissata in € 2000.

III SELECTION

- APPLICATIONS TO BE SUBMITTED (online procedure art. 3 of the University call) - by 9/12/2024
- ADMISSION CONFIRMED BY - by 13/12/2024
- ENROLMENT PROCEDURE TO BE COMPLETED (online procedure art. 6 of the University call) - by 19/12/2024

Classes from: 23/01/2025

Masters' Directors

Prof. Anna Moretti
Prof. Michele Tamma

Information

For general information on the master's degree, enrolment procedures, access, teaching methods, calendar and internships, please contact the Tutor's office: mtourism@unive.it - tel. 041 234 6620 - 334 1050056

