Master in International Tourism, Hospitality and Event Management
(In cooperation with the London College of Contemporary Arts)

This Course in International Tourism, Hospitality and Event Management will help you develop an advanced understanding of both the Hospitality and Events industries, as well as teaching effective strategies on how to run these operations. On completion of the programme you will have developed an analytical, strategic insight into these industries by analyzing practical cases. The programme consists of two semesters, each of which is designed to provide you with the knowledge and skills to succeed in these highly competitive sectors. During the first semester, you will be introduced to the theoretical issues affecting modern hospitality and event organisations. The second semester will be specifically focused on the application of key theories through practical case studies. Then, the students will have the opportunity to deepen and put into practice their knowledge during the third semester in which they will have to work on their final thesis. Graduates in the Master’s Course in Tourism, Hospitality and Event Management will be eligible to work in a broad range of supervisory, managerial and consulting positions in both public and private sector of tourism or event organisations, often with a marketing and sales orientation.
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I PHASE

• Tourism and Hospitality Business Strategy
• Marketing for Service and Hospitality Industry
• Hospitality Operations Management
• Event Management

II PHASE

• Management and Leadership across culture
• International Project Management
• Management for Hospitality Industry
• Management Control and Finance in the Context of Hospitality and Event

III PHASE

• Final thesis

For information
and training support

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