

# MASTER IN HOSPITALITY

## LEVEL 1 - EDITION 1

### A.Y. 2019 – 2020

### Presentation

The Master in Hospitality offers a top level programme on the themes of hotel and hospitality management and is aimed at training management figures to enter the most modern hospitality and tourism industry. The structure of the modules and their individual contents are characterised by a strong focus on the acquisition of knowledge, technical skills and managerial abilities in line with the standards required by today's tourism industry, ever more on the lookout for executive type figures able to take on complex decision-making responsibilities and in touch with the important evolutions occurring over the last few years in the globalised tourism industry.

The Master in Hospitality is characterised by its international reach and is offered in close collaboration with both the best in the field from the university world and the most innovative part of the tourism industry, combining both academic and business excellences in the hospitality sector in the broad sense. The Master includes ample space for significant and qualifying work experiences in the field in relation to the local and international excellences mentioned above.

### Objectives

The Master has been designed in close collaboration and synergy with the public and private segments of the international tourism offer, starting from the need to train managerial figures able to help the hospitality tourism industry operate efficiently and competitively in today's globalised tourism scenario, through advanced tools and techniques of hotel and hospitality management. The aim of the Master programme is thus to provide economic and managerial knowledge and technical skills, with particular focus on the strategic management of tourism companies and the hospitality sector in general, adopting an integrated approach strongly oriented towards process and product innovation.

## Didactic activities

### MODULE 1

#### Hospitality and tourism systems

Objectives: To provide a basic grounding to standardise classroom knowledge on the various economic disciplines associated with tourism phenomena.

Topics:

- Economics of tourism systems
- Hospitality in the tourism ecosystem

### MODULE 2

#### Understanding and managing hotel and restaurant revenues

Objectives: To provide basic skills and knowledge on market and management mechanisms in the hospitality sector in the broad sense and the principal complementary services.

Topics:

- The hospitality industry
- Hotels and complementary services
- Hotel and restaurant revenues

### MODULE 3

#### Accounting and regulations for hospitality

Objectives: To acquire the knowledge necessary to understand the corporate dimension of tourism companies and monitor their performance. To provide basic knowledge of the principal rules and regulations relevant to the sector.

Topics:

- Law and regulations for hospitality
- Accounting for hospitality
- Accounting and sustainability

### MODULE 4

#### Finance for tourism businesses, in particular hotels

Objectives: To provide the knowledge necessary to understand the financial aspects of the tourism industry and the hotel system in particular. To acquire the tools and techniques for financial analysis and assessment in support of tourism and hotel businesses.

Topics:

- Finance for hospitality and tourism
- Risk management
- Investment management

## MODULE 5

### Hotel, restaurant and attraction strategic development of hotels, restaurants and attractions

Objectives: To provide knowledge and skills in the strategic integrated development of hospitality. The module also includes an analysis of the emerging forms of tourism (such as those associated with the silver economy and slow tourism) and the principal consequences in terms of new business models for hotels.

Topics:

- Current issues in international tourism and hospitality
- Strategic development of hotels and the service industry
- Hotel development and innovation

## MODULE 6

### Digital marketing strategy and tourism big data

Objectives: To provide knowledge and skills in application of the strategies and operational tools of off-line and on-line marketing. In-depth analysis of digital business models and innovation in the tourism sector. Use of big data in the tourism sector.

Topics:

- ICT & tourism
- Digital marketing for hotels
- Digital business ecosystem
- Tourism big data

## MODULE 7

### Revenue management

Objectives: To provide knowledge and skills in yield and revenue management techniques. Again with an RM approach, in-depth analysis of marketing techniques aimed at increasing the profitability of hotels and other tourism companies.

Topics:

- Fundamentals of revenue management
- Revenue management - the levers
- Revenue management - the process
- Applications

## MODULE 8

### Performance of tourism firm and business cycles

Objectives: To provide knowledge for the use of models to analyse strategic positioning and the relative response policies.

Topics:

- The business cycle and tourism
- The business cycle of the hotel industry
- The business cycle of the hotel industry - models and tools

- The business cycle of the hotel industry – strategies

## MODULE 9

### Project management of hospitality and events

Objectives: To provide knowledge and skills in the field of project management, including risk monitoring tools. Particular attention is given to event management.

Topics:

- Hospitality project planning and development
- The business plan for hospitality
- Event management
- Measuring hotel project impacts

## MODULE 10

### Sustainable management of companies and human resources

Objectives: To provide knowledge and skills focussing on the selection and management of human resources in structured and complex tourism companies.

Topics:

- Management of companies and sustainability
- Organisational behaviour
- Managing human capital and global diversity

## MODULE 11

### Practical training and networking

Objectives: To provide knowledge and specific personal and relational skills in the field of networking through the development of project work focussing on the development of innovative products and services.

Topics:

- Networking and enhancement of business management skills
- Project work and hotel innovation

### Duration and summary of didactic activities and university credits (CFU)

The Master's lasts for one year with 432 hours of didactic activities. A 375 hour internship forms an integral part of the course and represents an excellent opportunity to enter the workplace. For students already working professionally in the sector, the internship is optional and may be replaced by targeted project work.

Including individual study and preparation of a final thesis, the course requires an overall commitment of 1500 hours, for a total of 60 university credits.

## Qualification issued

Students who have attended the didactic activities, completed the internship and passed the mid-term and final tests will be awarded the qualification of 1st Level Master in Hospitality.

## Course period

MARCH 2020 – APRIL 2021

## Course calendar

Monday, Tuesday, Wednesday and Thursday full time (from 9.30 to 13.00 and from 14.00 to 17.30)\*

\* *The course calendar will be consigned individually to all candidates before the deadline for completion of enrolment.*

## Teaching method

Classroom lectures

## Language

English

## Attendance

Attendance will be monitored by signing a register. Regular attendance in the classroom is obligatory to passing the individual modules. Absences must in any case not exceed 30% of teaching hours. Credits are assigned with completion of the individual modules and internship/project work activities and passing of the final examination. Students employed in a professional activity coherent with the Master's course may ask for this to be recognised in calculating the credits allocated to internship and work placement activities.

## Course location

Ca' Foscari Challenge School  
Via della Libertà 12, 30175 Venezia (Parco Vega)

## Admission requirements

FIRST LEVEL

/ Degree / Old system university diploma

/ Three-year Bachelor's degree

/ Equivalent foreign university qualification, following approval from the Teachers' Board

## Admission application

Candidates must fill in the on-line admission application, the details of which are defined under article 3 of the University's Call for Applications. Only applications accompanied by all the required

documentation will be considered. The Call for Applications and relative attachments can be downloaded from the Master's web page.

## Selection procedure

A specific Board will assess candidates based on their CVs, the qualifications submitted and an interview in person (the date, time and place will be communicated by email with sufficient advance notice).

The main factors considered for the purposes of selection will be: qualifications, motivation, relational skills, relevant former educational and professional experiences and a willingness to respect the necessary attendance requirements.

## Graduate eligibility

Students about to graduate may also be admitted to the course, provided they qualify within one month from the start of the course. In this case, enrolment on the Master's may be finalised only after the valid qualification for admission has been awarded.

Candidates without a degree may enrol as auditors and will be awarded a certificate of attendance.

## Available places

Maximum number of available places: **30\***

*\*The Master's course will only be activated if at least **15** students have enrolled*

## Course fees: € 6,200

/ 1st instalment by 15/02/2020: € 3,116 (including € 16 stamp duty)\*

/ 2nd instalment by 15/06/2020: € 3,100

*\* Stamp duty is not reimbursable.*

## Selection fee: € 50

Not reimbursable, to be paid via PagoPA by 13 February 2020 on presentation of the admission application.

Failure to pay the selection fee will result in exclusion from the selection process and from admission to the Master's programme.

In the event of enrolment, the fee will be detracted from the first instalment.

## Study support

Where study grants are available to totally or partially cover the enrolment fees, up-to-date information is available on the Master's website.

Loans are available from the University's partner banks (for more information: <http://www.unive.it/pag/8560/>).

## Enrolment

ADMISSION APPLICATION SUBMISSION (on-line procedure, Call for Applications, art. 3)

**by 13 February 2020**

SELECTION RESULT ANNOUNCEMENT

**by 19 February 2020**

ENROLMENT COMPLETION (on-line procedure, Call for Applications, art. 6)

**by 23 February 2020**

Start of course: **23 March 2020**

## Course director

Prof. Jan Van Der Borg

## Didactic coordinator

Prof. Nicola Camatti

## Website

[www.unive.it/hospitality](http://www.unive.it/hospitality)

## For information

/ on enrolment procedures, contact the Ca' Foscari Challenge School Administration Office:  
[master.challengeschool@unive.it](mailto:master.challengeschool@unive.it) - tel. +39 041 234 6853

/ on didactic activities, internships and the course calendar, contact:  
[tutor.masterhospitality@unive.it](mailto:tutor.masterhospitality@unive.it)