



**Masters • Lisboa**

# TOURISM AND HOSPITALITY MANAGEMENT AND INNOVATION



## Direction

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## Secretariat

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## Duration

1.5 Years

## Credits

90 ects

## Presentation

Master's Degree in Tourism and Hospitality Management and Innovation Qualification after completing 90 ECTS for a Master's degree The Master's Degree in Management and Innovation in Tourism and Hospitality is a distance-learning (online) course and is the result of an association between Universidade Lusófona (University Centre of Lisbon and University Centre of Porto) and Instituto Superior Manuel Teixeira Gomes (ISMAT- Portimão). This cycle of studies is a capacity-building and training project in the area of tourism and hospitality with a focus on structuring themes such as internationalisation strategies, digital transformation, financial analysis of investments and revenue management, people management, crisis management and marketing. This programme aims to develop strategic skills for creating and implementing innovative solutions with impact, in response to the new contexts and challenges of today's tourism and hospitality industry. If you are interested in this course, submit your application directly to Universidade Lusófona - Centro Universitário de Lisboa - <https://inicio.candidaturas.ensinolusofona.pt/candidaturas/page>.

# STUDY PLAN

## 1st Year / Common Core

1º Semestre	ects	2º Semestre	ects
Career Development and Management	2	Business Model Simulation in Tourism and Hospitality	7
Innovation Management in Tourism and Hospitality	7	Crisis and Disaster Management	7
Option I	7	Critical Issues in Tourism and Hospitality	2
Research Methodologies	7	Innovation and Digital Transformation	7
Tourism and Hospitality Management Systems	7	Option II	7

## 2nd Year / Common Core

1º Semestre	ects
Internship/Dissertation/Project	30

Linha direta  
para o teu futuro



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