



**Masters • Porto**

# **TOURISM AND HOSPITALITY MANAGEMENT AND INNOVATION**



## **Direction**

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## **Secretariat**

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## **Duration**

1.5 Years

## **Credits**

90 ects

## **Presentation**

COURSE IN ASSOCIATION BETWEEN THE FOLLOWING HIGHER EDUCATION INSTITUTIONS: Universidade Lusófona (Lisbon University Centre and Porto University Centre); Instituto Superior Manuel Teixeira Gomes (ISMAT) - if you are interested, submit your application to this institution. The Master's Degree in Management and Innovation in Tourism and Hospitality continues the project of training and education 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, 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. Its main objective is to provide proactive training to promote innovation and competitiveness.

# 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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