



**UCAM**  
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**UNWTO**  
AFFILIATE MEMBER

# MASTER'S IN INNOVATION AND TOURISM MARKETING



**COMMENCEMENT**  
January



**LOCATION**  
Murcia, Spain



**DURATION**  
One Academic Year



**TUITION FEE**  
€4,000



**CREDITS**  
60 ECTS



**SEATS**  
60

## Student Profile

*The Master's in Innovation and Tourism Marketing targets students who are passionate about the culture of innovation, technology, and marketing that is displayed in tourist organizations.*

Preferably, candidates must be graduates of a tourism related degree course, but we welcome applications from students of diverse academic fields. The Master's in Innovation and Tourism Marketing

is appropriate for students who want to acquire or expand their knowledge with regards to the set-up and management of operations aimed at innovation and marketing processes in the tourism sector.

Therefore, prospective students should demonstrate general interest in tourism as a whole as well as in the innovative aspects of marketing, creativity and design of tourism products, communication, distribution and new technologies applied in this sector.

## Background

*Spain is a world power in the tourism industry with extensive experience in research and development, that has allowed us to build up a wealth of knowledge which we feel urged to pass on to our students.*

In the last ten years, the introduction of new management systems and products has revolutionized the tourism industry. Today's technological environment represents a challenge to the individual operator to compete on equal terms with all the different types of organizations in this sector.

This new way of doing business has revolutionized the tourism sector, allowing it to benefit from the second largest percentage of internet searches and propelling it to number 1 in terms of internet monetary transactions. High quality, the ability to adapt quickly to change, personalized marketing, innovative products and the creation of new tourism experiences - these are all foundations on which the future of tourism rests.

The constant emergence of new competitors and new technologies, along with the specialization and professionalization of this sector has meant that companies and employees in the industry have to keep up with the speed of these changes. This mission requires a deep understanding of individual markets and customers. It calls on its stakeholders to be creative, to keep abreast of changes in popular culture, to grasp the latest technological developments and be able to put them to profitable use. These are the skills and knowledge which this Master's degree will impart to students.

The Master's in Innovation and Tourism Marketing offered by UCAM, an Affiliated Member of the World Tourism Organization (UNWTO), is an essential step in the honing in of professional skills and a giant leap in the modernization of tourism management, hereby improving the competitiveness of tourist companies and popular tourist destinations.



## Career Opportunities

*The training provided by the Master's in Innovation and Tourism Marketing paves access to both the private and public sectors of the labor market.*

There is a wide range of professional responsibilities and careers that can be followed by graduates of this course. The skills obtained during this Master's prepare students to occupy leading positions in companies and to draw up their own business plan as entrepreneurs.

At the end of the program graduates are qualified to:

- Successfully develop their own business in the tourism sector
- Start/resume their career in the private sector, holding positions of responsibility in departments of general management, innovation, human resources, marketing or communication
- Work as project or product managers, online managers in eCommerce, social media, revenue management etc. or as a manager of innovation and tourism technology
- Develop their career in the public sector e.g. in the planning and management of smart destinations
- Advise public and private companies in the innovation, marketing and implementation of new technologies in the development of tourism projects
- Begin their professional careers in the area of teaching and research

## Curriculum

MODULE	CREDITS
I. Innovation a reality in the tourism	6 ECTS
I. The new global tourism environment	6 ECTS
II. Innovation applied to Tourism Business Models	3 ECTS
II. Innovation and Creativity applied to the Generation of Value	3 ECTS
II. Innovation applied to Tourism Processes	3 ECTS
II. Innovation applied to the Management of Tourism Businesses	3 ECTS
III. Technologies applied to tourism	6 ECTS
III. The public support to the development of technology in tourism	6 ECTS
IV. Knowledge and Management of Customer and Markets	6 ECTS
IV. Innovation and Tourism Marketing Management	6 ECTS
V. Internship	6 ECTS
V. Theoretical and Practical Seminar	6 ECTS
VI. Final Project	6 ECTS