UCAM UNIVERSIDAD

3rd PRIVATE UNIVERSITY IN SPAIN

THE World University Rankings 2026

Master's Degree in

Hospitality Management

Mode	**Online**
Duration	**1 year**
Credits	**60 ECTS**
Fee	**4,750€/Course**
Campus	**Murcia**
Language	**English**
Places	**30**
Intake	**November**

"The Master's in Hospitality Management program is designed to provide students with the **essential skills and knowledge** needed to excel as top-level managers in the **international hospitality industry**".

STUDENT PROFILE

The Master's Degree in Hospitality Management is designed for students with strong team management skills and the ability to solve complex problems through creative and innovative decision-making.

The program emphasizes efficiency and effectiveness in organizational operations, making it an ideal choice for students seeking to advance their careers in this field.

Prospective students should have a strong interest in internationalization, cultural diversity, and quality standards, as well as experience working in a highly competitive environment that values sustainability and social responsibility. To be eligible for this program, applicants must hold a degree in one of the following fields: Tourism, Business Administration, Political Science, Law, Psychology, Social Sciences, Statistics, History, Anthropology, or Art History.

Background

According to the latest issue of the UNWTO World Tourism Barometer, international tourist arrivals in 2014 reached 1,138 million, representing an increase of 4.7% over the previous year.

"In recent years, tourism has proven to be a strong and fruitful strand of economic activity with a great capacity to contribute to national economic recovery as it generates billions of dollars in exports and creates millions of jobs. This has happened in destinations around the world, but particularly in Europe which is striving to consolidate its escape from one of the worst economic periods of its history", said Taleb Rifai, UNWTO Secretary-General, at the opening of the Global Tourism Forum Spain in Madrid.

In addition the travel and tourism industry is a sector that provides 9.4% of employment, generating 277 million jobs around the world, and is expected to grow over 3.9% per year in the next decade, (according to Oxford Economics).

This data indicates that the tourism sector is vital and strategic for the global economy, thus increasing the demand for qualified professionals who are adapted to the reality of new productive structures based on the constant management of business transformation, as can be seen in the hospitality industry.

The tourism sector and, in particular, the hotel business is the one that generates the highest rate of employment worldwide. The hospitality industry is closely related to other key sub-sectors of the development of tourist regions; catering, events, entertainment, wellness, sport, golf courses, among others, thus impacting majorly on labour supply.

The Master's in Hospitality Management 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, thereby improving the competitiveness of tourist companies and popular tourist destinations.

Career Opportunities

The Master's Degree in Hospitality Management program prepares students for careers in both the private and public sectors of the labor market.

There is a wide range of professional responsibilities and profiles that can be seized 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 become: Hotel and Tourism Accommodation Director, Marketing Director, Commercial / Sales Director, Director of Purchasing, Quality Manager, Chief of Administration, Chief of Reception, Public Relations / PR, Reservations Manager, Benchmarking Manager, Director of Banquets (Events and Conventions), Director of Operations, Director of Human Resources, Community Manager, Freelance Entrepreneur, Franchising Expert, Director of Food and Beverage Department.

Objectives

The Master's in Hospitality Management program is designed to provide students with the essential skills and knowledge needed to excel as top-level managers in the international hospitality industry. Through a combination of rigorous coursework and practical training, students will develop both personally and professionally, gaining the tools they need to succeed in this dynamic and rapidly-evolving field.

Therefore, the curriculum is designed to give the student the necessary knowledge, both theoretical and practical and to ensure their professional development as directors. In this way, the practical development of the Master's constituting 500 hours becomes the essential part of the learning process of the student. This experience is fundamental to the labor insertion of the students of this Master's, and is further extended by various professional collaborators in the hotel world.

Curriculum

Module	ECTS
Module I. The Hospitality Industry	
Hospitality analysis, description and main trends. New business models	3
Module II. Operations Management	
Operations management in the hospitality industry	9
Module III. Sales and Marketing Management	
Sales and Marketing Management	4
Digital Management	3
Module IV: Financial Management And Cost Accounting	
Hospitality Financial Management	4
Hospitality Cost Accounting	3
Module V: Quality and Sustainability Management	
Quality and sustainability management	3
Module VI: Management Skills and Human Resource Management	
Management skills and human resource management	5
Module VII: TFM	
Master's Final Project	6
Module VIII: External Academic Internship	
External Academic Internship	20