



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA



**UNWTO**  
AFFILIATE MEMBER

# MASTER'S IN HOSPITALITY MANAGEMENT



## COMMENCEMENT

November



## LOCATION

Murcia (Spain)



## DURATION

One Academic Year



## TUITION FEE

€7,000



## CREDITS

60 ECTS



## SEATS

25

## Student Profile

*The Master's in Hospitality is intended for people with a great capacity for management of equipment and who have the necessary attitude to solve complex problems through creative decision-making, oriented to the efficiency and effectiveness of the organization.*

Prospective students must be focused towards internationalization, cultural diversity and quality requirements as well as a familiarity with a very competitive environment in which it is essential to work in terms of sustainability and social responsibility. Applicants wishing to enter this program must be Graduates in Tourism, Business Administration, Political Science and Law, Psychology and Social Sciences, Sciences and Statistical Techniques, 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 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, hereby improving the competitiveness of tourist companies and popular tourist destinations.

## Curriculum

MODULE	CREDITS
I. Hospitality Industry	3 ECTS
II. Hospitality Market & Consumer Research and Revenue Management	4 ECTS
II. Social Media Management and Online Reputation	3 ECTS
III. Operation Management	9 ECTS
IV. Financial Management	4 ECTS
IV. Cost Accounting	3 ECTS
V. Hospitality Total Quality Management and Sustainability	3 ECTS
VI. Management Skills and Human Resources Management	5 ECTS
VII. Master Final Project	6 ECTS
VII. Internship	20 ECTS

## Objectives

*The Master's in Hotel Hospitality aims to offer students the necessary training to achieve their personal and professional development as managers at the highest level in companies related to the international hospitality industry.*

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.

## Career Opportunities

*The training given by the Master's in Hospitality provides access to both the labor market's private as well as public sectors.*

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.

