



MASTER'S DEGREE IN INNOVATION AND TOURISM MARKETING

DEPARTMENT OF TOURISM STUDIES

NOVEMBER						
M	T	W	TH	F	S	SU
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20	21	22	23	24	25	26
27	28	29	30			

MODULE I. TOURISM ENVIRONMENT AND TOURISM INNOVATION

- Welcome (20th November)
- A new global tourism environment
- Innovation: a reality in tourism industry
- Master Thesis Seminars

DECEMBER						
M	T	W	TH	F	S	SU
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JANUARY						
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MODULE II. INNOVATION MANAGEMENT IN TOURISM INDUSTRY

- Innovation applied to value generation
- Innovation applied to tourism processes
- Innovation applied to tourism business models
- Innovation applied to tourism business management

FEBRUARY						
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MARCH						
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MODULE III. TECHNOLOGIES APPLIED TO TOURISM INDUSTRY

- Technology applied to tourism
- Public support to technology development in tourism

APRIL						
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MAY						
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MODULE IV. MARKETING MANAGEMENT AND BRANDING IN TOURISM

- Knowledge and management of customers and markets
- Innovation and tourism marketing management

JUNE						
M	T	W	TH	F	S	SU
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JULY						
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MODULE VI. MASTER FINAL PROJECT

- Defence of the Master Thesis (1st Call)
- Defence of the Master Thesis (2nd Call)

MODULE V

- Practical Seminars (elective)

WELCOME 20th November, 11:00 am-1:00 pm, Room: Sala Capitular (ground floor, Monasterio)

Classes Schedule*: 3:00 pm- 7:30 pm (starting 20th November)

Classroom: Building 1, 1st floor, Room 2 (P_1_A02)

*some sessions/seminars might take place also in the morning and/or on Fridays due to schedule adjustments