



MASTER'S DEGREE IN INNOVATION AND TOURISM MARKETING

Official Start on 3rd November 2026

Mondays - Thursdays , from 15:00 to 19:30 h.

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MODULE I. TOURISM ENVIRONMENT AND TOURISM INNOVATION

- Welcome day (3th November)
- A new global tourism environment
- Innovation: a reality in tourism industry
- Tesis Seminar

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

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MODULE III MARKETING MANAGEMENT AND BRANDING IN TOURISM

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

MODULE IV. TECHNOLOGIES APPLIED TO TOURISM INDUSTRY

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

MODULE V

- Practical Seminars (elective)

MODULE VI. MASTER FINAL PROJECT

- Special Defense 20/11
- Defence of the Master Thesis (1st Call)
- Defence of the Master Thesis (2nd Call)
- Master Thesis Submission

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JUNIO						
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JULIO						
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Classes Schedule*: 3:00 pm- 7:30 pm (starting 4th November)
Classroom: Pab 1, First floor, Room 3.
 *some sessions/seminars might take place also in the morning and/or on Fridays due to schedule adjustments