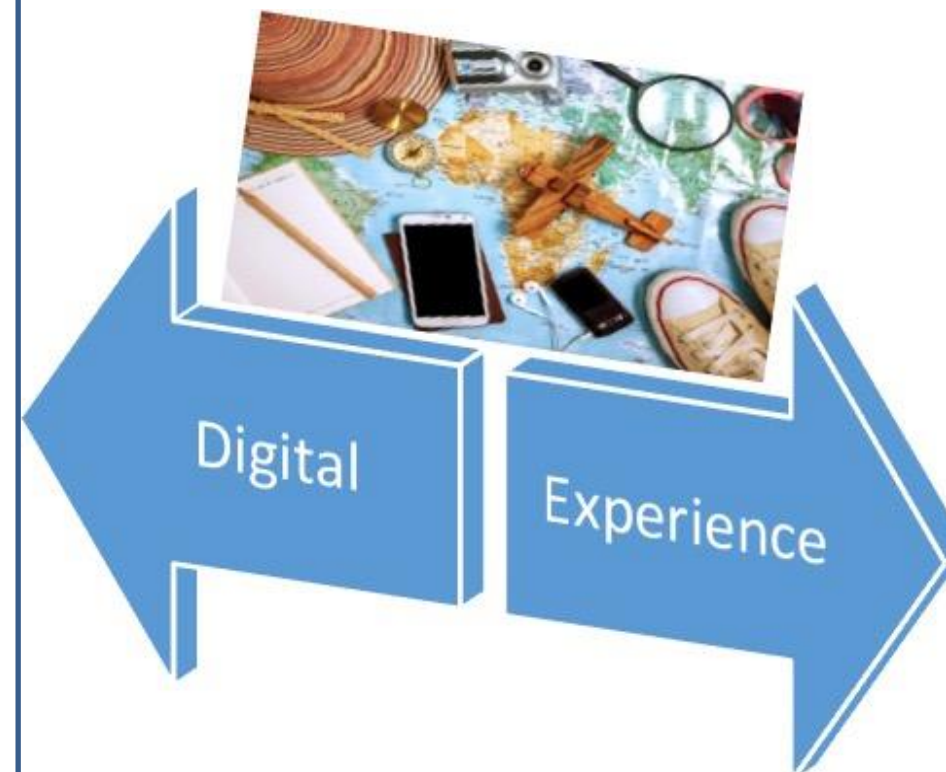


# Master (I level) in Hospitality and Destination Management

# Master's goals

The **Master in Hospitality and Destination Management** provides a specialised vocational training in tourism management according to a systemic perspective. In particular, it aims to train professionals dealing with the new necessary approaches to the systemic management characterizing all business sectors and to acquire the digital knowledge necessary for an innovative and sustainable management approach based on the experience dimension.



Both **digitization and experience** dimensions represent the drivers that guide the strategic management process of both hospitality and destination management companies. The Master offers new scenarios in the logics based on an integrated management of information, together with the use of digital technologies, all with a view to greater efficiency and effectiveness of business processes. Besides the drivers of digitalization, the Master provides training activities related to the strategic approach of operations and to the competitive dynamics based on the experience dimension that, today, appeals incoming touristic flows.

# Main Issues 1 / 2

The Master in *Hospitality and Destination Management* is characterized by the centrality concretely assigned to themes that today are assuming a particular strategic value in terms of competitiveness factors in different business sectors:





# Main Issues 2/2

## Tourism systems and Destination Management

- ✓ They are the result of an integrated approach to the destination management, characterized by the cooperation and collaboration of all stakeholders involved in the tourist local offer, perfectly in line with the new orientations of the tourism sector, which is increasingly witnessing strategic alliances processes in order to achieve a competitive growth

## Local attractiveness for territorial valorization and F&B

- ✓ Based on the territorial valorisation, improving the overall service quality and, therefore, the local attractions' fruition.
- ✓ Requalification and discovery of the local enogastronomic excellences as a strategic expression of the territory in a *terroir-oriented* perspective
- ✓ Promotion of sustainable, socially responsible and green tourism

## Digitalization and experience

In terms of the strong impact that digitization is having in tourism on both the demand and supply side:

- ✓ Digital Storytelling in light of the narrative mechanism, supported by multimedia elements, to generate sharing processes
- ✓ Co-creation of tourism experiences and strong combination of tradition and innovation

## Innovation management in the hospitality industry

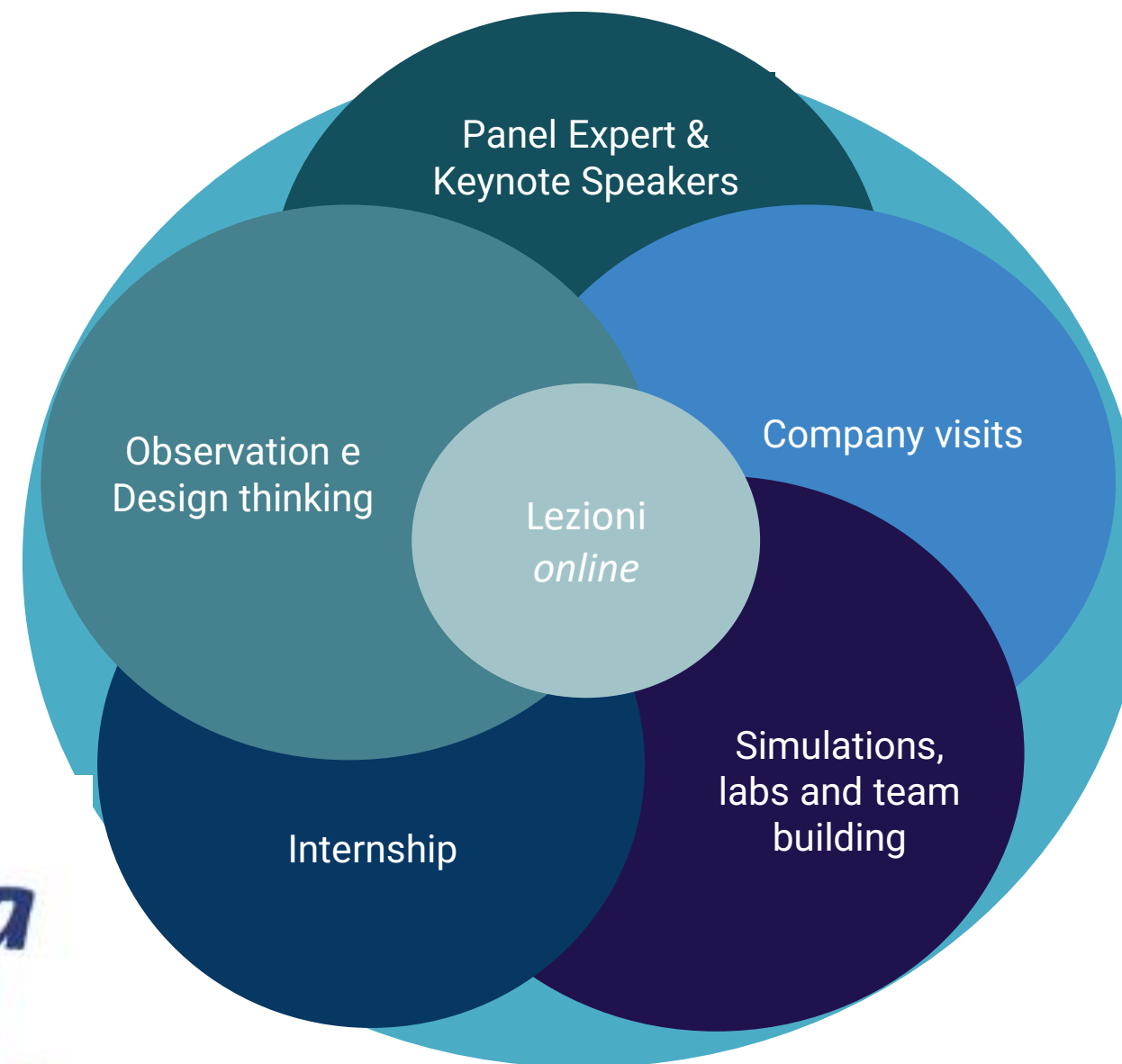
In light of the tourism valorisation and overall service improvement, considering the impact of technological innovations on the sector and the new models of fruition adopted by “the new tourists” :

- ✓ Internet of Things and Artificial Intelligence that support the modernization paths of tourism companies to achieve new business goals
- ✓ Big data that allows not only to acquire data and extract knowledge from it, but also to tell stories through this data and to manage its ethical and legal repercussions.



# Didactic approach

The richness of the learning process is provided by *online* learning activities



# FACULTY

The faculty is composed of academics from the University Federico II of Naples and the University of South Florida, as well as professionals and managers with established business and long-lasting educational experience.

## DURATION AND CFU

The Master lasts 12 months and allows the release of 60 CFU.

At the end of the Master a certificate of attendance will be released to those who will have attended at least 80% of the training activities included in the program.



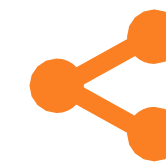
Views



Clicks



Comments



Shares



Reach



# Curriculum

The Master is composed of 3 courses:

1	New Horizons in marketing: the digital revolution
2	Food & Beverage Management and local identity
3	Strategic innovation in Hospitality and Destination advanced management



# WHO IS THE MASTER TARGETED AT?



The Master is recommended for:

- students (who have already completed their bachelor's degree)
- professionals and operators who want to understand and deepen the trends and challenges of the hospitality, F&B and destination management
- entrepreneurs who want to be inspired by new business models and manage their companies in an innovative way

The Master responds to professional needs of different nature, among which:



- Hotel manager
- Analyst, Global distribution system, Market segmentation, Channel Manager
- Social Media, Community and E-reputation Manager
- Sales area / Sales Manager & Sales Administrator
- Human resource area / HR Manager, Training Recruiting Evaluation Manager
- Revenue Manager
- Destination Manager
- Area Events & Meeting/ Event e Conference Manager
- Food and Beverage Manager
- Sustainable tourism specialist





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