Master in Sustainable Tourism and Hospitality Management

You will learn to design data-driven transformations for tourism companies by combining the subject areas of sustainable management. You will engage in collaborative projects by business partners, to understand and to tackle the grand challenges of sustainable development and gain a deep understanding of the consumers of this specific market. You will become a specialist to address complex managerial issues facing the tourism and hospitality sector and to generate long-term sustainable value for both businesses and society.

ABOUT THE PROGRAMME

Data Analysis

To make impactful and sustainable decisions, you need data-driven and analytical competences. Strategic data competencies are strongly connected to the digitalisation that takes place in all parts of our lives, including tourism and hospitality. Data analysis is a key skill set that is imperative for future entrepreneurs and employees working in tourism and hospitality industry.

Future business and governmental decisions require data-based evidence from different sources and modalities of data. Data mining and new geo-locational tracking technologies provides more sensitive and accurate tools to understand, influence and manage consumer needs and behaviour to more sustainable options.

STHM will assist you to develop quantitative method skills that are essential to deal with the data-driven transformation of the tourist and hospitality businesses

Consumer studies

On the pathway to a more sustainable industry, we need to understand and analyse what our consumers want – and how we can influence them positively to a sustainable change. Demands for tourism is thereby constantly diversifying and is also affected by other consumer markets; such are lifestyle, popular culture, leisure as well as global mobility flows. This requires more innovative and effective methods to map, predict and manage visitor flows. It needs an understanding of change management to create effective tools for the sustainable transformation.

STHM gives you an advanced insight into psychological and behavioural frameworks of tourism consumption that will cover both, analysing consumers and changing their behaviour.

Business development

Currently, the international tourism industry is undergoing rapid and profound transformations in the wake of challenges, such as digitalisation, health risk, and climate concerns, as well as emergent global markets and competitors. Tourism affects host societies in multiple ways; and simultaneously carries the seeds of prosperity and environmental degradation. Recent crises imposed practitioners to reinvent the tourism of tomorrow and capitalize on the opportunity of creating a more sustainable, resilient, and innovative sector.

STHM presents sustainable business models frameworks, that will be scrutinized with regards to their ability to ensure balanced and equitable development for communities, businesses, and the biosphere.

Collaborative approaches, such as stakeholder management are discussed in the light of sustainable development goals and local governance. You will learn to be competitive in business and compassionate in society, producing prosperity and protect the prosperity of the next generations.

Digitalisation
Despite the growth of digital forms of communication, big data mining, digital business models, and online transactions in several service sectors, many tourism businesses still lag in terms of digital innovations. STHM also addresses this enduring challenge digital transitions. In particular, courses will focus on digital communication, as well as digital changes in business models and value chains. A data-driven analysis of value chains and business relationships may also identify new entrepreneurial opportunities. You will also acquire skills to management of digital transformations, ranging from radical digital disruptions to initiating incremental improvements with digital devices and virtual experience formats.

Sustainable Management
Sustainability is a foundational feature that runs through the entire programme. You will learn about different traditions and approaches to sustainable management, embracing ecological, ethical, and social considerations. You will understand ethical dilemmas and have the leadership values to overcome them.

Structure

STHM is a one-year master's programme that is divided into 4 quarters.

There is a certain degree of progression between the courses in the 1st and 2nd semester.

Student's analytical skills established during the data hackathon-project will be further developed in the Research Design and Data Curation module.

Each elective gives you the opportunity to specialise in one of the thematic pillars of the programme:

- consumer
- digitalisation
- business development

The programme is concluded with a tourism and hospitality project thesis, where you apply and combine analytical and theoretical perspectives of the previous modules to identify, analyse and solve a practitioner's business problem in a real-life business case.

Competence profile
In the competence profile you can read more about the purpose of the programme and the competencies you achieve in the programme:

Competence profile for Master in Sustainable Tourism and Hospitality Management

COURSE OVERVIEW

1st quarter	2nd quarter	3rd quarter	4th quarter
Analysing Tourism Value Chains and Business Models (5 ECTS)	Entrepreneurship in Tourism and Hospitality (5 ECTS)	Electives (10 ECTS)* Collaborative Business Models in Tourism and Hospitality (5 ECTS)	
Advances in Tourist Behaviour (5 ECTS)	Digitalization in Tourism and Hospitality (5 ECTS)	Changing Touristic Behaviour (5 ECTS) Change and Digital Transformation in Tourism and Hospitality (5 ECTS)	Master's Project (15 ECTS)
Quantitative Research Methods in Tourism and Hospitality (10 ECTS)		Research Design and Data Curation in Tourism and Hospitality (5 ECTS)	

*Choose 2 out of 3