



## QUICK FACTS

**Format:** Blended\*

**Profile:** Professional and Executive

**Locations:** International Location, Online and Madrid.

**WEB:** [www.ie.edu/tourism-management](http://www.ie.edu/tourism-management)

**Language:** English

**Duration:** 6 months\*\*

\*Combines face-to-face and online interactive periods

\*\*In addition to IE's Core MBA

# Out of your choice An exclusive experience



Global **MBA<sup>+</sup>** }  
Executive **MBA<sup>+</sup>** }



The Global MBA+ and the Executive MBA+ are two part-time programs designed to be compatible with professional activity. Its curriculum combines the well-rounded content of an MBA from IE Business School with the depth of a Specialized Program. Its customization options let you tailor the program to your professional needs and personal circumstances.

+networking +specialization +opportunities

# + Tourism Management

At IE Business School we believe that the powerful combination of an MBA with specialized knowledge from the Travel & Tourism industry is the most effective business education for tomorrow's industry leaders.

IE's sequence of the Core MBA followed by a specialized module in Tourism Management ensures a solid grounding in business education, which is then applied

in context for the Tourism industry. Please note that Specialized Program +Tourism Management cannot be taken separately. It has been designed specifically to follow the Core MBA module and completes the MBA experience for students. IE MBA alumni are exempt from this rule and may join this module separately.



...if your profile is Executive MBA+

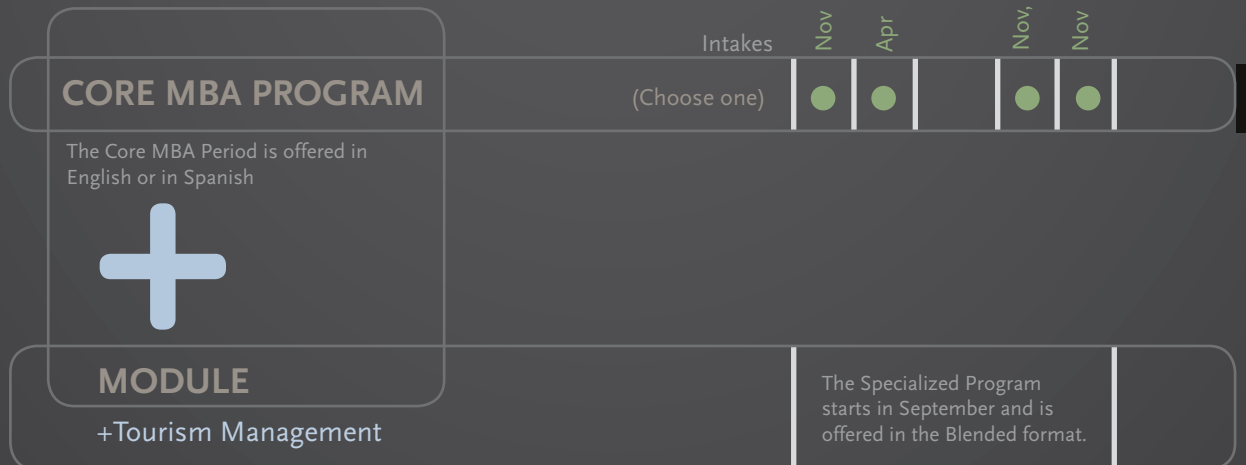
Face-to-face Bi-weekly

Blended

...if your profile is Global MBA+

Blended

Blended<sup>2</sup>





## INDUSTRY INTRODUCTION

The tourism industry is one of the largest and fastest-growing industries in the world and plays a vital role for those countries that rely on the income and employment opportunities generated by the service industry.

As a result of the recent global economic crisis and the fast emergence of new markets, the demand of the international

Travel & Tourism industry has changed dramatically, with serious implication for this service industry worldwide.

Delivering excellent results, and coming up with competitive and innovative strategies, has become quite the challenge that requires industry specific knowledge and expertise.

## KEY BENEFITS

- A stimulating learning environment with emphasis on innovation, entrepreneurship and social responsibility, that connects highly qualified students with a world-class international faculty of experts and leaders in the tourism industry.
- 360° view of the Travel and Tourism industry.
- Global networking within the industry.
- Company visits to emerging businesses in the industry.
- IE Business School is affiliated with the United Nations World Tourism Organization.



## CAREER IMPROVEMENT

Successful graduates disembark their +Tourism Management journey with distinguished and valuable industry specific knowledge, prepared to take on any management position in the sector and build on personal and professional relationships that will last a lifetime. Others have made use of IE's entrepreneurial spirit and started their own companies.

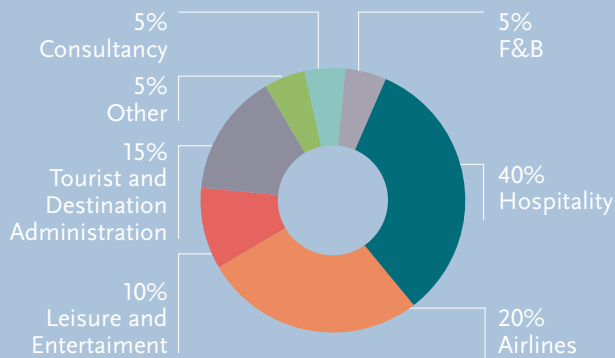
## AIMED AT...

+Tourism Management is aimed at experienced professionals who are ready to take the next step in their careers as future leaders in the international tourism industry. Participants are dynamic, motivated and innovative individuals with strong interpersonal skills and cultural awareness.

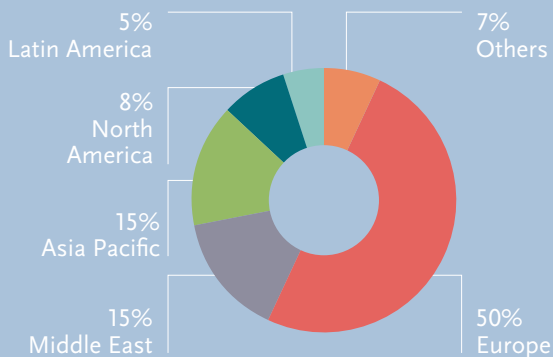


## CLASS PROFILE

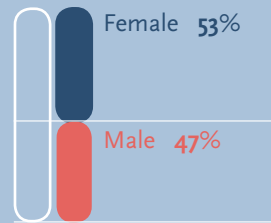
### Sub-Sectors



### Geographic Origin



### Gender



### Represented Companies

Accor  
Amadeus  
American Express Travel  
Barceló Hotels & Resorts  
Caribbean Tourism Organization  
Carlson Wagonlit Travel  
Hilton  
Iberia  
Intercontinental Hotels Group  
LAN Airlines  
Lastminute.com  
Marriott  
Orbitz Worldwide  
Paradores de Turismo  
Sol Meliá Hotels & Resorts  
Starwood  
TACA International Airlines  
TUI  
Viajes El Corte Inglés  
Vueling Airlines

### Nationalities

American, Argentinean, Belgian, Brazilian, British, Chilean, Chinese, Colombian, Costa Rican, Cuban, Dominican, Dutch, Ecuadorian, Salvadorian French, German, Guatemalan, Italian, Mexican, Peruvian, Spanish, Swedish, Venezuelan

## PROGRAM STRUCTURE

Global MBA+ or  
Executive MBA+

9 -11 months

CORE PROGRAM

+ Tourism Management

5-6 months



September



Sep  
One week in International  
Location



Interactive  
Online Period

February - March



Feb  
One week in Madrid

## PROGRAM STRUCTURE

The +Tourism Management specialized program combines face-to-face periods with online interactive distance learning periods; a format that guarantees maximum flexibility and is ideal for the busy agendas of professionals and executives in the Travel & Tourism industries.

During the face-to-face periods, guest speakers from the public and the private sectors share their best practices with the students through lectures and company visits.

Online interactive learning periods occur between each face-to-face module, ensuring continued learning and connection between classmates for the duration of the program.





## SPECIALIZED COURSES

Hospitality Management  
Transportation & Mobility  
Destination & Leisure Management  
Distribution Systems  
Service Management  
Entrepreneurship  
e-Commerce & Social Media  
The Restaurant sector: F&B  
Real Estate  
Yield & Revenue Management  
Sustainable Tourism

*Please note that some program content may be subject to change.*



## BLENDED EXPERIENCE

IE's blended methodology consists of combining intense short face-to-face periods with interactive online periods, allowing cross-cultural teams to work on global projects regardless of their geographic location. The virtual campus, through which the contents of the program are being delivered, runs actively 24/7. Complementing the online forum discussions, participants work with a variety of digital distance learning tools; from video conferencing and instant messenger to online documents and VOIP.



## FACULTY

The +Tourism Management specialized program has an excellent faculty made up of full-time IE Business School professors and of associate professors who are all managers of leading companies in the tourism industry worldwide and can share their management knowledge and experience in this highly dynamic sector.

**Albert Barra,**  
CEO, Hoteljuice.com, Spain

**Alfonso Castellano,**  
Founder and Managing Director, Mind project.  
Member of the Experts in Tourism Marketing  
Committee at Secretaria de Estado de Turismo,  
Spain.

**Angel Díaz**  
President Advance Leisure Services, Spain

**Bernardo Cabot**  
Senior Vice President Asia Pacific, Meliá Hotels  
International, China

**Giuliano Gasparin,**  
Senior Associate, HVA Global Hospitality Services,  
Spain

**Jean-Francois Nogué**  
Corporate Food Beverage Director, NH Hotels,  
Spain

**Nicole Lopez**  
Vice President Finance & Investor Relations,  
Euro Disney, France

**Pilar Monzón**  
General Manager InterContinental Porto-  
Palacio as Cardosas, Portugal

**Ramón Díaz Bernardo**  
Professor of Marketing IE Business School,  
Spain

**Sheryl Kimes**  
Professor to Yield & Revenue Management  
Cornell University, USA

## ADMISSIONS PROCESS

The admission to the +Tourism Management module is integrated in the definite admission to the Global MBA+ or Executive MBA+ programs. If the language of instruction of the module differs from the chosen core MBA, language proficiency must be demonstrated during the interview stage of the admissions process. Alumni that have previously acquired an MBA degree with IE and wish to take +Tourism Management as an add-on module must submit their updated CV and carry out an interview with a member of the Admissions Committee.

If you think that the +Tourism Management specialized program is right for you, start your online application at [www.ie.edu/tourism-management/admissions](http://www.ie.edu/tourism-management/admissions)

*Legal disclaimer: Please note that the above mentioned program information may be subject to changes*



**CONTACT:**

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