“One’s destination is never a place, but a new way of seeing things.”

Henry Miller (1891-1980)
QUICK FACTS

Format: Blended*

Profile: Professional and Executive
Locations: International Location, Online and Madrid.
WEB: 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
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.

CORE MBA PROGRAM

The Core MBA Period is offered in English or in Spanish

+ Tourism Management

The Specialized Program starts in September and is offered in the Blended format.
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
- 5% Consultancy
- 5% Other
- 15% Tourist and Destination Administration
- 10% Leisure and Entertainment
- 40% Hospitality
- 20% Airlines
- 5% F&B

Gender
- Female 53%
- Male 47%

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, Salvadoran French, German, Guatemalan, Italian, Mexican, Peruvian, Spanish, Swedish, Venezuelan
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-François 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

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