

29 novembre 2024

OPEN DAY

Laurea magistrale in

HOSPITALITY

AND TOURISM MANAGEMENT

time to be you

time to be

IULM

università
iulm

Why study tourism at IULM University?

IULM, a leading university for tourism studies for more than 20 years

Bachelor's Degree Program
(3 years)

Tourism, Management
and Culture

First bachelor's degree in Tourism
in Italy (after 3+2 reform) (2003)

Professional Master
(1 year)

Master in International Tourism
& Hospitality (MITH)

First university master in Italy
conducted in English (2004)

Master's Degree
(2 years)

Hospitality &
Tourism Management
Dual degree with:
University of Central Florida
University of Oulu

**First master's degree program in Italy
with a double degree in partnership
with a Hospitality School (2016)**

Always committed in investing and innovating on
tourism training and research.

IULM: always in line with the sector's needs 2/2

An ongoing engagement with partner companies

- Joint development of new contents and programs for sought-after roles and skills
- +500 companies actively involved in learning projects and job placement
- + 50 business plans and field projects financed and implemented by partner companies

Transport & cruise



Hospitality



Tour operator and travel agencies



MICE and event management



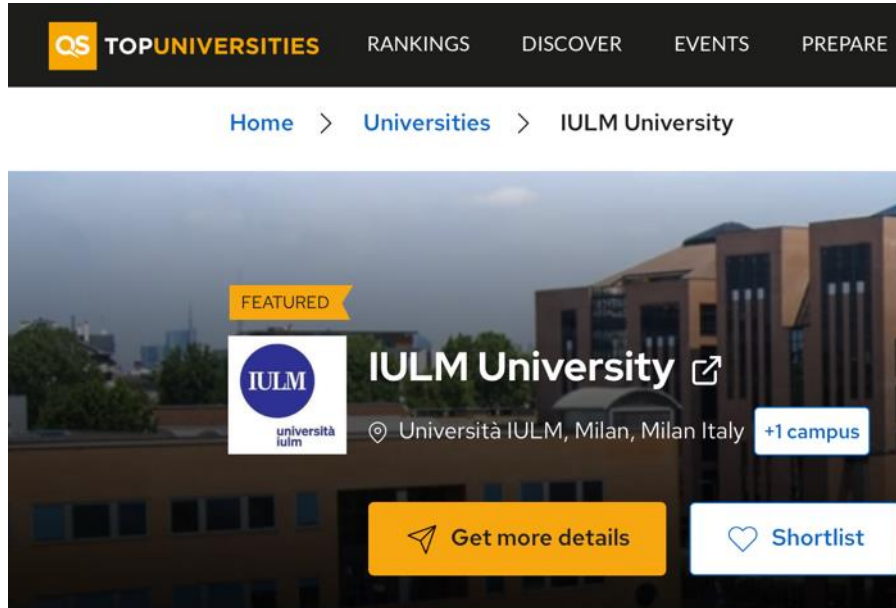
Online travel & digital marketing



Food, fashion & design, luxury, art and culture



IULM: one of the top universities for Tourism worldwide



In 2023 IULM entered for the first time in the World University Rankings by subject of the QS agency, positioning itself as the **158 university** in the thematic area "Hospitality & Leisure Management".

Only 4 Italian universities are in the QS list for Hospitality & Leisure Management: Bocconi (#68), Ca' Foscari (#91), Alma Mater Bologna (#107), La Sapienza (#159)

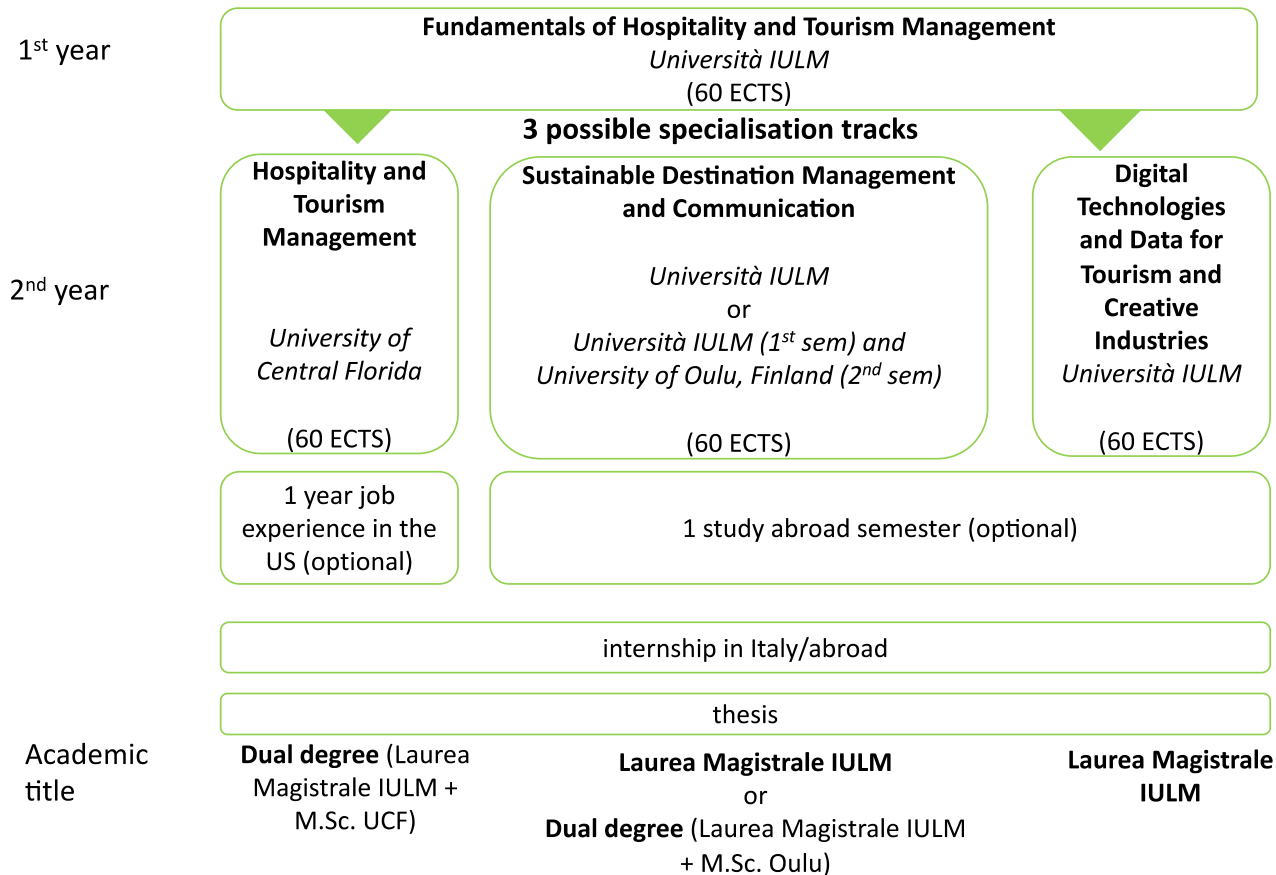
IULM through HTM collaborates with universities in the top 50 QS (EHL #1, EUHT St POL #16, UCF #22, Breda #28)

M. Sc.
Hospitality and Tourism Management
- dual degree -



The programme

Specialisation tracks



The curriculum

1° Year (IULM)

- Managing hospitality and guest service organizations
- Marketing strategies in hospitality and tourism
- Critical issues in hospitality human resources
- Accounting and financial management
- Cultural heritage, arts and tourism
- Geography for sustainable tourism development
- Communication skills: English for business

2° Year

Common courses

- E-tourism technology and digital marketing
- Communications Skills for innovation
- Optional courses

Specialization: Hospitality and Tourism Management (dual degree at UCF)

- Data analysis in hospitality and tourism research
- Hospitality and tourism strategic issues
- Feasibility studies for the hospitality / tourism enterprises
- Communication skills

Specialization: Sustainable Destination Management and Communication (option for a dual degree at the University of Oulu)

- Strategy design for sustainable destinations
- Creativity and Design of Tourism Policies

Specialization: Digital Technologies and Data for Tourism and Creative Industries (at IULM)

- Customer experience design through data and technology
- Optimization in Decision Making

2° Year University of Central Florida Orlando 1/3

**Specialization in Hospitality and tourism
management:**

focus on hospitality, event & entertainment



2° Year

University of Central Florida Orlando 2/3

13 colleges

1. [Arts and Humanities](#)
2. [Business Administration](#)
3. **Burnett Honors**
4. **Community Innovation and [Education](#)**
5. [Engineering and Computer Sciences](#)
6. [Health](#) Professions and Sciences
7. [Medicine](#)
8. [Nursing](#)
9. [Optics and Photonics](#)
10. **Undergraduate studies**
11. [Sciences](#)
12. **Graduate studies**
13. [Hospitality Management](#)



- 71,900+ students (USA e 140 other countries)
- 2nd university in USA for # of students
- 12,300 faculty and staff
- 230+ courses
- 650 student organisations and clubs



Rosen College of Hospitality Management

UNIVERSITY OF CENTRAL FLORIDA

- 8 Bachelor's and Master's Degrees
- 3 Graduate Certificates
- 1 PhD
- 3,500 students

2° Year

University of Central Florida Orlando 3/3

Rosen college of Hospitality management



1st Rated in
the US by the 2022
ShanghaiRankings' listing
of 500 of the world's top
universities for hospitality
and tourism programs
in the world; 4th globally



2° Year

University of OULU, Finland 1/2

Sustainable tourism

Specialization in Sustainable Tourism with a focus on climate change issues and resilience in tourism.



2° Year

University of OULU, Finland 2/2

Sustainable tourism

Year II – additional courses

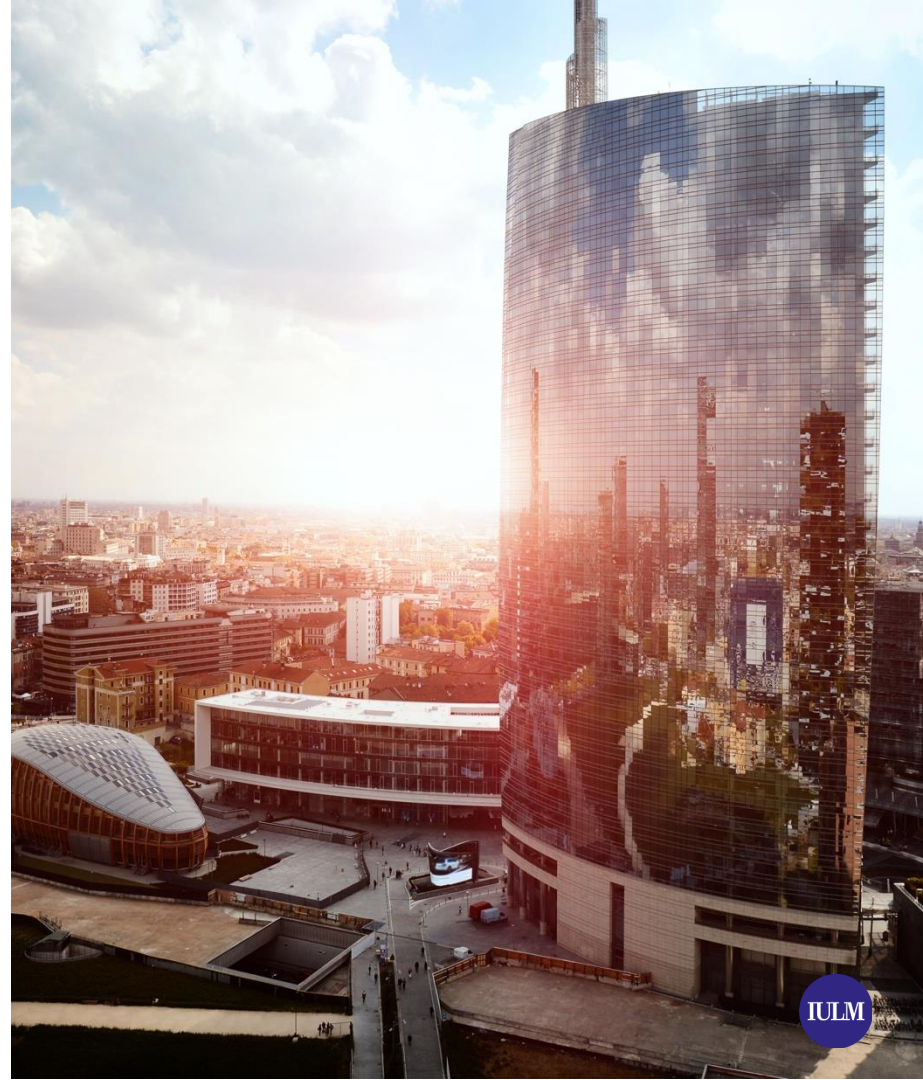
- Traditions and current issues in tourism research
- Sustainable development and global tourism
- Sustainable tourism development in Northern environments
- Tourism geography field research and excursion



2° Year IULM University, Milan 1/5

Gives students the possibility to:

- build a **personalized specialization** in the most innovative and contemporary areas of tourism;
- take an **exchange semester abroad** in one of the partner universities;
- grow their talent with a **6-month internship** in leading tourism companies.



2° Year IULM University, Milan 2/5

Specialization in:

Digital Technologies and Data For Tourism and Creative Industries

- Exploit the potential of **digital technologies** and **big data** for the personalization of services and innovation of the customer experience
- Optimize business decisions and performance through the strategic use of data
- (OPTIONAL) Obtain the **Certification in Hotel Industry Analytics (CHIA)**.



2° Year IULM University, Milan 3/5

Specialization in:

Sustainable destinations management and communication

- Apply theoretical models and methodologies for assessing and exploiting the full potential of destinations.
- Learn how to structure and manage the communication and offer strategies of destinations.





2° Year - path 2

IULM University, Milan 4/5

A number of different options to study and have professional experiences abroad



Erasmus

Study abroad

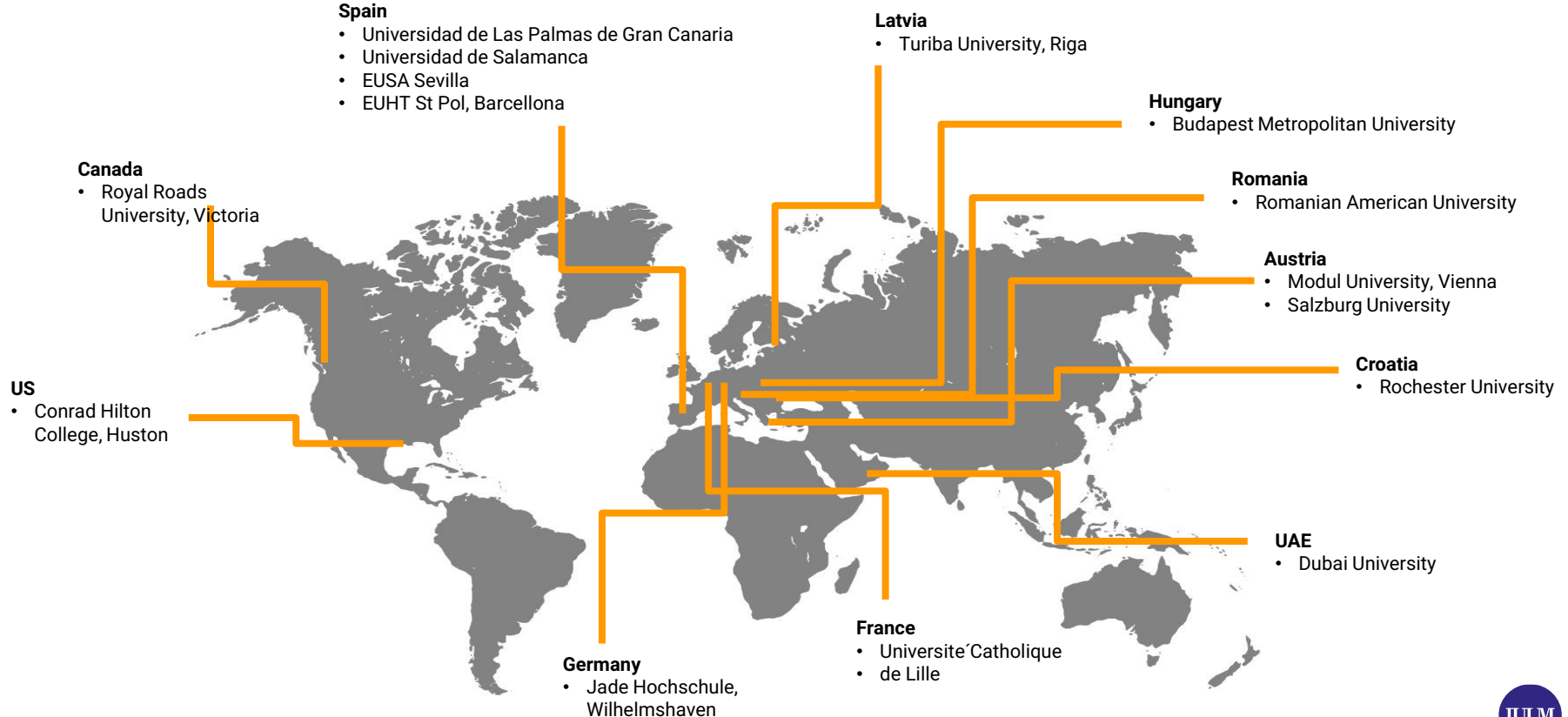
Double degree

Exchange

2° Year - path 2

IULM University, Milan 5/5

partner universities for a semester abroad



Modul University is among the Erasmus opportunities.

The Master of Science (MSc) in International Tourism Management (ITM) is the only Master of Science in Austria awarded with the UNWTO TedQual Certification.

Strong focus on: leadership and management, tourism marketing, global marketing and applied innovation management.



At Turība University in Riga (**Erasmus**), students can deepen their knowledge in a very international environment focusing on:

- revenue management
- hotel system management



- Study abroad opportunity at EUTH StPol in Barcelona
- EUTH is **among the top 30 universities in the world in Hospitality and Leisure Management** and #1 in Spain.

Exchange opportunity at Royal Roads University.

Tourism and hospitality management programs at Royal Roads University bring together current and future industry leaders in: **hospitality, tourism, destination development and sustainable tourism development.**



A person with long blonde hair, wearing a grey ribbed sweater, is holding a silver laptop. The laptop screen displays the text "(N)EVER(S)TOP LEARNING" in a white, chalk-like font on a dark, textured background that resembles a chalkboard. The person is standing behind a wooden desk. To the right of the laptop is a black disposable coffee cup. In the background, there are bookshelves filled with books, creating a library or study environment. The lighting is warm and focused on the laptop screen.

(N)EVER(S)TOP
LEARNING

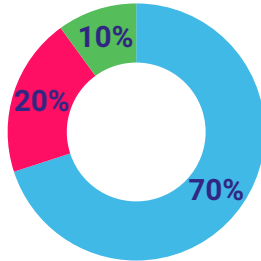
Learning mix

an innovative teaching mix

10% Distance learning

20% Classroom lessons

70% Case studies, exercises and training on-the-job



An international faculty of academics and professionals – 1st year courses

MANAGING HOSPITALITY AND GUEST SERVICES ORGANIZATIONS



**Prof. Manuela
De Carlo**
IULM University



Prof. Kevin Murphy
University of Central
Florida

CRITICAL ISSUES IN HOSPITALITY AND TOURISM HUMAN RESOURCES



**Prof. Luca
Quaratino**
IULM University

CULTURAL HERITAGE ARTS AND TOURISM



Prof. Nicola Bellini
Scuola Superiore di
S.Anna



Prof. Martha Friel
IULM University

COMMUNICATION SKILLS FOR BUSINESS



**Prof. Elisabeth
Ornaghi**
IULM University

DIGITAL MARKETING



Prof. Emanuele Mele
Università Svizzera
Italiana

STRATEGIC MARKETING



**Prof. Valeriya
Shapoval**
University of Central
Florida



Prof. Martha Friel
IULM University

INTRODUCTION TO DATA ANALYSIS



Prof. Anna Scuttari
IULM University

GEOGRAPHY FOR SUSTAINABLE DEVELOPMENT



Prof. Marco Maggioli
IULM University



Prof. Jarkko Saarinen
OULU University



Prof. Armando Peres
IULM University

ACCOUNTING AND FINANCIAL MANAGEMENT



**Prof. Ruggero
Sainaghi**
IULM University

An international faculty of academics and professionals – 2nd year courses

Common courses



Prof. Bruno Sfogliarini
IULM University



Prof. Emanuele Mele
Università Svizzera Italiana

E-TOURISM TECHNOLOGY AND
DIGITAL MARKETING



**Prof. Raffaella Bossi
Fornarini**
Communication expert



Prof. Dennis Valle
CMO Corneliani

COMMUNICATION SKILLS FOR
INNOVATION

Sustainable Destinations



Prof. Barbara Neuhofer
Salzburg University



**Prof. Valeria
Pecorelli**
IULM University



Prof. Giacomo Pozzi
IULM University

CREATIVITY AND DESIGN OF
TOURISM POLICIES



**Prof. Ruggero
Sainaghi**
IULM University



Prof. Pietro Beritelli
St. Gallen University

STRATEGY DESIGN FOR
SUSTAINABLE DESTINATIONS

Digital Technologies



Prof. Alessandro Bruno
IULM University



Prof. Guido Ferilli
IULM University



**Prof. Alessandro
Inversini**
EHL

CUSTOMER EXPERIENCE
THROUGH DATA AND
TECHNOLOGY



Prof. Luciano Scauri
Revenue Management
expert



Prof. Giovanna Manzi
Aetherna and Data Appeal

OPTIMIZATION IN
DECISION MAKING

An international faculty of academics and professionals – 2nd year courses

GENDER & DIVERSITY IN TOURISM



Prof. Anna Scuttari
IULM University

FOOD & BEVERAGE MANAGEMENT



Prof. Regina Brix
ESCP Business School

CSR and SUSTAINABILITY



Prof. Stefania Bertolini
IULM University

PLACE ATTRACTIVENESS AND BIG EVENTS



Prof. Paolo Verri
Cultural Events expert

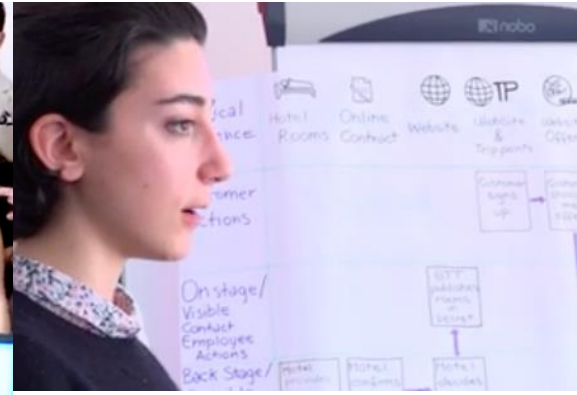
LUXURY HOSPITALITY



Prof. Serena Rovai
Excelia

Hands-on approach

- Company visits
- Project works
- Laboratories
- Student challenges
- Workshops & seminars



Company visits

Company visit at Hotel Principe di Savoia Milano

A day at the Dorchester Collection - Principe di Savoia in Milan to experience and understand the values and the vision of a leading brand in luxury hospitality, and learn about its best practices in service innovation and marketing strategies.



 *Dorchester Collection*

Examples of project works and laboratories through the years



in collaboration with **Università Bicocca**

Sustainable Tourism Workshop Maldives (Magoodhoo, Faafu Atoll)

- A **field study** and **research opportunity**.
- The main aim of the workshop is to examine possible ways of developing **sustainable forms of tourism** in the context of tropical islands
- A special focus is dedicated to the analysis of **luxury tourism** and its management



in collaboration with **Accor**

Project Work on Customer Centricity

- students develop videos to communicate the values and philosophy of the Accor group under the guidance of the group's senior VP Learning, Development and Transformation and the Academie Accor manager

Examples of Laboratories through the years

Laboratory on

Digital Innovation for the Travel Industry Competitiveness

(Prof. Emanuele Mele)

Aim of the laboratory is to enable students to enhance their skills in collecting, analysing, reporting, and interpreting data about destination marketing on social media.

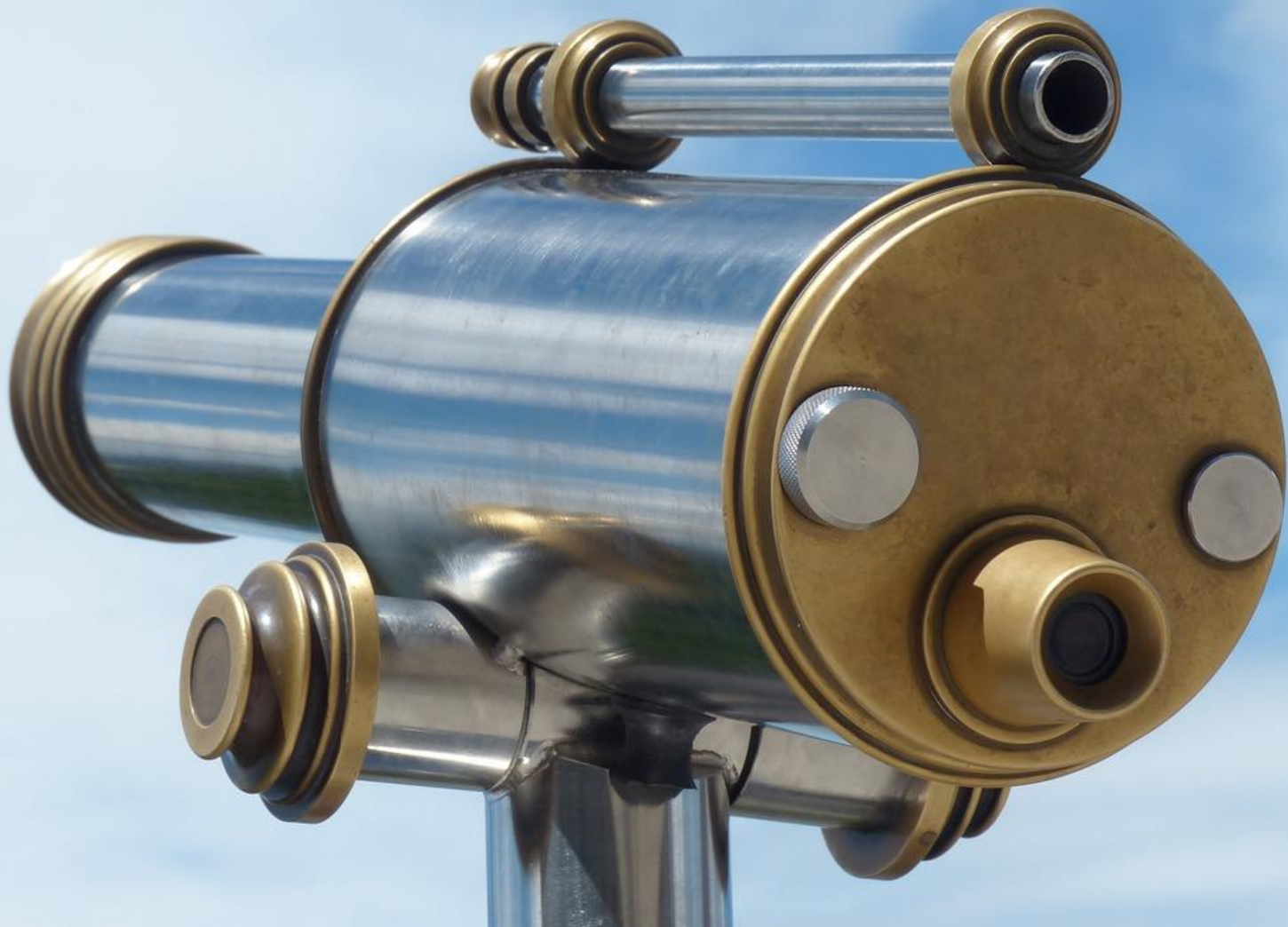


Laboratory on

Online Reputation (Prof. Mirko Lalli)

The laboratory teaches students to use a business intelligence platform for market analysis in the tourism and hospitality sector.





Professional profiles

Job profiles

Experience design & destination management

- Destination Manager / Head of DMO
- Manager of regional marketing projects for local authorities / destinations
- Manager of tourism divisions in international organizations

MICE and event management

- Event manager
- Convention bureau manager
- Meeting and congress manager

Hospitality management

- Hotel manager
- Revenue manager

Online travel & digital marketing

- CRM manager
- Social media manager
- E-distribution and e-commerce manager
- Digital Marketing Manager

Commercial managers in tourism

- Marketing & communication manager
- Business development manager
- Sales & International Sales manager
- Country manager
- PR and corporate communication manager for tourism businesses
- Product/Destination manager

Food, fashion & design, luxury, art and culture

- Event manager
- Local network manager
- Company tourism services manager
- Experience Designer

Job Day & Job Seminar

The IULM University periodically organizes, in collaboration with companies, organizations or professional studios, events such as **Job Days, Job Seminars** which are 'tailor-made' to suit company needs. These type of events are structured in the following manner:

- Presentation of the guest company;
- Company case study;
- Q&A session with the students and opportunity for interested students to hand-in their CV.

The University also periodically organises **Career Fairs** during which industry-specific companies meet students and recent graduates.

Guest companies





Admission requirements

I year (IULM)

- Bachelor's degree in a wide variety of disciplines
- English language proficiency: certificate of level B2 of CEFR (obtained within the last two years) or Oxford University Press English assessment test organised by IULM
- Admission test: written test in English comprising closed-ended questions and one open-ended question, aimed at assessing logical, critical and verbal reasoning skills, as well as testing basic knowledge regarding the disciplinary field of the degree course + oral test aimed at assessing knowledge and skills
- International students: Italian language competence to be reached before IULM graduation. An Italian language course for beginners will be organised for those who declare to be absolute beginners and for those whose level is lower than B1

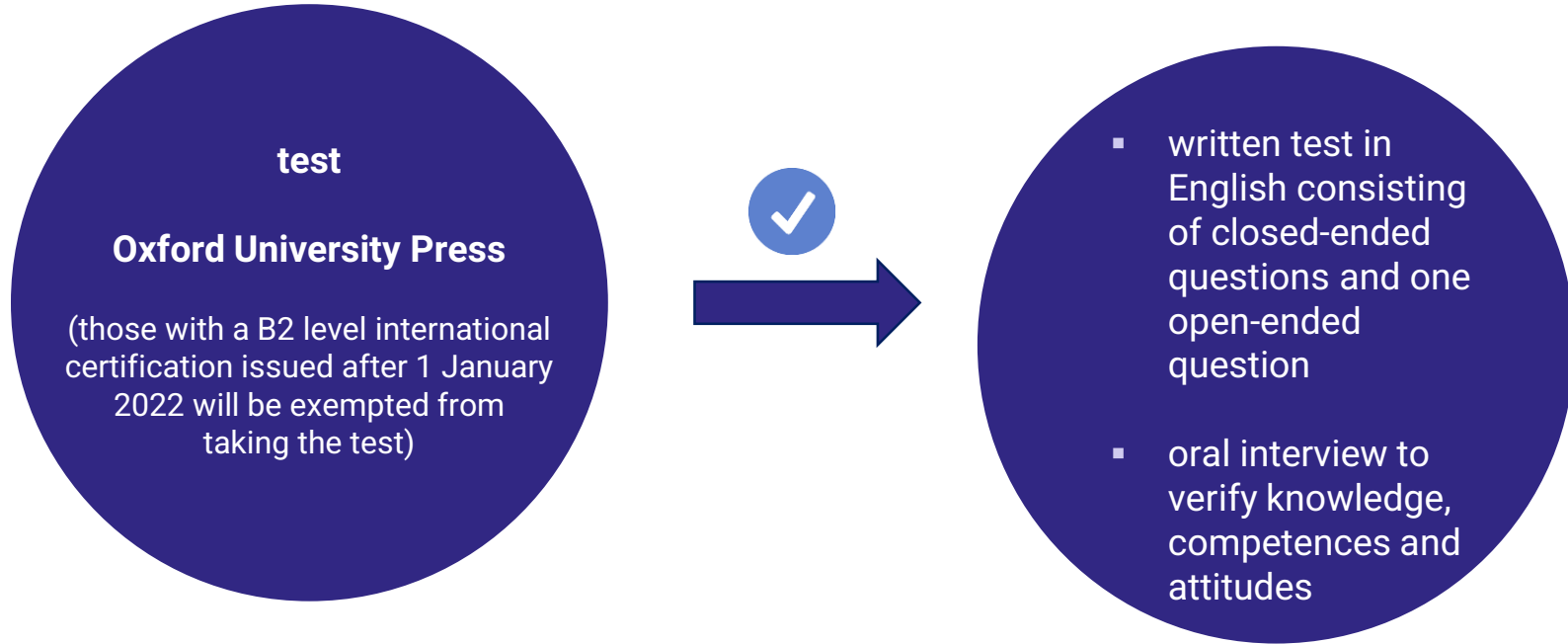
II year (UCF)

- Bachelor's degree in a wide variety of disciplines with a minimum GPA of 3.0 out of 4.0
- English proficiency: TOEFL min. score 220 (computer based) or 80 (internet based) or IELTS Academic min. score 6.5 (valid only for 2 years from the original testing date)
- Minimum grade of 26/30 in 5 specific subjects of the first year at IULM

II year (Oulu)

- TOEFL min. 92 (with min. 20 in Writing), or IELTS min. 6.5 (with min. 5.5 per each section). Alternatively, possessing a Bachelor's degree entirely delivered in English.

Admission process



Tuition fees

I year (IULM)

Italian students:

from € 4.556,00 to € 9.956,00
(5 income-based contribution bands)

International students: € 9.956,00

II year (IULM or IULM and Oulu)

Italian students:

from € 4.556,00 to € 9.956,00
(5 income-based contribution bands)

International students: € 9.956,00

II year (UCF)

€ 18,000

Students will receive a stipend of \$ 10,000
for living expenses in USA

Scholarships

I and II year (IULM)

Tuition fee reductions may be granted by IULM University, based on merit.

Funding opportunities through scholarships for Italian students are available at the link:

<https://www.iulm.it/it/orientamento-iscrizioni/agevolazioni-economiche/borse-di-studio-regionali>

Opportunities for international students at this link:

<https://www.iulm.it/en/orientamento-iscrizioni/iscrizioni-per-studenti-stranieri/tasse-contributi-agevolazioni/tasse-contributi-agevolazioni>

II year (UCF)

Students will receive a **stipend of \$ 10,000** for living expenses in USA

Deadlines

**Hospitality and
tourism management**

**100 places
available**

I year (IULM)

Pre-enrollment

From December 2nd 2024

II year (UCF)

Pre-enrollment

Mid-January 2026

Admission test

1° session: written test February 27th 2025 – oral test March 3rd 2025
application within February 14th 2025

2° session: written test May 9th 2025 – oral test May 16th 2025
application within April 15th 2025

3° session: written test July 3rd 2025 – oral test July 7th 2025
application within June 12th 2025

Inside the campus

- 65,000 sqm
- 7 buildings
- 2 auditoriums
- 1 book store
- 2 university residences



Contacts

Università IULM
Via Carlo Bo, 1
20143 Milano

t 800 363 363
+ 39 02 89141 2330
+ 39 02 89141 2818

@ anna.scuttari@iulm.it
ammissioni.magistrali@iulm.it
admission@iulm.it
infopoint@iulm.it

 www.iulm.it



time to be you

time to be

IULM

università
iulm