

MASTER'S IN

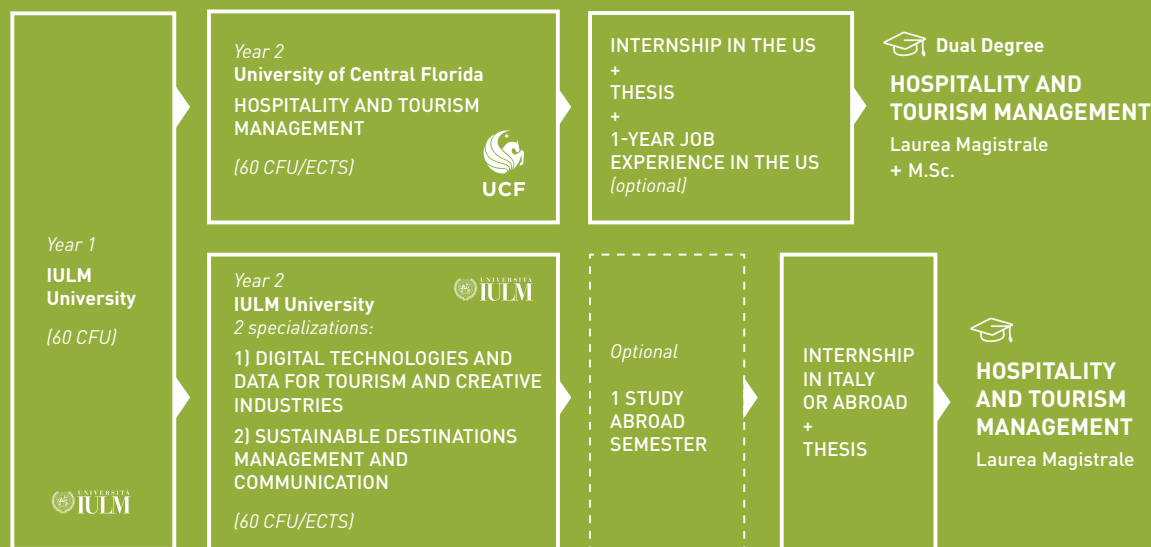
HOSPITALITY & TOURISM MANAGEMENT

DUAL DEGREE



CHOOSE BETWEEN THREE ALTERNATIVE PROGRAMS:

HOSPITALITY & TOURISM MANAGEMENT - Dual Degree



The Master of Science in Hospitality and Tourism Management (HTM) is a dual degree program that covers two years. The 1st year, is held at IULM University in Milan. The 2nd year offers three choices for specialization.

- ▼ Specialization in Hospitality and Tourism Management, at University of Central Florida in Orlando, US. Upon completion students earn a double degree: Italian (Laurea Magistrale) and American (Master of Science) as well as the possibility of staying in the US after graduation for a year of work in the tourism sector.
- ▼ Specialization in Digital Technologies and Data for Tourism and Creative Industries at IULM University. Upon completion students earn an Italian degree (Laurea Magistrale).
- ▼ Specialization in Sustainable Destination Management and Communication. Upon completion students earn an Italian degree (Laurea Magistrale).

Students that decide to complete the entire two-year course at IULM still have the opportunity to spend a semester abroad in one of our partner universities or with an internship.

TEACHING MIX AND FACULTY

The teaching mix comprises 10% distance learning to acquire basic knowledge; 20% traditional lectures and 70% hands-on practice and training in a company. Two thirds of the faculty is made up of professors from partner universities and visiting professors from major schools of hospitality and one third managers from leading companies of tourism industries. A wide range of innovative elective courses lets you design a customized study plan.

CAREER OPPORTUNITIES

Managerial and entrepreneurial roles in leading tourism companies worldwide (hotel chains, cruise companies, airlines, companies in the MICE industry, business & leisure travel, travel agency networks, tourist destination promotion agencies and consulting firms specializing in tourism).

Leadership roles in tourism promotion agencies, destination management companies and institutions in charge of regional development.

The strong involvement of foremost tourism companies makes it possible for students to sharpen their profiles in those areas of expertise most sought-after in the current labor market.

A 6 month customized internship opens a fast track for entry into the world of work. In addition, the course supports students in starting new businesses, through the incubator IULM Innovation Lab.



IULM UNIVERSITY

Founded in 1968 in Milan, IULM University is a recognized center of Italian research and learning excellence in Tourism, Communication and Management of Cultural Heritage.

IULM's ultra-modern campus is just a 10-minute subway ride to Milan's vibrant city center.

www.iulm.it



PROGRAM

YEAR 1

IULM UNIVERSITY

Managing Hospitality and Guest Services Organizations; Marketing Strategies in Hospitality and Tourism; Critical Issues in Hospitality and Tourism Human Resources; Accounting and Financial Management; Cultural Heritage, Arts and Tourism; Geography for Sustainable Tourism Development; Communication Skills for Business.

YEAR 2

IULM UNIVERSITY

E-tourism Technology and Digital Marketing; Communication Skills for Innovation; Optional courses; Internship; Final dissertation.

Specialization in “Sustainable Destinations Management and Communication”

Strategy Design for Sustainable Destinations; Creativity and Design of Tourism Policies.

Specialization in “Digital technologies and Data for Tourism and Creative Industries”

Customer Experience Design through Data and Thechnology; Optimization in Decision Making.

UNIVERSITY OF CENTRAL FLORIDA (UCF)

Specialization in “Hospitality and Tourism Management”

Data Analysis in Hospitality and Tourism Research; Hospitality and Tourism Strategic Issues; Feasibility Studies for the Hospitality/Tourism Enterprises; Communication Skills; Optional courses; Internship; Final dissertation.

ADMISSION REQUIREMENTS

Applicants must be in possession of a three-year undergraduate degree and a minimum of a B2 level of English, to be determined during an oral interview held at IULM University.

ADDITIONAL REQUIREMENTS FOR

Specialization in “Hospitality and Tourism Management” at UCF, Orlando, Florida

- ✔ Bachelor's degree in any discipline with a min. 3.0 GPA on a 4.0 scale
- ✔ TOEFL min. 220 (computer based) or 80 (internet based), or IELTS min. 6.5
- ✔ Average grade: 26/30 of specific courses taken during year 1 at IULM

TUITION FEES

- ✔ **Year 1 tuition fees are € 9,800**
Scholarship opportunities and tuition reductions are available for qualified students.
For Italian students, tuition fees are based on income.
- ✔ **Year 2 tuition fees for specialization at IULM are € 9,800**
For Italian students, tuition fees are based on income.
- ✔ **Year 2 tuition fees for specialization at UCF are € 18,000**
Students will receive a stipend of \$ 10.000 for living expenses in USA.

CHOOSE YOUR PATH, DESIGN YOUR CAREER!

2-YEAR MASTER'S OF HOSPITALITY AND TOURISM MANAGEMENT:

IULM, Milan, Italy

Design your career in tourism in Italy, a renowned center of culture, art, cuisine, nature and lifestyle

- ▼ Earn an Italian post-graduate degree personalizing your specialization in the most innovative and contemporary areas of tourism.
- ▼ Expand your knowledge with an exchange semester abroad in one of the partner universities.
- ▼ Grow your talent with a 6-month internship, a fast track towards employment in leading tourism companies

UCF, Orlando, Florida

Work in the USA after year 2, specializing in hospitality

- ▼ Earn both an Italian and an American degree
- ▼ Eligibility for 12 months of study-related employment in the USA after graduation
- ▼ Over 80% of graduates extend their stay in the USA thanks to UCF company partnership network



UNIVERSITY OF CENTRAL FLORIDA

The Rosen College of Hospitality Management at University of Central Florida in Orlando provides students with an unrivaled context. Ranked in the top three hospitality management programs worldwide, UCF has been an educational leader for over 30 years.

www.hospitality.ucf.edu

Image courtesy of the
University of Central Florida

BUILD YOUR SPECIALIZATION AND EXPLORE OUR INTERNATIONAL OPPORTUNITIES

Take the opportunity of a 6-month internship abroad or customize your study plan in one of our international partner universities.

Austria

- ✓ Modul University, Vienna

Canada

- ✓ Royal Roads University, Victoria

France

- ✓ Université Catholique de Lille

Germany

- ✓ Jade Hochschule, Wilhelmshaven

Hungary

- ✓ Budapest Metropolitan University

Latvia

- ✓ Turība University, Riga

Spain

- ✓ Universidad de Las Palmas de Gran Canaria
- ✓ Universidad de Córdoba
- ✓ EUSA, Sevilla
- ✓ EUHT St Pol, Barcellona

USA

- ✓ University of Central Florida, Orlando





CONTACT US

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