

HTL

MASTER in HOTEL AND TOURISM MANAGEMENT

on campus
or online

INTAKES

October, January, April, July

DURATION

1 academic year

TIMETABLE

Mornings or evenings

CAMPUS LOCATION

Barcelona, Madrid,
Valencia or Online

INSTRUCTION LANGUAGE

English

SECOND LANGUAGE

Spanish, French or
Russian

FEES

Enrolment fee: 200 euros
Tuition fees: 5.000 euros
or 3.000 euros / 2 instalments

STUDY PLAN: 72 ECTS CREDITS

Module I. Hotel Management, Introduction to Hotel Management, The Rooms Department, The Food and Beverage department, Human Resources Management in Hotel, Accounting and Financial Control, Facility Engineering and Maintenance, Managing Safety and Security

Module II. Tourism Management, Tourism Management: definition and history, Travel Agencies Operations, Medical/Entertaining/Adventure Tours Organisation, Developing the Business Plan, Pricing of Tourism Products, Human Resources Management in Tourism, Customer Service, Handling Complaints

Module III. Strategic Marketing, Essence of Marketing, The strategic marketing planning process, Mission, value strategies, and market definition, Internal analysis, Customer analysis, Industry analysis, Competitors analysis, SWOT analysis, Corporate objectives and corporate strategies, Marketing objectives and marketing strategies, Product, price, place, Marketing communication, Organization and implementation of marketing

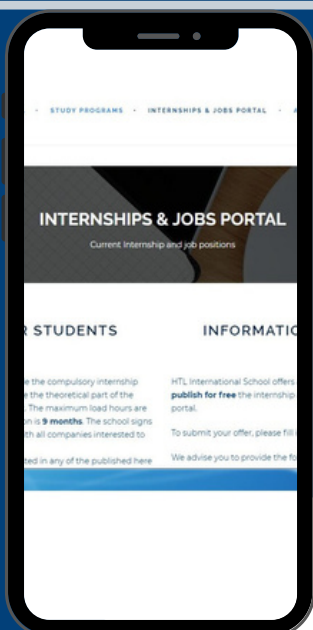
Module IV. Introduction to customer experience, Qualities and Actions of the Customer-focused Leader, Customer Insights and Priorities, Recruiting for Attitude, Training for Excellence, Motivating and Empowering Your People, Communication and Praise
Improve and Innovate, Consistently Consistent

Module V. Foreign Language Intensive Course (Spanish, French, Russian)

Module VI. Professional Spanish/French/Russian Language

Module VII. Final Project

Module VIII: Internship



INTERNSHIP

HTL International School has signed a huge variety of **educational agreements** with different hotel chains, companies, and travel operators nationally, mainland and islands. According to Spanish law, it is possible to do a **part-time** (20 h/week) or **full time** (40 h/week) internship **during** the study period **or after** the theoretical part is finished. Normally, the companies provide some grant, its quantity depends on their company policy. Some of the internship positions are published on our **Internships&Jobs Portal**. In case you have a **company interested in you as an intern** in Spain or abroad, please contact us to sign the internship agreement with your company.

QUALIFICATIONS



On successfully completing this Professional Program of Study you will:

1. Be awarded the
 - **Master Degree in Hotel and Tourism Management**
 - **SIELE Global** (Spanish Language for Foreigners official diploma) or
 - **French/ Russian Language Level Certificate**
2. Have attained an accredited qualification for managerial and supervisory levels showing you possess competence in professional work activities.
3. Have attained a high-level qualification equated to the International studies framework as a Master Degree or Master Propio according to the Spanish National framework.



CAREERS

The types of positions that graduates may occupy include the following: Commercial Recreation and Tourism Enterprises, such as private tour companies, leisure-related retail outlets, tourist attractions, health spas, fitness complexes. Adventure Tourism and Park Management, providing nature-based leisure experiences like camping, wilderness experiences, risk recreation, as well as environmental education and managing the resources required for nature-based leisure. Tourism Services, including destination resorts and hotels, theme parks, tourist attractions, convention and meeting business, and special events and festivals. Tour operations, including the packaging, marketing, and operation of tours, tour guiding and interpretation services. Hotel management, including Hotel manager positions, Hotel receptionist, Hotel/accommodation room attendant, Restaurant manager, Restaurant supervisor, Tourist information assistant, etc.

ADMISSION

1. fulfill the **online application form**
2. submit the requested documents: – **passport copy**
– **last studies transcript**
– **CV**
– **English level certificate**, if any. If you don't have any proof of your English level, you can pass our online English placement test.

