

HTL

MASTER in

LUXURY 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. Luxury Tourism Management: definition and history, Luxury Travel agencies operations, Medical/Entertaining/Adventure tours organisation on Luxury level, Developing the business plan, Pricing of luxury tourism products, Human Resources in Luxury Industry, Customer service and handling complaints

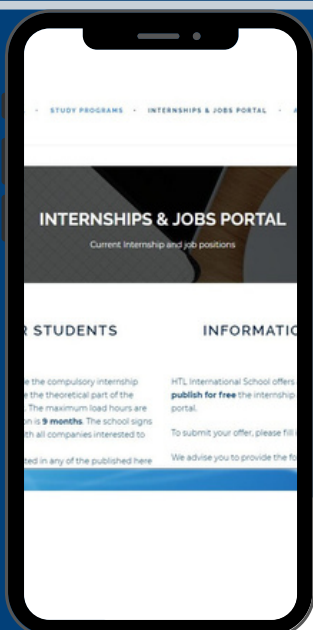
Module II. Strategic Marketing, Essence of Marketing, The strategic marketing planning process, Mission, value strategies, and market definition, Internal analysis, Customer analysis, Industry analysis, Competitors analysis, SWOT analysis, Corporate objectives and corporate strategies, Marketing objectives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

Module III: 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 IV. Foreign Language Intensive Course (Spanish, French, Russian)

Module V. Professional Spanish/French/Russian Language

Module VI. Final Project



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.

QUALIFICATION



On successfully completing this Professional Program of Study you will:

1. Be awarded
 - **Master Degree in Luxury Tourism Management**
 - **SIELE Global** (Spanish Language for Foreigners official diplomas) 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 main luxury tourism industry categories are: Private Jet/Airline Helicopter, Beach Resorts, Boutique Hotels, Casinos, Cruise Lines, Cultural Attractions, Ecotourism/Extreme Adventures, Gastronomic Experience, Gay/Lesbian Travels, Golf Resorts, Inbound Tour Operators / DMC, Luxury Meeting & Conference Venues, Natural Wonders, Private Islands / Villas, Luxury Shopping Villages, Wildlife Experiences, Polar Experiences, SPA & Wellness, Yachts Charter & Sailing Experience

The types of positions that graduates may occupy :International Luxury Travel Advisor, Global or Regional Luxury Events Specialist, Luxury Travel Buyer, Luxury Travel Seller, 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.

