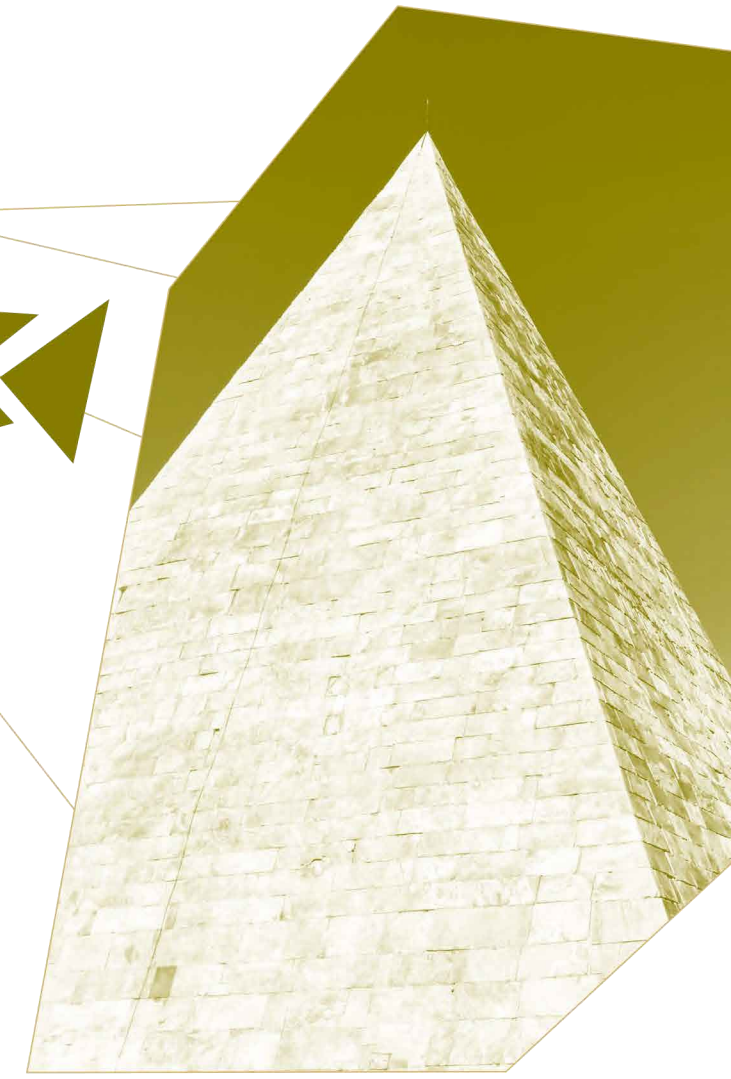


MASTER

March 2019 – March 2020

Master in  
Tourism  
Management



# OVERVIEW



With students from more than 140 countries around the world, Rome Business School's Master in Tourism Management is the ideal choice for professionals looking for a world-class degree program to start or consolidate a successful career in the international tourism sector.

The quality of the teaching coupled with our leading career and networking services make this program the perfect fit for those who seek to excel in today's job market and in global business.

Tourism offerings having reached an evident maturity of contextual demands for the increase and diversification of tourist destinations. Professionals who are prepared and better able to face the challenges of this industry will find new job opportunities and upward mobility.



## KEY FACTS



Accredited Master's Degree - 60 ECTS



Duration: 12 months



Language: English



On campus or online



Attendance formula: part-time



Tuition fee € 6.500



International classes



Scholarships: up to 30% of the tuition fee

# COURSE CONTENTS

- Introductory area: The tourism system and tourism organisation
- Strategic Management
- Economics in tourism
- Introduction to Accounting for Managers
- Business Planning
- Principles of Marketing
- Methodology for the Creation of the experiential journey
- The global food and wine tourism system
- The global art and culture tourism system
- The global fashion tourism system
- The global romantic tourism system
- The global sport tourism system
- The global green and sustainable tourism system
- Digital Marketing for Travel design and Tourism management
- Brand Management
- Tourist Techniques and Selling Travel
- I.T. Area – Booking systems and new technologies in tourism management
- Project Management Area: Tourism Planning
- Legal Area: Tourism legislation and regulation
- Communication and Human Resources
- Customer Care
- Risk Management
- Public Relations
- The Startup Ecosystem
- Sectorial expos
- New trends



# INTERNATIONALITY

To provide its attendees with an international level training and professional opportunities, the Rome Business School's Master in Tourism Management includes:

## Multicultural environment

The Rome Business School prizes intercultural exchange as a source of personal and professional development.



## International internships

Duration: three to six months  
International internships at leading companies and organizations;  
Opportunities in more than 130 countries.

## World class teachers

Highly selected international professors, coaches, and business managers.  
The teaching approach is aimed at the acquisition of know-how, thus at transferring competencies that will be truly useful for the attendees' professional development.



*"The programme was what I really needed in today's market, in which we have to go abroad in terms of our socio-economic development. I got what I wanted; all I have to do now is to put it into practice and make sure that my dreams become a reality".*

Jean Chrysostome - Rwanda

# BENEFITS



## Career services

- o Free CV Review and its inclusion in the Rome Business School's database
- o Support in the management of job interviews
- o Networking meetings and a personalised search and flagging service for the best job opportunities

## Tutoring

In both the on-campus and the distance-learning formulas, attendees can always count on the assistance of a tutor.

## Learning materials

Slides, text books, case studies, articles, videos, and useful internet links.

## The Rome Business School's Alumni Association

Attendance of the Master Programme entitles students to become part of the Rome Business School's Alumni Association, the international network through which students of the Rome Business School can share ideas, experiences, and projects. Many facilitations are also available for attending further training courses.

## Company visits

Students will have the chance to learn more about international companies and their organizational models and working environments. Through these activities, our students have the opportunity to widen their horizons and build international networks.



## Studying in Rome

Rome is the cradle of a millennial civilization that has always inspired and amazed the world. It provides a unique cultural setting in which students can enjoy a culturally rich experience while participating in courses which offer world-class teaching and a global experience.

## Studying online

For this option, the Rome Business School employs a cutting-edge online platform, through which you will be able to:

- o Follow lectures with full video and audio
- o Interact in real time in audio and video with the teachers and the other attendees
- o Collaborate and share documentation
- o Watch the recording of the lectures whenever you want



*"I had an amazing experience with the Rome Business School. The small class size enabled the students to have a one on one relationship with the lecturers".*

Gulnaz Sharipova - Russia



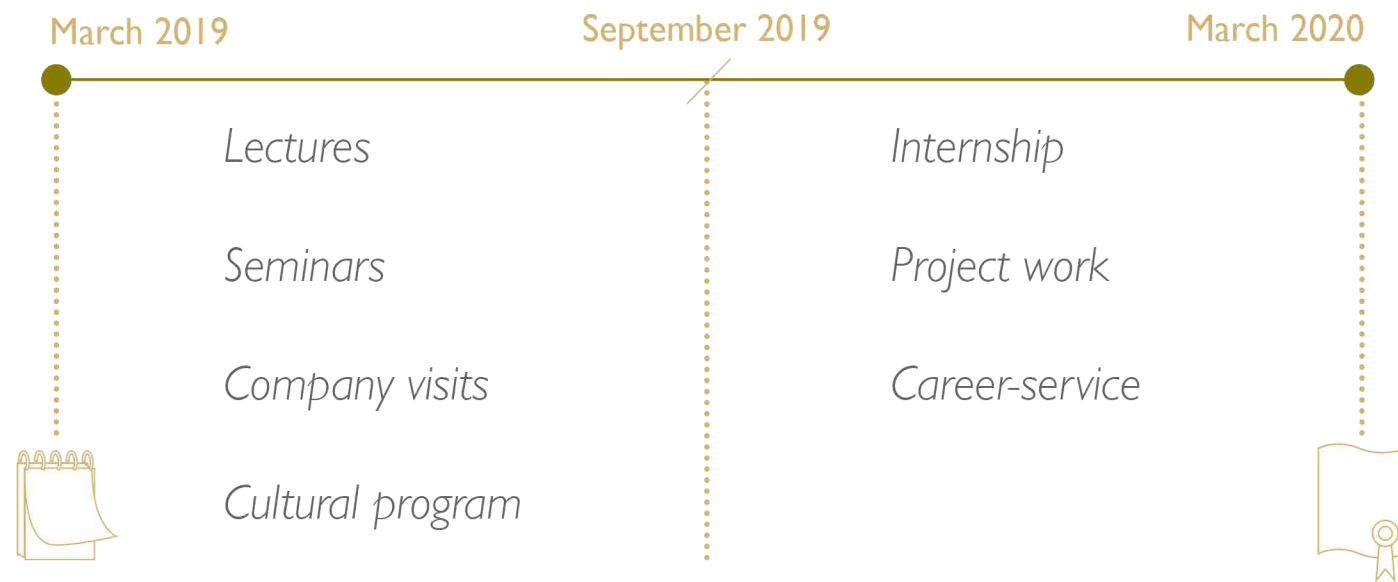
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Jean Chrysostome - Rwanda

# GENERAL LEARNING STRUCTURE

The course is structured in:

- Three-hour lectures, twice per week
- 1 company visit per week
- Cultural program
- Final project work
- Career Service and International internship opportunities



## Attendance fees

€ 6.500

## Scholarships

For each learning option, partial scholarships are available to partly cover the attendance fee; these will be assigned based upon the candidates' personal, previous experience and technical-motivational profiles.

## Instalment payments

The attendance fee may be paid off in instalments or by means of a single lump sum payment, which entitles the student to a 10% discount on the total tuition fee.

# HOW TO APPLY

## ENTRY REQUIREMENTS

All applicants must:

- at least hold a three-year bachelor degree
- be fluent in the English language

Fill out the online application form at [www.romebusinessschool.it/en/apply-now](http://www.romebusinessschool.it/en/apply-now) or email your application to [admissions@romebusinessschool.it](mailto:admissions@romebusinessschool.it)

This should include:



*your curriculum vitæ*



*a motivational letter*  
indicating why you wish to enrol



*your expectations and your professional objectives*  
(no more than 200 words)

## ADMISSION PROCESS



### *Application considered by Rome Business School*

The Rome Business School Admission Team will assess your application and will contact you if any additional documents are required.



### *Interview (either in person or online)*

All candidates selected must interview with a member of the Admission team, either in person or online via Skype.



### *Application outcome*

We will notify you formally by email of your application outcome, and you will receive either an official offer to enrol, or a rejection notification within one week.



# ACCREDITATION



Our accreditation has been awarded by the University of Sant'Antonio in Murcia, a leading western European university, which entitles you to a double degree and 60 ECTS.



The Rome Business School has been recognized by the MIUR (Italian Ministry of Education, University and Research) as a research centre.



*Some of the partners, clients and companies involved*



BVLGARI



FENDI  
ROMA



L'ORÉAL  
PARIS



*...and many more*

## Contact us

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