

# imtl

## International Master in Tourism & Leisure



# Why MIB School of Management

*"At MIB, we believe in the need to help the best talents to express their true value, to develop leaders, and to bring out the values of excellence and true meritocracy. MIB is not merely a centre for research or just another place that turns out managers. MIB School of Management is an incubator of ideas and knowledge, a manufacturer of leaders, a laboratory for the global economy as a whole. Trusting in this prestigious institution means investing in the thing of greatest value: human capital.*

*Enrico Tomaso Cucchiani  
Member of the Board of Management of Allianz SE  
Chairman of Allianz S.p.A.  
Chairman of MIB School of Management*

*"It is thanks to the quality and international outlook of its faculty, the stimulating learning environment, the diverse national and cultural backgrounds of its participants, as well as the solid links to its partner firms and the business community at large that MIB School of Management has earned a strong reputation over the years as a centre of excellence and one of the most prominent management training institutions both at the national and international levels.*

*MIB School of Management is proud to work as partner with individuals who accept these challenges and are ready to invest in their future with commitment and determination."*

*Vladimir Nanut  
Dean MIB School of Management*

MIB School of Management was founded in 1988 as a consortium between academia and the world of business: its members and associates include universities, major corporations and top-ranking economic organizations.

The School is member of the most important Business School networks. All the master programmes offered by the School have been awarded prestigious national and international accreditations.

## Accreditations



AMBA  
Association of MBAs



ASFOR  
Associazione Italiana per la  
Formazione Manageriale



EFMD  
Programme Accreditation  
System



UN-WTO TedQual  
Certification

## Associations



EFMD  
European Foundation for  
Management Development



Executive  
MBA Council



CEEMAN  
Central and Eastern  
European Management  
Development Association

# International Master in Tourism & Leisure

## The programme for future leaders

*"This Master is dedicated to one of the fastest-growing businesses of today. The managerial and entrepreneurial mentality that the course provides gives a fundamental drive to the career of future tourism managers.*

*IMTL is an amazing voyage which lasts one year, and is full of expectations and opportunities. To face it with enthusiasm, energy, commitment and passion means growing as people and professionals and obtaining numerous successes."*

*Francesca Ghersinich  
Program Director,  
International Master in Tourism & Leisure*



### **Program Objectives**

The IMTL programme gives the participants an education that is aimed to:

- developing professional profiles that match the new tourist market demand for both managers and entrepreneurs wishing to operate in an international context;
- improving understanding of tourism business culture and economics;
- providing working solutions and tools;
- developing a high level of managerial and personal skills;
- enhancing participants' effectiveness and professionalism;
- providing the basis for building a network of interpersonal relations among colleagues, alumni, faculty and companies in the tourism sector.

The educational approach combines classroom teaching with case studies, role playing, project works, simulations and business games, outdoor activities, professional presentations and lectures, and visits to leading companies in the tourism sector.

Besides technical competences, participants experience is every day enriched by the huge diversity of their backgrounds: the multi ethnic exchanges and atmosphere within the class and the School represent great contributes to prepare people solving complex problems, achieving a creative and an open-mind cooperating approach, thus giving them all the skills to face an international business setting at the best managers level.

### **Accreditations**

In 2007 the United Nations World Tourism Organization, UNWTO ([www.unwto.org](http://www.unwto.org)), has awarded the International Master in Tourism & Leisure its prestigious TedQual certification.

IMTL is accredited also by ASFOR ([www.asfor.it](http://www.asfor.it)), the Italian Association for Management Education Development.

# IMTL Curriculum

The IMTL is a 12 months (from October to October), full-time program, taught entirely in English. Attendance is mandatory (Monday-Friday, 9:00am-5:00pm). IMTL program offers a broad spectrum of knowledge, ranging from general managerial skills to the most significant and topical tourism management issues.

## FIRST TERM: General Management

- Tourism Economics
- Accounting, Finance
- Marketing, Strategy
- Organization, Human Resource Management
- International Relations
- Cross Cultural Communication Management

## SECOND TERM: Core Courses

- Hospitality Operations
- Tour Operating
- Destination Management
- Business Planning
- E-Tourism
- Revenue Management
- M.I.C.E.
- Sustainable Tourism
- Information Technology

## ELECTIVE COURSES AND ACTIVITIES

- Elective courses in international business
- Business Theatre, Italian Language
- Seminars, Study Tours

*Throughout the program:  
Personal Development, Career Orientation*

## THIRD TERM

- In the field project
- International Exchange Programs
- Internships

## FINAL TERM

- Final Examination
- Graduation Day

## Credits

Each course is worth a number of credits. One credit consists of 25 class hours as defined by the European Credit Transfer System (ECTS).

In order to be awarded the IMTL degree, a participant must earn at least 60 credits.

## Training methods

- high degree of interaction between instructors and participants
- teaching team is a blend of academics, business school trainers, managers, consultants and entrepreneurs of tourism sector
- blend of hands-on experience, active learning and lectures
- learning process based both on group and individual work

## International exchange programs

Participants can choose to spend part of their study course abroad. MIB's partner International Schools involved in this exchange are:

Bordeaux School of Management  
(Bordeaux, France)

EADA - Escuela de Alta Dirección y Administración  
(Barcelona, Spain)

EOI - Escuela de Negocios  
(Madrid, Spain)

IEDC - Bled School of Management  
(Bled, Slovenia)

IBS - Institute of Business Studies  
(Moscow, Russia)

IMISP - International Management Institute  
(Saint Petersburg, Russia)

Lingnan College, Sun Yat-sen University  
(Guangzhou, China)

Merrick School of Business - University of Baltimore  
(Baltimore, ML - USA)

Rollins College - Crummer Graduate School of Business  
(Orlando, FL - USA)

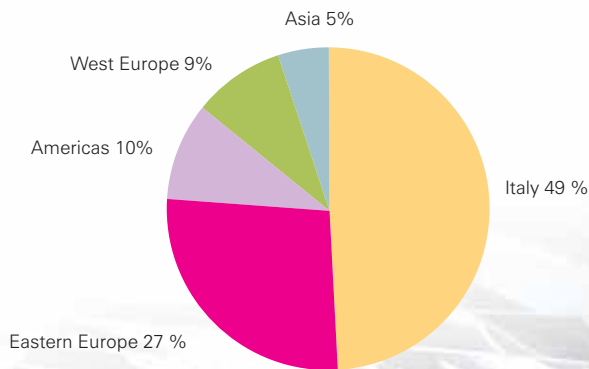
To download IMTL complete program and brochure, please visit our website: [www.mib.edu/imtl](http://www.mib.edu/imtl)

# IMTL Participants

Participation in the International Master in Tourism & Leisure is open to graduates of all disciplines, from all over the world.

The ideal participant is highly driven and motivated to work in the tourism sector. Besides being professional, successful participants approach work and study with passion, creativity, commitment, and an open mind. Classroom composition varies greatly; the diverse backgrounds of participants present a rich opportunity for all participants to share their experiences.

## Areas of origin (last three editions)



## Participants Profile (last three editions)

Participants with working experience before the IMTL.....	70%
Average age .....	26
Age range.....	20 - 36
Female participants .....	72%
International students.....	51%

## Educational Background:

Economics .....	28%
Liberal Arts .....	30%
Tourism .....	23%
Law/Political Sciences .....	7%
Other.....	5%

## Countries of origin of IMTL participants

Austria, Bosnia and Herzegovina, Bulgaria, Croatia, El Salvador, France, Georgia, Germany, India, Italy, Kazakhstan, Lithuania, Martinique, Mexico, Mongolia, Montenegro, Perù, Philippines, Poland, Puerto Rico, Romania, Serbia, Slovenia, Spain, Tajikistan, Turkey, United States of America.



# The Selection Process

## Who can apply

The target profiles for IMTL are highly-driven graduates from all over the world, who are focused on and committed to the tourism business. The ideal IMTL candidate should meet the following intake standards:

- Excellent education (degree level);
- Fluent English (written and spoken);
- International experience;
- Interest and motivation towards personal development;
- Intelligence, flexibility and adaptability;
- Leadership potential;
- Work experience and background in the field is appreciated.

## How to apply

Applicants are required to complete the on-line application form at [www.mib.edu/imtl](http://www.mib.edu/imtl)

Successful applicants will be asked to send a number of required documents.

Once the documentation is approved, candidates are invited for selection tests (deductive reasoning and verbal skills tests) and an interview (to evaluate English language skills, professional goals and motivation).

The application deadline is September for non UE candidates, and beginning of October for UE candidates.

## TUITION FEES AND FINANCIAL SUPPORT

Tuition fees for the IMTL are EUR 15,000 (excluding 20% VAT).

Fees include:

- Core and elective courses
- Access to e-learning platform and teaching material
- Transport and lodging during compulsory company visits organized by the School in Italy and abroad
- Access to computer rooms, Internet, and School's wi-fi connection
- Tutoring
- Career counseling

The School and the sponsoring companies offer a number of scholarships to partially cover tuition fees. Scholarships are awarded based on merit and on specific requirements indicated by the company funding the scholarship.

Participants admitted to IMTL can also apply for honor loans at banks that have an agreement with the School.



# Careers

The main objective for IMTL participants is to improve their career prospects. The program structure and content are therefore targeted at increasing those opportunities. During the course, a series of activities both in class and through individual interviews enable each participant to optimize career choices.

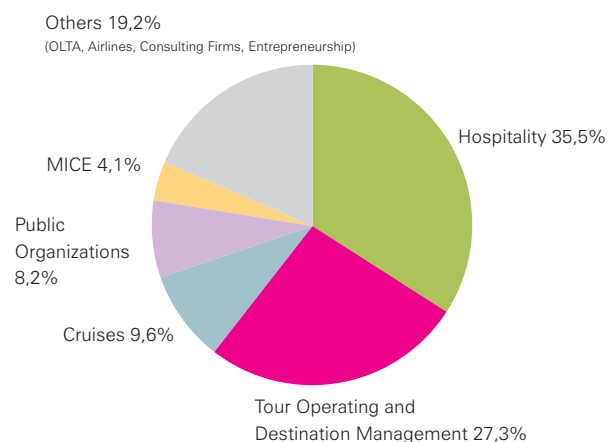
Participants are provided with tools and contacts useful to navigate and reposition themselves in the job market independently. This is possible also through company presentations and visits, study tours and recruiting days. Every year our graduates meet position requirements in the companies involved in the Master program. Interesting entrepreneurial initiatives are also encouraged.

Career support is provided through the combination of:

- assistance on career choices;
- counseling on cover letters, résumés and job interviews;
- mailing of résumés to network companies;
- company presentations and job interviews;
- on-site recruiting sessions;
- internship opportunities.

IMTL participants are put in contact with the Alumni Association of the School, facilitating professional experience exchange between graduates and current students who would like to reposition themselves in the job market.

## Professional Area of Employment after taking the IMTL (last three editions)



**90%** Average employment rate 6 months after IMTL Graduation (last three editions)

## Main Network Companies

Besides the participants and the faculty, companies are the most valuable assets of the School. The tourism business is represented at an international level, creating the link between the IMTL and the professional environment. The IMTL has a wide network of partner companies that offer relevant case studies, lectures, testimonials and presentations, challenging project works relating to real business, interesting workshop experiences, exclusive internship opportunities and rewarding placement offers.

Amadeus  
 AtaHotels  
 Bvlgari Hotel - Milano  
 CreAttività  
 Costa Crociere  
 Frigerio Viaggi Network  
 Four Seasons Hotels and Resorts  
 HTMS International  
 Hyatt International  
 Jones Lang LaSalle Hotels  
 Kuoni  
 Lufthansa Systems  
 Marriott  
 Messe Frankfurt  
 MSC Crociere  
 Orient-Express Hotels, Trains & Cruises  
 Ritz-Carlton Hotels  
 Regione Friuli Venezia Giulia  
 Sabre  
 Serenissima Informatica  
 Starwood Hotels and Resorts  
 Tui Travel

The IMTL wide range of job applications also concerns young generation who is already involved in a family business in the tourism area, as hospitality structures or tourist services: this course can provide them a deeper consciousness of their expanding opportunities, at higher and more gainful managerial standards.

Moreover, the course is structure to help young enterprising talents founding their own company, launching new business solutions for the tourism sector, creating alternative activities in their origin countries or worldwide.

To visit MIB School of Management or to ask for more information, please feel free to contact the **IMTL staff** or visit our web site:

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