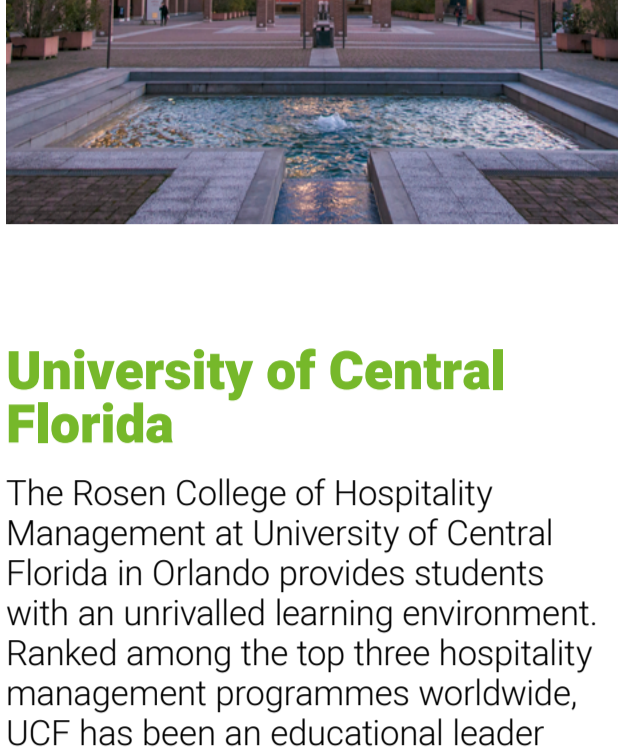


Master's degree in

# Hospitality & Tourism Management

Dual degree



## University of Central Florida

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

[www.hospitality.ucf.edu](http://www.hospitality.ucf.edu)

## Università IULM

Founded in 1968 in Milan, Università IULM is a highly specialised education and research centre for Communication Studies. The ultramodern IULM campus is just a 10-minute subway ride from Milan's vibrant city centre.

[www.iulm.com](http://www.iulm.com)



## University of Oulu

The University of Oulu, founded in 1958, is one of the largest and most multidisciplinary universities in Finland and aims to implement its activities efficiently and environmentally friendly by the principles of sustainable development. The University of Oulu is an international science university that creates new knowledge, well-being, and innovations for the future through research and education.

[www.oulu.fi/en](http://www.oulu.fi/en)

## About the course

### Università IULM, Milan, Italy

Design your career in tourism in Italy, a renowned destination for culture, art, food, nature and lifestyle

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

### UCF, Orlando, Florida, USA

Work in the USA after year 2, specialising in hospitality

- › Earn both an Italian and an American degree
- › Gain 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 the UCF company partnership network.

### University of Oulu, Finland

Explore cutting-edge sustainability practices in Northern Europe

- › Earn both an Italian and a Finnish degree
- › Develop your expertise in Sustainable Tourism at a leading European university
- › Gain knowledge on environmental sustainability, climate change issues, and resilience in the tourism field



## Career opportunities

Managerial and entrepreneurial roles in leading tourism companies worldwide: hotel chains, cruise companies, airlines, companies in the MICE industry and in the business and leisure sector, travel agency networks, destination marketing organisations and consulting firms specialising in tourism. Leadership roles in destination management companies and institutions in charge of regional development. The strong involvement of leading tourism companies makes it possible to refine your profile in the most sought after areas of the job market. In addition, the course supports students in starting new businesses.

## 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 leading hospitality management schools, and one third are managers from leading tourism companies. A wide range of innovative elective courses

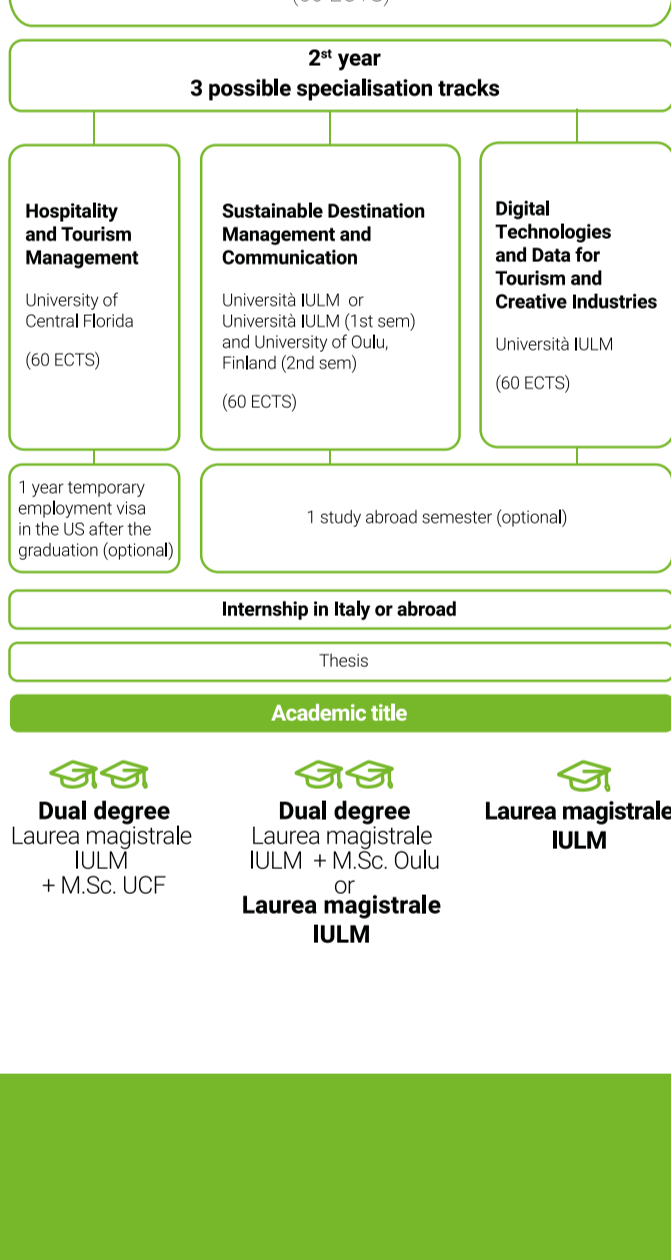


## Three alternative tracks

The Master of Science in Hospitality and Tourism Management (HTM) is a 2-year dual degree programme. The 1st year held in Milan. The 2nd year offers three specialisation choices.

- › Digital Technologies and Data for Tourism and Creative Industries at Università IULM. After completion students earn an Italian degree (Laurea Magistrale).
- › Hospitality and Tourism Management at the University of Central Florida in Orlando, US. After completion students earn a dual degree: Italian (Laurea Magistrale) and American (Master of Science) as well as the possibility of staying in the US after graduation for one year of work in the tourism sector.
- › Sustainable Destination Management and Communication at Università IULM and – upon free choice – at the University of Oulu, Finland. After successful completion, students attain an Italian degree (Laurea Magistrale). By spending one semester at the University of Oulu, they obtain a dual degree: an Italian degree (Laurea Magistrale) and a Finnish one (Master of Science)

Students who choose to complete the full two-year course at Università IULM still have the option to spend a semester abroad at one of our partner universities or engage in an internship abroad.



## Programme

### Year 1 - Università IULM

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 - Università IULM

E-tourism Technology and Digital Marketing; Communication Skills for Innovation; elective courses; internship; final dissertation. **Specialisation in "Sustainable Destinations Management and Communication"** Strategy Design for Sustainable Destinations; Creativity and Design of Tourism Policies. **Specialisation in "Digital Technologies and Data for Tourism and Creative Industries"** Customer Experience Design through Data and Technology; Optimization in Decision Making.

### Year 2 - University of Central Florida

**Specialisation 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; elective courses; internship; final dissertation.

### Year 2 - University of Oulu, Finland

**Specialisation in Sustainable Tourism** Traditions and current issues in tourism research; Sustainable development and global tourism; Sustainable tourism development in Northern environments; Tourism geography field research and excursion.

## Admission requirements

Applicants must hold a three-year undergraduate degree and have at least a B2 level of proficiency in English.

### Admission requirements for specialisation in "Hospitality and Tourism Management" at UCF

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

### Linguistic requirements for specialistic requirements at OULU

- › TOEFL min. 92 (with min. 20 in Writing), or IELTS min. 6.5 (with min. 5.5 per each section). Alternatively, possessing a Bachelor's degree entirely delivered in English.

## Tuition fees

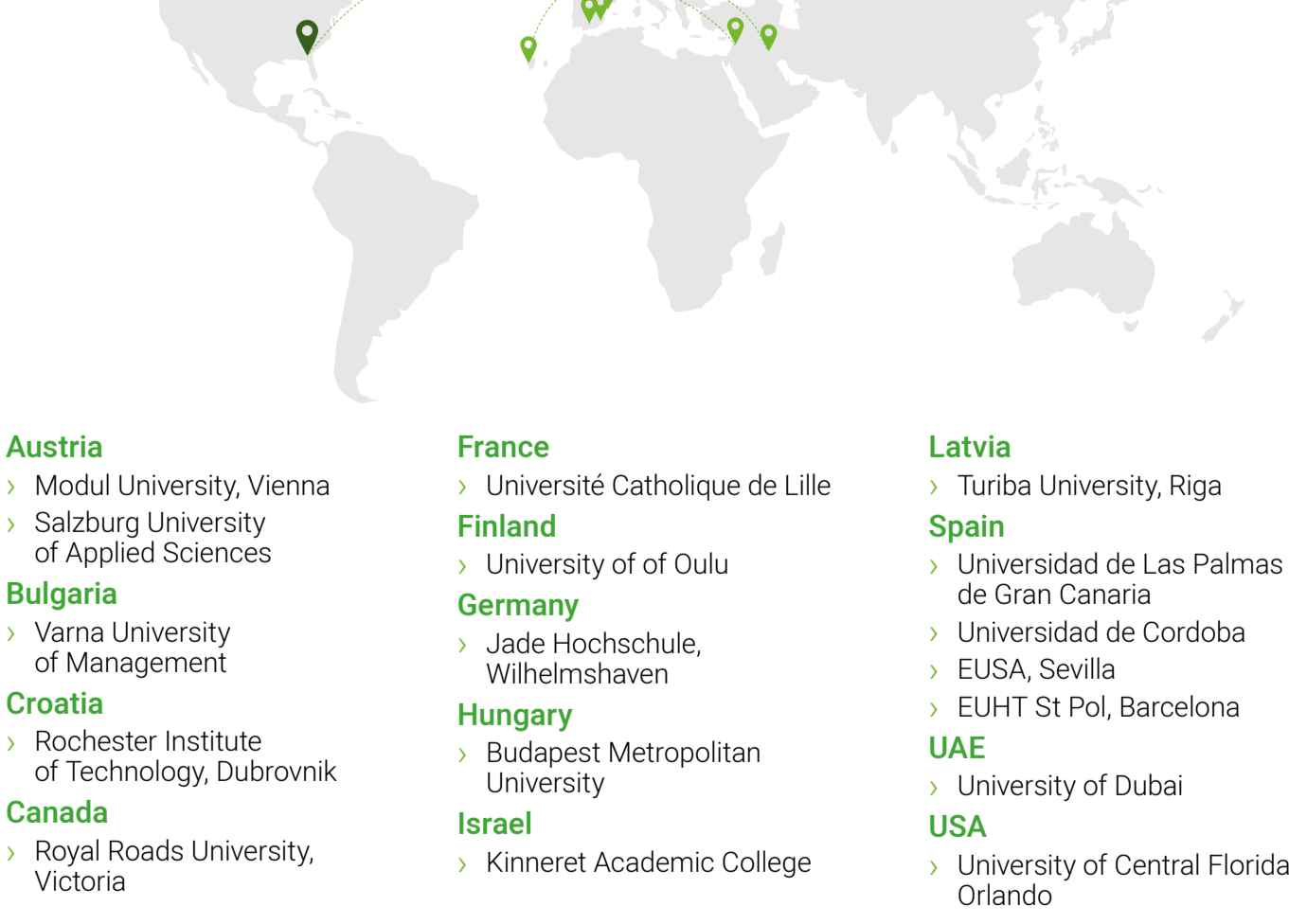
Year 1 tuition fees are € 9,956. Scholarship opportunities and reductions in tuition fees are available for qualified students.

Year 2 tuition fees are € 9,956 for specialisation at IULM, and IULM with dual degree track at OULU.

Year 2 fee are € 18,000 for specialisation at UCF; students will receive a stipend of \$ 10,000 for living expenses in the USA.

## International opportunities

Take the opportunity to carry out a 6-month internship abroad or customise your study plan at one of our international partner universities.



### Austria

- › Modul University, Vienna
- › Salzburg University of Applied Sciences

### Bulgaria

- › Varna University of Management

### Croatia

- › Rochester Institute of Technology, Dubrovnik

### Canada

- › Royal Roads University, Victoria

### France

- › Université Catholique de Lille

### Finland

- › University of Oulu

### Germany

- › Jade Hochschule, Wilhelmshaven

### Hungary

- › Budapest Metropolitan University

### Israel

- › Kinneret Academic College

### Latvia

- › Turība University, Riga

### Spain

- › Universidad de Las Palmas de Gran Canaria
- › Universidad de Cordoba
- › EUSA, Sevilla
- › EUHT St Pol, Barcelona

### UAE

- › University of Dubai

### USA

- › University of Central Florida, Orlando

## Documents and requirements

If you are a European citizen, or a non-EU resident in Italy, you do not need a student visa. If you are from the EU, you need a student visa. IULM Admissions will support you throughout the visa application process. For additional details and personalised support, please reach out to the IULM Admissions Office.

## Email us!

Please feel free to reach out to us via email at [admission@iulm.it](mailto:admission@iulm.it), and we will be pleased to furnish you with comprehensive information and assistance tailored to your needs. Should you intend to apply for any of our programs, you may do so by visiting [apply.iulm.it](http://apply.iulm.it).

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