

**MSc
in Hospitality
& Tourism
Management**



IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW

ESCP Quick Facts

The World's

1st

Business School (est. 1819)

10.000+

students in degree programmes representing

135

different nationalities

Multi-accredited:

AACSB, EQUIS, EFMD MBA, EFMD EMBA, 5 European Higher Ed Standards

6

European campuses in Berlin, London, Madrid, Paris, Turin, and Warsaw and a branch campus in Dubai

A comprehensive portfolio

of 46 programmes: Bachelor, MiM, 28 Specialised Masters, MBA, 2 PhDs, 12 Executive Masters, EMBA, Global EPhD, as well as a custom and open programme offer

200+

research-active professors representing over 42 nationalities across our campuses

150+

Over academic alliances in Europe and the world in 50 countries

6,000

high-level participants in customised trainings and executive education

85,000+

active alumni in over 190 countries in the world

MSc in Hospitality & Tourism Management

This specialisation is the right choice if you want to:

- Enrich strategic and operational insights of the hospitality and tourism world and deepen your understanding about its social and economic impact.
- Gain the right mix of leadership skills, real state knowledge, innovation, and sustainability to become the future leaders and top executives in the sector.
- Have the unique opportunity to interact with hotel and tourism top-notch professionals and experts.
- Discover diverse and innovative business models in the industry..
- Obtain the PDP (Professional Development Programme) Certification at the Cornell School of Hotel Administration.

Top 7 Worldwide



EDUNIVERSAL
RANKING 2024
BEST MASTERS

Why choose this specialisation?

1 Hands-on experience

This specialisation focuses on giving students as much practical experience as possible in the sector:

- 4 weeks of International Consultancy Projects (worldwide)
 - Professional Experience
 - Live Case Studies
- ... and several practical workshops and seminars with companies and industry experts.

2 Study tracks



Sustainable Hospitality Management

This track equips you with the necessary skills to implement the best strategies to succeed in the hospitality sector, including management, leadership, financial analysis, marketing, sustainability and communication.



Hotel Development

This track develops an in-depth understanding of all aspects related to real estate in the hospitality sector, including hotel development, hotels mergers and acquisitions, technology innovations, and hotel optimal location in smart cities.

3 Skills & competencies for a successful international career

Skills



Persuasion/
negotiation



Interpersonal
skills



Cultural
awareness



System &
critical thinking



Analytical
skills

Competencies



Perseverance
& focus



Product
conception



Team
management

4 Become a member of the Cornell Hotel Society (Cornell University)

One of the most prestigious professional networks in the industry

Learning objectives

Based in Spain, a world-leader in Tourism & Hospitality, this life-changing specialisation will give you the training and tools you need to have a successful and international career in the hospitality sector. This multicampus structure (Madrid & Turin) with two concrete specialisation tracks (Sustainable Hospitality Management or Hotel Development) combined with our "learning by doing" curriculum, International Consultancy Project (ICP), and the Professional Development Programme at the Cornell University School of Hotel Administration (Ithaca – New York), will enhance your profile, and provide you with the added value that will help you develop a successful career in the sector.



Prof. Alejandro Ruiz
Scientific Director



Dr. Ramón Fisac García
Executive Director



Your curriculum



Key facts

- ⊕ **Degree:** This specialisation is part of the ESCP Master of Science (MSc) programme. You will obtain the French Master degree (DEAMIE) and an ESCP diploma, the MSc in Hospitality & Tourism Management.
- ⊕ **Credit points:** 120 ECTS
- ⊕ **Study locations:** Madrid, Turin, Ithaca, (NY).
- ⊕ **Language:** English
- ⊕ **Duration:** 15-months
- ⊕ **Starts:** October
- ⊕ **Spanish Immersion Course** (optional)

Study track for candidates with 240 ECTS

Study track for candidates with less than 240 ECTS

July-Sep Term 1*

ONLINE

Core courses

- Economics
- Statistics
- Accounting & Finance
- Marketing
- Leadership
- Strategy

Oct-Dec Term 2

MADRID CAMPUS

Core Courses

- Finance & Financial Accounting for Hospitality & Tourism Services
- Tourism and Global Economy
- Strategy for Hospitality and Tourism Services
- Marketing for Hospitality and Tourism Services
- Building a Sustainable Strategy: Innovation and Master Plan
- AI & Technology Innovations in Hospitality & Tourism

Track Courses

- Destination Management
- Tourism Product Conception
- Introduction to Real Estate Finance and Investments
- Data Analysis Tools & AI in Real Estate

Skills Development

- Effective Communication & Pitch
- Career Development
- Expert Talks

Jan-May Term 3

MADRID CAMPUS & WORLDWIDE

Core Courses: Madrid Campus

- Hospitality Consulting
- Hotel Operation Management
- Managing Intercultural Competences in Hospitality and Tourism Services
- Online Research Seminar
- Sustainability Management
- International Consultancy Project (ICP)

Track Courses: Madrid Campus - Sustainable Hospitality Management

- Entrepreneurship Hospitality & Tourism
- Ethics & Leadership in Tourism Management
- Social and Economic Impact of Hospitality and Tourism
- Sustainability Certification in Hospitality
- Emergent Business Models in Tourism
- Live Case Study (I): Sunset Hospitality Group
- Event Design and Management
- Live Case Study (II) Amadeus or another company

Track Courses: Madrid Campus - Hotel Development

- Real Estate Investment Funds in Hospitality & Tourism
- Hotels Mergers & Acquisitions
- Hotel Development
- Advanced Real Estate Development
- Advanced Real Estate Big Data & Analytics and Artificial Intelligence
- Real Estate Capital Markets
- Innovative models in property management

June-Dec Term 4

WORLDWIDE

Skills Development: Madrid Campus

- Negotiation & Problem Solving
- Project Management in Practice for International Consultancy Projects (I&II)
- Expert Talks

Core Courses: Turin Campus

- Online Marketing and Analytics for Hospitality and Tourism
- Yield Management
- Food and Beverage Management

- Business visit to Cornell University, Ithaca (none academic credits)
- Hospitality and Tourism Challenge Day (Business Plan)
- In-Company Professional Internship or Start-up Project
- Professional Master Thesis



Students of this Master who obtain the Cornell PDP Certificate will also become part of the Cornell Hotel Society alumni network*

* The annual dues are to be paid separately

*Only for students starting the programme with less than 240 ECTS.

All courses are taught in English.

For the most up-to-date information please visit our website:



NOTE: ESCP is committed to delivering the curriculum as is, unless external circumstances (such as the COVID-19 pandemic) are in the way, in which case(s) we will develop alternatives to deliver the programmes's learning objectives.

Obtaining the necessary permits for entering the countries where the different parts of the program take place is the sole responsibility of the student.

Specialisation Goals



To provide sound knowledge and tools from a Top-Tier business school.



To enrich strategic and operational insights of the hospitality and tourism world.



To train participants to act and manage in a global and multicultural environment.



Job Survey 2021

100%

were employed 6 months
after graduation

38,925€

Average annual salary

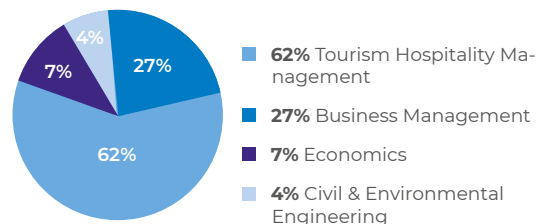
70%

have a job with an
international dimension

7,490€

Average bonus

Industries



Companies hiring

Four Seasons	Accenture
Meliá	Vikey
Mandarin Oriental	Dynamo
Barceló	Savills Aguirre Newman
RIU	Deloitte
Wagonlit	L'Oréal

Student Profile Class of 2024

Nationalities · 7
Women · 70%
Men · 30%
Average age · 22

Admission requirements

- Bachelor or Master degree in any discipline, preferably in business, science, architecture or engineering;

Candidates with less than 240 ECTS (less than 4 years of full-time study at a higher education level) will be required to attend an additional online semester from July to September. Candidates may obtain exemption from attending this semester based on their previous working experience if they have more than three years of full-time post-graduation work experience.

- Advanced English level: C1

TOEFL IBT: 95
TOEFL written: 600
TOEFL computer based: 250
IELTS: 7
Cambridge: C1 level
TOEIC: 945

- International profile

- Real motivation to join the Master and for a high-level career in this field

Academic Partners



How to apply

- 1 **ONLINE APPLICATION**
WWW.ESCP.EU
- 2 **PROFILE EVALUATION**
- 3 **PERSONAL INTERVIEW**
IF ELIGIBLE

Career opportunities

The MSc in Hospitality & Tourism Management offers a first-class business education for young professionals wanting to pursue an international and fast-moving career in the hospitality and tourism industry and even beyond. It provides a combination of high-value skills sought by recruiters.

This MSc would be suitable for anyone considering a career in:

- | | | |
|-----------------------------|---|-----------------------|
| • Consulting | • Advertising | • Startups |
| • Sales | • PropTech | • Travel Distribution |
| • Revenue Management | • Entrepreneur | • Event management |
| • Luxury Tourism | • Real Estate Development for Hospitality | • Commerce |
| • Marketing & communication | • Hospitality & Tourism | |
| • Hotel Management | | |

This is a university level specialisation leading to a degree in line with the current French educational system (recognised by the Madrid Autonomous Region according to the RD 640/2021).



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Note: The information contained herein is subject to change.

MSc in Hospitality & Tourism Management*

* This specialisation is part of the French Master Degree (DEAMIE)

ESCP benefits from the best international accreditations.
Our European campuses enjoy national recognition.



**5 European Higher Ed
accreditations**

BERLIN

Heubnerweg 8 – 10
14059 Berlin,
Deutschland

LONDON

527 Finchley Road
London NW3 7BG,
United Kingdom

TURIN

Via Andrea Doria 27,
10123, Torino, Italia

MADRID

ARROYOFRESNO

Arroyofresno 1
28035 Madrid, España

MARIA DE MOLINA

Maria de Molina 4
28006 Madrid, España

NAVALMANZANO

Navalmanzano 6
28035 Madrid, España

PARIS

CHAMPERRET

6-8, av. de la Porte de
Champerret
75017 Paris, France

MONTPARNASSE

3, rue Armand Moisant
75015 Paris, France

WARSAW

c/o Kozminski University,
International Relation
Office,
57/59 Jagiellońska St.
03-301 Warsaw, Poland

BRANCH CAMPUS

DUBAI

DIFC Academy
Dubai International
Financial Center
Dubai, UAE