

THE TOURISM INDUSTRY IS ON THE RISE



From airlines and hotels to five star restaurants and museums, an increase in tourism positively impacts all sectors of business. And learning this unique transversal industry, where a change in one area directly impacts another, would give you a leg up on the competition. Studying tourism leverages other industries including marketing, management, finance and more. By enrolling in IE Business School's unique specialized program, +Tourism Management, you will be able to learn the rules of the game and submerge yourself in a dynamic sector that has high technological potential, a global perspective and vast entrepreneurial possibilities that continue to grow. Join current MBA students, returning IE Alumni and MBA alumni from prestigious Business Schools (accredited by AMBA, AACSB or EQUIS) and discover the tools you need to advance in the Travel and Tourism industry. IE Business School's Specialized Module: +Tourism Management At a glance •Format: Blended (combining face-to-face periods in Singapore and Madrid with interactive online periods) •Language: English •Duration: 6 months •Student Profile: Executives and Professionals •Intake: September 2013 Program courses: Hospitality Management, Transportation & Mobility, Destination & Leisure Management, Distribution Systems, Service Management, Entrepreneurship, e-Commerce & Social Media, The Restaurant sector: F&B, Real Estate, Yield & Revenue Management, Sustainable Tourism.

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