International Master in
Tourism & Hospitality Management

General Management and Leadership

where business people grow
Leadership development

to become the leader you want to work for

ROLE PLAYS, OUTDOOR TRAINING AND BUSINESS SIMULATIONS TO MAKE YOU AN EXPERT AT BUILDING RELATIONSHIPS AND INSPIRING DIVERSE STAKEHOLDERS ACROSS ALL AREAS OF HOSPITALITY.

Professional know-how

to maximise your international career potential

PRACTICAL, HANDS-ON LEARNING WITH EXPERIENCED BUSINESS PROFESSIONALS TO DEVELOP THE STRATEGIC VISION AND PROBLEM-SOLVING SKILLS TO EXCEL IN THE HOSPITALITY INDUSTRY.
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Internationalise your profile

There is no better preparation for your international career in hospitality than spending a year at EADA, with multicultural, multidisciplinary teams working together to solve the business problems facing today’s top companies. Your global perspective may start here, but this is just the beginning.

Enjoy a European tourism hub

As the only top-ranked business school in the Barcelona city centre, EADA is where you want to be. Barcelona is a world hub for tourism and international trade fairs, and you will be invited to live the hospitality sector from our central location.

Get your hands dirty

Our practical methodology means that you are not passively taking notes as lecturers drone on and on. You actively participate in engaging class discussions, sharing your insights and debating solutions to real business problems in the hospitality sector – all under the guidance of our expert faculty.

Develop the leader in you

Anyone can be a boss, but it takes blood and sweat to become a true leader. Our intense leadership development programme takes you from the reflection phase right through to implementation, preparing you to be a self-aware, effective leader of change.

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Stand out from the crowd

At EADA, you stand out just by being yourself. Small class sizes and individual follow-up make the most of your unique potential. Joint activities with other programmes allow you to integrate into the larger EADA community without losing that personal touch.

25-30
PARTICIPANTS PER CLASS

+300
MASTER PEERS FOR NETWORKING

Let our reputation precede us

EADA’s reputation as a top-ranked business school guarantees you a level of expertise in the hospitality industry consistent with the very best professional qualifications. Our faculty have been facilitating learning for more than 60 years.

28th
BUSINESS SCHOOL IN EUROPE

10th
MASTER IN TOURISM IN THE WORLD

Hack your dream career

With a curriculum specially designed for the hospitality sector, regular networking opportunities and recruiting events with top companies, it is no wonder that graduates have their pick of career paths.

+350
CORPORATE PARTNERS

100%
WORKING AFTER 3 MONTHS
The International Master in Tourism & Hospitality Management is designed to develop your skills to become a manager in the hospitality industry. EADA offers you the opportunity to join a top-ranked master’s degree in the city centre of Barcelona, one Europe’s tourism and hospitality hot spots.

EADA’s pragmatic, hands-on approach gets you ready for a successful career in the industry. Our personalised programme, with small, culturally diverse classes, uses a mix of case methodology, applied exercises and latest insights delivered by established professionals in the field. In addition to classes, you participate in a Marketing Challenge in which you deliver value to a real client as a consultant, and a unique final project that gives you the skills to become an entrepreneur. You also develop your leadership and people management skills throughout the year at the EADA-Residential Training Campus. Our comprehensive programme has proven results, with 100% of graduates finding work within just 3 months of graduation.

James Haigh
Director, International Master in Tourism & Hospitality Management
Accreditations and rankings

The rankings and accreditations granted by independent organisations are an excellent tool to help you identify top business schools and universities around the world. These organisations use objective criteria to evaluate institutions of higher education, and are key to making the important decision of where to continue your education.

- **Awarded by the European Foundation for Management Development**
- **Awarded by the Association of MBAs**
- **EADA is a member of AACSB International (The Association to Advance Collegiate Schools of Business).**
- **EADA is a member of the Executive Committee of the Spanish Network of the United Nations Global Compact, the largest voluntary initiative in the world in corporate social responsibility. EADA’s commitment to sustainable business has been reinforced through its collaboration with PRME (Principles for Responsible Management Education of the United Nations).**
Your learning
Our unique methodology develops a diverse skill set to make you stand out, with the **hard skills** and **soft skills** that today’s companies demand in hospitality professionals.

At our Barcelona City Centre Campus, the focus is on hard skills. You develop the **critical thinking skills** to analyse and perform well in even the most demanding business situations. Expert faculty and carefully selected case studies mean that you leave with a firm grasp of **latest professional practice** and the strategy to apply it effectively.

At our Residential Training Campus, the focus is on **you** as you analyse your **leadership style** and develop the **management competencies** to succeed. From persuasion exercises to communication simulations, it’s all there, everything you need to become a first-class leader capable of **building meaningful networks** and **managing change**.

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**LEADERSHIP SKILLS**

THE SKILLS AND CONFIDENCE TO BE AN EFFECTIVE TEAM MEMBER AND LEADER IN DIVERSE ENVIRONMENTS.

**CRITICAL THINKING**

THE STRATEGIC PERSPECTIVE AND CRITICAL THINKING SKILLS TO LEAD CHANGE ACROSS THE HOSPITALITY SECTOR.

**LATEST PROFESSIONAL PRACTICE**

THE EDGE AND KNOW-HOW TO APPLY THE LATEST PROFESSIONAL PRACTICE AND TOOLS IN THE REAL WORLD.

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**Zhaoyu Han**

CHINA

Business Development,
EuroPass (Spain)

“The most valuable thing I learned at EADA was how to work in an international environment. My current position requires knowledge of different areas in the tourism and hospitality industry, and my understanding of how this industry works means that I am able to apply what I learned on a daily basis.”
Where will I learn critical thinking skills and latest professional practice?

EADA-BARCELONA CITY CENTRE CAMPUS
REAL-LIFE CASE STUDIES, BUSINESS SIMULATIONS, ANALYSIS AND GROUP DISCUSSIONS IN THE HEART OF BARCELONA
The newly remodelled EADA- Barcelona City Centre Campus is located in the heart of Barcelona, with 4,000 m² of intelligent, sustainable study space specially designed to enhance your learning.

At the City Centre Campus, you are consistently placed in real-life business situations, challenged to think like a hospitality executive and make strategic decisions. Lively class discussions take place in an engaging, multicultural environment, in which you examine real case studies critically and learn from others as they learn from you. At EADA, classes are small, allowing for the daily exchange of ideas and debate among classmates and the personal guidance from professors that is so critical to our “learning by doing” methodology.

I STUDY AT EADA.
I LIVE IN BARCELONA.
Where will I learn leadership skills?

EADA-RESIDENTIAL TRAINING CAMPUS
OUTDOOR TRAINING, ROLE PLAYS AND TEAM-BUILDING ACTIVITIES IN THE MONTSENGRAT MOUNTAINS

IDENTIFY YOUR LEADERSHIP STYLE
EADA has its own campus dedicated to the development of leadership skills. The campus provides high impact, lasting learning by pushing you out of your comfort zone. You develop an action plan that is your guide for personal and professional development throughout the year and beyond. This experiential learning is combined with professor-led workshops focused on team and leadership theory, ensuring that you effectively transfer what you have learned to the hospitality industry from day one.
Your professors

Ildefonso Moyano
Managing Director,
ENSO Hospitality
PROFESSOR “REVENUE MANAGEMENT”
Key skills and competencies

ACHIEVING YOUR FULL POTENTIAL

Our faculty’s objective is to help you achieve your full potential. Professors focus on the development of the key skills and competencies for the solution of challenges in the hospitality industry. The experience of our faculty ensures real-world relevance and a strong pedagogical model promotes critical thinking and sound analytical skills. The role of the professor is to guide your learning by reproducing real experiences that demand your involvement and action.

Real world connections

GUARANTEEING RELEVANCE IN THE CLASSROOM

As an executive training centre, EADA understands that being close to the hospitality industry is one of the central pillars of its activity. To this end, EADA faculty has extensive professional experience, which ensures that you will be able to apply what you learn in class directly to your future career in hospitality.

Throughout the year, core faculty are joined by visiting professionals to provide insight into the challenges they face and explain how concepts introduced in class are being applied in companies today. International alumni guests further enrich this perspective by sharing how they have applied their EADA learning post-graduation.

“The hospitality industry is a very competitive global market. Hotels that want to succeed must have a well-defined strategy to stand out from the competition and become market leaders. It is relatively easy to sell a room, but it is extremely complex to sell efficiently. The course ‘Revenue Management’ focuses on selling efficiently – that may mean occasionally denying reservation requests, which is not an easy decision to make.”

Ildefonso Moyano holds multiple degrees in the area of tourism and hospitality, including a bachelor’s degree from the University of Central England (U.K.) and a Master in Hotel Revenue Management from Cornell University (U.S.), in addition to an Executive MBA. Professor Moyano has more than 20 years of experience in the hotel industry in countries including Andorra, Spain, the U.K., the Dominican Republic and the U.S. He launched ENSO Hospitality in 2015, which delivers management and consultancy services to hotels in the areas of operations, quality management, sales and revenue management. ENSO Hospitality also partners with and represents tech companies such as MEWS Systems (PMS).
“The leaders of the future—in all sectors, but especially in the hospitality industry—will need to have innovative skills to lead digital transformation in their companies if they want to maintain a competitive advantage.”

Sergi Mesquida has worked as a “corporate innovator” leading corporates’ digital transformation for more than 20 years through the application of an Open Innovation approach to leverage internal technologies and the incorporation of his extensive knowledge of “external” technologies and business models, in order to set up new business areas, address new markets and develop new products and services for existing markets. For the last 5 years, Professor Mesquida has been involved in the development of new business opportunities for the travel and tourism sector, applying technologies related to big data, natural language processing, robotics, AI and Blockchain.

Olga Milian

Faculty Member Leadership Solutions Associate, Center for Creative Leadership

PROFESSOR “LEADING PEOPLE & TEAMS”

“For me, hospitality is all about generosity. Providing service to internal and external guests, giving the best of my potential to create memorable experiences in hotels, classes and coaching – that is what makes me happy. Success is all about helping others grow.”

Olga Milian holds degrees in Tourism & Hospitality Management and General Management. She has international experience in the hospitality industry in Spain, the U.S., Mexico and Puerto Rico. Professor Milian has taken on a wide variety of roles in operations, marketing and HR in companies such as Ritz-Carlton Hotels, The Stein Group and Dolce International. She currently lives in Mallorca where she was HR Director during the opening of the Jumeirah Port Soller Hotel & Spa, the first luxury resort from the Jumeirah Group in Europe. Today, she works as executive coach and consultant for the hospitality industry, Leadership Solutions Associate Trainer for Center for Creative Leadership (CCL).
Carlos Miro
Director of Development Spain & Portugal, Hilton Worldwide
PROFESSOR “EXPANSION & INTERNATIONALISATION”

“Significant development in the hospitality industry in the recent years has transformed classic growth models and the main market players in surprising ways. While in the past, companies needed to acquire a specific asset in order to ensure growth, today they must adapt to completely new business models that are themselves constantly evolving and becoming more complex and sophisticated. In ‘Expansion & Internationalisation’, we analyse the importance of expansion for hotel chains, identify the factors that are most important to sustainable growth and examine the most common growth models in large hotel chains.”

Carlos Miro has a degree in Hotel Management (EADA) and two master’s degrees in Real Estate Investment (IE) and Real Estate and Hotel Investment (Cornell University). For the last 10 years, Professor Miro has led the expansion of Hilton Worldwide in Spain and Portugal. In his 28 years of experience in the hotel industry, he has worked in diverse areas including operations, investments and market expansion. He has extensive experience in Spain (Barcelona, Mallorca and Madrid), and has also lived abroad in China, the Dominican Republic, the Philippines and the U.S. as well as regularly presenting at leading industry events.
Your classmates

- 87% International students
- 91% Have lived, studied or worked abroad
- 100% Speak 2 languages
- 73% Speak 3+ languages
- 100% With previous work or intern experience
The International Master’s cohort includes between 250 and 350 participants from more than 85 nationalities who interact and network throughout the year. The profile below represents the participants in the International Master in Tourism & Hospitality Management. Joint activities take place throughout the year, allowing for regular networking with the entire cohort.

25 AVERAGE AGE

38% A COMMUNITY OF NEXT-GENERATION LEADERS WITH A PASSION FOR HANDS-ON LEARNING

62%

ACADEMIC BACKGROUND

39% TOURISM & HOSPITALITY

33% BUSINESS ADMIN.

7% FINANCE & ECONOMICS

6% HUMANITIES

4% DESIGN

4% LAW

7% OTHER

GEOGRAPHIC BACKGROUND

9% NORTH AMERICA

13% SOUTH & CENTRAL AMERICA

65% EUROPE

6% MIDDLE EAST & AFRICA

7% ASIA
Your programme

THE SKILLS AND KNOW-HOW YOU NEED TO BECOME A LEADER IN THE HOSPITALITY INDUSTRY
# International Master in Tourism & Hospitality Management

**60 ECTS**

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<thead>
<tr>
<th>SEPT-DEC</th>
<th>JAN-MAR</th>
<th>APR-JUN</th>
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<tr>
<td><strong>ORIENTATION MODULE</strong></td>
<td><strong>COMPLEMENTARY COMPONENTS</strong></td>
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<tr>
<td>• Financial Pre-Course</td>
<td>• International Business Trip</td>
<td></td>
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<tr>
<td>• Career Services Pre-Course</td>
<td>• Marketing Challenge</td>
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<tr>
<td>• Case Study Methodology</td>
<td>• International Week</td>
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<tr>
<td>• Beginner Spanish Course (optional)</td>
<td>• Negotiation Week</td>
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| | **CORE COURSES** | |
| | • ABCs of Hospitality Management | • Management of Information Systems |
| | • Entrepreneurship in the Hospitality Industry | • Organisational Behaviour |
| | • Expansion & Internationalisation | • Prof. Concentration in Consulting |
| | • HR Management | • Prof. Concentration in Food & Beverage or Hotels & Resorts |
| | • Innovation in the Hospitality Industry | • Prof. Concentration in M.I.C.E. |

**Leadership Development Programme**
A comprehensive programme dedicated to transformative leadership

**Final Business Project**
A business plan for a new venture to be finished in June

**Company visits - Conferences - Trade fairs - Alumni presentations**

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<tr>
<td><strong>HOSPITALITY TRAINING PRACTICUM</strong></td>
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<td>A challenging work assignment with a complementary learning component</td>
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EADA reserves the right to make changes to the schedule and courses offered during the programme. The HTP, International Business Trip, conferences, trade fairs and company visits change every year to reflect the latest trends and developments in the field.
Your Hospitality Training Practicum
The Hospitality Training Practicum (HTP) takes place between July and December and offers challenging work assignments (min. 400 hours / week) with a complementary learning component. The incorporation of practical work experience, formal training, and support by career development advisors provides participants with the unique opportunity to develop and assume challenging responsibilities within the hospitality industry. The HTP can take place in any country of the world and is an integral part of the programme, allowing you to apply what you have learned directly to your area of choice.

Mirko Jergovic
CROATIA
Senior Consultant, THR Innovative Tourism Advisors (Spain/UAE)

“I did my HTP at a leading global consulting company specialised in the hotel, tourism and leisure industry. My focus was on global investment funds and international hotel companies, evaluating potential investments and business opportunities across Spain, Portugal and Andorra. The HTP was an amazing experience because it immediately ‘put me on the spot’: one day I was in the classroom, and the next I was working alongside top-level management. This experience allowed me to put into practice things I had learned throughout the year immediately. In a sense, the HTP defined my future career path – today, almost 5 years later, I am still working as a consultant and enjoying every moment of it!”
EXAMPLE HOSPITALITY TRAINING PRACTICUMS FROM PREVIOUS YEARS

THE AMERICAS
- Sandy Lane (Barbados)
- IHG (Dominican Republic)
- Budgetplaces (Panama)
- Viajes Terranova (Mexico)
- Elaine Bell Catering Company (U.S.)
- Eurobuilding Hotels Group (U.S.)
- Meliá Hotels (U.S.)

EUROPE
- Starwood Hotels (Belgium)
- Horwath HTL (Croatia)
- Capgemini Worldwide (France)
- Le Royal Monceau (France)
- Leonardo Hotels Headquarters (Germany)
- Grecotel Hotels & Resorts (Greece)
- Hilton Worldwide (Italy)
- Kempinski Hotel Cathedral (Lithuania)
- Almanac Hotels (Spain)

EXAMPLE HTP POSITIONS
- Commercial & Loyalty Partnership Intern
- Cross Training Management Trainee
- Events Coordinator
- FIT Manager
- Food & Beverage Management Trainee
- Front Desk Agent
- Guest Experience Associate
- Elevator General Management Trainee
- Management Development Programme
- Revenue Manager Assistant
- Room Operations Support
- Sales & Marketing Management Trainee
- Sales Performance Analyst
- Gran Melia Palacio de Isora (Spain)
- Hotel Arts (Spain)
- Hotelbeds (Spain)
- Mandarin Oriental (Spain)
- The Ritz Carlton (Spain)
- Xotels - Hotel Revenue Management Consulting (Spain)
- IHG (U.K.)
- Jumeirah Hotels (U.K.)
- Marriott (U.K.)

**MIDDLE EAST**
- Melia Hotels (UAE)
- One&Only (UAE)

**AFRICA**
- One&Only (Mauritius)

**ASIA**
- The Shanti Collection (Bali)
- Hyatt Hotels (China)
- Interlaken OCT Hotel (China)
- Novotel Manila Araneta Center (Philippines)

**AUSTRALASIA**
- Four Seasons Hotels (French Polynesia)
During the Marketing Challenge, you compete in teams to develop a marketing plan for a client company that has a real issue such as increasing sales, reaching a specific target client, entering a market or identifying innovative channels to reach the customer. The Challenge takes place in the second trimester, when you have acquired the necessary business knowledge and skills to make our client company as successful as possible. You act as teams of consultants that pitch your approach, and the winning team has the chance to see the plan implemented.

**ELEMENTS OF THE CHALLENGE**

- 7 Ps of the marketing mix (Product, Place, Price, Promotion, People, Processes, Physical Evidence)
- Communications plan
- Financial analysis
- Key success factors
- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
- PESTLE analysis (Political, Economic, Social, Technological, Legal, Environmental)
- Porter’s Five Forces (Competitive Rivalry, Supplier Power, Buyer Power, Threat of Substitution, Threat of New Entry)
- Segmentation and targeting
- Value proposition

**RECENT CLIENTS**

Each year, participants work with a new client during the Marketing Challenge. Recent clients have included the Hofmann Restaurant & Culinary School and Almanac Barcelona.

**Hofmann**

Founded in 1983, Hofmann is a benchmark in Culinary Education in Europe. The School’s pedagogical project incorporates passion, creativity, experimentation and constant innovation. Hofmann also has a long history in consulting, providing expert solutions in all areas of business (gastronomy, facilities, management, image, R&D).

**Almanac Barcelona**

Almanac Barcelona is the first of the Almanac Hotels and features 91 luxurious accommodations in a prime city centre location. Almanac Barcelona offers a level of service that is seamless, relaxed, personalised and consistent, utilising the latest technological advances to create a greater bond between the host and guest.
Your conferences, company visits and trade fairs
Conferences, company visits and world-class trade fairs are an integral part of the International Master in Tourism & Hospitality Management, providing you with the opportunity to see case studies in action and network with world-renowned professionals. You gain an inside look into the culture and day-to-day life of a wide range of companies and explore different professions in real operating environments.

PARTICIPATING COMPANIES
- Axel Hotels
- eDreams Odigeo
- Hilton Worldwide
- Hotel Arts
- IHG
- Iberostar
- Lastminute.com
- Palladium Hotel Group
- Royal Caribbean
- TravelClick

TRADE FAIRS

**Alimentaria**
The leading trade fair for food, drinks and gastronomy and an international benchmark for the industry. Alimentaria brings together all the industry’s opportunities specialised in key markets and consumer trends.

**FITUR**
A global meeting point for tourism professionals and the leading trade fair for inbound and outbound Ibero American markets. In 2018, FITUR hosted more than 10,000 exhibiting companies from 165 regions.

**HOSTELCO**
The premier hotel and restaurant trade fair including presentations by leading industry players and networking opportunities as well as the Experience Live Hotel with the latest decoration, lighting and furniture trends in the sector.

**ibtm world**
The leading global event for the meetings, incentives, conferences and events industry, with exclusive networking events and cutting-edge education to keep you ahead of the game and inspire you with the latest products and innovations.
Laura Allen
UNITED KINGDOM
Graduate Management Trainee, Firmdale Hotels (U.K.)
A JOURNEY DEEP INTO THE HOSPITALITY SECTOR FOR A FRESH PERSPECTIVE

We know that while your learning may begin in the classroom, it does not end there. With this in mind, we developed the International Business Trip to Greece, a chance to get a bird’s eye view of the issues facing the hospitality industry in Europe and the world. You explore issues such as overtourism and the survival of tourism in times of crisis at our partner institution ALBA Graduate Business School, while networking with professionals at the 5* Westin Resort, Costa Navarino. As one of the largest luxury resorts in Greece, the Westin offers a unique look into sustainable tourism at an award-winning industry leader.

LEARNING OUTCOMES

• Grow your network and your future career opportunities
• Develop your ability to adapt to new ideas and situations
• Engage with global issues in the hospitality industry
• Increase your intercultural awareness and cultural competence

TRANSFERABLE SKILLS

BIG PICTURE THINKING  OPEN-MINDEDNESS  CRITICAL THINKING SKILLS

FLEXIBILITY  CONFIDENCE  CREATIVE THINKING SKILLS

“At EADA, I learned so much in such a short time – not just about the world of business and hospitality, but also about myself as a professional. The ‘learning by doing’ methodology combined with experienced faculty made the difference. A highlight of the programme was the International Business Trip, where I learned a great deal about highly sustainable resorts, not only in terms of fundamental design, but also operations. It was fascinating to see the inner workings of a large-scale luxury resort first-hand and it inspired me to seek out a career in sustainable tourism.”
ALBA Graduate Business School
ALBA meets the growing needs of the tourism industry to shape highly skilled, knowledgeable professionals, so that they can assume leading roles in the management of tourism organisations. ALBA blends the requisite specialist operational knowledge and skills with advanced managerial competencies, in order to educate the new generation of tourism executives. It emphasises the cross-cultural, moral, ethical, institutional and environmental issues in the management of organisations.

INTERNATIONAL BUSINESS TRIP PARTNERS

TOPICS COVERED IN CLASS

• Marketing management
• Managing people
• Sustainability
• Trends in Greek tourism
5* Westin Resort, Costa Navarino

The award-winning Westin Resort, Costa Navarino features 321 rooms of distinct Messinian architecture with contemporary touches. It offers several venues with acclaimed chefs, a spa with signature therapies and two world-class golf courses. Sustainability is embedded in Costa Navarino, with a strong commitment to economic, environmental and social responsibility. The Resort promotes sustainable tourism development in harmony with the natural environment and local communities of Messinia.

DEPARTMENTS VISITED

- F&B
- Front office
- Housekeeping
- Human resources
- Rooms and housekeeping

COSTA NAVARINO
Your final project

Camille Pâris
FRANCE
Conference & Events Manager, Hilton Worldwide (U.K.)

“The highlight of my EADA experience was the final project. Seeing the whole project come together was the best part – what was at first only an idea became a reality. And the whole process was such a great learning experience.”
The final project of the International Master in Tourism & Hospitality Management is your chance to put what you have learned throughout the year to the test, integrating theory and practice to solve real-life management problems – from a detailed business plan for a luxury eco hotel to the launch of an innovative startup in the travel industry.

You choose the focus of your project, and develop it together with your group under the guidance of an experienced tutor. The tutor facilitates your learning, offering expert advice to fine-tune the scale and focus of your project. The project is designed so that you hit the ground running after graduation – having acquired the confidence, time management skills and strategic vision that make you a valuable asset to any company.

EXAMPLE PROJECTS
- **Barcelona Outdoors**: an adventure tourism firm for visitors to Barcelona
- **Casa Cartagena**: a boutique hotel in Colombia
- **InterCityHotel Goes Green**: a strategic plan to create a well-defined competitive advantage for a German hotel chain
- **La Villa Tumu Ra’au**: a tree-top eco-restaurant in Bora Bora
- **MendeLeev**: a unique bar combining cocktails and chemistry
- **MyFlight**: social booking based on travellers sharing what matters most
- **Rolling Campers**: a company creating memorable experiences for travellers in Croatia
- **Serbiage**: an exclusive travel organiser to promote new ways of visiting Serbia
- **Sobremesa**: a pop-up restaurant bringing European cuisines to San Francisco
- **Tamboleo**: a health food store with easy access to natural, delicious food

PROFESSIONAL FOCUS AREA

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Industry</th>
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<tbody>
<tr>
<td>33%</td>
<td>HOTELS</td>
</tr>
<tr>
<td>27%</td>
<td>RESTAURANTS</td>
</tr>
<tr>
<td>27%</td>
<td>TRAVEL INDUSTRY</td>
</tr>
<tr>
<td>7%</td>
<td>BARS &amp; NIGHTCLUBS</td>
</tr>
<tr>
<td>6%</td>
<td>CULTURAL HERITAGE</td>
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</tbody>
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GEOGRAPHIC FOCUS AREA

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Region</th>
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</thead>
<tbody>
<tr>
<td>20%</td>
<td>NORTH AMERICA</td>
</tr>
<tr>
<td>27%</td>
<td>SOUTH AMERICA</td>
</tr>
<tr>
<td>67%</td>
<td>EUROPE</td>
</tr>
<tr>
<td>6%</td>
<td>AUSTRALIA &amp; PACIFIC ISLANDS</td>
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Data based on projects completed over the last three years
Your opportunities abroad
When you study at EADA, you become part of a **global network of top business schools**. Through our exchange programme, which is free-of-charge to EADA graduates, we offer the opportunity to extend your studies in one of more than 30 **prestigious partner schools** in Europe, the Americas, Asia and Africa. You can choose to study abroad for one term, or join a **double degree programme** at Aston Business School (U.K.), EDHEC (France), EBS (Germany) or HHL (Germany).

**EUROPE**
- **France**
  - EDHEC Business School
  - IAE Aix-en-Provence
  - Audencia School of Management
  - Rennes School of Business
  - SKEMA Business School
- **Germany**
  - European Business School (EBS)
  - Leipzig Graduate School of Management (HHL)
- **Netherlands**
  - Rotterdam School of Management (RSM)
- **Norway**
  - BI Norwegian Business School
- **Sweden**
  - Linköping University
  - Sabanci University
- **U.K.**
  - University of Edinburgh Business School
  - Aston Business School

**THE AMERICAS**
- **U.S.**
  - Brandeis International University
  - Pepperdine University
  - University of San Diego
  - Washington College of Business, University of Florida
- **Argentina**
  - Universidad del CEMA
- **Brazil**
  - Escola Superior de Propaganda e Marketing (ESPM)
- **Mexico**
  - Instituto Tecnológico Autónomo de México (ITAM)
  - ITESM-EGADE

**ASIA**
- **China**
  - Tongji University
- **Japan**
  - NUCB Business School
- **Taiwan, China**
  - National Chengchi University
- **Thailand**
  - Asian Institute of Technology (AIT)

**AFRICA**
- **Egypt**
  - American University in Cairo
- **South Africa**
  - University of Stellenbosch
Your career

EMPLOYMENT REPORT
The International Master in Tourism & Hospitality Management aims to boost your professional opportunities in the hospitality industry, whether you are taking your first steps in the profession or accelerating your career progression. Graduates find work in top companies across all areas, including hotels, consulting, F&B, travel distribution and the M.I.C.E. industry. The programme is designed to ensure that you will be able to apply your new skills in the workplace quickly, as demonstrated by the 100% employment rate just three months after graduation.

Mário Mouraz
PORTUGAL
Co-founder & CEO, Climber (Portugal)

"After EADA, my career development was non-stop. I moved to live and work in Peru, London, Iran and Burkina Faso; launched 3 companies; taught at a university; and, most importantly, found what I love to do – be an entrepreneur. I always used to have different business ideas, but I never put them into action. At EADA, I learned how to do a marketing plan, an expansion plan and a full business plan as part of my final project. During the programme, I met up a few times with the global investment community Keiretsu Forum; little did I know that just 6 years later I would be pitching my own company to some of those same investors."
POSITIONS YEAR OF GRADUATION
- Business Center & Meetings Trainee
- Business Development Junior
- Catering Assistant Manager
- Commercial & Loyalty Partnerships
- Consultant, Operations Excellence
- Event Manager
- F&B Assistant
- Front Desk Agent
- Graduate Management Trainee
- Guest Relations Agent
- Junior Account Manager
- Junior Consultant
- Purchasing & Finance Agent
- Sales Coordinator

POSITIONS 3 YEARS AFTER GRADUATION
- Assistant Front Office Manager, Grand Hyatt Shanghai (China)
- Assistant Front Office Manager, Mandarin Oriental (Italy)
- Business Development, Club Ecommerce (Spain)
- Club Lounge Agent, The Ritz Carlton (Austria)
- Consultant, Horwath HTL (Croatia)
- E-commerce Executive, Veneto, Wyndham Grand Hotel (Panama)
- Events Manager, Accenture (Spain)
- F&B Supervisor, Marriott (Dominican Republic)
- Front Office Agent, Melià Hotels International (Spain)
- Front Office, Rooms Division Responsible, Mandarin Oriental (Italy)
- General Manager, Sites Hotel (Colombia)
- Guest Relations Manager, Starwood Hotels (China)
- Guest Services Specialist, Seabourn Cruise Line (Portugal)
- Hospitality & Tourism Consultant, Michael Page (Spain)
- Human Resources Coordinator, Portals Hills Boutique Hotel (Spain)
- Project Manager, Placement International (Spain)
- Senior Consultant - Operations Excellence, Capgemini Worldwide (France)
- Senior Consultant, THR Innovative Tourism Advisors (Spain)
- Team Leader, Guest Experience, Grand Hyatt Shanghai (China)

EMPLOYMENT BY REGION

10% THE AMERICAS
79% EUROPE
11% ASIA
The EADA Careers Department is your partner during your master’s, providing you with the necessary tools and training to reach your professional goals. Whether you are preparing for a case interview at a top consulting firm, tweaking your CV to prove you’re the perfect fit or developing your personal brand, your career advisor is with you every step of the way. EADA Careers offers a diverse suite of recruitment events and services, integrating online and in-person resources to make your dream career –whatever that may be– a reality.

Career Services Roadmap

MAXIMISE YOUR RESOURCES

ONLINE
Pre-course: Careers Services

ON CAMPUS
Prep workshops: LinkedIn best practices, effective networking

PERSONALISED CAREER ASSESSMENT
Define your objectives

GET SELECTED

ONLINE
Databases with specialised information about local job markets all over the world

Webinars hosted by top employers

ON CAMPUS
Labour market-focused workshops in marketing, finance, consulting, innovation & startups, tech

Selection process workshops: CV tips, mock interviews, ace-the-case interview, salary negotiation

PERSONALISED CAREER ASSESSMENT
Prepare for the selection process
LAUNCH YOUR CAREER

ONLINE
Virtual job fairs
Exclusive EADA Jobbank

ON AND OFF CAMPUS
Job fairs in marketing, finance, consulting, innovation & startups, tech

Recruiting events with companies like:
- Booking
- Firmdale Hotels
- Melià Hotels
- Hilton Worldwide
- Hotel Factory
- Hotel W
- Hotelbeds
- Hyatt Hotels
- Iberostar
- IHG
- Marriott
- Palladium Hotel Group
- Royal Caribbean
- The Ritz-Carlton
- Starwood Hotels
- THF Innovative Tourism Advisors
- Waldorf Astoria Hotels

Alumni sharing experiences and recruiting from companies like:
- W Hotel Barcelona
- Almanac Hotels
- IHG
- Christie & Co.

Graduate programme applications for:
- Hilton Worldwide
- Iberostar
- IHG
- Marriott
- Palladium Hotel Group

PERSONALISED CAREER ASSESSMENT
Tailor-made CV preparation and training

JOIN OUR ALUMNI NETWORK

ONLINE
Mentoring platform with alumni

ON AND OFF CAMPUS
Networking events in Barcelona and all over the world with +120,000 alumni

National and regional alumni groups

Sporting events and conferences to keep you connected

Opportunities to stay involved through partner projects such as the Social Innovation Summer Program (with partner ITESM) and Imagine Express Silicon Valley

PERSONALISED CAREER ASSESSMENT
Take your career to the next level with continued support
Your year at EADA will be full of new experiences, and we want to be sure that you make the most of your time with us. An important part of these experiences is the network that you build and the relationships that you cultivate during your studies. The extracurricular activities organised by EADA Community enrich your social, cultural and educational exposure by connecting you to the larger community and enhancing your networking opportunities.

EADA Community is about getting involved, learning new skills and forging meaningful relationships that last a lifetime.
ALUMNI SPEAKERS
SHARING EXPERIENCES

INTERNATIONAL TALENT
CHALLENGES
LIKE IMAGINE EXPRESS
SILICON VALLEY

INTERNATIONAL
COMMUNITY
INvolvement
LIKE THE SOCIAL
INNOVATION SUMMER
PROGRAMME
IN MEXICO

ENTREPRENEURSHIP-
FOCUSED EVENTS
LIKE THE LEAN STARTUP
WORKSHOP

ACCESS TO
LEADING EVENTS
IN BARCELONA
LIKE THE MOBILE WORLD
CONGRESS

STUDENT-LED
RECREATIONAL
ACTIVITIES
LIKE WORKSHOPS
AND FORUMS

PROFESSIONAL
CONFERENCES
ON THE LATEST
TRENDS

NETWORKING EVENTS
LIKE THE ACADEMIC YEAR
KICK OFF COCKTAIL

SPORTING EVENTS
LIKE FOOTBALL
TOURNAMENTS

CHARITY EVENTS
LIKE THE BARCELONA
HALF-MARATHON
LEUKEMIA
FUNDRAISER
Your Barcelona

EADA is proud to be the only top-ranked business school located in the Barcelona city centre. Cosmopolitan, entrepreneurial and well-connected, Barcelona is one of the world’s greatest cities for students. It is a business hub with a rich cultural history, making it the perfect place to expand your network and launch your international career in hospitality.

LEADER IN HOSPITALITY

Barcelona is one of the most visited cities in Europe, with a longstanding tradition of welcoming tourists and a well-established hospitality infrastructure. As a focal point for hospitality in Europe, Barcelona attracts top talent from the sector.

FOREIGN INVESTMENT

Barcelona is ranked 8th in the world in attracting foreign investment, and the region is headquarters to more than 6,500 foreign companies. Most of these companies have been in the area for 10 years or more, demonstrating a high degree of stability and return on investment.
FOR THOSE WHO WANT TO BE INSPIRED

172 km OF BIKE LINES
9 UNESCO WORLD HERITAGE SITES
4.7 km OF BEACHES
56 MUSEUMS
+2,800 HOURS OF SUNSHINE PER YEAR

A CITY TO INSPIRE YOUR SUCCESS

WELL-CONNECTED
Barcelona is the gateway to southern Europe, the transport capital of the Mediterranean area, a bridge to the Maghreb and a platform to Latin America. Companies with headquarters in Barcelona can supervise markets all over the world.

PREMIER ENTREPRENEURIAL HUB
Innovative government initiatives have simplified the process for starting a company and established tax benefits for startups, making Barcelona one of the premier entrepreneurial hubs in Europe.
**Practical information**

**ADMISSION ROUNDS**
EADA has monthly admission rounds. To apply, fill out the online application form, upload the required documents, and complete the admission test and interview before the corresponding deadline.

**FEES & FINANCING**
The 2019-2020 tuition fee is €17,900. Your master’s is an important investment in who you are, and at EADA, we want to ensure that students from a wide range of backgrounds have the opportunity to succeed.

EADA offers early bird discounts and scholarships to help manage the cost of study.

![Prodigy Finance](https://www.prodigyfinance.com)

Prodigy Finance offers international students loans without collateral or a co-signer.

**WHAT WE ARE LOOKING FOR**
The admissions process aims to select well-rounded candidates who will not only succeed in the programme, but also add value, contribute meaningfully and help create a learning environment in which all participants reach their full potential.

We seek to fill our classes with the most promising students in terms of motivation, commitment and growth potential. In addition to an overall motivation to excel in the programme, the ideal candidate demonstrates a commitment to teamwork with leadership potential. Successful candidates tend to possess the following qualities, which are closely related to growth: open-mindedness, flexibility and adaptability.

The Admissions Committee carries out a global evaluation of each candidate, taking into account not only professional and academic experience, but also what makes you YOU.

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**ADMISSIONS PROCESS**

1. **Fill out the online application form** ([https://apply.eada.edu/login](https://apply.eada.edu/login)) and upload the required documents:
   - Copy of university degree (for candidates who have completed their degree)
   - University transcripts
   - Passport photo
   - 2 letters of recommendation
   - Copy of foreign passport or Spanish ID
   - CV

2. **Submit test results.**
Candidates have 2 options:

   **Option 1:** Take the GMAT and TOEFL/IELTS. EADA accepts the following minimum scores: GMAT 650, TOEFL IBT 100, IELTS 7. (TOEFL or IELTS for non-native speakers only.) Our GMAT and TOEFL school code is 7024.

   **Option 2:** Take EADA’s own online admission test. EADA’s admission test is oriented to problem solving and critical thinking and provides an accurate prediction of candidates’ performance in EADA’s programmes.

3. **Complete an interview** with the programme director.
### FAST FACTS

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<tr>
<td>1</td>
<td>YEAR PROGRAMME SEPT - SEPT</td>
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<td>2</td>
<td>CAMPUSES: BARCELONA CITY CENTRE &amp; LEADERSHIP TRAINING CAMPUS</td>
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### HIGHLIGHTS

- **Hospitality Training Practicum** to apply your learning
- **International Business Trip** to a tourism and hospitality hub of Europe
- **Leadership Development Programme** to develop skills and confidence
- **Marketing Challenge** to learn how to pitch your approach to a real client
- **International trade fairs** to gain unique insights into the industry
- **Company visits** to network with leading professionals
- **Exchange programme** with +30 schools all over the world

### RANKINGS

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<td><strong>10th</strong></td>
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<td>IN SPAIN MASTER IN TOURISM</td>
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<td><strong>TOP 30</strong></td>
<td>BUSINESS SCHOOLS IN EUROPE</td>
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