

Requirements, Procedure and How to Apply

Who can Attend

Graduates in any discipline may apply for admission. A degree in the fields of Economics, Hospitality, Tourism and Languages would be an asset. This is a limited enrollment Master. Selection is based on qualifications, an aptitude test and an admission interview.

Cost and Payment Methods

Cost of the programme € 10,000. (euros).
Payment options are as follows:

- a lump sum payment at the time of enrollment (€ 1,000 euros discount)

-in 4 instalments

The school may award partial scholarships, which are limited and awarded to early enrolling students.

Applications for admission, available here:
www.dirextraaltaformazione.com, must be submitted to the Master's Secretariat by e-mail:
master@dirextra.com

For Further Information:

- > [Dirextra Alta Formazione](#)
- > [Ing. Carmen Andre'+44 7765 796588](#)
- > [Ing. Elisa Ferro' +39 392 3338114](#)
- > www.dirextraaltaformazione.com
- > www.dirextra.com

DireXtra®

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APPLYING

FEES AND FINANCING

SUBMIT APPLICATION



www.dirextraaltaformazione.com
master@dirextra.com

INTERNATIONAL TOURISM MANAGEMENT MASTER



I Ed. Malta 26.09.22-26.06.23

II Ed. Manchester 26.03.23-26.12.23

SPECIALISED MASTER

1000 hours (6 months) of work practice in Italy or abroad

INTERNATIONAL TOURISM MANAGEMENT MASTER

This Master, offered by Dirextra Alta Formazione, is aimed at those who wish to pursue a tourism-oriented managerial and international career (hotel management, catering, brokerage, events and meetings, transport and cruises). Dirextra trains the managers of the future through both ON THE JOB TRAINING and classroom training with a view to building the essential skills to quickly and efficiently manage a company, while maximising its profits.

International, Entrepreneurial, Cross-cultural:
The International Tourism Management Master allows you to acquire the crucial expertise to address the new scenarios in the tourist sector.

This master's course aims to overcome one of the major constraints when it comes to international careers: often candidates with excellent CVs fail to fully succeed in their international careers due to the lack of fluent English and French.

Attending Dirextra Master's Course means investing, by believing in one's own skills expertise and abilities, all of which will allow students to gain a competitive edge in the labour market.

Dirextra®

CAREER OPPORTUNITIES

The Role of a TOURISM GENERAL MANAGER is one of the highest positions one can reach when pursuing a career in tourism and corresponds to the individual in charge of the entire corporate structure. There are also Managers at multinational corporations who cover different sectors: hotels and hospitality, brokerage, travel tech, tour operators and travel agencies, transport and cruises, events and congresses, public institutions.

The career path we propose points upwards to the position of Manager, which will be achieved after years of experience in the company, starting with hands-on experience.

Job Placement 100%.

A career within the hospitality and tourism industry is both rewarding and fulfilling and a top-class international education plays a key role towards achieving success and a dream career: international, entrepreneurial and unencumbered.

TRAINING COURSE DURATION

- 3 months (500 h) of classroom training exercises and examinations
- 6 months (1000 h) practice at company

The candidate will choose whether to undertake a work placement in Italy or abroad. Classes will take place from Monday to Friday.

TEACHING STAFF

Lessons are given by Experts with many years of experience in the Tourism Sector (Entrepreneurs, General Managers, CEO, Food and beverage Managers from the most reputable international companies).

MASTER'S PROGRAMME

1. English for the Tourist Sector
2. French for the Tourist Sector
3. Business organisation and strategies
4. Company Financial Management
5. Cost Control
6. Strategic Marketing with focus on Digital Marketing and Social Media
7. Project Management: in relation to planning and time management through histograms
8. Project Management and sw use
9. HACCP
10. Food Hygiene Standards
11. Quality Management System
12. Environmental management system
13. Human Resources Management
14. Food and Beverage Management
15. Sales office: management of retails and business sales with reference to the management of loyalty programmes
16. Purchasing Office Management: Supplier Selection and Administration
17. Cost control and stock management in compliance with the budget.
How to use the specific software for stock control, cost control, profitability control, waste control
18. Menu engineering: food, wine, cocktails
19. Restaurant Layout
20. Hotel Layout
21. Cellar Layout
22. Licence Management: selling of alcohol and food
23. Consumption estimate, consumption/ cash-flow forecasting, inventory control
24. Risk Management
25. International Bootcamps

Placement

1. CV drafting
2. Presentation: strengths and weaknesses and how to handle the placement interview
3. Softs skills development
4. Job search channels

PRESENTATION

CALENDAR

PROGRAMME