

MTM TARGETS

A. students

The MTM, with an enrolment cap at 30 students, targets top-level Italian and foreign graduates in any subject, with some short work experience and excellent English language skills, who desire to acquire specialist managerial competencies in the tourism sector. MTM students are highly motivated to invest in their personal growth; they are characterized by their ability to cope with an intense pace and workload, their interest in reaching challenging objectives, their capacity to work in a team and their availability to relocate abroad. They are also willing to put themselves to the test in an international context. Their aim is to work for companies in the different sectors of tourism or to develop their own business projects.

Of the 25 students enrolled in the V edition, 9 were from overseas.

B. tourism companies, organizations and institutions

Alongside their active participation in the MTM as testimonials, lecturers and tutors, these also finance projects and scholarships and offer master students internships and contracts – a fundamental contribution to the success of the program. Company presence gives added value to the program and its received reputation; it stimulates continual updating of contents, strengthens placement mechanisms and underwrites favorable word-of-mouth feedback.

C. Italian and foreign universities

Those universities which do not run graduate programs in tourism can channel information about our master to their top students.

D. Italian institutions abroad

These promote the master in the countries they operate in.

E. Media