



School of Business
and Innovation



MASTER IN TOURISM, HOSPITALITY AND EVENT MANAGEMENT

FACULTY OF ECONOMICS
& BUSINESS ADMINISTRATION



An aerial photograph of a city, likely Barcelona, Spain, showing a dense urban landscape with many buildings. In the center, a large, ornate Gothic cathedral with a tall spire is visible. The city is bathed in warm, golden light, suggesting sunset or sunrise. The sea is visible in the distance.

BEYOND LIMITS TO YOUR NEW CAREER

SHAPE THE FUTURE OF GLOBAL EXPERIENCES.

In a world where unforgettable experiences define brands and destinations, the Master in Tourism, Hospitality and Event Management at BSBI empowers you to become a dynamic leader in one of the world's most vibrant industries.

You will explore global tourism trends, luxury hospitality management, sustainable destination planning, and high-impact event coordination, while developing the leadership, communication, and innovation skills essential to success in this sector.

WHO WE ARE

BSBI is an award-winning institution dedicated to preparing students for global careers through accessible, high-quality education. We make international education personal and useful, providing guidance and encouragement to help students take bold steps—whether it's moving to a new country, starting a new career, or reinventing themselves.

AWARDS



Best Innovation Strategy Award 2025 (AMBA/BGA)
for BOTSBI – AI-powered robot & Highly Commended:
Best Lifelong Learning Initiative Award 2026

PRIME CHAMPIONS 2026 – 2027



QS Stars University Ratings:
Awarded 5 Stars for Employability and
Online Learning, with an overall 4-Star
"Very Good" rating

ACADEMIC PARTNER



MEMBERSHIPS



OPTIONS TO

STUDY WITH BSBI SPAIN

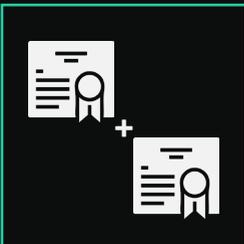
OPTION A



PROFESSIONAL MASTER

Professional Diploma awarded by BSBI, accredited by Cualificam.

OPTION B



DUAL PROGRAMME AWARD

Professional Diploma awarded by BSBI, accredited by Cualificam.

+ **Academic degree awarded by Chichester University**

The Master in Tourism, Hospitality and Event Management is certified by CUALIFICAM, overseen by the Fundación para el Conocimiento Madrimasd, ensuring compliance with the European Higher Education Area (EHEA).

Upon arriving in Spain, you have the opportunity to upgrade your Master in Tourism, Hospitality and Event Management to a Dual Programme Award with the University of Chichester (UK), provided you meet the entry requirements.

MASTER IN TOURISM, HOSPITALITY AND EVENT MANAGEMENT

The Master in Tourism, Hospitality and Event Management at BSBI prepares you to lead in the dynamic world of global travel, hospitality, and events. You will master tourism management, hospitality operations, and event design, while exploring destination branding, customer experience, and service innovation.

Gain practical insights through real-world case studies, live projects, and industry guest lectures, and build a global network through BSBI's career services and connections.

Graduates leave with the strategic knowledge, leadership skills, and international perspective to pursue careers in luxury hospitality, sustainable tourism, experiential travel, or large-scale event production, ready to thrive in one of the world's fastest-growing and most resilient industries.

KEY PROGRAMME INFO

Location



Madrid

Language



Spanish

Duration



18 months

Intakes



**Scan QR for
pricing & intakes**

YOUR LEARNING

JOURNEY

PROGRAMME STRUCTURE

All core modules carry **10 ECTS** each, except for the Internship module which carries **12 ECTS** and the dissertation which carries **18 ECTS**.

Cross Cultural Management and Business Decision Making for the Hospitality Industry modules carry **5 ECTS** each.



TERM 1:

- Tourism and Hospitality Business Strategy
- Strategic Approach in Marketing Planning for Hospitality



TERM 2:

- Consumer Behaviour
- Hospitality Operations Management



TERM 3:

- Event Management
- Cross Cultural Management
- Business Decision Making for the Hospitality Industry



TERM 4:

- Internship
- Dissertation



INTERNSHIP

INTEGRATION

GAIN REAL-WORLD EXPERIENCE

The Master in Tourism, Hospitality and Event Management includes a mandatory internship, providing hands-on experience in the business world. You'll work alongside experienced professionals in fast-paced environments, applying your skills in real time to strategic initiatives, business development, operations, and more. Whether you intern with a multinational company, an innovative startup, or a socially driven organisation, this immersive experience will build your confidence, deepen your expertise, and expand your global business network.



GRADUATE PROFILE

Graduates of this programme will possess a well-rounded skill set, combining operational knowledge with leadership, customer experience design, and commercial insight.

Key competencies include:

- Global Tourism Management
- Travel Tech & AI in Tourism
- Strategic Hospitality Planning
- Event Design and Execution
- Service Quality and Customer Experience
- Budgeting
- Forecasting and Logistics
- Cultural Awareness and International Communication
- Crisis and Risk Management
- Innovation in Hospitality and Travel
- Sustainability in Tourism and Events

CAREER PROGRESSION

Graduates of the Master in Tourism, Hospitality and Event Management at BSBI will be equipped to thrive in dynamic, international environments across the experience economy. You will be prepared to manage and lead across tourism boards, luxury hotels, global events, destination marketing organisations, and hospitality start-ups.

Exciting Career Paths:

- Hotel or Resort Manager
- Destination Marketing Specialist
- International Event Manager
- Travel and Experience Consultant
- Conference and Exhibition Director
- Guest Experience Manager
- Tourism Development Officer



DUAL PROGRAMME

AWARD

This pathway enables you to graduate with two prestigious qualifications, your Professional Master's Diploma, awarded by BSBI, and a UK academic degree. Please note that this option incurs an additional fee of €1,200, payable on top of your Professional Master's tuition fee.

ABOUT UNIVERSITY OF CHICHESTER

A UK institution ranked among the Top 30 in the Guardian University Guide, with over 130 years of academic heritage.

Academic Recognition



Gold rating for teaching excellence – among top UK universities (only 51/227 received Gold)



University of the Year for Teaching Excellence 2026
– Awarded by Daily Mail University Guide



National Student Survey ranked 6th in the UK for teaching and 12th overall (out of 131 institutions)



Guardian University Guide 2025: Ranked 26th (up 12 places, top 30 consistently)



Subject rankings: Business & Management – 97th (Guardian 2025) & Marketing – 66th (Complete University Guide 2025)

ADMISSIONS

REQUIREMENTS

To qualify for admission, applicants must meet one of the following pathways:

STANDARD ENTRY

- Applicants must submit a bachelor's degree certificate and transcript, proof of language proficiency (English or Spanish, depending on the programme), a CV, personal statement, and reference letter(s). If any documents are pending, a signed Declaration Form is required confirming submission before the programme starts.

*If applying for the **Dual Programme Award** with the University of Chichester, admission is only possible through the standard entry pathway.

NON-STANDARD ENTRY

- Applicants must provide an up-to-date CV, one official work reference confirming at least three years of relevant professional experience, and a personal statement explaining their motivation and suitability.

INTERVIEW

- All applicants must complete a short interview with the Sales Team to verify documents, assess programme knowledge, language level, and payment readiness.

LANGUAGE PROFICIENCY

If the programme is conducted in English

- A Bachelor's degree completed in a majority English-speaking country at a recognized university OR
- IELTS: Minimum score of 6.0 (with at least 5.5 in each component)

If the programme is conducted in Spanish

- Exemptions from Spanish language proficiency requirements apply to:
- Native Spanish speakers
 - Candidates who have completed their education in Spanish
 - Candidates who obtained their undergraduate degree in Spanish in a Spanish-speaking country



ADMISSIONS PROCESS

Applying to study with BSBI has never been easier! Here's how it works:

1

Create an account here:
start.berlinsbi.com/login

2

Select the programme and
intake you would like to apply for.

3

Complete all sections of the online application.

4

Submit your application.

5

Our admissions team will liaise with
you with regards to the next steps.



MADRID CAMPUS

Paseo de la Castellana, 102
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berlinsbi.com



BSBI is part of GUS Germany GmbH (GGG), a dynamic network of higher education institutions with more than 18,000 students at locations in Germany, Europe and beyond. For more information please visit the website www.gusgermany.com

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