



company sponsorship

Training responsible tourism champions within your organisation

The MSc Responsible Hospitality Management and MSc Responsible Tourism Management teach selective intensive weekends throughout three years allowing full time staff to absorb cutting edge knowledge and internalise it in the operations of their companies. Assessments are largely tailored to be relevant to the company they work for, including an extensive professional research report, with supervision throughout from the leading institution in responsible tourism and hospitality education.

Why contract a consultant for a month when you can internalise the knowledge of the ICRT by training a champion within your organisation? The programme runs part time over three years, with seven monthly instalments per year of around £250 totalling £5,000¹.

We recommend that your company considers running an internal competition to gain a place in this course, asking staff to prepare a two page proposal on how they would implement company wide changes for responsible tourism through the knowledge gained through the masters. The competition will both guarantee a high level of commitment and also generate further ideas for your company. It is important that you create the space and resources for this person to use the newly gained knowledge to influence company practice. We believe this process will help you be more entrepreneurial and dynamic in implementing responsible hospitality.

Sponsoring an outstanding international applicant

Our courses are unique in receiving truly outstanding applicants from the developing world, entrepreneurs and community leaders running NGOs and projects using hospitality and tourism as a means of poverty alleviation and a market access tool. While our world class course would really make a difference to the feasibility of their projects, international agencies are not funding tourism and/or hospitality studies in "new" universities. Instead, they seem to prefer more theoretical programmes.

Sponsoring an international outstanding candidate gives you the chance to put something back where it matters the most. The ICRT will advertise a sponsored place in the course against your organisation's name and you can decide how involved you want to be in selecting the student and engaging them in a responsible hospitality project for your company, usually April to September, based either in Leeds, in your company or another location you require, with direct supervision by ICRT staff.

The cost of sponsoring a full time international student in 2008/09 is £8,000, payable 50% in September and 50% in January. This covers the university fees, while living expenses will be covered by the sponsored applicant.

Please note that this leaflet is provided for information purposes only. It is intended to give a broad overview of the course and it is not intended to be, and should not be treated as, a definitive statement of the course or facilities to be provided by the University. The University reserves the right to make variations to the contents or methods of delivery, or to vary location from which a particular module may be provided, if such action is reasonably considered necessary by the University.

¹ Applies to UK and EU candidates