

INSTITUT  
DE TOURISME  
ET D'HÔTELLERIE  
DU QUÉBEC

élite appliquée.

# JOIN THE CREAM OF THE CROP

YOUR KEY TO MANAGING ONE OF  
THE FINEST HOTELS IN THE WORLD

ADVANCED STUDIES  
IN INTERNATIONAL  
HOTEL MANAGEMENT  
(bilingual management program)

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***Program Overview***

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*Leading*  
HOTEL SCHOOLS  
OF THE WORLD

Québec 

# IN MONTRÉAL, ANYTHING IS POSSIBLE

"I CAN COUNT ON THE ITHQ TO THOROUGHLY PREPARE MY CAREER AND SUCCESS IN LIFE. WHAT'S MORE, YOU DON'T FEEL LIKE A FOREIGNER IN MONTRÉAL, SINCE IT HAS A BLEND OF NORTH AMERICAN AND EUROPEAN CULTURES."

**Andrianjaka Oliva Rasata (Madagascar)**  
ITHQ graduate

## THE ASIHM PROGRAM: OPEN DOORS TO AN INTERNATIONAL HOTEL MANAGEMENT CAREER

The Institut de tourisme et d'hôtellerie du Québec (ITHQ) is handing you the world on a silver platter and is introducing a new bilingual (French and English) program: Advanced Studies in International Hotel Management. Unique in North America, the Advanced Studies in International Hotel Management (ASIHM) program offers an educational model comparable to that of major European hotel schools.

Developed after consulting with global leaders in the hotel industry, this innovative management program reflects key market trends and meets the current requirements in the international hotel sector. ASIHM, an *ITHQ Signature* program, is recognized by the finest hotel groups in the world.

**THE INSTITUT DE TOURISME ET D'HÔTELLERIE DU QUÉBEC IS THE LARGEST TRAINING INSTITUTION IN CANADA SPECIALIZING IN TOURISM, HOTEL AND FOOD SERVICES. ESTABLISHED IN 1968 BY THE QUÉBEC GOVERNMENT, THE ITHQ HAS A TOP-NOTCH INTERNATIONAL REPUTATION.**

# THE ASIHM PROGRAM: AN UNFORGETTABLE EXPERIENCE ABROAD

The ASIHM program is offered in four consecutive terms over an uninterrupted two-year period. The first and third terms are devoted to theoretical and practical concepts, while the second and fourth terms consist of several online courses. Along with these courses, students do six-month internships at an upscale Canadian or international hotel chain, which is an ITHQ partner.

In addition to key business management concepts – management, marketing, management strategies, legal and financial aspects of hotel activities, etc. – ASIHM will enable you to acquire practical skills directly related to the hotel industry.

Behaviour and people skills are also covered in the program in order to help you acquire the human skills of an effective and respected business leader. Lastly, the content is enhanced through the development of creativity and entrepreneurship, as well as the ability to innovate and demonstrate strategic vision.

With its half theory/half practice structure, the ASIHM *ITHQ Signature* program offers one-of-a-kind, top-notch training with comprehensive, in-depth content that meets all the market requirements. It can open doors to an international career in hotel management.

## JOIN THE CREAM OF THE CROP IN ONLY 24 MONTHS AND DEVELOP PRACTICAL SKILLS DIRECTLY RELATED TO THE HOTEL INDUSTRY.

### PROGRAM OVERVIEW

- A bilingual (French-English), unique program in North America, which takes a fresh look at the global hotel industry and takes into account the cultural characteristics of all clients.
- A work-study format (cooperative program) over an uninterrupted two-year period, including two internships at upscale institutions: the first internship in an anglophone environment, and the second one abroad.
- Thanks to an exclusive ITHQ North American educational partnership, students do internships at the prestigious Relais & Châteaux establishments.
- In-depth examination of all aspects of hotel operations: development engineering, use of information technologies, marketing and financial management, to name just a few.
- Courses are genuinely tailored to industry: performance management, work relations, revenue optimization, decision-making and managerial skills, etc.



Hôtel de l'Institut front desk  
PIERRE BEAUCHEMIN, ITHQ

**WITHOUT A DOUBT, BY THE END OF YOUR TWO YEARS OF INTENSIVE TRAINING WITH THE ITHQ'S EXPERIENCED TEACHERS, GUEST INSTRUCTORS AND INDUSTRY LEADERS, YOU WILL BE A MUCH SOUGHT-AFTER ADMINISTRATOR, CAPABLE OF ANTICIPATING THE RAPIDLY CHANGING DEMANDS AND NEEDS OF THE INTERNATIONAL HOTEL INDUSTRY.**

### COURSES

The ASIHM program requires a major commitment, as it involves **1,350 hours** of classes in addition to **two six-month paid internships**

The program aims to develop four key skills:

1. Behaviour and people skills;
2. Leadership within hotel establishments;
3. Operations engineering for hotels and food service;
4. Hotel operations management.

#### First term (courses during the day at the ITHQ) **The Hotel Manager and the Business**

- Commercial aspect of the hotel industry
- The hotel as a business establishment
- Managerial accounting and hotel operations
- Developing leadership skills
- Managing accommodation operations
- Managing food service operations
- Strategically managing the acquisition of goods and services
- Developing people skills
- Optimizing the employee experience
- Introduction to hotel management technological tools

#### Second term (online courses parallel to the internship)

##### First internship: The Canadian Hotel Industry

- Occupation: hotel manager
- Practising hotel management professions
- Operations management: related services
- Adapting to the hotel environment
- Developing sales skills

#### Third term (courses during the day at the ITHQ) **Hotel Managers and Stakeholders**

- International legal frameworks for hotels
- Financial evaluation of the hotel's assets
- Managerial and strategic decision making
- Security management of clients, employees and the hotel
- Creativity, innovation and change management
- Optimizing the customer experience
- Marketing a hotel's products and services
- Strategically managing revenue
- Implementing new projects in the hotel
- The individual and general management

#### Fourth term (online courses parallel to the internship)

##### Second internship: Foreign Companies

- Coordinating group activities
- Cultural aspects of hotel work
- Evaluating the performance of the company's technological tools
- First summary activity

#### Return to the ITHQ (2 weeks)

- Second summary activity

Note: Internships are offered based on flexible schedules, often including summer months, evenings or weekends.

For detailed course descriptions, visit the program website:  
**[ithq.qc.ca/heghi](http://ithq.qc.ca/heghi)**



# WHERE THE WORLD MEETS...

## ROYAL VISIT!

**ON JULY 2, 2011, THEIR ROYAL HIGHNESSES, THE DUKE AND DUCHESS OF CAMBRIDGE, PARTICIPATED IN A CULINARY WORKSHOP AT THE ITHQ.**

## ELIGIBILITY PRACTICAL INFORMATION

This program is intended for students and professionals around the world. To be eligible, however, you must meet the criteria below, as well as be proficient in written and spoken French and English (language skill evaluation tests required for both languages).

### **On the basis of successfully completed studies in Québec**

- Have a Diploma of College Studies (DCS), or a university diploma, including one mathematics course.

### **On the basis of successfully completed studies in another Canadian province**

- Have a diploma issued by a recognized institution outside Québec after at least 13 years of studies or the equivalent, and have successfully completed one year of university studies, including the required mathematics course.

### **On the basis of studies completed outside Canada**

- Have a diploma issued by a recognized educational institution and equivalent to a Diploma of College Studies or a university diploma (French Baccalaureate, International Baccalaureate, BTS or other).

### **On the basis of experience**

- Have program-relevant professional experience (applicant eligibility subject to an analysis of his or her file).

Refer to the program website for complete details on the eligibility criteria.

Please note that all selected candidates will be called for an admission interview (face-to-face or distance) in order to evaluate their work experience and level of motivation for a career in international hotel management

**Admission application period:**  
**January 15 to May 1**

### **DIPLOMA**

After successfully completing all courses and internships in this program, you will receive an Advanced Studies in International Hotel Management *ITHQ Signature* Diploma, as well as a diploma from The Leading Hotel Schools of the World.

### **COST**

#### **Application fee** (non-refundable):

- Québec residents: \$35 CAD
- Canadian students living outside the province of Québec: \$75 CAD
- International students: \$75 CAD

**Incidental fees:** \$175 CA per term (administrative services, student association and third-party liability insurance)

#### **Tuition fees** (for the entire program):

- Québec residents: \$18,000 CAD
- Canadian students living outside the province of Québec: \$30,000 CAD
- International students: \$36,000 CAD

Please refer to the program website for information on terms of payment.

Please note that students are responsible for the costs associated with internships and compulsory activities (including plane fare, visa(s), living expenses, etc.). Lastly, there are additional costs to purchase books and lecture notes.

### **OBTAIN INFORMATION!**

For more information on program admission, content and procedures, call 1-514-282-5108, extension 4162, or e-mail us at [heghi@ithq.qc.ca](mailto:heghi@ithq.qc.ca).

Website: [ithq.qc.ca/heghi](http://ithq.qc.ca/heghi)

### **NOTE**

The information in this brochure is subject to change.

### **LIVING IN MONTRÉAL**

#### **Living expenses**

In Montréal, the cost of living is very low compared to other major cities around the world. The ITHQ estimates the cost for accommodations, food, clothing, transportation and various social and sports activities to be about \$1,000 CAD per month\*; in other words about \$12,000 CAD per year. However, please note that this amount does not include tuition or other fees associated with the program.

\* Average budget for information purposes.

#### **Financial assistance**

International students are not eligible for financial assistance from the Québec government. However, the ITHQ Foundation awards \$10,000 academic scholarships to students who meet certain conditions. In addition, students receive income from their two paid internships, which total 12 months.

#### **Accommodations**

Accommodations are easy to find and affordable in Montréal. You may choose to:

- rent a room or a studio in a university student residence,
- rent a room with a host family,
- rent or share an apartment or home, or
- rent a room in a home.

#### **Student residences**

The Université du Québec à Montréal (UQAM) offers ITHQ students rooms and studios for rent in its student residences, located about a 10-minute walk from the ITHQ.

Very reasonably priced, the cost of these rooms and studios varies between \$450 CA and \$545 CA per month\*, including taxes and electricity, heating and basic telephone services. For more information, visit <http://residences-uqam.qc.ca/>.

\* Prices are subject to change.



**[ithq.qc.ca/heghi](http://ithq.qc.ca/heghi)** 

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**Québec** 

