



JSF Senior Executive Program for Travel & Tourism C-Suite Professionals



HONG KONG

NEW YORK

MALLORCA

2019

3rd edition

In collaboration with





JSF Travel & Tourism
Business School



IESE
Business School
University of Navarra



A powerful partnership between JSF and IESE

The SEP Program is led by JSF Travel and Tourism Business School in collaboration with IESE Business School. Participants gain new insights under the joint guidance of expert IESE faculty members and travel network of experts from JSF. Together we have designed a ground breaking program to confront the challenges you will be facing.



“This is a pioneering academic project which brings together worldwide leaders in the Travel and Tourism industry in strategic global hubs such as New York, Hong Kong and Majorca together with a team of business management experts. This will be the third edition where we have been able to bring together leaders from across the industry and not just those that focus on one particular segment, it is a great achievement”.

Jaime Fluxá
CHAIRMAN
JSF TRAVEL & TOURISM BUSINESS SCHOOL



“At a time when the tourism industry is facing great challenges and opportunities, this program aims to help senior executives lead their organizations successfully. In such exciting destinations, participants are able to engage with and immerse themselves in the environment and more interestingly they learn current travel and technology trends and what is really going to be innovating in the industry in the years to come .”

Philip Moscoso
ACADEMIC DIRECTOR AND PROFESSOR
OF PRODUCTION, TECHNOLOGY AND
OPERATIONS MANAGEMENT



Our World is Changing

As a leader in the travel and tourism industry facing geopolitical uncertainty, a globalized economy, evolving customer behavior and digitalization, how will you drive competitive advantage?

Why choose this program

Gain a deep, holistic understanding of the travel and tourism value chain while exchanging ideas and experiences and experimenting with new concepts. You will challenge others and be challenged in turn and build deep bonds and ties with your peers and faculty. SEP for the Travel and Tourism Industry empowers you to lead with vision, identify opportunities and build a culture of innovation and collaboration to drive your company – and your career – to new levels of success and navigate uncertainty.

Designed by leaders, for leaders

SEP for Travel and Tourism is a transformational learning journey, one that brings together leaders from your industry and some of the finest minds in management innovation in an environment of collaboration and open dialogue.

You will work within a cohort of fellow industry leaders: CEOs, owners, presidents, board members and senior executives from a diversity of organizations from the travel industry. Each participant contributes unique perspective, experience and insight. The exchange of ideas is central to the learning experience and builds a solid and enduring business network.

3 modules of 1 week over 3 continents

- International Immersion in Hong Kong, New York and Mallorca

Industry Shaping

Explore global leadership and global trends shaping your industry in changing geopolitical environments, consumer and product markets.

- Personalized to give you a broader understanding of the global marketplace.
- Program is structured around the case study method to ensure that you are an active participant.

Program Benefits

- A unique networking opportunity amongst, participants, leading business guest speakers and world-class faculty.
- Adopt new approaches, reassess your leadership, explore new concepts and broaden your perspective.
- The result is a strengthened capacity to drive performance, deliver excellence in strategy and execution, and build alignment and a shared commitment to sustain competitive advantage today and tomorrow.



A Transformational Learning Experience

The SEP experience is built on action learning, a central and dynamic element of the program. It is a learning journey that will expose you to new ways of thinking and doing. You will quickly notice an impact on your performance as the program increases your awareness of the internal and external forces affecting your role. The emphasis on hands-on learning will develop skills you can apply immediately.

This includes:

CASE METHOD: Discover, debate and decide real-world business

SIMULATION: Play out new solutions and concepts

PEER-TO-PEER DIALOGUE: Exchange ideas and build networks

WORKSHOPS: Take part in action-learning exercises to develop capabilities, a cross-functional mindset and big-picture thinking

EXECUTIVE CHALLENGE: Bring your own challenge, your own business case, to the program and receive valuable feedback

ROUND TABLES: Gather relevant insights from leaders of the travel and tourism industry

CASE METHOD

The case method presents you with real-life business challenges to analyze. You work as a team to develop a practical framework for effective decision making. Industry-specific case studies spark discussions that will broaden your perspectives and expand your understanding of key business areas.

3 STRATEGIC LOCATIONS

SEP for T&T offers our participants an opportunity to apply program learning in a different part of the world. This means a trip to three strategic locations – Hong Kong, New York and Mallorca – to experience the unique business culture and entrepreneurial economy of North America, Europe and Asia.

ACTIVE LEARNING

Our academic partner IESE facilitates learning should be experiential. Through workshops, simulations, role plays and projects, you will practice concepts and develop competencies that can be implemented immediately.

ALUMNI STATUS & NETWORKING

IESE's faculty members are renowned worldwide for generating a rich exchange of experiences among participants, granting them a unique networking opportunity. Participants will connect with global leaders in corporate, non-profit, and government organizations.

JSF Senior Executive Program Course Outline

HONG KONG

ASSESSING THE COMPETITIVE POSITION | APRIL 8-12, 2019

- The Global Economy: Implications for the Industry
- Decision Making in a VUCA (Volatility, Uncertainty, Complexity and Ambiguity)World
- Cross-Cultural Management
- Asian T&T: Social, Political, Cultural Perspective
- Operations Excellence and Innovation

NEW YORK

COMPETING IN THE GLOBAL MARKETPLACE | JUNE 3-7, 2019

- Global Strategy
- Distribution and Customer Strategies
- Corporate Finance
- Management Control and Business Problems
- Managing High-Performance Teams

MALLORCA

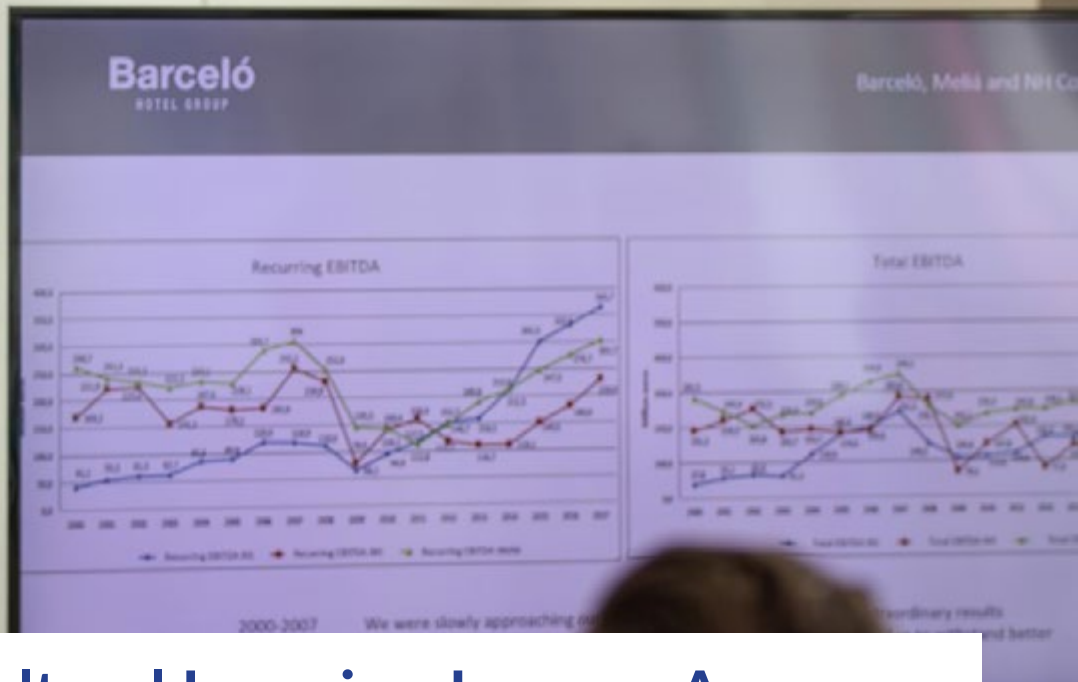
SHAPING THE FUTURE | SEPTEMBER 16-20, 2019

In the final module, you will cover the following topics in addition to working on your action plan:

- Digital Marketing
- Digital Transformation
- Driving and Managing Change
- Entrepreneurial Leadership
- M&A and Strategic Alliances
- Organizational Structures and Strategy Implementation

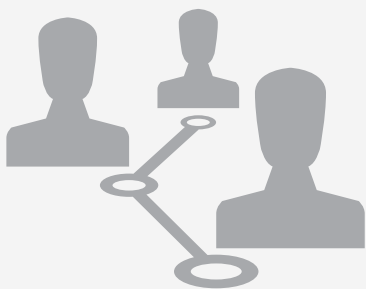


Modules cannot be taken individually. Successful completion of all three modules is required to complete the Senior Executive Program for the Travel and Tourism Industry.



A Cross-Cultural Learning Journey Across 3 Modules of 1 Week on 3 Continents

SEP delivers a transformational and immersive learning journey offering you the opportunity to apply program learning in different parts of the world. This means travelling to 3 hub strategic locations Hong Kong, New York and Mallorca to get a deeper understanding of the multicultural context and experience the unique business culture of Asia, America and Europe.



The three-module format means you can invest in your leadership development without compromising your professional responsibilities. Between modules you have the opportunity to implement new ideas and concepts. When you come back for the second module, you bring fresh experiences for debate and discussion. The impact is immediate, as well as enduring.

Each module includes expert advice on doing business on that particular continent. This takes the form of leadership forums, roundtables and talks from guest speakers. The program will further develop your cross-cultural collaboration and communication skills as you work closely with people from different countries and cultures. This way you will find new ways to approach problems and seek solutions.



World Leading Guest Speakers

Our roundtable sessions bring together some of the sharpest minds in the industry to discuss the trends, challenges, and future of the travel and tourism industry. Participants receive game-changing insights from world-class leaders. It is a unique opportunity to learn about innovative ideas that can be put into profitable action. And participants can steer these discussions to specific areas of interest and concern. Some of our previous speakers include:



Stephen Wong
CEO, Asia Miles



Dean Winter
Group Director of
Operations, Swire Hotels



Simón Pedro Barceló
Co-Chairman
Barcelo Group



Ian Stazicker
Founder & Managing
Director Nelian Consulting



David Pavelko
Global Travel Business Dev.
& Strategy - Google



George Yeo
Chairman Kerry Logistics



Bernard Pak
General Manager Ctrip Int
Travel Limited - HK



Paulo Pena
President & MD Wyndham
Hotels & Resorts



Fritz Demopoulos
Founder Queens Road
Capital



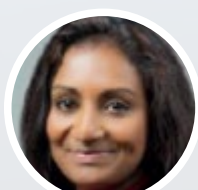
Michael Frenzel
Former Chairman TUI
Group



Ángel Gallego
Executive VP Corporations
AMADEUS



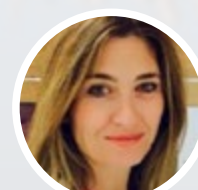
Jennifer Cronin
President Wharf Hotels



Widhahd Waheed
Director of eBusiness
Shangri-La Hotels and
Resorts



Rafat Ali
CEO Skift.com



Elena Álvarez
Head of Mktg. Solutions
Facebook



Who should attend?

Participant Profile

The program brings together a cohort of fellow industry leaders: CEOs, owners, presidents, board members and senior executives from a diversity of organizations. These include hospitality and accommodation, travel and transport, tour operators, tourism services, rent-a-car, OTAs, DMCs, tourism institutions and associations, and many more. Each participant contributes unique perspective, experience and insight. The exchange of ideas is central to the learning experience and builds a solid and enduring business network.

Long lasting networking opportunity

We create the right environment to foster long lasting relationships in a co-living and co-learning environment of peers alike. We help participants to get connected and truly networked, by building real long lasting connections. Our specialized network will enable participants to really engage and make contacts and friends. It will not be about how many people they will get to know but how well they get to know them.

Previous participants include:

Apple Leisure Group	Easyarn	Iberostar Hotels	Telefonica
Barceló Group	Forte Hotel Group	Nexus Tours	Thomas Cook
Blue DiamondResorts	Google	Pabisa Hotels	Travel Holdings
Deloitte	Grupo Julia	Puerto Portals	Unico Hotels
Delphinus	Tourico Holidays	Riu Hotels & Resorts	UNWTO
Department Tourism Abu Dhabi	Hotelbeds Hotelshops	Sandos Hotels Swissport	WTTC

The JSF SEP Experience



Simón Pedro Barceló

Co-Chairman of Tourism Group Barceló

As a business leader for an owner operated organisation, I need to be constantly learning. To help my business thrive and expand, I need to be responsive to the ever-changing dynamics of the global economy and get a global outlook of what the future holds. The Senior Executive Program provided an exceptional learning experience. Participating day-to-day in this program provided me with an enriching perspective of a group of culturally diverse peers that I can use on a daily basis to address our business challenges in the travel and tourism industry.

Sam Turner

Sales Director, Hotelbeds

It has been an incredible experience. What makes this program different from other programs is that it brings together people from the T&T industry. The content and professors are great, but more important is the network you generate. The discussions you have in the classroom are particularly relevant since all attendees are from the travel and tourism industry.”



Benjamin P. Liao | Taiwan

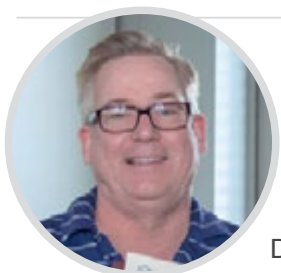
Chairman of Forte Hotel Group

“Tourism is about people. In this program you do get all the tools to see how you are going to deal with the future in tourism, but it really comes out from people. The level of knowledge and experience, the variety of global executives that you are talking to everyday, one time it would have been very daunting if not for the friendliness all the after hours, discussions, tête à tête it makes it the most special program I have ever seen in Tourism and Business. After taking all these classes, learning about the ways between different cultures, not only in terms of countries but companies it has given me a lot of hope and also a very good direction to go in the future.”

Rodrigo Constandse | Mexico

Managing Director at Delphinus, Experiencias Xcaret, Alltournative & Río Secreto

“It has been a wonderful experience being able to learn and to communicate and to exchange ideas with colleagues from all over the world that have the same challenges, adversities, facing new opportunities and new markets. I am very grateful to JSF, because I think our sector needs to improve and this was very generous of the people that founded this initiative to want to share their knowledge with the rest of the world. This is a great opportunity for anybody that wants to develop further in the tourism and travel industry.”



Robert Thye | United States

Senior Vice President, Revenue Management AM Resorts and Apple Leisure Group

“I am thrilled to be a new alumni of the IESE JSF Senior Executive Program for Travel & Tourism, got to spend 3 weeks with this incredible group of people getting outside of my typical area and learning about everything from organisational management to Digital Disruption to organisational design, Strategy. A phenomenal set of 3 weeks, case studies, practicums, workshops with an incredible group of people. We started in Hong Kong, bonded over dimsum and evenings out, we continued in New York and ended in the beautiful island of Mallorca.”

IESE World-Class Faculty

At IESE, you will meet recognized thought leaders, skilled educators, ground-breaking researchers, active corporate board members, and award-winning authors. They will empower you to become the visionary leader your career, your organization, and the global travel and tourism industry demand.



Philip Moscoso

Professor of Production, Technology and Operations Management

pmoscoso@iese.edu



Reuben Mondejar

Professor of Management

rmondejar@iese.edu



Yih-Teen Lee

Associate Professor of Managing People in Organizations

ylee@iese.edu



Jan Simon

Professor of Financial Management

jsimon@iese.edu



Sandra Sieber

Professor of Information Systems

ssieber@iese.edu



Luis Maria Heute

Professor of Production, Technology and Operations Management

hueteg@iese.edu



Eric Weber

Associate Professor of Managing People in Organizations

eweber@iese.edu



Juan Roure

Professor of Entrepreneurship and Negotiation Teaching Unit

jroure@iese.edu



Roberto Garcia-Castro

Associate Professor of Managerial Decision Sciences

rgarcia@iese.edu



Javier Zamora

Senior Lecturer of Information Systems

jzamora@iese.edu



John Almandoz

Assistant Professor of Managing People in Organizations

jalmandoz@iese.edu



Carlos Rodríguez-Lluesma

Associate Professor of Managing People in Organizations

clluesma@iese.edu



Adrián Caldart

Senior Lecturer of Strategic Management

acaldart@iese.edu



Iñigo Gallo

Professor of Marketing

igallo@iese.edu



Michael Enright

Professor in International Business Strategy

menright@iese.edu

#1 in the world for executive education.
- FINANCIAL TIMES, 2018, 2017, 2016 & 2015

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NATIONALITIES IN FACULTY

104

FULL-TIME FACULTY

50+

ALLIANCES AROUND WORLD



Admissions

The Admissions Committee reviews and accepts applications at any time although as sessions tend to fill to capacity, early application is recommended. We thoroughly review all applications and seek a balanced mixture of backgrounds among qualified applicants to contribute to a diverse, shared learning experience. Proficiency in written and spoken English is essential for completing course assignments and engaging in fast-moving discussions. A telephone or personal interview also may be required as part of the admissions process.

2019 Application Now Open

PROGRAM FEE

The program fee of 26,500€ includes tuition, teaching materials, and lunches. Travel expenses and accommodation are not included.

Upon admission, 20% of the fee must be paid. Full payment is due 45 days prior to the start of the program. Should admission take place within 45 days of the start of the program, payment will be due upon receipt of invoice.

If you need to cancel or defer participation, you must submit your request by email more than 30 days prior to the start of the program to receive a full refund. Due to anticipated program demand and the volume of preparation requirements, cancellations and deferrals received within 30 days of the start of the program will be subject to a 20% cancellation fee.

CONTACT US

For a personal conversation about how the program can benefit you, please contact our advisory team:

John Healy
Worldwide
jhealy@jsftraveltourism.com

Karolina Cintron
Americas
kcintron@jsftraveltourism.com

Inés Entrena
Europe
ientrena@jsftraveltourism.com



JSF Travel & Tourism Business School

For information and enrolment in the SEP program go to:
<http://www.jsftraveltourism.org/sep-travel-tourism/>

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