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1. Purpose of the Policy

This policy defines the scope, eligibility criteria, assessment methods, and general conditions governing the allocation of AHA scholarships for the L7 Executive Diploma in International Hospitality & Tourism Management. These scholarships are designed to support high-potential students and alumni, strengthen engagement with the hospitality industry, and generate authentic academic and professional success stories that align with AHA's marketing and brand objectives.

2. Scope

This policy applies to:

- BA 3rd-year students who are eligible to apply for the AHA L7 Executive Diploma in International Hospitality & Tourism Management .
- AHA alumni and graduates of American Hotel Academy L6 programmes
- Applicants who have received or are in the process of receiving an offer of admission to the L7 Executive Diploma in International Hospitality & Tourism Management programme.

Applicants may apply for multiple scholarships; however, the total combined tuition advantage awarded to a single student per intake, including Early Bird and Referral Program scholarships, must not exceed €400, unless explicitly approved by American Hotel Academy (AHA). Scholarships are competitive, limited in number, and subject to availability per intake.

3. General Eligibility Requirements (Applicable to All Scholarships)

To be considered for any L7 Executive Diploma in International Hospitality & Tourism Management scholarship, applicants must:

- Apply to and receive an offer (conditional or unconditional) for the L7 Executive Diploma in International Hospitality & Tourism Management at American Hotel Academy.
- Meet the academic and admission requirements of the L7 Executive Diploma in International Hospitality & Tourism Management programme.
- Submit all required scholarship materials within the announced deadlines.
- Agree to the use of submitted materials (stories, visuals, testimonials, project summaries) for AHA marketing and communication purposes, including website, social media, and promotional campaigns.

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- Enroll in the L7 Executive Diploma in International Hospitality & Tourism Management programme within the intake for which the scholarship is awarded.

4. Scholarship Categories, Eligibility & Assessment Criteria

4.1 AHA Graduate Loyalty Scholarship

Tuition Advantage: €200

Eligibility:

- Open to all American Hotel Academy graduates
- Applicant must receive an offer to study the L7 Executive Diploma in International Hospitality & Tourism Management Programme.

Assessment Method:

- Automatic eligibility upon receiving an official L7 Executive Diploma in International Hospitality & Tourism Management offer
- No separate application required for this type of scholarship

Selection Basis:

- Verification of AHA graduate status
- Admission offer issued by the AHA Admissions Team

4.2 Future Leaders in Hospitality Scholarship

Tuition Advantage: €200

Eligibility:

- All Executive Diploma in International Hospitality & Tourism Management programme applicants
- Demonstrated leadership ambition
- Strong academic results or professional performance in hospitality-related roles

Assessment Materials:

- Updated CV
- Short motivation statement (maximum 300 words)

Selection Criteria:

- Leadership potential and career ambition
- Academic or professional achievements
- Quality and clarity of motivation

Marketing Use: Motivation statements may be adapted into student stories for AHA's website or social media

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4.3 Hospitality Innovator Scholarship

Tuition Advantage: €200

Eligibility:

- All applicants with practical experience in hospitality
- Candidates who have proposed or implemented innovative ideas in areas such as:
 - o Guest experience
 - o Technology and digital solutions
 - o Sustainability
 - o Operational excellence

Assessment Materials:

- One-page concept or innovation story

Selection Criteria:

- Originality and relevance of the innovation
- Practical application or implementation
- Impact on hospitality operations or guest satisfaction

Marketing Use: Approved concepts may be published as innovation case studies or success stories.

4.4 Regional Hospitality Development Scholarship

Tuition Advantage: €200

Eligibility:

- Candidates actively contributing to hospitality or tourism development in:
 - o Regional or rural destinations
 - o Seasonal resorts
 - o Emerging or isolated tourism communities

Assessment Materials:

- CV
- Short written statement or story
- Supporting visuals (photos of destination, projects, or community involvement, if available)

Selection Criteria:

- Demonstrated commitment to regional hospitality development
- Social, economic, or cultural impact
- Alignment with sustainable tourism principles

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Marketing Use: Destination stories and visuals may be featured in AHA promotional materials.

4.5 Hospitality Brand Ambassador Scholarship

Tuition Advantage: €200

Eligibility:

- Students or alumni actively representing or promoting AHA
- Engagement through:
 - o Industry events or professional forums
 - o Social media and professional networking platforms

Assessment Materials:

- Evidence of online or offline visibility
- Measurable engagement metrics (reach, impressions, interactions)
- Content examples relevant to AHA

Selection Criteria:

- Consistency and professionalism of representation
- Reach and engagement quality
- Alignment with AHA brand values

Ongoing Expectations:

- Continued collaboration with AHA during the Executive Diploma in International Hospitality & Tourism Management studies.

4.6 Hospitality Entrepreneur Scholarship

Tuition Advantage: €200

Eligibility:

- Current or aspiring hospitality entrepreneurs.
- Candidates planning to apply Executive Diploma in International Hospitality & Tourism Management coursework, projects, or research to their own business ventures.

Assessment Materials:

- Business activity or development plan
- Proposed collaboration framework with AHA

Selection Criteria:

- Feasibility and scalability of the business idea

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- Integration of Executive Diploma in International Hospitality & Tourism Management learning outcomes.
- Commitment to visibility and progress tracking

Marketing Use: Business development stories may be shared jointly by AHA and the entrepreneur.

4.7 Family Hospitality Business Successor Scholarship

Tuition Advantage: €400

Eligibility:

- Next-generation leaders of family-owned:
 - o Hotels
 - o Restaurants
 - o Tourism or hospitality businesses

Assessment Materials:

- Family business description
- Defined role of the applicant within the business

Selection Criteria:

- Clarity of succession or expansion plan
- Strategic application of programme concepts
- Long-term impact on business sustainability

Marketing Use: Family business stories may be featured as leadership and succession case studies.

4.8 Digital Transformation Scholarship

Tuition Advantage: €200

Eligibility:

- Applicants with a strong interest or demonstrated exposure to digital transformation in hospitality or tourism
- Experience or knowledge in areas such as digital marketing, data analytics, revenue management systems, CRM platforms, or technology-driven guest experience solutions
- Candidates who have applied digital tools or insights in academic, professional, or personal contexts

Assessment Materials:

- CV

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- Short statement (max. 300 words) outlining:
 - o Relevant digital experience or skills
 - o Tools, platforms, or technologies used
 - o Perspective on the role of digital transformation in hospitality and tourism

Selection Criteria:

- Strength and applicability of digital knowledge within the industry
- Ability to translate digital tools or insights into practical hospitality or tourism contexts
- Understanding of how digital transformation influences performance, guest experience, and industry evolution

Marketing Use: Digital transformation case examples and insights may be featured as innovation-focused content, highlighting best practices in technology adoption and digital advancement in hospitality and tourism.

5. Detailed Assessment Criteria

Each scholarship is assessed using a standardized scoring framework to ensure transparency and fairness.

Common Assessment Dimensions (where applicable)

- Relevance to scholarship objective (0–30 points)
- Quality and clarity of submission (0–20 points)
- Impact and practical applicability (0–30 points)
- Alignment with AHA values and programme learning outcomes (0–20 points)

Minimum recommended score for award consideration: **70/100**

5.1 Assessment Criteria by Scholarship Type

AHA Graduate Loyalty Scholarship

- Verification of AHA graduate status (pass/fail)
- Valid programme offer issued

Future Leaders in Hospitality Scholarship

- Leadership potential (30%)
- Academic or professional performance (30%)
- Motivation and career clarity (40%)

Hospitality Innovator Scholarship

- Innovation originality (30%)

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- Relevance to hospitality challenges (30%)
- Feasibility and implementation evidence (40%)

Regional Hospitality Development Scholarship

- Contribution to regional/seasonal destinations (40%)
- Social, economic or sustainability impact (30%)
- Storytelling quality and evidence (30%)

Hospitality Brand Ambassador Scholarship

- Reach and engagement metrics (40%)
- Content quality and brand alignment (30%)
- Consistency of representation (30%)

Hospitality Entrepreneur Scholarship

- Business idea viability (40%)
- Integration of programme outcomes (30%)
- Collaboration and visibility plan (30%)

Family Hospitality Business Successor Scholarship

- Strategic role clarity (40%)
- Application of programme concepts (30%)
- Long-term succession or growth impact (30%)

Digital Transformation Scholarship

- Digital relevance (40%)
- Applied capability (30%)
- Strategic awareness (30%)

6. Application Timeline & Deadlines (October 2026 Intake Only)

To ensure efficient processing of applications and timely communication of decisions, American Hotel Academy applies a rolling review and selection process or both Executive Diploma in International Hospitality & Tourism Management Programme admission and scholarship allocation.

6.1 Application & Review Model

- Executive Diploma in International Hospitality & Tourism Management applications and scholarship applications are reviewed on a rolling basis, as soon as a complete application is submitted.

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- Eligible candidates may receive a scholarship offer shortly after review, without waiting for the final deadline.
- Early applications are strongly encouraged, as scholarships may be allocated before the closing date.

6.2 Key Dates & Deadlines

- Opening of Executive Diploma in International Hospitality & Tourism Management & Scholarship Applications: 15 April
- Final Deadline for Executive Diploma in International Hospitality & Tourism Management Application: 30 September (23:59 CET)
- Final Deadline for Scholarship Submission: 15 September (23:59 CET)
- Rolling Scholarship Offers Issued: April – September
- Final Scholarship Decisions Issued By: 20 September
- Enrollment & Tuition Confirmation Deadline: As specified in the Executive Diploma in International Hospitality & Tourism Management Programme offer letter

Applications submitted after 15 September will not be considered for the October 2026 intake.

6.3 Early Award & Capacity Management

- Scholarships are awarded until the maximum number per category is reached.
- Once a scholarship category is fully allocated, AHA may:
 - o Place additional qualified candidates on a waiting list, or
 - o Offer an alternative scholarship type, where applicable.

AHA reserves the right to close specific scholarship categories before the final deadline if capacity is reached.

Late submissions will not be considered.

7. Number of Scholarships Available per Intake

Per October 2026 intake, AHA plans to award up to:

- AHA Graduate Loyalty Scholarship: Unlimited (eligible graduates)
- Future Leaders in Hospitality Scholarship: up to 10 awards
- Hospitality Innovator Scholarship: up to 5 awards
- Regional Hospitality Development Scholarship: up to 5 awards
- Hospitality Brand Ambassador Scholarship: up to 5 awards
- Hospitality Entrepreneur Scholarship: up to 3 awards
- Family Hospitality Business Successor Scholarship: up to 3 awards

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- Digital Transformation Scholarship: up to 3 awards

AHA reserves the right to reallocate unused scholarships across categories.

8. Submission Guidelines & Platform

All scholarship materials must be submitted through:

- [AHA Cluster Application Form](#)

Incomplete or incorrectly labeled submissions may be disqualified.

9. Templates for Assessment Materials

9.1 CV Template (All Relevant Scholarships)

- Personal details
- Education
- Hospitality experience
- Leadership or innovation highlights
- Certifications and achievements

9.2 Motivation Statement Template (Max. 300 Words)

- Career goals in hospitality
- Leadership aspirations
- Why the International Hospitality & Tourism Management Programme at AHA
- Expected impact after graduation

9.3 Concept / Innovation Story (1 Page)

- Context and challenge
- Proposed or implemented solution
- Results or expected impact
- Key learnings

9.4 Regional / Destination Story

- Destination overview
- Applicant involvement
- Development challenges
- Contribution and outcomes

9.5 Business Activity Plan (Entrepreneur Scholarship)

- Business concept overview
- Target market
- Use of programme projects
- Collaboration and visibility plan

9.6 Family Business Description

- Business background
- Ownership and governance
- Applicant role

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- Future vision and strategy

9.7 Digital Transformation Statement

- Brief experience or interest in digital tools within hospitality or tourism
- Key tools or platforms used (e.g., marketing, CRM, analytics)
- Example of how digital solutions were or could be applied in practice
- Your view on the role of digital transformation in the industry

10. Selection & Approval Process

1. Eligibility screening by Admissions Department
2. Academic and professional evaluation by Academic Department (where applicable)
3. Marketing suitability review (where applicable)
4. Final approval by AHA Admission Director

Scholarship offers are conditional upon enrollment and tuition payment deadlines.

11. Offer Validity

- Scholarship offers are valid only for the October 2026 intake
- Offers must be accepted in writing by 30 September
- Failure to enroll will result in automatic withdrawal

12. Tuition Deduction & Financial Conditions

12.1 Scholarship Deduction from Tuition Fees

All scholarships awarded under this policy are applied as **tuition advantages** and are deducted from the total **Executive Diploma in International Hospitality & Tourism Management Programme tuition fee**, not paid out in cash.

The scholarship amount will be deducted **only after**:

- The student has formally accepted the scholarship offer
- The student has completed enrollment for the October intake
- The student has **no outstanding financial debts** toward American Hotel Academy

AHA reserves the right to suspend or withdraw a scholarship if financial obligations are not met.

12.2 Deduction Timing Based on Payment Method

A. Students Paying Tuition in Installments

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- The scholarship amount will be deducted from the **final installment/s** of the tuition fee
- If the scholarship value exceeds the remaining balance, the deduction will be applied to the immediately preceding installment

B. Students Paying the Full Tuition Amount Upfront

- Students choosing to pay the full tuition fee before scholarship confirmation will:
 - o Either receive an **adjusted invoice** reflecting the scholarship amount, if payment has not yet been processed
 - o Or receive a **credit note** for the scholarship amount, which will be:
 - Deducted from any remaining academic fees, or
 - Offset against future AHA academic services, if applicable

No cash refunds are issued for scholarship amounts.

12.3 Financial Compliance Requirement

Scholarships are conditional upon:

- Full compliance with AHA payment schedules
- No overdue tuition, administrative, or academic-related fees

Students with outstanding debts at the time of scholarship application, award, or enrollment may:

- Have the scholarship placed on hold, or
- Forfeit the scholarship entirely if debts remain unresolved

13. Policy Review

This policy is reviewed annually by the American Hotel Academy Admissions and Marketing departments.