

International Hospitality & Tourism Management

CURISES UNIVERSITY

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Program Director



Did someone say Experience?



Background

- Recommendation World Bank in 2001
- Government Neth. Antilles approaches CURISES of University Netherlands Antilles
- Curacao Institute Social & Economic Studies
 - Founded in 1993 for Special Programs of UNA
 - Graduate & Post graduate Accounting (European Accreditation)
 - Graduate & Post graduate Controlling (European Accreditation)
 - Executive Master programs: MBA , etc.
 - 2008 after conflict Court confers rights to Curises to proceed as autonomous higher education institute

A tropical beach scene with palm trees, a small hut, and a clear blue sky, serving as a background for the top portion of the slide.

International Hospitality & Tourism Mgt

- Campus in Curaçao
 - Started 2003
 - ± 100 students

- Campus in St. Martin
 - Started 2006
 - ± 25 students

What does program offers?

- In Prof. Hemmington's words:

Experience of Global Leadership in Hospitable Tourism



Three Major Features of Program

- Experience
 - Reality Hospitality:
 - Student ‘lives’ what is being learned (hands-on)
 - Projects and Practicals in operating hospitality industry
- Global
 - International setting
 - Student travels abroad in each year
- Leadership
 - Competent hospitality leaders

Unique International Approach

- English as language of instruction
- Spanish as 2nd language
- Interaction students more than 20 countries
- Location: World Trade Center Curacao
- Stay Abroad
 - Netherlands: 2 months
 - Miami: one semester (4 months)
 - Management traineeship in country of choice (minimum 4 months)

Daily International Environment Prestigious WTC Curacao



Competent Managers

Integration of:

1. Knowledge

2. Skills

3. Attitude

In-Depth Knowledge

- (Hospitality) Business Administration
 - Operations Management
 - Financial Management
 - Marketing Management
 - Information Management
 - Human Resource Management
 - Strategic Management
 - Law
 - Tourism
 - Research Methods/Statistics

Skills

- Practicals in hotels
 - Front Desk – F & B – Kitchen – House Keeping
- Management skills
 - Personal & Social skills
- Leadership
 - Supervising 1st year students in practicals
- Languages
 - English – Spanish as 2nd language

Professional Attitude

- Team Work
- Leadership & Practicals in real life situation
- Management Skills Workshops
- Mentoring & Tutoring
- Internships: Local & International

Education Form



Themes in Modules of 8 weeks

Groups

- Group assignment
- Groups of 4 to 6 submit report in week 8
- Group defense

Individual

- General Knowledge test
- Evaluation Individual functioning in group
- Individual answers

Hospitality Programs

Hospitality & Tourism Management

Common Associate Year

1 Year



Professional Degree Program

18 Months

Year 1

½ Year

Bachelor of Science Program

3 Years

Year 1

Year 2

Year 3

Coming Up

- Increase student ratio: International to Local
 - From 25% to 50% international
 - Large interest from Northern South America
- Own Training facility
 - Responsible Training AND Management of a Hotel
 - Extension Current collaboration with Clarion Hotel & Suites Curaçao

CLARION CURAÇAO

School of Hospitality & Tourism



CONCLUSION

Contribution to Hospitable Tourism

- Development of Human Potential
- Overall increase service quality
- Development of Curaçao tourism
 - Program itself is also tourist experience to foreign students
 - Category Adventure, NOT leisure
 - Travelers visiting family/friends of students
- Participation in Academy Hotel
 - Its success is the presence of ALL levels of hospitality education

THANK YOU

More Information

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