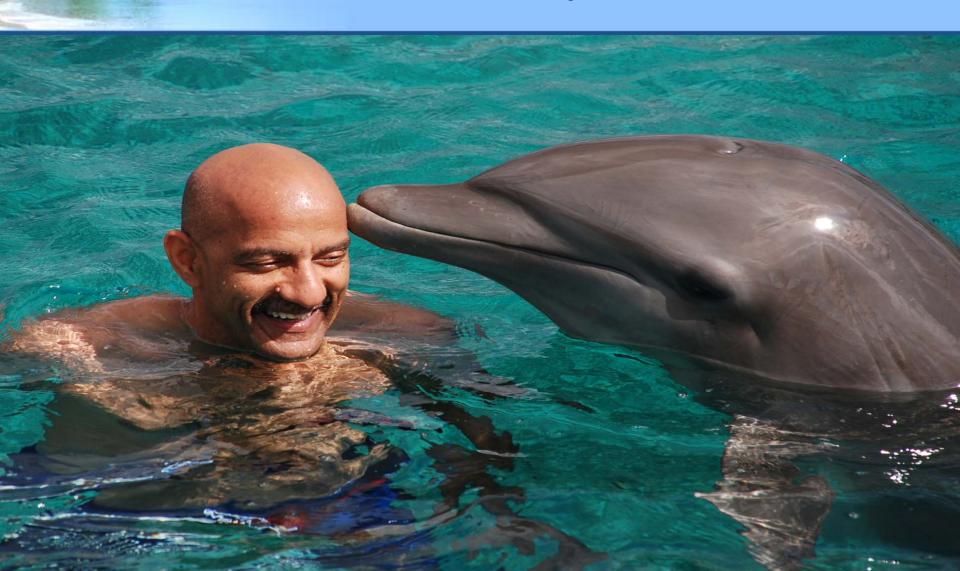
#### International Hospitality & Tourism Management





## 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



### International Hospitality & Tourism Mgt

- Campus in Curação
  - Started 2003
  - ± 100 students
- Campus in St. Martin
  - Started 2006
  - ± 25 students



• 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 2<sup>nd</sup> language
- Interaction students more than 20 countries
- Location: World Trade Center Curação
- Stay Abroad
  - Netherlands: 2 months
  - Miami: one semester (4 months)
  - Management traineeship in country of choice (minimum 4 months)

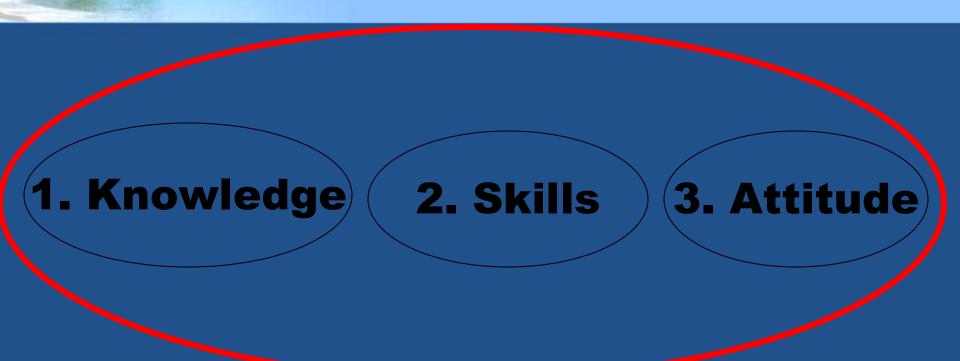
# Daily International Environment Prestigious WTC Curacao







# Competent Managers Integration of:





## 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 1<sup>st</sup> year students in practicals
- Languages
  - English Spanish as 2<sup>nd</sup> language



- 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

Bachelor of Science Program

3 Years

Year 1 ½ Year Year 1

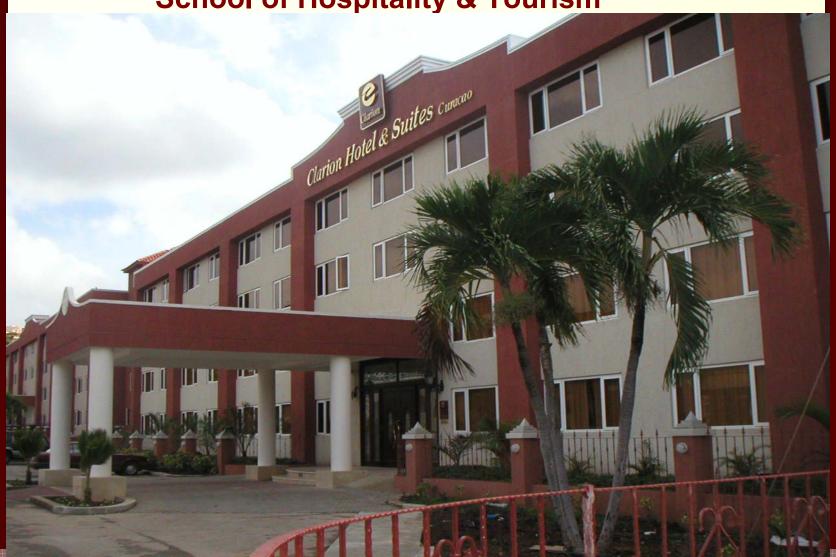
Year 2

Year 3



- 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 Curação

CLARION CURAÇAO
School of Hospitality & Tourism



# CONCLUSION Contribution to Hospitable Tourism

- Development of Human Potential
- Overall increase service quality
- Development of Curação 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







#### More Information

- Hesley Heerenveen
  - Coordinator General Affairs
  - h.heerenveen@curises.an
  - +5999 463 6317
- CURISES
  - www.curises.an