International Hospitality & Tourism Management

CURISES UNIVERSITY

Carl Camelia
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
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

<table>
<thead>
<tr>
<th>Groups</th>
<th>Individual</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Group assignment</td>
<td>• General Knowledge test</td>
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<tr>
<td>• Groups of 4 to 6 submit report in week 8</td>
<td>• Evaluation Individual functioning in group</td>
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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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• CURISES
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