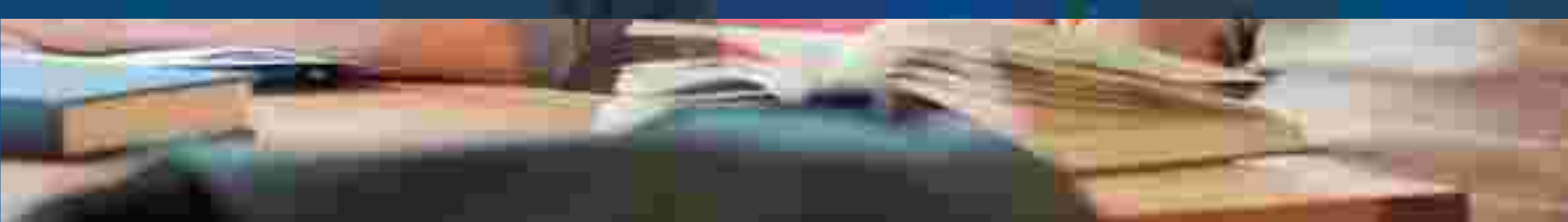




UNWTO.TedQual Certified
Higher Tourism Education Programmes

2013





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Catalogue 2013 - UNWTO.TedQual Certified Higher Tourism Education Programmes

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Please note that, due to time constrictions, this catalogue does not necessarily contain the information on all UNWTO.TedQual Certified Programmes. For the full list of UNWTO.TedQual Programmes please visit: www.unwto-themis.org

The UNWTO.TedQual Certified Programmes that appear in this catalogue are those that have obtained the UNWTO.TedQual Certification up to July 2013.

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editorial

UNWTO.TedQual

The World Tourism Organization, through its UNWTO.Themis Foundation - the operational arm for UNWTO education and training matters – is proud to present this 2013 Catalogue of UNWTO.TedQual Programmes with the objective to raise the international knowledge on UNWTO.TedQual certified programmes worldwide.

This certification is awarded to Higher Tourism Education Programmes that meet the quality criteria established by UNWTO, and can prove that they are taking steps towards implementing the purposes and principles of the Global Code of Ethics for Tourism through specific actions.

With this in mind, those belonging to the UNWTO.TedQual Network have taken on the commitment with UNWTO, and thus with the United Nations, to promote the internationalization of minds of future tourism professionals.

In order to fulfill this objective, every year UNWTO facilitates the mobility of students from UNWTO.TedQual Certified Programmes by giving them the opportunity to carry-out internship experiences abroad - either at UNWTO or in the tourism sector worldwide, and by generating activities that promote the exchange of knowledge between UNWTO.TedQual Programmes. The UNWTO.TedQual Institutions also continuously give support to the National Tourism Administrations and nowadays some UN-sister Organizations through transcontinental international cooperation projects and direct cooperation actions.

Omar Valdez, Executive Director, UNWTO.Themis Foundation
Loreto Ibañez Castillo, Programme Manager – UNWTO.TedQual

Africa

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Kenya Utalii College
 Training for the 21st Century

Our Vision:
 To be a well known institution of
 providing quality training

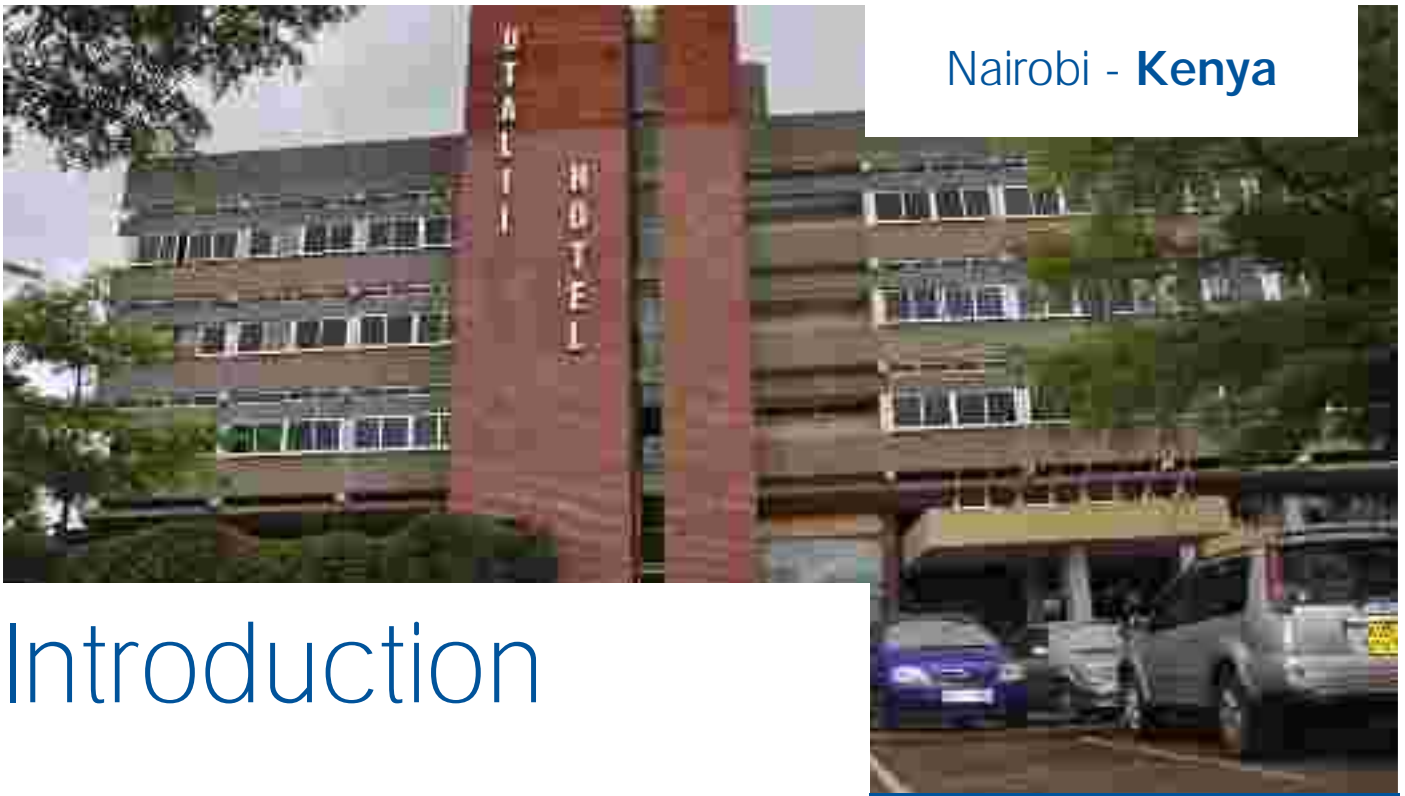
Our Mission:
 To provide high quality
 training services to the
 tourism and allied industry
 through world class
 facilities and staff services.

Our Core Values:

- Quality and excellence
- Integrity
- High performance and
 accountability
- Efficiency and effectiveness
- Innovation and leadership
- Accountability and transparency
- Honesty and trustworthiness
- Learning and staff development
- Customer service



Kenya Utalii College



Introduction

Kenya Utalii College (KUC) is Africa's leading Hospitality and Tourism training institution. Established over 40 years ago, the College has trained over 50,000 graduates from around the world, majority of who have served in the local and international Hospitality and Tourism industries.

The College is an affiliate member of the United Nations World Tourism Organization (UNWTO). Some of our courses have acquired accreditation from the Tourism Education Quality (TEDQUAL) certification body. Further, KUC is an authorized International Air Travel Agency (IATA) training center.

The institution is the Secretariat for the only Association of Hospitality and Tourism Schools in Africa (AHTSA), which has a membership of more than 30 hospitality schools drawn from over 15 countries. It is also an East African Legislative Assembly (EALA) accredited Center of Excellence in Hospitality and Tourism training; in addition, it is ISO 9001:2008 Certified.

KUC is renowned for providing world class training for the Hospitality and Tourism industry both locally, regionally and internationally. One of the strategies we have put in place is collaboration with other reputable training institutions, both local and international, to help us deliver our mandate: Training for the Hospitality and Tourism industry.

The institutions include some of the world's best Hospitality and Tourism training institutions such as the Manchester Metropolitan University, (UK), Makerere University,(Uganda) and Livingstone International University of Tourism Excellence & Business Management (LIUTEBM), (Zambia).

Locally, the College has partnered with one of the leading public Universities, University of Nairobi, and is now offering two degree programs; Bachelor of Arts in Hospitality Management and Bachelor of Arts in Travel and Tourism Management.

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Kisumu Campus:
+254706 847278

Social media sources:
Facebook: Kenya Utalii College
(Official Facebook Page)
Twitter: @KenyaUtalii



UNWTO. TedQual Certified Programmes

The College also offers self sponsored and various short courses for the Hospitality and Tourism industry, as well as, other service sectors. The institution also offers Management Development Programmes (MDP's) and refresher courses for the local and international industry. In addition KUC offers local and international consultancy services for various organizations which include Non Governmental Organizations (NGO's), Government Ministries, Parastatals, Private Companies among others.

The College runs a 57 luxury guest room capacity hotel; Utalii Hotel, which is its training arm, as well as, a commercial hub.



Travel and Tourism Management Course:

This is a three (3) year diploma programme which is designed to provide students with requisite skills and competencies necessary for Travel and Tourism managers in the tourism industry. It is an improvement of the four (4) year diploma programme which was certified by TedQual in October 2007 and the Commission for Higher Education in Kenya (CHE), now Commission for University Education (CUE), in July 2008.

The course is designed to train personnel to work for Airlines, Travel Agencies, Tour Companies and Car-hire companies. It includes a compulsory six months industrial attachment at the end of the third year. In addition the students may sit for international examinations set by IATA/UFTAA after which successful students are awarded the following diplomas:

- IATA/UFTAA Foundation Diploma
- IATA/UFTAA Consultancy Diploma
- IATA/UFTAA Management Diploma

Course Content Includes:

- Travel Agency Management
- Tour Operations Management
- Tourism Marketing
- Tourism Law
- Social Aspects of Tourism
- Hospitality and Tourism Economics
- Computer Reservations Systems
- Social Anthropology
- History of East Africa
- Accounting
- Group Consultancy Project
- Business Communication
- Environmental Studies
- Entrepreneurship



- Financial Management
- Strategic Management
- Foreign Languages
- Human Resource Management
- Information Communication Technology
- Leisure Studies
- Research Methods
- Industrial Placement (IP)

Minimum Requirements for Admission

Kenyan Nationals

Kenya Certificate of Secondary Education Candidates:
Aggregate: C Plain

In addition, the indicated minimum grades in the following subjects:

- English Language C+ (Plus)
- Mathematics/Geography C- (Minus)
- OR
- Kenya Utalii College one and a half year (1.5) or 2 year certificate (Tourism related) course may apply provided they passed with Distinction or Credit.

International Candidates:

Aggregate:
GCE, IGCE, IB, Other internationally recognized certificates.
At least one principal pass at Advanced Level. 2nd Division at 'O' Level or equivalent with good credits in English language and Mathematics

Age: 18-30 years
A foreign Language is an added advantage



Americas

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Argentina
**Universidad
Argentina de
la Empresa
(UADE)**



Introduction

The Universidad Argentina de la Empresa – UADE, was founded over 50 years ago by the Cámara de Sociedades Anónimas (Chamber of Corporations). UADE aims to offer its best in pursuit of the social and economic progress of the country, through a strong commitment with the mission of providing a better education for more and more students.

UADE is recognized as a university committed to the education of its students. It has an urban campus in the city of Buenos Aires, and an HQ with hotel-school in the city of Pinamar.

The UADE Pinamar HQ, which also has a hotel-school, covers a total area of 3 hectares and almost 6.000m² of covered surface, offering classroom-workshops designed for cookery training.

The UADE is proud to be part of a remarkable student exchange network with contracts with prestigious institutions.

Every year the university receives around 500 foreign students from all over the world.

Agreements have been made in 29 countries with more than 100 institutions in order to offer a wide variety of options when choosing a destination and university for student exchange with prestigious institutions around the world.

The University offers accredited courses for the following national and international prestigious institutions:

- CONEAU: Accreditation of careers in Food Engineering, Electromechanical Engineering and Industrial Engineering. It is important to note that the latter received accreditation for six years, becoming one of the two careers best evaluated in the metropolitan area of Buenos Aires.
- Association of Collegiate Business Schools and Programs (ACBSP): UADE obtained accreditation of the Faculty of Economic Science and Business School (UADE Business School).
- Public Relation Society of America (PRSA): Degree in Public and Institutional Relations.
- International Advertising Association (IAA): Degree en Advertising.
- World Tourism Organization (UNWTO): Degree in Tourism and Hospitality.

Consequently, 75% of UADE students are currently enrolled in accredited careers, nationally or internationally.



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www.twitter.com/uadebuenosaires

Email: macordoba@uade.edu.ar
At. Mg. Mario Córdoba



UNWTO. TedQual Certified Programmes

Bachelor in Tourism and Hospitality

The Department of Tourism and Hospitality to which the Bachelor of Tourism and Hospitality depends is the academic unit responsible for designing, programming and issuing, quarterly, all the courses of subjects pertaining to their area of concern and which are included in the different careers of UADE. As for the teachers, the academic content of these subjects, the corresponding literature review and monitoring of all the courses are an essential part of their activity.



The board of teachers are up-to-date with the best pedagogical training and with a broad professional experience, serving as counsellors, advisors or managers within the tourism and hospitality sector. Through their experience, the teachers help train professionals in Tourism and Hospitality Management using tools that allow the graduate at the end of the career take the role of Entrepreneur (to manager your own business).

The different areas of subjects issued by the department are the following:

- Theoretical subjects: These aims to provide students with the content that will be applied in practical subjects.
- Practical subjects: These are intended to train students through internships in both areas, including design, sale and travel coordination, and customer attention in the hotel-school located in Pinamar.

Furthermore, the department encourages teacher participation concerning research, publications, and conferences, organizing extracurricular seminars throughout the academic calendar, management of company agreements, organizations and institutions linked to the heading that bring the student to working environment, and inviting exhibitors and managers as leaders in various categories, among other issues.

The results of the World Tourism Organization (UNWTO) indicate that by 2030 there will be 1.800 million international tourist arrivals, which means that about 5 million people will cross international borders every day whether this being for leisure, for professional purposes or for other reasons such as visiting friends and family.

Buenos Aires - Argentina

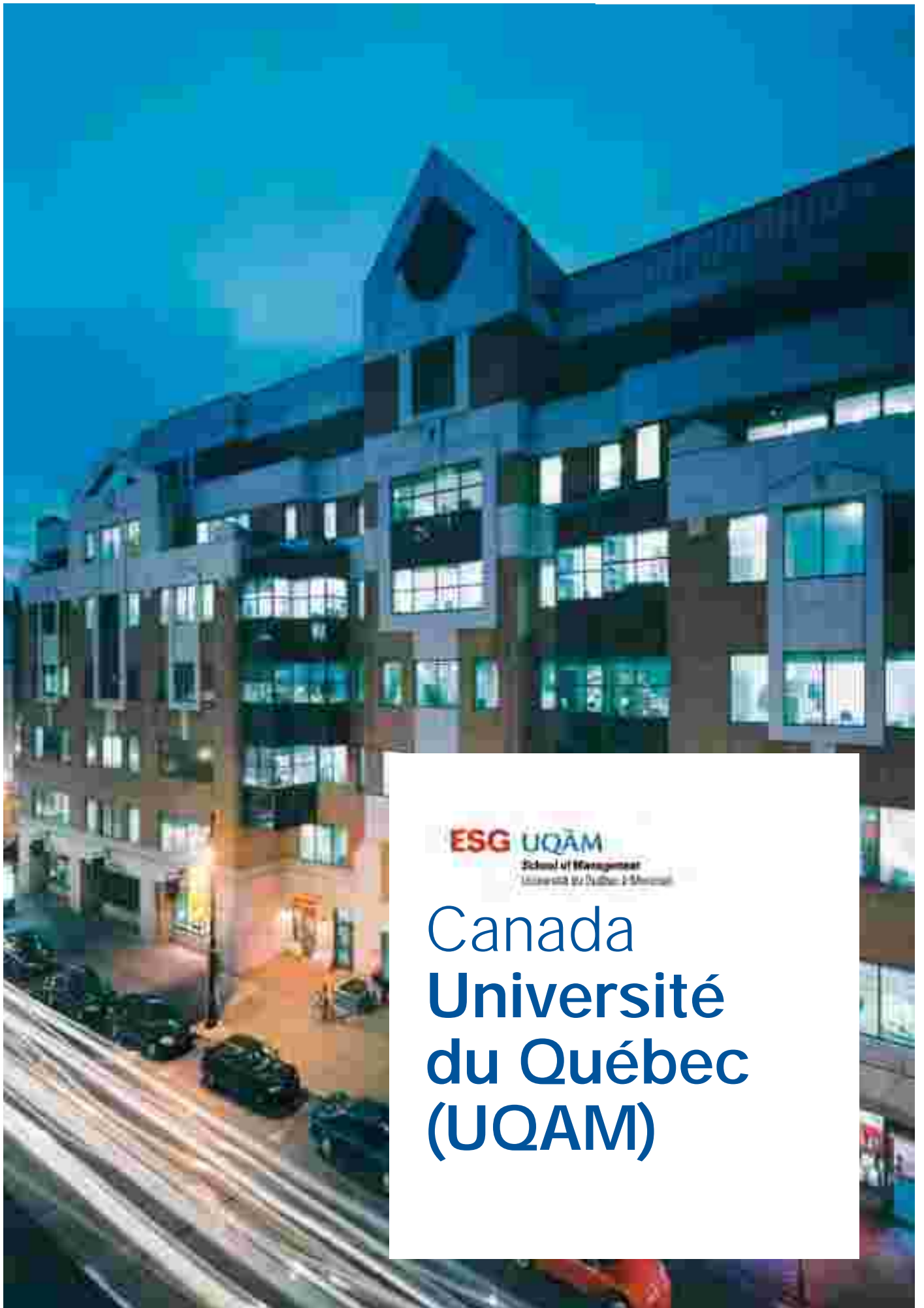


This growth requires a high level of quality in the provision of the services, with the support of a strong and reliable university education, to provide qualified professionals who help maintain and improve the levels of competitiveness of this industry.

The Bachelor of Tourism and Hospitality in the UADE provides a comprehensive and innovative vision over four years and aims at obtaining knowledge and skills in various tourism and accommodation companies, such as marketing, planning, public relations, promotion, conduct and creation of travel agencies, hotels, restaurants, transportation and recreation.

The competitive advantages of the Bachelor of Tourism and Hospitality in the UADE are:

- It is the only career in Argentina which is certified and internationally recognized by the UNWTO, a specialized agency of the United Nations (UN). This certification ensures you learn everything you need to perform in the tourism and hospitality industry anywhere in the world.
- It is the only career in Argentina which has a hotel-school located in the city of Pinamar and a residence-school within the urban campus in Buenos Aires, where intensive subjects are carried out over 7 and 15 days. This mode allows actual exercises in each effective area and of hotel management.
- Educational outings are organized for one day, a weekend and 10 days. Therefore, the student becomes the manager of all the activities that make a tourist journey: promotion, sale, contracting, payments, coordination of the whole trip, passenger customer care, etc...
- The career has agreements for internship in different companies and organizations related to hospitality and tourism.
- Educational interaction is performed with prestigious universities in Europe, the U.S. and other countries of the Americas, which provide international professional experience.
- The career has up to date management and reservation systems in tourism: Amadeus, SABRE and CQR that help to achieve a rapid professional job position.



ESG UQAM
School of Management
Université du Québec à Montréal

Canada Université du Québec (UQAM)

Introduction

The Université du Québec à Montréal (UQAM) is a public French-language university of international influence. The quality of its programs, its research in social issues and its innovations in the creative arts are the foundation stones of its reputation. The University offers training on campus and in its four regional centres.

UQAM is known for the quality of its teaching, the accessibility of its educators, the priority it gives to practical training, the reception services it offers to foreign students and the liveliness of its campus life. Dynamic and innovative, UQAM offers more than 300 programs at three levels of study through its School of Management and through six faculties: Fine Arts; Communications; Political Science and Law; Science; Education, and Social Sciences.

Thanks to recognition won by its professors and students, UQAM ranks among the top research universities in Canada, notably in the social sciences, in the natural sciences, in the area of public health and in the creative arts. Its scholars are grouped into a number of research units including centres and chairs, and into six interdisciplinary institutes.

In the many sectors in which it works, UQAM is known internationally. Its influence extends to Europe, Africa, Asia and South America. To facilitate exchanges of researchers and travel for students, the University has increased its bilateral and multilateral agreements regarding training, research and the creative arts. Every year, it welcomes over 2,200 foreign students from 80 countries.

UQAM's approximately 40,000 students, appreciate its modern campus replete with laboratories, workshops, renovated production studios and top quality athletic and cultural installations. In the autumn of 2005, UQAM's stately Pierre-Dansereau Science Complex was expanded to include a new biology building (the university's first green building) and new university residences.

Contact info

School of Management (Ecole des sciences de la gestion, Université du Québec à Montréal)
<http://www.esg.uqam.ca/>

Department of Urban Studies and Tourism
<http://www.deut.esg.uqam.ca/>

Canada Université du Québec (UQAM)



UNWTO. TedQual Certified Programmes

Bachelor of tourism management and hospitality

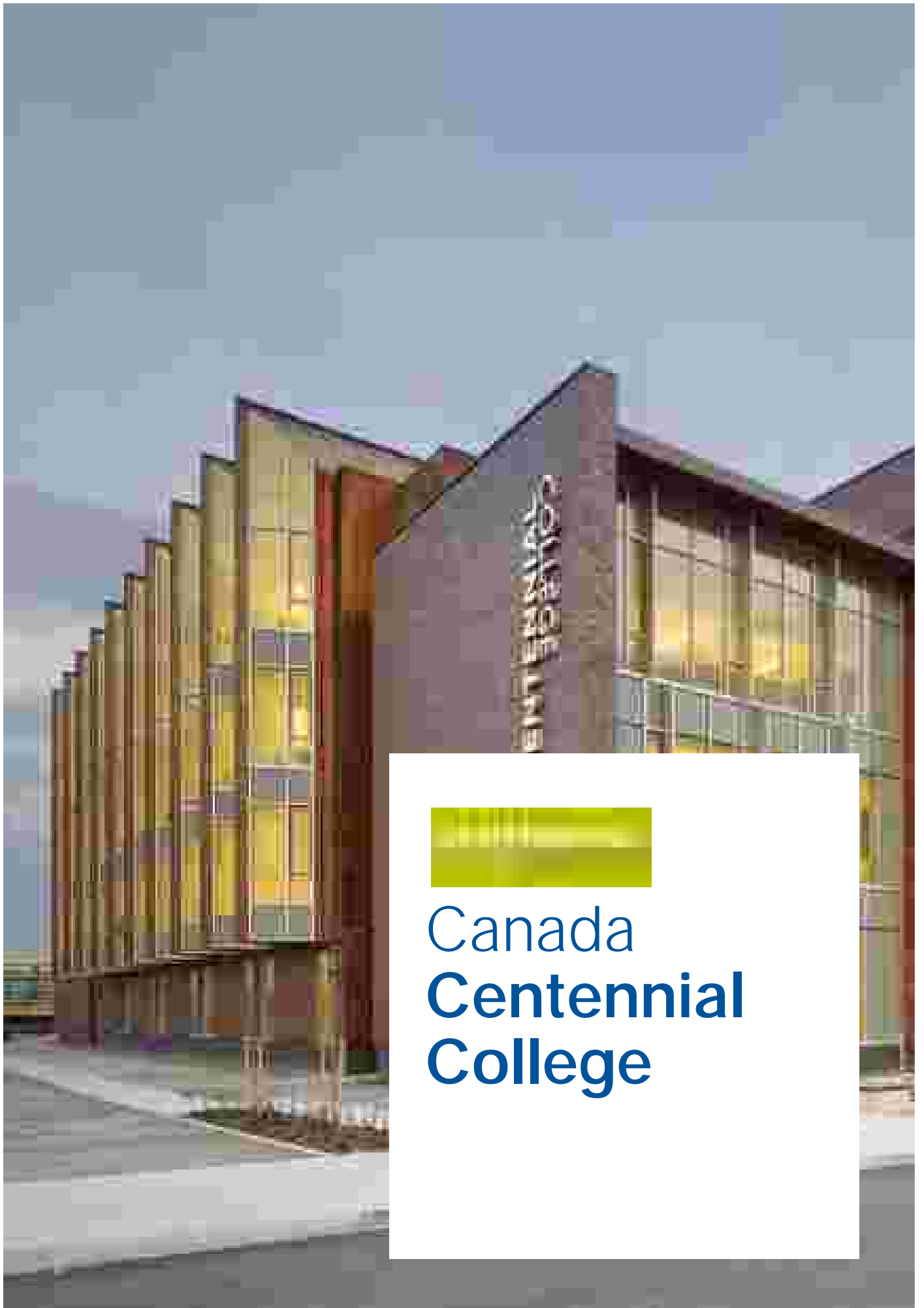
The Bachelor of tourism management and hospitality offers advanced training in management applied to various sectors of the tourism industry. Offered in collaboration with the Institut du tourisme et de l'hôtellerie du Québec (ITHQ), it offers strong skills in marketing, finance, management and for the development of strategic planning destinations, tourist organizations and management hotel and catering businesses. Based on increased knowledge of human and technological dimensions, the program prepares the student for a position of leadership within companies and organizations in the tourism industry in Quebec and abroad. This program offers two concentrations: hotel management and catering and management of organizations and destinations.

Master program in tourism development

The Master's program in tourism development aims to train students in understanding and planning strategies in the field of tourism, and the analysis of the tourism phenomenon and its implications. Educational activities are centered on the characterization of tourism resources and the analysis of how to use it responsibly, taking into account the constraints and opportunities of the host communities and markets. They also address the study of the development of tourism in terms of its cultural, natural, social, technological and economic impact.

Montreal - Canada





Canada
**Centennial
College**

Introduction

Centennial College is Ontario's first community college, it was established in 1966 and primarily serves the eastern portion of the Greater Toronto Area through four campuses and seven satellite locations. Our college is best known for its record of exemplary teaching, innovative programming and extensive partnership building.

Our mission is to educate students for career success. We make every decision to support the career and personal development of our learners. Our curriculum, teaching and services demonstrate that we value the diverse profiles of our learners.

Centennial is recognized as one of the most culturally diverse post-secondary institutions in Canada. Almost 100 ethno-cultural groups are represented and 80 languages are spoken on campus.

At Centennial College, our vision is to transform lives and communities through learning.

Contact info

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Email: hospitality@centennialcollege.ca

www.centennialcollege.ca/hospitality



UNWTO. TedQual Certified Programmes

Hospitality and Tourism Administration

Courses cover a full range of business practices in Marketing, Human resources, Finance and Industry Operations — as applied to the entire hospitality and tourism field.

Centennial's three-year Hospitality and Tourism Administration program admits students at three points throughout the year culminating in an internship with one of our industry partners. Students graduating from this program often transition directly into the industry or move forward to complete a university degree in Hospitality & Tourism.

Hospitality Management Hotel and Resort

This two year, four semester diploma program is designed for students intending to pursue a career in the hospitality industry. Career options in this sector include all elements of full service lodging operations including: Front Office, Food & Beverage, Housekeeping, Sales & Marketing, Accounting, Human Resources, etc. Courses equip students with the knowledge and ability to link directly into the industry at the conclusion of the program, with an understanding of the interrelationships between departments that drive performance in the hotel and resort industry.

Event Management Festival and Conference

Centennial College's one-year, two semester Graduate Certificate program in Event Management- Festival and Conference prepares students for a career in an exciting and rapidly growing industry. It is well documented that festivals, events and conferences are a major catalyst for tourism worldwide as evidenced by the membership making up the local, national and global markets. This sector is projected to produce 121,000 new jobs by 2015.

Tourism Management Culture and Heritage Tourism

Special interest travellers, who rank culture and/ or heritage among the top five reasons for travelling, represent a significant trend sweeping through the tourism market. The culture and heritage-motivated traveller wants to experience a distinct and authentic sense of place while connecting with the endemic tapestry of human endeavour.

This two-year program provides students with an interdisciplinary learning approach by integrating the challenges facing culture and heritage sector managers with the operative requisites commanded by the tourism industry. A measured application of fundamentals and training culminating in valid industry experience opportunities equip learners in this program to contribute and compete in this growing segment of the tourism industry.



Hospitality Management Restaurant and Catering

Centennial College's two-year Restaurant and Catering diploma program prepares students for a challenging and satisfying career in restaurant operations management. Students will learn skills that are essential to this segment of the industry, including menu management and design, kitchen management, beverage knowledge and bartending.

In addition, students spend two days per week in a placement at a restaurant or a hotel. This placement gives learners the practical experience to complement the theory learned in class.

Tourism and Travel

A career in tourism and travel creates a lifetime of opportunities that provide skills training that can be used in any sector of the industry.

Students of this one year/three semester program graduate with the proficiency that tourism employers are seeking. This includes in-depth knowledge of airline tariffs and ticketing, accommodation and ground transportation and the cruise industry. Students also gain extensive world destination knowledge, including culture and heritage training, passport and visa requirements, travel security, customer sales and service, and much more.

A third semester field placement allows students to apply skills learned in-class, and helps further prepare them for employment upon graduation.





Chile
**Professional
Institute
Duoc UC**



Introduction

Duoc UC being the technical associate of the Catholic University, has positioned itself as a leader in Professional and Technical Higher Education in Chile. With a practical emphasis, its academic method is based on the development of competencies therefore “its learning by doing”.

Each campus has technological centers, laboratories and specialized tools in order to recreate the actual working environment. In addition, Duoc UC uses state of the art technology to ease the learning process, such as blackboard, intranet, chat and e-learning programs.

The labour value of its technical and professional graduates is measured by their performance within the industry and society. The curriculum is developed from the information gathered through the industry, thus knowledge, skills and attitude shape the competencies needed by our graduates to excel at their jobs.

Our academic project seeks excellence in quality, which implies providing all our students with social, labour and cultural value.

Duoc UC Academic Programs :

Technical level: 2 year program

Professional level: 4 year program

9 Schools covering the following areas:

- Business and Administration
- Communication
- Construction
- Health
- Information Technology & Telecommunications
- Design
- Engineering
- Natural Resources
- Tourism

15 Campus distributed in four cities: Santiago, Valparaíso, Viña del Mar and Concepción.

Duoc UC has been accredited by the National Commission of Accreditation (CNA) and the School of Tourism has all its programs accredited too.

Contact info

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Director of the School of Tourism

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Jimena Otaiza Morales,
Quality Assurance for the School of
Tourism

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UNWTO. TedQual Certified Programmes

Tourism Management

Campus: Antonio Varas, Valparaíso and Concepción

Professional profile:

The Tourism Manager is a professional that is able to design, develop, manage and trade tourist products and services based on international standards.

He/she should be able to receive and help multicultural customers aiming at satisfying their existing and potential needs on the basis of current standards as established in the UNWTO Code of Ethics.

He/she should be able to develop new tourism and hospitality projects on sustainable basis and complying with the best practices of corporate and social responsibilities.

Job description:

A graduate has the skills to have an administrative job, both locally and internationally, with different types of enterprises in the tourism industry: hotels, wholesalers, travel agencies, tour operators, convention centers, cruise lines, airlines, public administration and municipal information centers, rent a cars; as well as private consultancies and his or her business venture.

Graduate profile:

At the end of the curriculum, graduates will be able to demonstrate the following competencies including knowledge, skill and attitude.

1. Communicate, tourism information, effectively in English
2. Handle efficiently Internet, computer programs and specific industry softwares
3. Advise with reference to migratory rules and regulations
4. Provide clients with high quality service.
5. Manage Tourism & Hospitality functions and processes according to standard procedures
6. Suggests Chilean Heritage & Destinations for local and incoming Tourism
7. Advice regarding World Heritage & Destinations for outgoing Tourism
8. Manage tourism service and products according to micro & macro economy concepts
9. Develop marketing and sales strategies for Tourism & Hospitality products within local and global markets
10. Estimate the dimensions of Tourism in a worldwide growing industry
11. Use Global Distribution Systems, GDS,
12. Develop web pages related to tourism business
13. Understand accounting procedures related to tourism business
14. Assess clients satisfaction regarding tourism products and service
15. Develop a quality service programme
16. Being a manager of Tourism and Hospitality business
17. Future tourism, trends and facts to be analyzed

Santiago, Valparaíso, Concepción - Chile



18. Being a Tour guide
19. Selling national and international tourism products and service
20. Develop sustainable tourism projects
21. Managing social and cultural awareness
as related to the World Tourism Ethics Code.
22. Managing human and financial resources

The profile is updated every year according to information provided by our “alumni”, current students, teachers, employers, market and public trends. If necessary a whole curriculum is modified.

Teachers and students have access to “Blackboard” a platform which allows a fluent and easy communication between them.

Timetables, essays, extra-curriculum information, job and internships offered are some of the subjects published on Blackboard, and most important of all is: teachers and students share their whole programme: courses, on-line and face to face activities, exams and their results, case studies, homework including teachers assessment, portfolio containing evidence, comments and self assessment.

For further information access:

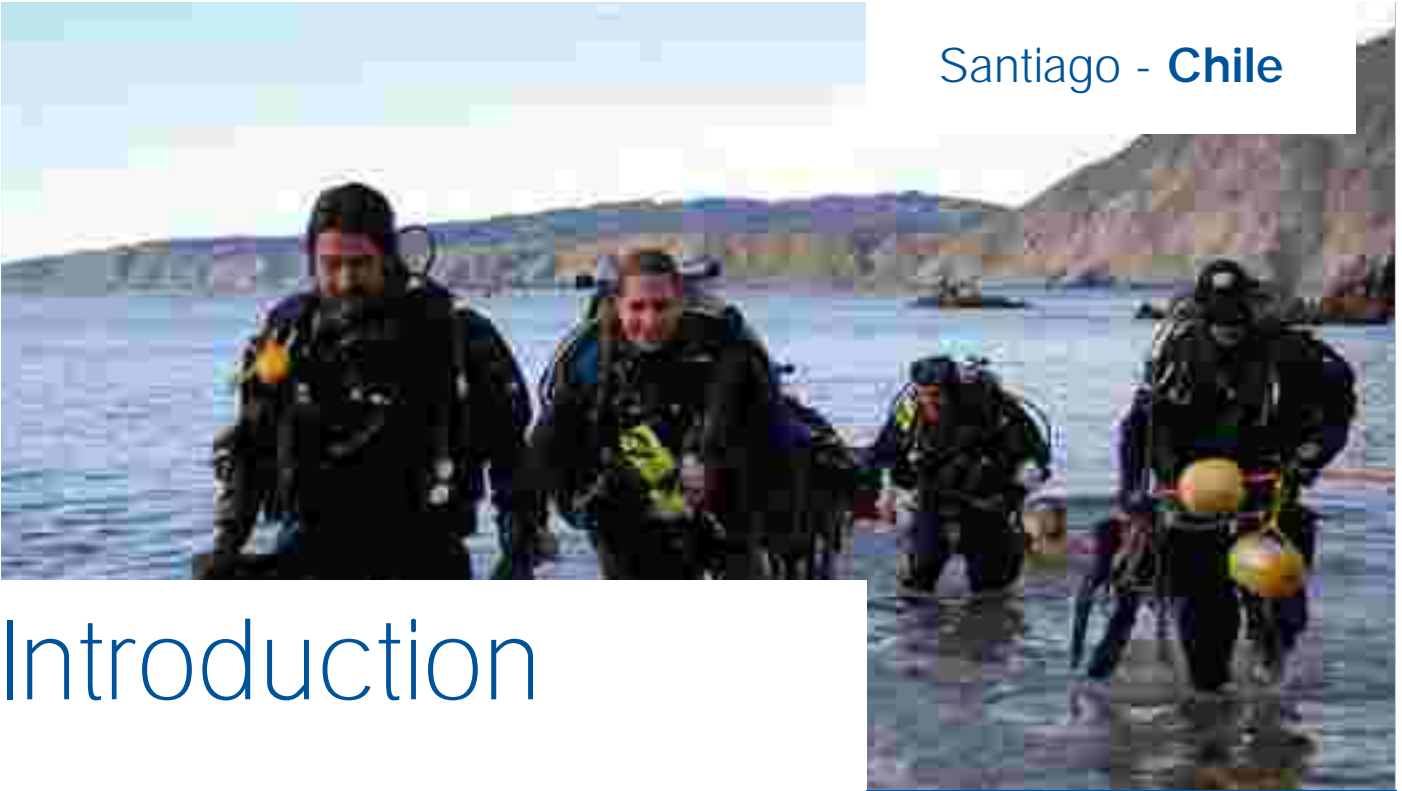
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UNIVERSIDAD
ANDRÉS BELLO

Chile
**Universidad
Andrés Bello**



Introduction

Established in 1988, Universidad Andrés Bello is a private university and the largest in Chile, with more than 45.000 students enrolled through 7 campuses in the 3 main cities: Santiago, Viña del Mar and Concepción.

Having received several grants from the World Bank-Sponsored Millennium Research Institute, Universidad Andrés Bello is known for its academic rigor and research excellence. It offers more than 106 undergraduate programmes, 81 masters and 8 doctorate degrees, 3 of them accredited, in all knowledge areas, including Health Sciences, Applied Sciences, Engineering, Social Sciences, Business and Economics, Law, Education and Humanities, Ecology and Natural Resources, Architecture, Art and Design.

The institution has international agreements of student exchange, dual degrees and research with more than 90 prestigious institutions around the World, including Harvard, Columbia, MIT, Johns Hopkins, among many others.

Universidad Andrés Bello is accredited by the Chilean National Commission for Accreditation. The institution is candidate to international accreditation from the Middle States Commission on Higher Education (MSCHE). To date, Universidad Andrés Bello has 20 programmes accredited or in the process of accreditation, accounting for more than 80% of its total undergraduate enrollment. It is the first and only private university accredited in research. The institution is also one of the few universities accredited in Community Outreach, benefiting around 200.000 persons a year through its social responsibility programmes, as well as academic and cultural activities.

The institution's mission is "To be a university that offers those who aspire to progress, an experience of inclusive education of excellence for a globalized world, supported by the critical cultivation of knowledge, and the systematic generation of new knowledge". As part of its mission, the institution claims to be private and pluralistic, with a student composition that mirrors the Chilean society. Students, academics and administrative staff are integrated without socio-economical, racial, religious, ideological or origin discrimination.

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**UNWTO. TedQual
Certified Programmes**

Bachelor in Ecotourism Management

The Ecotourism Management program- offered by Universidad Andrés Bello in the Santiago campus, forms professionals with a broad understanding of General Tourism and specifically in Ecotourism, capable to develop and promote sustainable initiatives from the economical, social and environmental perspectives.

In the development of the profession, the Ecotourism Manager is able to manage, lead and promote ecotourism initiatives in regions still in their natural state or barely intervened, forming professionals who can lead the changes and transformations that our society needs through sustainable development.

This development requires that their training not only integrates the theoretical contents but also the skills that will enable them to face the present and future challenges of sustainable development.

The student's education and training, will allow him to interpret and assess the sustainable use of natural and cultural attractions through the ecotourism activity. The student is formed with strong leadership skills, field training, and knowledge of safety standards and environmental conservation, to lead activities in natural areas.



The Ecotourism Management professionals can perform in companies and institutions both from the private and public sectors, creating, promoting and implementing programs and ecotourism projects, either as private entrepreneurs or providing advice to tourism and related companies, as well as public institutions such as municipalities, ministries and other public services.

The Ecotourism Management is a four year or eight semester program, during which the student must develop two internships and complete the training process with the development of a thesis through a thesis or project title and have passed an oral examination, to obtain the professional degree.

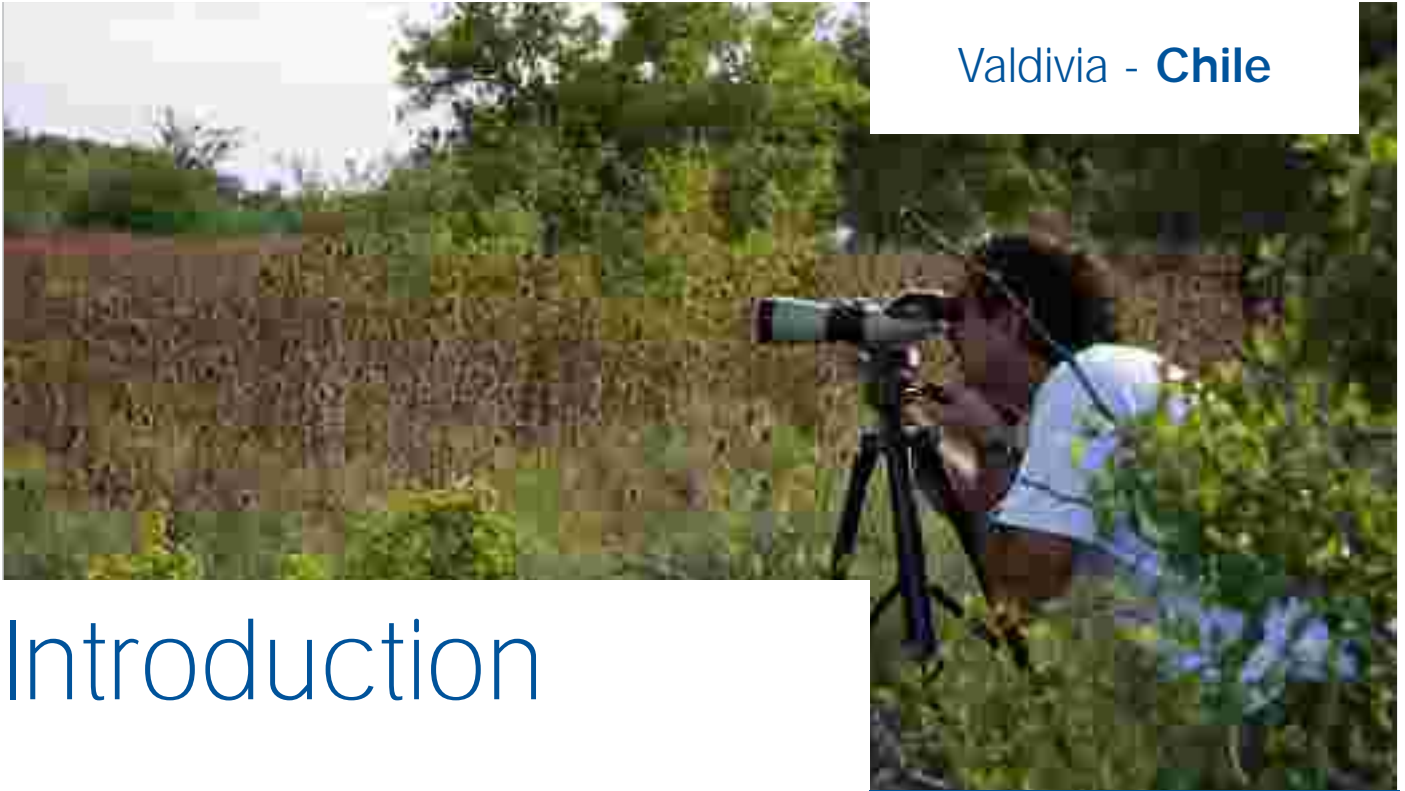
The curriculum has a total of 46 courses, which include two vocational and two general education electives that complement the student's training.

The curriculum has 4 lines of training, in which the courses of the curriculum are grouped. The first of these groups include the theoretical courses with field trips that allow students to be placed in a real context of knowledge. A second training develops the elements of management, economics, marketing and project evaluation, subjects that allow students to learn and apply analytical techniques and preparation of project organization. The third line trains students in the English language, which is key for the professional tourism sector, and the fourth line of training consists of Ecotourism Active Workshops that are held during the 8 semesters of this career, where students learn the practice and technique of mountain and water activities, security elements, risk management, group management, leadership and conflict management, apart from integrating the knowledge acquired in other courses.

More <http://www.unab.cl/admision/ecoturismo.aspx>



Chile
**Universidad
Austral de
Chile**



Introduction

The University Austral of Chile was founded under Decree number 3,757 on the September 7th, 1954 in Valdivia as a response to the undeniable need to create an institution of higher education in the southern part of the country.

The UACH campus is located on the “Isla (Island) Teja”, between the rivers Calle-Calle and Cruces. It looks out over the river Calle-Calle with a beautiful view of the Valdivian city center. The campus is a patchwork of buildings from various decades and stages of the University’s formation. The oldest buildings date back to the ‘60s and early ‘70s, when the University gained its institutional autonomy. Presently, the university is undergoing a modernization in its architecture and curriculum thanks to different projects aimed at improving the quality of undergraduate programs. This allows the past and present to blend harmoniously.

Today our University is recognized nation-wide for its academic achievements and enjoys a prominent and prestigious position among Chilean universities. The importance of this university is demonstrated through its expansion of satellite universities to other cities in Southern Chile, including Puerto Montt and Coyhaique. In regards to its scientific productivity, the Universidad Austral de Chile is one of the five important universities in the country and maintains a campus and a research center whose connection with the community has resulted in positive and relevant development. In fact, UACH is among the five most prestigious universities in Chile, excelling nationwide in research and teaching.

The University Austral is the proud result of years of hard work, consisting of: two campuses in Valdivia, a campus in Puerto Montt, the Trapananda Research Center in Coyhaique, an administrative office in Santiago, 9 faculties (college), 50 undergraduate degrees, 13,000 students, more than 800 professors, 152,000 books in their ample libraries, Internet connection via Wi-Fi, laboratories, test centers, multimedia laboratories, sports center, museums, test farms, one of the most modern veterinary hospitals in South America and a 11-hectare botanical garden, one of the most outstanding of its kind in the continent. All of the above are the products of an arduous and persevering effort to contribute to the development of Chile.

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**UNWTO. TedQual
Certified Programmes**

Administración de Empresas de Turismo

Studying the program in Business Administration in Tourism (BAT) at UACH is the beginning of a great experience. This is offered in one of the most beautiful university campuses in Chile and surrounded by nature, rivers and great landscapes, which in fact, serves as a natural laboratory for studying tourism.

The program has existed in Valdivia for more than 40 years. It was created in 1971 by the former Universidad Técnica del Estado (UTE). In 1981 the University went under reorganization, which resulted in the creation of Instituto Profesional de Valdivia (IPV). As a result, the last one embraced the programs of UTE including the tourism one. In 1989 a new reorganization was carried out and the programs offered by IPV were transferred to UACH. As a consequence, the program in tourism was revisited and reformulated leading to the creation of the program of Business Tourism Administration.

The current program consists of ten semesters leading to get a Bachelor Degree (BA) in Tourism Management. During these semesters, students are strongly connected to their social and economic environments by conducting several activities in cooperation with the public and private sectors in tourism. During the studies, an internship of 950 hours must be also completed by the students. This is conducted in two stages: a first internship of 350 hours towards the end of the second year, and a final internship of 600 hours conducted at the last semester.

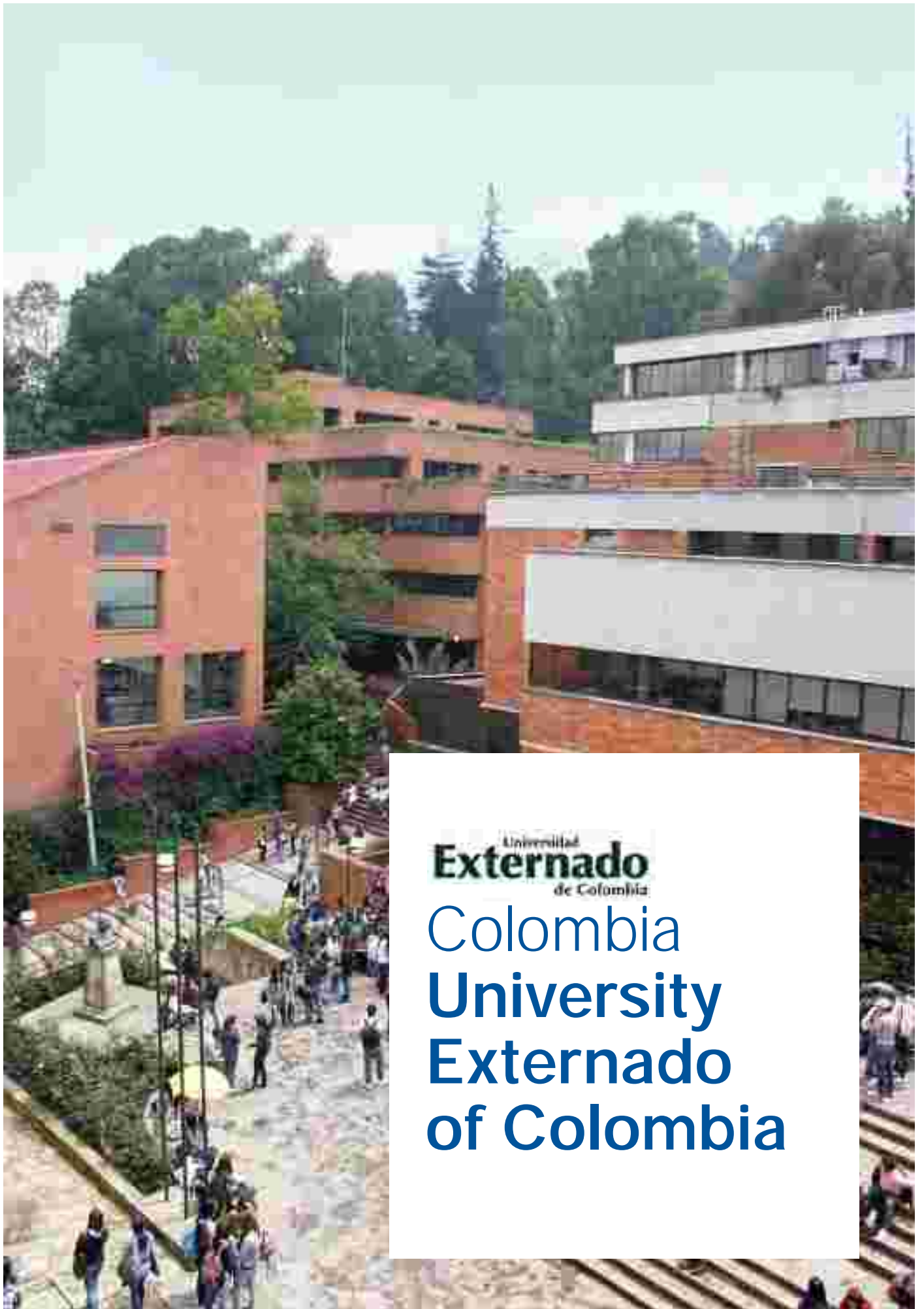




Once finished the program, it is expected that our students are prepared for leading the tourism industry and work in multiple public and private organizations. In the public sector, they can become key decision makers in tourism policy design, evaluation and implementation or also be relevant stakeholders in issues related to destination management, local development and tourism marketing. In the private sector, they have skills to manage and operate private companies in tourism, including hotels, restaurants and others. Our students are also prepared to be highly committed to their context. They are prepared to face the current challenges of a changing environment and adapt themselves to address complex situations, being respectful to their social and natural environment.

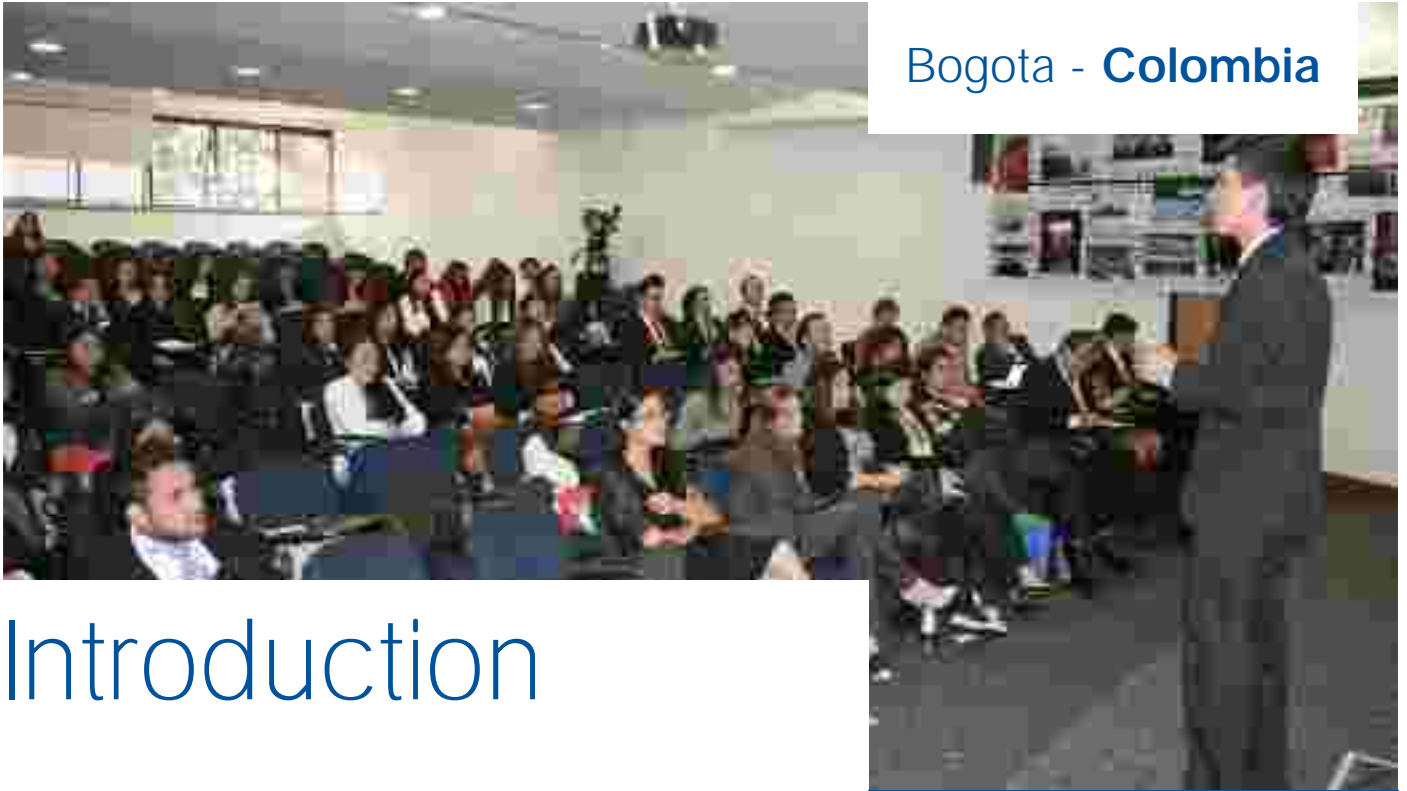
Nowadays, the BA in Tourism Management at Universidad Austral de Chile is the only program in tourism certified in the country and also, the only one amongst the exclusive group of traditional universities in Chile.





Universidad
Externado
de Colombia

Colombia
**University
Externado
of Colombia**



Introduction

The Universidad Externado de Colombia was founded 15th February 1886 and is a non-profit institution endowed with legal capacity. It is also a founding member of the Colombian Association of Universities as well as belonging to the Union of Latin-American Universities, the International Association of Universities, among others.

The Externado, word alluding to the fact of not having boarders, involved a challenge to traditional teaching schemes, and considered a free, open, independent and secular institute. Education for freedom; tutelary principles that identify this university.

Currently, the Externado has 18 undergraduate programmes, 155 specializations, 20 MSc and 3 PhD degrees, which adds to the list a large number of important continuous programmes and BAs with national and international universities, 4 consolidation research centres, 5 observatories related to Social Sciences, a Legal Data Processing Studying Centre and 49 research groups, of which 43 COLCIENCIAS recognition (Colombian Institute for the Development of Science and Technology).

The Universidad Externado de Colombia understands education as well described by Dr. Fernando Hinestrosa (Rector in the period 1963-2012), "Above and beyond, I could not imagine education in any other way: liberal education, education for freedom, the teacher has to stimulate, arouse curiosity, encourage students to mould their own personality, allow them to practice, to err and infer, in their respective fields. The student must avoid straight forward answers and put across alternatives, be aware that education is not indoctrination but an exercise of reason; the substance of spiritual freedom, demand each individual to be autonomous. To have and convey a fresh and open mind, in constant renewal and expansion, keep in mind the relativity of truth and practice as an ethical position, condition for a free society. Help persons to become adults by giving them responsibility".

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Colombia University Externado of Colombia



UNWTO. TedQual Certified Programmes

Bachelor in Hospitality and Tourism Management

The academic programme of the Faculty of Hospitality and Tourism Management began activity the 11th January 1974 with the primary purpose to edify citizens and professionals with national and international projection, with educational knowledge and leadership in the field of public and private tourism management, with scientific and humanistic foundation and ethical commitment.

The pedagogical model of the programme, Social Construction of Knowledge has as support the use of didactics aimed among other things, to encourage the theory-practice relationship through interdisciplinary work of the academic community with orientate questions depending on the training area, academics and semester, which are specified in the planning and development of an integrated project of each semester.

Complementary to the fundamental formation of the students, conferences are held as well as promotion of sport, cultural and artistic activities, business visits and campus outings. Furthermore, there is encouragement of practical exercise outside the classroom from inter-semesters and professional training, which constitute the academic and pedagogical experience, intended for the student to integrate and apply the knowledge and skills acquired during the career in specific contexts of their profession besides strengthening their skills and abilities.

The agreements with renowned universities, both nationally and internationally, help mobility of teachers and students as well as the development of cooperation activities associated with the exchange of knowledge and research. Likewise, the Faculty is a member of the most renowned international and national associations linked to tourism, such as WTO, CHRIE, IH&RA, EUHOFA, CONPEHT; COTELCO, ANATO, among others.

Since 2003, the Faculty has the support of the group “Tourism and Society”, made up of teachers and researchers with interdisciplinary training assigned to the Faculty research, which was recognized by COLCIENCIAS, recognition granted for the first time to a group in this discipline in the country, within the areas of knowledge of the applied social sciences.

The seedbed of Young Researchers is an academic area which stimulates creative and gratifying research. It is aimed at students who wish to learn and commit to research development, application of research methodologies and tools to allow them to explore, who are encouraged by curiosity and problem-solving search by topics arising from the Faculty research and which cover a high range of reflections on what-to-do of the professional future.

Through the Faculty publications, the results of the research undertaken are disseminated, of both the undergraduate and graduate programmes, and of the various ranks of research, such as intellectual production of teacher-researchers, professors, as well as the experiences of teaching, the extension, the agreements and the regional, national and international advisory and consultancy work.

Bogota - Colombia



Within these features, the Tourism and Society Yearbook is a disseminator aimed to first of all open an academic exchange of ideas, attitudes and debate, and secondly, to present scientific and technical articles, which have not been published in other journals and are the product of the theoretical or research practice. This publication that is indexed by COLCIENCIAS (Colombian Institute for the Development of Science and Technology), is also registered in various academic and scientific databases, nationally and internationally.

For several years, the Faculty has highly developed consulting projects, counselling, social outreach, which have different application areas such as the design of sustainability management for destinations, technical assistance to company managers to implement Sectoral Technical Standards in sustainability, national programme “Schools Friends of Tourism”, tourism competitiveness strengthening, technical assistance and support to vulnerable populations effectively articulate tourism.

Graduates of the Faculty of Hospitality and Tourism Management of the Externado University of Colombia are nationally and internationally recognized and perform in different positions in the public and private sector.

In the nearly four decades of tradition in teaching, research, education and social outreach, the programme of Hospitality and Tourism Management of the Universidad Externado de Colombia, is the first tourism programme in Colombia with an official recognition granted by the National Accreditation Council (NAC) of the Ministry of National Education and the only with UNWTO.TedQual International Quality Certification, awarded by the World Tourism Organization (UNWTO).





Pontificia Universidad
Católica del Ecuador
Fundada en 1916

Ecuador Pontifical Catholic University of Ecuador



Introduction

The Catholic University in Quito was founded in 1946 and acquired the status of Pontifical in 1963 giving it its current name as PUCE. The University is managed and administered by the Jesuit congregation and is a co-financed institution receiving an annual state allocation besides its own income.

Our university is recognized for holding Category A granted by the National Assessment and Accreditation Council and is positioned 67 in the QS University Rankings for Latin-American universities, nationally recognized as the number 1.

The PUCE currently consists of 13 faculties and offers 54 careers in different areas. The total number of students in Quito is just over 9.000 per semester which requires a core faculty of approximately 1.200 teachers. Furthermore, it has 5 other headquarters located around the country (Ambato, Santo Domingo de los Tsahalís, Manabí, Esmeraldas and Ibarra).

The PUCE, besides being one of the oldest universities of Ecuador, it is also a pioneer in research development and liaison activities with the community which nationally positions the university as an institution of high prestige, and internationally recognized for their academic participation in scientific knowledge.

The General Library holds over 120.000 printed volumes as well as 16 virtual libraries, 15 virtual newspaper libraries and specialized databases which complete the academic requirements of students and teachers, making it one of the most complete in the country.

The PUCE also promotes the society's cultural development through its Cultural Centre. This includes museums and archives for public use, while presenting various events and exhibitions of interest.

And finally, it is important to mention the current construction of a new university campus in Nayon, within the Metropolitan District of Quito, which harmonizes with the new educational model based on the Ignatian pedagogical paradigm which governs the duty of our institution.

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UNWTO. TedQual Certified Programmes

Engineering in Ecotourism National Tourism Guide

CURRICULAR STRUCTURE

The course totals 245 credits (8 semesters): 209 obligatory credits and 8 elective credits. The degree dissertation requires 20 credits. For graduation, 1000 hours of internships must have been completed.

GRADUATE PROFILE

The graduate coursing the Ecotourism career will be able to environmentally and culturally interpret the environment; organize and guide Spanish and English groups; investigate the basics of the economic, social, environmental and tourism policy; participate in both the public and private tourism activity planning; participate in the counselling of tourism; design and evaluate entrepreneurship projects; handle information and communication technologies regarding its scope.

Therefore, the graduate may act with initiative and autonomy to achieve the goals planned for sole and team management, issue criteria for decision-making taking into account Ignatian, ethical and humanist principles and values proposed by the PUCE and the World Tourism Code of Ethics.

Finally, the graduate can introduce changes for the development of tourism in pursuit of conservation and sustainable management of natural and cultural heritage, with social and environmental responsibility, promote the generation of new ideas, including environmentally friendly businesses under sustainable and social equity principles.

SPECIFIC SKILLS

- Ethics and Christian values
- Social and environmental responsibility
- Autonomy
- Capacity to learn and permanently update knowledge
- Research ability
- Oral and written communication in native language (Spanish)
- Oral and written communication in English
- Information and communication technology management
- Quality commitment
- Group guiding
- Capability for action planning for tourism development
- Project design and evaluation ability
- Venture planning ability
- Ability to manage tourism businesses

EDUCATIONAL RESULTS

1. Interpret, understand and respect the symbolic meaning of the religious cultural acts of the Ecuadorian communities.
2. Strengthen credibility in relation to tourism enterprises and social and ecological environment applying training on human, Christian and ethical values.
3. Initiate team spirit activities through a guided group exercise, with various vulnerable social groups.
4. Contribute to environmental conservation and social equity to propose practical solutions within their field of training.
5. Autonomously apply knowledge related to tourism.
6. Work to achieve personal and professional goals and socio-cultural background.
7. Incorporate in entrepreneurship projects technical and socioeconomic information to ensure its feasibility.
8. Investigate the tourism environment to propose research topics.
9. Manage general and specific vocabulary of the career,



- oral and written, in a consistent and relevant manner.
10. Draft documents in a clear and consistent way, with rich lexical, syntax and spelling facility.
 11. Communicate within the working atmosphere to improve the customer service, using a technical, consistent and tourism related vocabulary.
 12. Manage general and specific vocabulary in English language, oral and written, in an appropriate, consistent and relevant manner.
 13. Communicate within the working atmosphere to improve the customer service, using a technical, consistent and tourism-related vocabulary.
 14. Access information through different platforms and technical programmes, according to the educational needs.
 15. Use multiple sources of information and technical means to access these respecting intellectual property.
 16. Plan and conduct activities in accordance with the tourism quality standards required.
 17. Identify and propose technical and administrative processes and procedures for continuous improvement to optimize resources.
 18. Create tourist routes scripts based on tourist profiles to implement group management techniques.
 19. Design and implement an interpretive and thematic activity within a tourist route in order for visitors to experience the environmental and cultural reality of the surroundings.
 20. Apply the basic tools of regional planning.
 21. Propose tourist activities and events compatible with the environment and cultural environs.
 22. Design and evaluate tourism projects to propose creative alternative investment.
 23. Use administrative, financial, environmental and social techniques to create ventures.
 24. Evaluate the different venture options establishing selected criteria in accordance with the socioeconomic environment.
 25. Identify the aspects; work, legal, commercial, tax, fiscal, occupational health, environmental safety, to comply with the regulations in force.



Honduras
**Universidad
Tecnologica
Centroamericana
(Unitec)**



Introduction

“Universidad Tecnológica Centroamericana” (UNITEC) is a higher education private institution founded in 1987 with the purpose of becoming an alternative for university education, both for its innovative academic offer and its educational proposal and model.

Currently, it has five campuses located in all major cities of Honduras, three in Tegucigalpa, two in San Pedro de Sula and one in La Ceiba, which make up the CEUTEC and UNITEC system, representing a population of over 19 thousand students.

Since 2005, UNITEC has been part of Laureate International Universities, the world’s largest private university network, which has 60 institutions of higher education in 29 countries, two online institutions and approximately 740,000 students around the world (North America, Latin America, Europe, North Africa, Asia and the Middle East). Laureate Universities offers hundreds of undergraduate, master’s and doctoral degrees in fields such as architecture, art, business, culinary arts, design, education, engineering, health sciences, hospital administration, information technology, law and medicine.

Our students, after graduating with a first class education, have the ability to be the best in their fields allowing them to create opportunities for themselves and others, and to build a better world.

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UNWTO. TedQual Certified Programmes

Bachelor of Tourism Management

The Bachelor of Tourism Management, aims to provide students with the knowledge, skills and techniques necessary to develop a successful career in the field of tourism. Also, contributing to the economic and social development of Honduras, increasing efficiency and effectiveness in the use of tourism resources and management of companies.

The degree combines a thorough curriculum covering the main areas of tourism with theoretical and practical learning starting from the very first classes of the degree. During the first year, the university encourages the learning of languages and national and international travel. In the following modules, an ambitious internship program develops in companies or tourist facilities, both domestically and abroad.



The plan includes 56 subjects (209 credit units), out of which 5 include an average of 200 hours of practical work (in hotels and restaurants) and another 3 with their respective laboratories. It also includes two computer laboratories, 2 skills workshops, 2 languages (English and one other language left to the student's choice between Italian, French, Portuguese, and Mandarin).

Among the 56 subjects, 3 are specific training electives, which the student can select according to his or her interest in one of 3 orientations: Hospitality, Alternative Tourism and Events Tourism.





Mexico
**Universidad
del Caribe**



Introduction

Universidad del Caribe was founded 12 years ago, and is recognized as having developed a distinctive teaching methodology suitable for the needs of the State of Quintana Roo and the local community.

There are three academic departments in the Universidad del Caribe: Basic Sciences and Engineering, Economics and Business Studies and Tourism, Hotel Management and Culinary Arts. Each area offers two undergraduate degree courses. There are two transversal subjects for all the students, English and Social Studies (Human Development). The program of Social Studies has curricular and co-curricular subjects designed to complement the professional studies.

At the moment the Universidad del Caribe has 8 undergraduate programs. Twelve years after its creation, the Universidad del Caribe has been evaluated and awarded certifications for its educational quality as well as certifications for its quality program related to the administrative processes. These recognitions have classified our university as one of the finest in the country.

In 2007, the Organization which certifies programs of Higher Education in Mexico (CIEES), approved the university's programs through external evaluation by inter-institutional committees, created and regulated by the National Education Department. (La Secretaria de Educación Pública.)

Awards from the National Education Department: In 2012, the Universidad del Caribe received an award for Academic Excellence for the fifth consecutive year. Only few universities in Mexico achieved this honor, and the Universidad del Caribe is the only one from the South-eastern region of Mexico.

In 2008, the university achieved the following certifications which are valid for 5 years.

- CACEI. The program of studies of Industrial Engineering was certified by the Council of Accreditation of the Teaching of Engineering, (CACEI) in the month of February.
- CACECA. In the month of June, the Council for the Accreditation of the Teaching of Accounting and Administration (CACECA) awarded their certification to the academic program of the degree in International Business.
- CONAET. In the month of December, 2008, both study programs, Sustainable Tourism and Hotel Management and Culinary Arts, were certified.

The University has certified by ISO 9001:2008 the Processes of Didactic Lesson Planning, Institutional Programming and Budgeting, Supportive Administrative Services, and Financial and Material Support Services (Certification No.FS-0941206.Regulations NMX-CC-9001-IMNC-2008).

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UNWTO. TedQual Certified Programmes

Sustainable Tourism and Hotel Management

Ten years after its creation, the study programme in Sustainable Tourism and Hotel Management is recognized at national level, by CIESS (Comités Interinstitucionales para la Evaluación de la Educación Superior) and CONAET (Consejo Nacional para la Calidad de la Educación Turística). In January 2012 also obtained the UNWTO.TedQual Certification – the only international certification awarded by the World Tourism Organization for Higher Tourism Education Programmes.

The Sustainable Tourism and Hotel Management program was designed in accordance with the UNWTO guidelines about tourism teaching at university level and attending also the Mexican government tourism sector recommendations and CONAET criteria. Sustainability, Human Development, and UN and UNESCO values are transversal content of the program. Graduates and employers assessment surveys consider the values education as one of the best achievements of the graduate students.

The Sustainable Tourism and Hotel Management students of Universidad del Caribe have the facilities and equipment needed; and they develop three stages of professional practices in tourism companies or tourism institutions. They choose one of three pre-specialties: Planning and tourism development, Hotel Management, and Alternative and Health Tourism.

Students take field trips and participate in conferences, seminars and events with national and international speakers. They are volunteers in social and environmental programs.

The Sustainable Tourism and Hotel Management program is evaluated each four years. Employers, graduated, professors work together to review and improve the program.

Gastronomy

The curriculum of the study programme in Gastronomy at twelve years of its creation has been recognized nationally by CIESS (Institutional Committees For Evaluation of Higher Education) and CONAET (National Council for Tourism Education Quality). In January 2012 the Programme obtained the UNWTO.TedQual certification - the only international certification issued by the World Tourism Organization.

The Gastronomy programme was designed according to the guidelines of the UNWTO on sustainable tourism and following the recommendations of the hospitality industry and the Mexican government (CONAET criteria).

Sustainability, Human Development, and the values of the United Nations and UNESCO are cross-cutting contents in the Programme. According to Graduates and Employers survey, the education on values is the identification mark of our students.

Gastronomy students of the Universidad del Caribe have the necessary facilities and equipment to develop four phases of work experience in restaurants and culinary institutions. They choose one of the two pre-specialties: Culinary Arts and Management in the foodservice industry.

Students participate in academic exchanges, culinary competitions and international events where they can apply the different techniques of the culinary world. The food programme is evaluated every four years. Employers, graduates, teachers work together to review and improve the program.



Application Procedures for International Students

Universidad del Caribe is pleased to receive students from all over the world. We have assembled some useful information for international students and visitors that would like to come to Unicaribe, in order to answer the most common FAQs. We remind you that this information is only a guide and is subject to change.

It is very important that you go to the International Education Office in your home University in order to check if we already have a cooperation agreement with them. If not, ask them to contact our International Office here.

Admission Requirements for Exchange Students (for HEI into the UNWTO.TedQual Network)

If your University has already been added as a member of the UNWTO.TedQual Network and/or signed a cooperation agreement and/or a MOU with us will be easier for you to spend one semester here.

To be admitted in Universidad del Caribe, international student applicants from our partners institutions must meet the general requirements outlined below as well as the specific requirements for the program to which they are applying for:

- All applicants must be either 18 years of age (by the program start date).
- A letter of academic support from your home institution.
- A letter where you explain and outline the reasons why you wish to study in Universidad del Caribe.
- Demonstrate Spanish language proficiency (if your native language is not Spanish).
- 1 copy of your transcripts from your home institution.
- 1 copy of your passport.
- 1 copy of your international student insurance card.
- 2 passport sized photographs.
- A financial statement: Could be proved by financial bank statements or a letter of financial support from your home institution mentioning you will be financially supported during your studies in Universidad del Caribe. (You can send us 1 copy from each statement by email before your arriving and the original one as soon as you arrive).



Mexico
**National
Polytechnic
Institute (IPN)**



Introduction

The School of Tourism (EST) is part of both the National Education System, which guarantees a free and secular education, and the National Polytechnic Institute (IPN), governing body of public technology education in Mexico. Therefore, the EST offers opportunities to study bachelor and post graduate degrees under the same conditions, based on institutional planning, offer education services in the tourism industry to form specialized professionals and researchers with the ability to create, innovate and implement the lessons learned in the tourism sector. The National Polytechnic Institute is the second most important public Higher Education Institution of the country.

Since 1974, the School of Tourism of the IPN in Mexico, has become a leader in Higher Tourism Education and Postgraduate level, committed to create, apply, and transmit knowledge, promote and diffuse tourism research, conduct outreach and dissemination of culture, as well as training and updating high quality professionals.

Our graduates perform with social and institutional values enabling them to create, innovate, transform, develop, promote and manage tourism with active and equitable participation of entities and communities nationwide respecting cultural heritage and humanity, as well as sustainable development to safeguard the environment and protect natural resources, thereby contributing to the economic, political, social and cultural life of the nation, extending to society results with responsibility, ethics, tolerance, respect for diversity and social commitment.

The EST has 12 laboratories where students can develop activities related to the academic program activities.

The library is Publications Depository of the WTO and member of the Network of External Consultation of the INEGI publications. The current agreement with the Documentation Division of the Centre of Higher Education in Tourism of the Ministry of Tourism (CESTUR) allows geometrically increasing opportunities in search and retrieval of information when sharing specialized parenthetical references.

The facilities for sports activities are the following:

- 1 gymnasium
- 1 football field (FMF regulatory measurements)
- Basketball
- 2 volleyball or tennis courts
- Changing rooms
- Court
- 3 table tennis and 2 chess tables

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Mexico National Polytechnic Institute (IPN)



UNWTO. TedQual Certified Programmes

Bachelor in Tourism

The curricular map at the School of Tourism is comprised of four areas of training, according to the Institutional Educational Model: institutional, basic scientific, professional and terminal and integration. These areas consist of five levels based on Bloom's Taxonomy, from which the curricular content is organized and intended to provide comprehensive training for students.

The curricular by levels of the Bachelor in Tourism of the EST contributes to the education of their graduates. The relationship of its antecedent and consequent learning units provides students with a solid set of skills achieving a higher level when processing information and with the ability to construct their own learning process. Graduates also acquire the values and attitudes in accordance with the mission and vision of the school, as defined in the profile of the graduate.

In addition to the above, and in order to train high-level professionals in the field of tourism that contribute to economic, social and political development, as well as to external referents and development needs that demands vision of national development and the global nature of the sector, the EST divided tourism studies in four specific areas of expertise, covering the main contexts, both educational and sectoral. The learning units that cover the training areas and levels are: Planning and Management of Tourism Development, Hotel Management, Travel Agency and Tourist Transportation Lines and Restaurant Management.

Given the above, the learning units comprising the curricular are organized considering the complexity of each one and the corresponding level. Therefore, the units will be unprecedented and consistent (not serial) so the student can relate the information based on the cognitive level, developing good knowledge of the degree itself.

In the same content, the academic programmes of the learning units must take into account the purpose of each level. Therefore, the academies will need to update or amend their learning strategies to fulfil this purpose when preparing the semester Teaching Plan.

The Plan contains the following:

- Educational model focused on learning according to the institution's educational model.
- Balanced development of knowledge, skills, attitudes and values, considering the four basic (knowing, doing, being and living).
- Promotion of independent and collaborative learning.
- Extensive environmental correlation.
- Promoting sustainable development.
- Curricular, pedagogical, academic and administrative flexibility.
- Associated professional solutions.
- Four specialized career paths.
- Degree option.
- Professional training according to the requirements of accrediting agencies.
- Course flexibility of the 5 levels carried out over an average of 8 semesters.



Based on the curricular context, the graduate acquires the professional skills with the ability to plan, create, organize, direct, evaluate, and advise private tourism organizations, social and related areas.

With respect to mobility, the IPN manages the corresponding conventions which form part of the Institutional Academic Mobility Program (PROMAI) giving students the opportunity to study a semester or an academic stay in another national or international institution. Nationally, financial support is granted for the duration of the mobility process. Students from other national and foreign institutions are also admitted.

As from 2010, the School of Tourism also offers the Bachelor of Tourism in mixed mode, due to the high demand of students.

The average semester enrolment is 2,350 for full-time classroom courses and currently of 521 in mixed mode.

The Section of Postgraduate Studies and Research imparts expertise in “Management and Innovation of Tourism”, which since June 2011 belongs to the National Register of Postgraduate Quality of the National Council of Science and Technology (CONACYT).

The EST belongs to the Knowledge Network of the Americas of the WTO, Chapter Mexico.



Mexico
**Universidad
Anáhuac
México Norte**



Introduction

The Anahuac University's mission is to:

Facilitate the process of forming integral individuals who, with their excellent professional and cultural preparation, inspired by the perennial values of Christian humanism, their genuine social conscience and their proactive leadership capabilities, promote the authentic development of the human being and society.

Since the Anahuac University was established, its primary purpose is to elevate and improve the human and social condition of Mexican men and women, in an integral manner. Therefore, Anahuac University seeks to unite groups of women and men entrepreneurs, conscious that education, research and the dissemination of culture form the basis for progress, not only material, but spiritual and human.

In the Bachelor and postgraduate programmes, the student profile is defined of those considered will achieve the best results when commencing a career. Having documented the profile, one determines the public and purposes to which the Bachelor and postgraduate programmes are directed.

There are several documents in which it is explicitly stated how the institution will operate to fulfil its mission. This can be seen in the official Bachelor, graduate and extension programmes, as well as in the Strategic Plan and Annual Plans for each school or Faculty plus the management and service support.

Currently, a university is the institution where courses are taught at Bachelor level as well as university extension, postgraduate or research programmes, provided branches of humanities and social knowledge are covered and not just purely technological aspects that would approach technology or polytechnic. The university is predominantly orientated toward humanities and the related social sciences. However, this does not exclude careers and disciplines strictly related to technology, such as engineering.

The pursuit of knowledge performed and transmitted at Anahuac University is diversified in various fields of knowledge, including humanities which are taught in all careers.

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**UNWTO. TedQual
Certified Programmes**

International Hospitality Management

The Bachelor in International Hospitality Management aims at the individual and professional training of entrepreneurial leaders who integrate methodologies, technologies, values and principles through theoretical and practical management study applied to hospitality, with the ability to analyze the socioeconomic impact on the environment and contribute to the industry's, society's and the country's development. This programme includes the elements of a Management Degree focusing on the hotel and hospitality industry.

Restaurant Management

The Bachelor's Degree in Restaurant Management is aimed at the individual and professional training of entrepreneurial leaders which incorporate methodologies, technologies, values and principles through theoretical and practical management study applied to restaurants, with the ability to analyze the socioeconomic impact on the environment and contribute to the industry's, society's and the country's development. This programme includes the elements of a Management Degree focusing on restaurants and the restaurant industry.



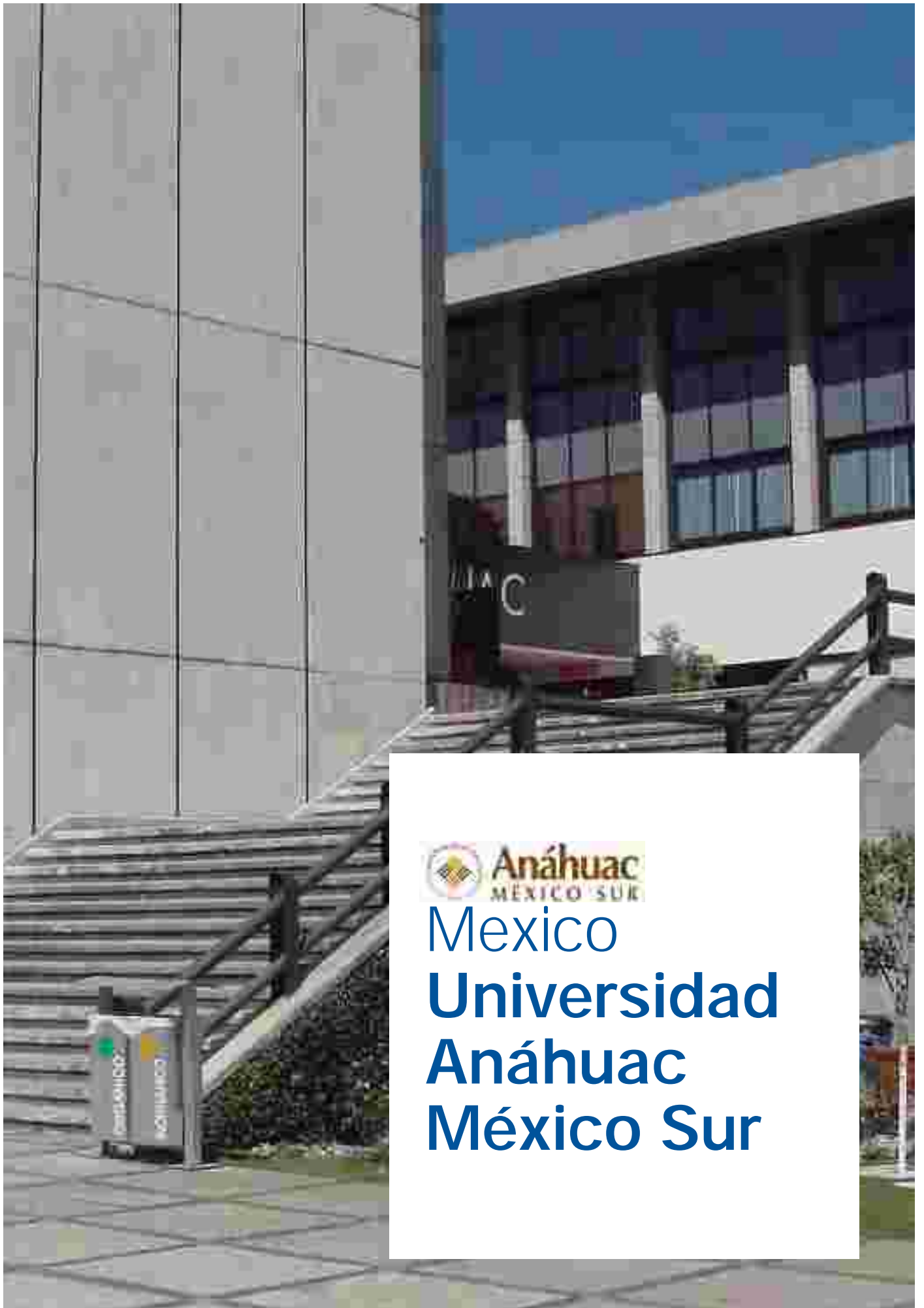
Tourism Management

The Bachelor's Degree in Tourism Management aims to train individual and professional entrepreneurial leaders which combine methodologies, technologies, values and principles through theoretical and practical management study applied to tourism companies (and similar), with the ability to analyze the socioeconomic impact on the environment and contribute to the industry's, society's and the country's development. This programme includes the elements of a Management Degree focusing on tourism related companies and the country's tourism industry.

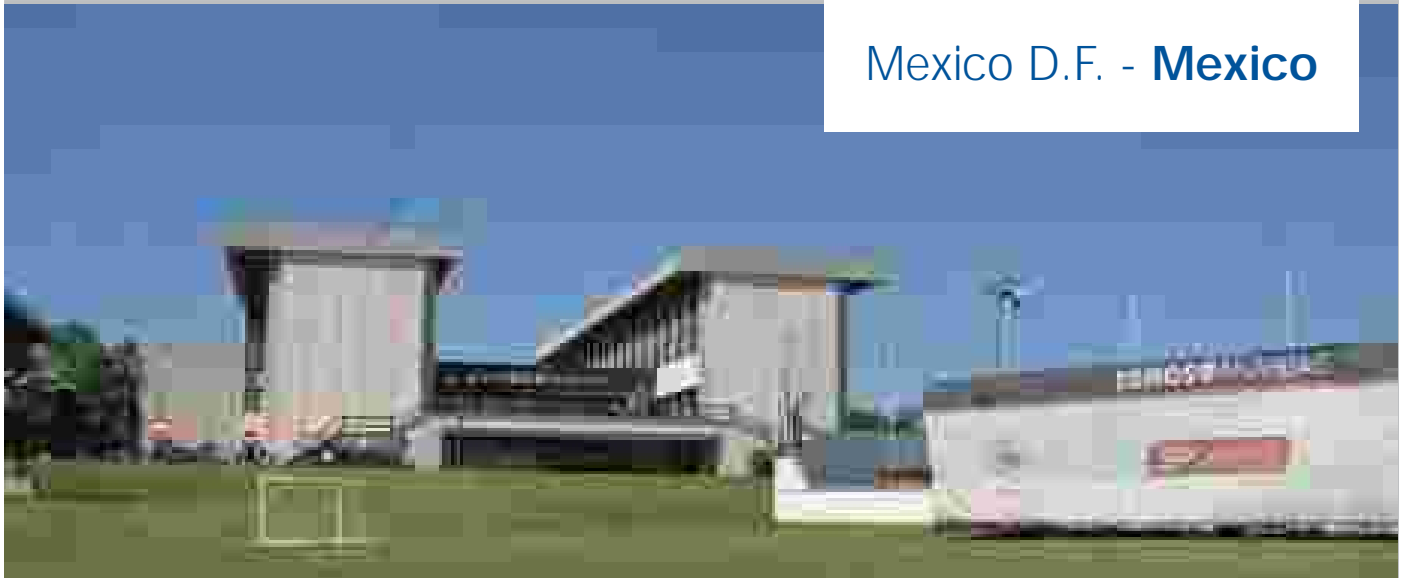
Gastronomy

The Bachelor's Degree in Gastronomy is focused on the human and professional entrepreneurial leaders who incorporate methodologies, technologies, values and principles through theoretical and practical management studies applied to restaurants or alimentary industries, with the ability to analyze the socioeconomic impact on the environment and to contribute to the development of the gastronomy sector, of society and of the country. This programme contains the elements of a Bachelor's Degree in Gastronomy focusing on restaurants and the gastronomic culture and industry.

Furthermore, at an institutional level, the human and moral aspects as part of the comprehensive training that the Anahuac University aspires is also considered, i.e. training that should include the individual in all facets. In this respect, the student is encouraged to reflect on the nature of the human person; his dignity, his origin, with the purpose to discover, develop and defend personal principles and values.



Mexico
**Universidad
Anáhuac
México Sur**



Introduction

Private and catholic Institution of superior education that offers bachelor, masters, doctoral degrees and extension courses.

IDENTITY AND HISTORY

Our mission

The integral formation of men and women who believe the Christian vision of man and society protrude by his honesty preparation professional and cultural and for his deep responsibility before social problems.

The systematic study of the research and development of the cultural heritage of Sciences and technique as a means of contributing to the integral good of man.

Evangelization and the Christian transformation of relationships both in the University and the world of work and society.

Our motto VINCE IN BONO MALUM “Overcome evil with good” is taken from the letter of Paul to the Romans (12-21) and is the synthesis of our educational philosophy.

Our name

“Anáhuac” literally means: “near the water”. Lakes region Central gave seat to the Aztec capital: Tenochtitlan, the Center more populous and more cultural development of Central America, where now stands the city of Mexico, and in it, our University.

Our motto

VINCE IN BONO MALUM, “Due to the evil with good”. It is the synthesis of our philosophy. All a conception banishing negative attitudes. A programme of positive action to overcome the evil of ignorance with the good of science. the evil of the improvisation with the sake of professionalism supported by modern technology; the evil of practical materialism and the sake of humanism which recognizes the spiritual nature of the human person; the evil of social antagonisms with the good of Concord and harmony; the evil of injustice with the good of charity; the evil of the selfish indulgence with the sake of openness and faith in God.

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twitter.com/#!/AnahuacSur

universidadanahuacsur.wordpress.com/

www.linkedin.com/groups?mostPopular=&gid=3926498

<http://www.flickr.com/photos/anahuacsur/?url=http://www.flickr.com/photos/anahuacsur/&title=Flickr>



**UNWTO. TedQual
Certified Programmes**

Bachelor in Tourism Administration

We offer a curriculum designed for the development of professional skills required by the market.

Our students will manage a profile of business management through a curriculum management approach. Also they will acquire a holistic view of the business and the panorama of national and international public management units.

They will participate in national and international academic trips, as well as congresses, seminars and conferences and will complete a business program of tasks and cases, where they exercise and use their knowledge in the real scope of business.

We have a strategic alliance with Le Cordon Bleu.

The graduates of the Bachelor of tourism management of the Universidad Anahuac Mexico South play in different tourist court companies as: Presidente Intercontinental, Four Seasons, Marriott, Hacienda de los Morales, Restaurant del Lago, Centro Banamex, banquets Les Croissants, banquets Dinara and Club France, among others. Tourism management students made their professional practices since its inception in the race, which facilitates their integration into the workforce at the end of their bachelor's degree. Their practices focus on different areas such as: food and beverage, lodging, transportation, travel agencies and tourism planning. The University, through the contacts and agreements with national and international companies, facilitates the process and maintains direct contact with its students and graduates.





Competitive advantages

- National and international accreditation “UNWTO.TedQual” - granted by the World Tourism Organization that certifies the academic quality of the programme in tourism management.
- Conventions of academic collaboration and student mobility with universities abroad.
- Accreditation granted by the National Council for the quality of the tourism education BC “CONAET” that certifies the academic quality of the programme in tourism management.
- Educational program with a holistic view, which includes the learning areas: Administration, hotels and restaurants, travel, groups and conventions, planning and tourism development and communications and tourism marketing.
- Program designed to allow the employment of the student from the fourth semester of the degree.
- Network of collaboration in research and tourism development with prestigious national and international institutions and agencies: a. World Tourism Organization b. National Council for quality education c. National Chamber of the industry of restaurants and spicy foods d. Higher Tourism Education Conference e. The European Applied Research Conference f. Latin American schools of Board g. National Council of Tourism for all.

Our students are nowadays occupying important jobs such as:

- *entrepreneurs in the hospitality industry, our graduates are precursors in terms of innovation and creation of new businesses.*
- *Directors of sales, groups and conventions, marketing and public relations in national and international hotel corporations.*
- *Our graduates are also part of interdisciplinary teams in the public sector.*



Mexico
**Universidad
Autónoma
de Chiapas**



Introduction

The Autonomous University of Chiapas is a public institution that will be 40 years old in 2014. Its mission is: “To be an institution of higher education, public and autonomous, which generates, recreates and extends knowledge; which trains capable, critical, proactive and creative professionals with ethical and humanistic spirits and historical and social consciousness; and which understands and anticipates the complexity of social reality, to responsibly influence in the development of Chiapas and Mexico, with respect for the cultural identity of peoples, biodiversity and the environment”.

It is part of the Consortium of Mexican Universities, CUMEX, for its high standards of quality, recognized through the frameworks and processes applied by the Ministry of Education through the National Assessment and Accreditation System in Mexico.

The Institution has a population of over 20,000 students distributed around its 9 campuses, located in the main cities of the entity. Its educational model is based on skills, promotes the integral training of the student and emphasizes on International Mobility Tutorial Programmes in countries such as Spain, France, Brazil, Argentina, Colombia and Uruguay; as well as on professional training as an indispensable axis. The Institution offers a wide educational programme covering all areas of knowledge, with 39 undergraduate programmes and 26 graduate programmes comprised by specialties, masters and doctorates.

The Institution’s vision for 2018 is to be “... an Institution recognized socially for the quality of its graduates, for their scientific and technological activities, and the transparency and credibility of its management. With accredited educational programmes and certified processes; innovative and coordinated in cooperation networks, focused on local matters and inspired by the universal thought, and closely linked to the development of Chiapas society”.

The Autonomous University of Chiapas directs its activities under two strategic documents: the 2018 Institutional Development Plan and the 2010-2014 Academic Project “Generation Management for Innovation” where quality assurance, internationalization, innovation, research and relationship with Society are highlighted, among others.

Contact info

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Campus IV, Facultad de Ciencias de la Administración en Tapachula.

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UNWTO. TedQual Certified Programmes

The Bachelor of Tourism Management is offered at the Accounting and Administration Faculty, Campus I, located in Tuxtla Gutierrez, capital of the State of Chiapas and Management Sciences Faculty, Campus IV located in the city of Tapachula in the south. The Study Plan is focused on learning, so that it favors the approach to problems, thus enabling the development of cognitive, emotional and social competences for the construction and reconstruction of knowledge.

The duration of the degree depends on the willingness and social and academic conditions of the students, therefore students with high academic performance and total dedication to their studies can finish the degree in six semesters; the maximum duration permitted for an undergraduate degree is fourteen semesters after first signing up. The student chooses the course load with support from the tutor. The credits can be obtained according to the school calendar for the semester, during inter-semester periods or during assessments established by the University Legislation.

The curriculum is divided into eight training areas, with a total of 431 credits, divided into 61 academic units, of these, 11 are common to all university students, 9 are shared with an Accounting and Management degree and 1 exclusively with The Management Degree. This curriculum allows semester registrations.

The program provides a balance between theoretical and practical training with a distribution of 2080 hours of theory and 2914 hours of practical activities. The programme of University and Professional internships is planned at four levels - Familiarization, Observation, Simulation and Professionals - and an internship, which allows students to get a feel in the tourism industry during different semesters and throughout their training.

Both campuses have all the adequate facilities for the student, such as Libraries, Food and Beverage Laboratory, Computing Laboratory and software specialized in the tourism areas, an Instructor and Information Technology Developers (Prosoft) Training Center at the Tuxtla headquarters, Audiovisual Rooms and multipurpose halls, and sports facilities and photocopying services.

Artistic and cultural activities, extracurricular courses and various events are promoted to contribute to strengthen the overall training of the student. The student can opt for various supports in scholarships for academic excellence, mobility, or from the National Programme and is followed during his/her school career by a tutor and has several options for obtaining the degree.

Chiapas - Mexico



The program includes important features such as the inclusion of social service credits, the above mentioned internship programme and a mobility programme that allows students to carry-out part of their studies at prestigious universities both nationally and in Latin and European Universities on two occasions. Another feature is the flexibility, which allows the student to decide how many academic units to pursue under the guidance of his/her tutor.

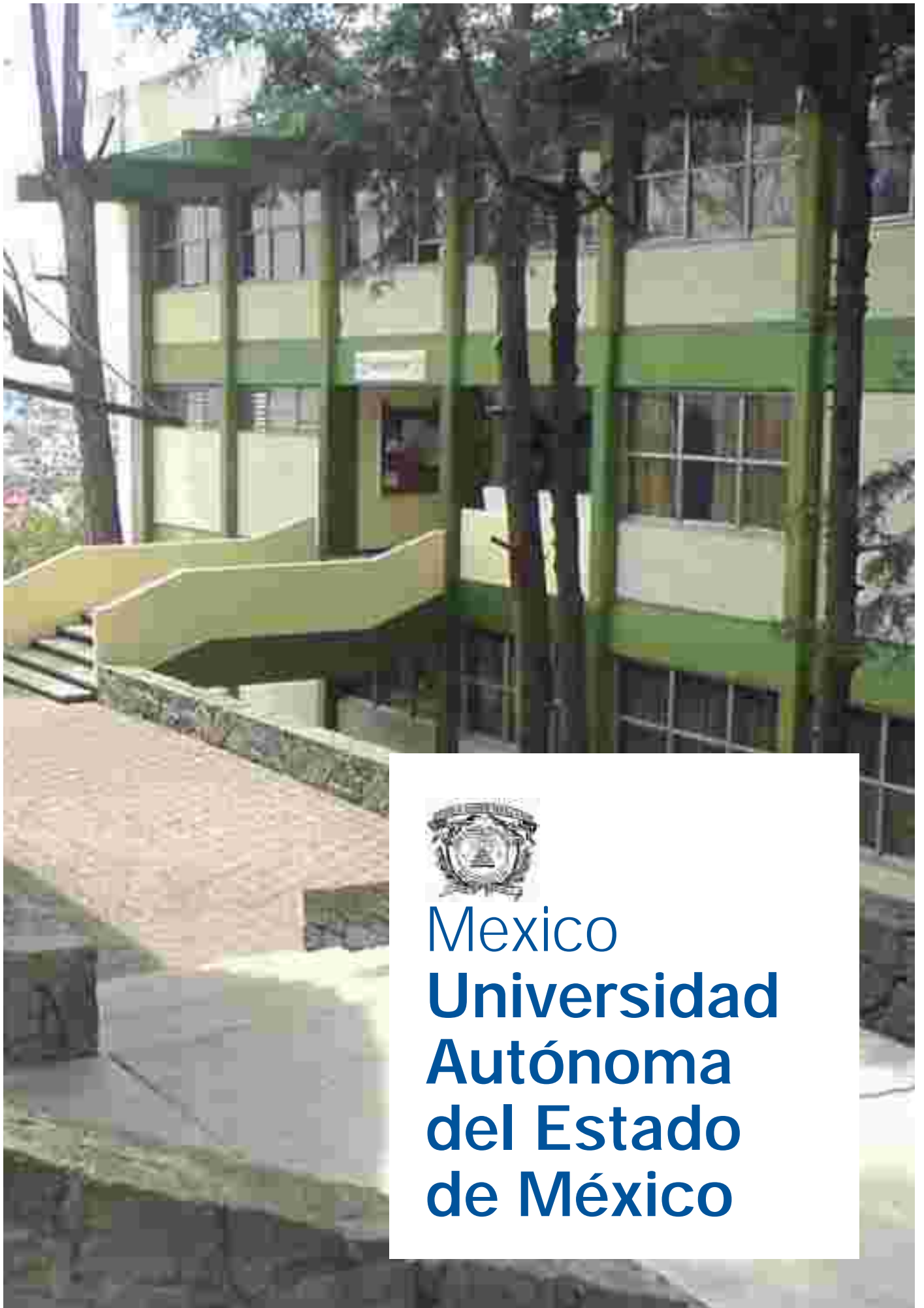
A high level of English is required, but the University also offers opportunity to take the language course in the School of Languages of the University as well as offering additional courses in French, Japanese, Italian, Portuguese, Mandarin Chinese and the Indigenous Language Mam.

Importance is given to the strategic link through the Advisory Council - made up of employers in the production and tourism sector, and academic authorities - to strengthen and provide feedback to the programme; the Alumni Association and via the International and National Agreements signed for professional internships.

One of the Universities strengths is the collaborative work with developing communities through community social service and specific projects related to tourism sustainability, quality and services that allow the university to contact and contribute to society through capacity building for these communities.

The graduate student can identify potential markets, is fit for the marketing of the tourism product, formulation and evaluation of projects, managing groups and events, including core competencies. As a professional he/she contributes to the development of tourism activities in two ways: tourism asset management and management of tourism companies.





Mexico
**Universidad
Autónoma
del Estado
de México**



Introduction

The University of the State of Mexico (UAEMex) is a decentralized public institution of the State of Mexico, according to the Law of the Autonomous University of the State of Mexico.

The University has the power to award diplomas, degrees and other awards for the education provided. Its mission is also to give offer secondary and higher education; conduct humanistic, scientific and technological research, disseminate and extend the progress of humanism, science, technology, art and other cultural manifestations.

Aiming to be a globally competitive university committed to the development of their region, university performance is evaluated according to international standards, the University promotes quality and social relevance, the innovation of quality curriculum and external evaluation by CIEES and accrediting agencies recognized by COPAES that since 2004 have audited higher-level education programmes. The degrees in Tourism and in Gastronomy are at present on level 1 of the CIEES assessment.

The Bachelor of Tourism education programme was accredited on September 24, 2004 and re-certified on March 25, 2010; the Bachelor of Gastronomy was accredited on September 22, 2011 by the National Council for Quality Tourism Education (CONAET).

Both programmes awarded the UNWTO.TedQual Certification – Issued by the World Tourism Organization – in January 2013.

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Head of Gastronomy Degree

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fturismoygastronomia/

[www.facebook.com/](https://www.facebook.com/LicenciaturaenTurismoUAEMex)

LicenciaturaenTurismoUAEMex



UNWTO. TedQual Certified Programmes

Tourism Degree and Gastronomy Degree

These education programmes, implemented since 2003, aim to answer the need of competitive human talent, accepting and demonstrating the knowledge, values and attitudes to cope with the challenges of globalization.

The model of Curricular Innovation “is underpinned in transforming learning processes and preparation for life; therefore, the comprehensive revision of the study plans and programmes and the recycling of professional profiles should make the most of the Institution’s tradition and its valuable experience to incorporate new conditions and underline various aspects of training, with the aim to ensure reaching quality standards and social pertinence” (JAEM, 2005:27). It focuses on achieving the learning and development of academic and professional competences to train a multidimensional individual capable of communicating, of creative analysis, of independent thinking and teamwork in multicultural contexts, while promoting cross-cutting issues such as the use of new strategies, methodologies and forms of content organization, thus allowing the individual to critically and realistically manage society’s problems.

The Bachelor in Tourism Degree aims to: train professionals that contribute to the development of tourism activity as managers of Tourism and Nature and Culture Heritage companies, aiming to the solution of problems and the correct decision-making for the strengthening of tourism. Their main competences are; to analyze and develop knowledge about heritage and tourism companies to improve tourism management through reflection, criticism and decision-making in a framework of innovation and competitiveness; develop objective, reflexive and purposeful skills that allow the strengthening of tourism in public, private and social fields, as well as to train integral global people with a humanistic conception and with ethical, aesthetic and respect to diversity values, that show a commitment with society.

The Gastronomy Degree’s objective is for graduates to address the food and beverage production problems, the management and operation of such establishments, the disclosure and promotion of national – and even international - gastronomic culture, the correct use of the gastronomic resources for the strengthening of tourism, the research in the area, and the innovation of techniques and gastronomic products.

In both cases, students must find familiarization, observation, simulation and specialization internship placements. These internships are part of the Professional Development Project of the Bachelor in Tourism Degree and ‘Professional Internships Programme of the Bachelor in Gastronomy Degree.



The National and International Student Mobility Programme plays an important role in the students education and training, as it not only enriches them academically but also culturally and globally due to the profile condition that sustains the professional of the activity in his/her different development environments.

Research work carried out by representatives of the 4 academic bodies is fundamental for the Institution as it provides knowledge on:

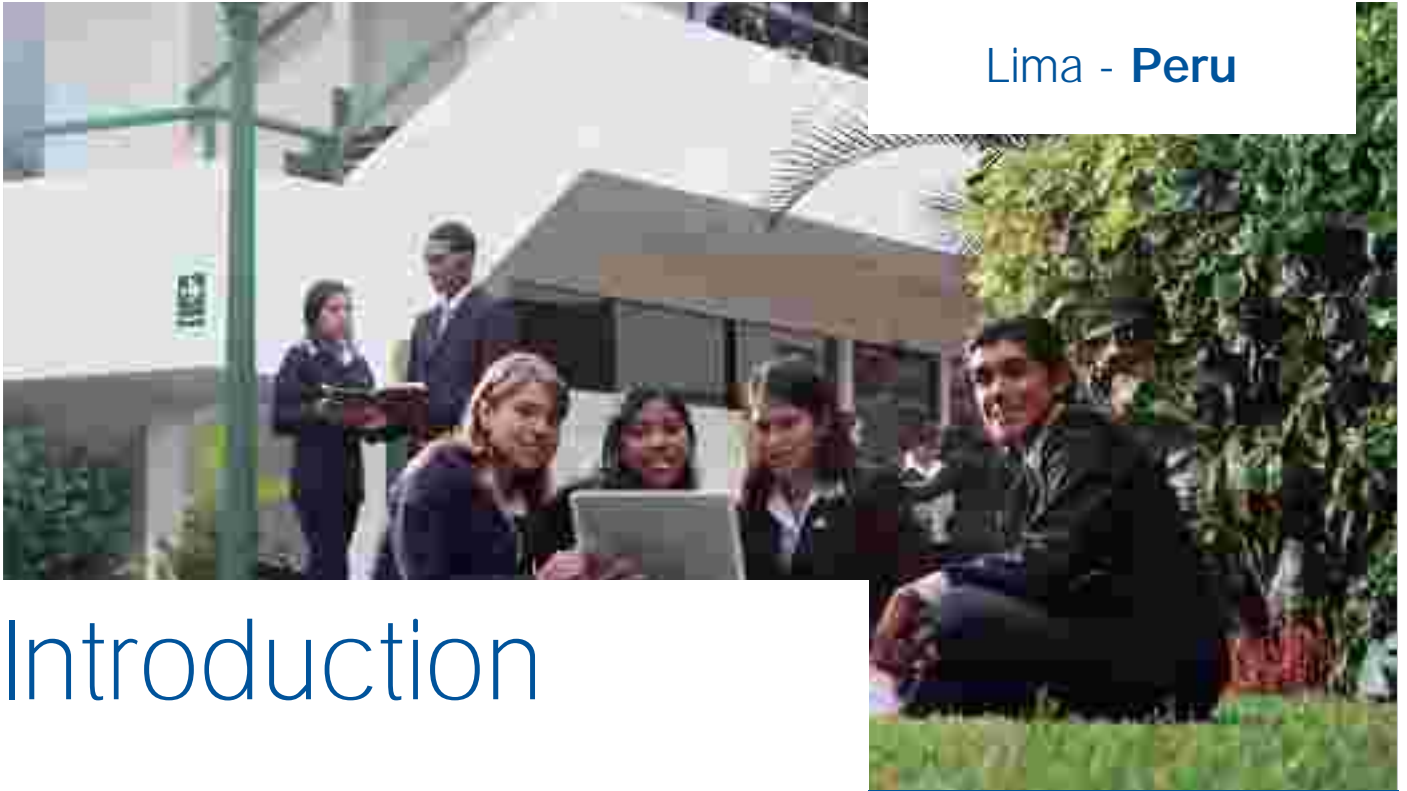
1. Tourism Sociocultural Studies
2. Tourism Financial - administrative Studies
3. Tourism Environmental Studies
4. Education, Tourism and Gastronomy

Research projects applied to the needs of tourism and gastronomic activity's environment are carried through these 4 areas of knowledge, with the participation of researchers, teachers and students.






Cenfotur
Peru
**Centro
de Fomacion
en Turismo
CENFOTUR**



Introduction

The Centro de Formación en Turismo - CENFOTUR is a public agency of the Ministry of Foreign Trade and Tourism established by Decree-Law n°22155 of 3rd May 1978, to educate, train and develop human resources required for the country's tourism development according to the labour competency standards.

The CENFOTUR is an autonomous entity directed by a Board of Directors with predominance of business representatives, responsible for overseeing the academic and administrative activities of the institution. The highest executive authority and budgetary controller of the CENFOTUR is the National Director.

The Education Programmes for Tourism (PETs) that will be evaluated are issued under officially recognized titles by the CENFOTUR and known as Tourism Management, Hotel Management and Official Tourist Guides. The country's education system and its institutional requirements, require successful completion of secondary education in order to enrol in any of the CENFOTUR Academic Programmes, establishing an average age between 17 and 18 years old.

LIMA HQ

The CENFOTUR of Lima is located in the capital of Peru and permanently has an average of 400-600 students a year in its professional schools, plus a floating average of 3,500 to 4,000 students a year in programmes and continuous education courses, including those imparted in other provinces.

The campus covers a total area of 4419.18 m² and its infrastructure for training, designated to administrative offices and green zones, is a three-storey building with a total of 20 academic classrooms, 3 computer labs, 1 library, 1 Internet search centre (CENFONET) and 8 classroom workshops.

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Peru Centro de Fomacion en Turismo - CENFOTUR



UNWTO. TedQual Certified Programmes

Hotel Management

Aimed to specialize in creation, management and business management of hosting services, creating a large amount of job opportunities in hotel chains, resorts, cruise ships, casinos, restaurants, among other businesses related to hotels, consultancies, as well as managing your own company.

Tourism Management

Designed for business and administration management of tourism related companies, NGOs, events, planning and governmental development organizations (regions, municipalities, ministries, promotional organizations).

Official Tourist Guide

Orientated to specialize as a tourist guide to introduce, explain and show the assets of our national heritage. The acquired skills are related to camping techniques, ecotourism, mysticism, tours, adventure sports, tourist transfers, among others.



In all three programmes, the CENFOTUR teaches the students various institutional values such as:

Discipline: act according to institutional standards, sectoral, local and national principles.

Commitment: actively get involved in the success of the institution.

Loyalty: act without hidden interests with clear and excellent communication for everyone.

Respect: do drills with civility and consideration for everyone.

Excellence: guarantee high quality results.

Responsibility: do exercises in the established time creating value of our interests.

Honesty: say and act truthfully accepting the consequences.

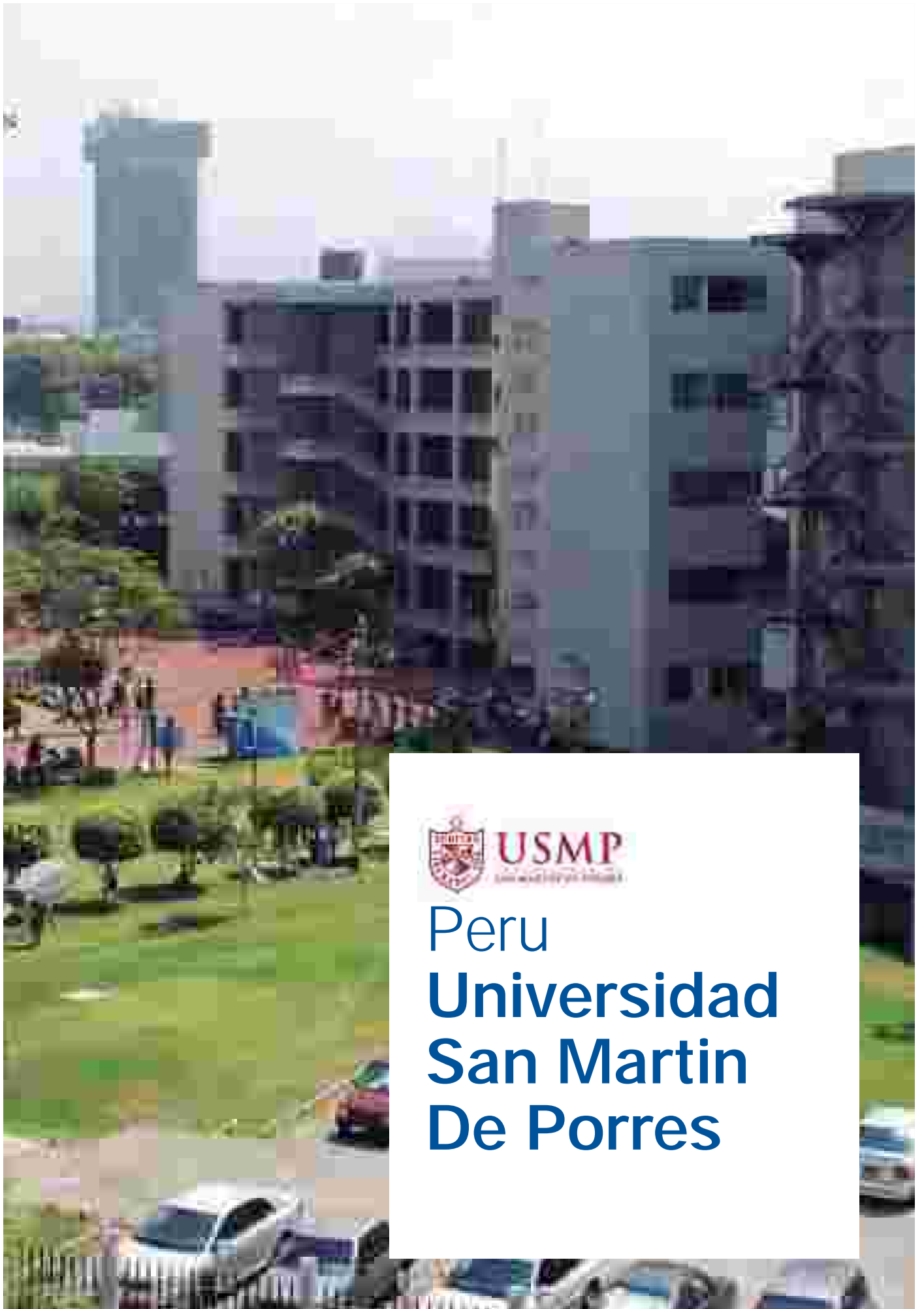
Empathy: act the way you wish to act with oneself.

The three programmes cover eight academic periods lasting 17 teaching weeks.

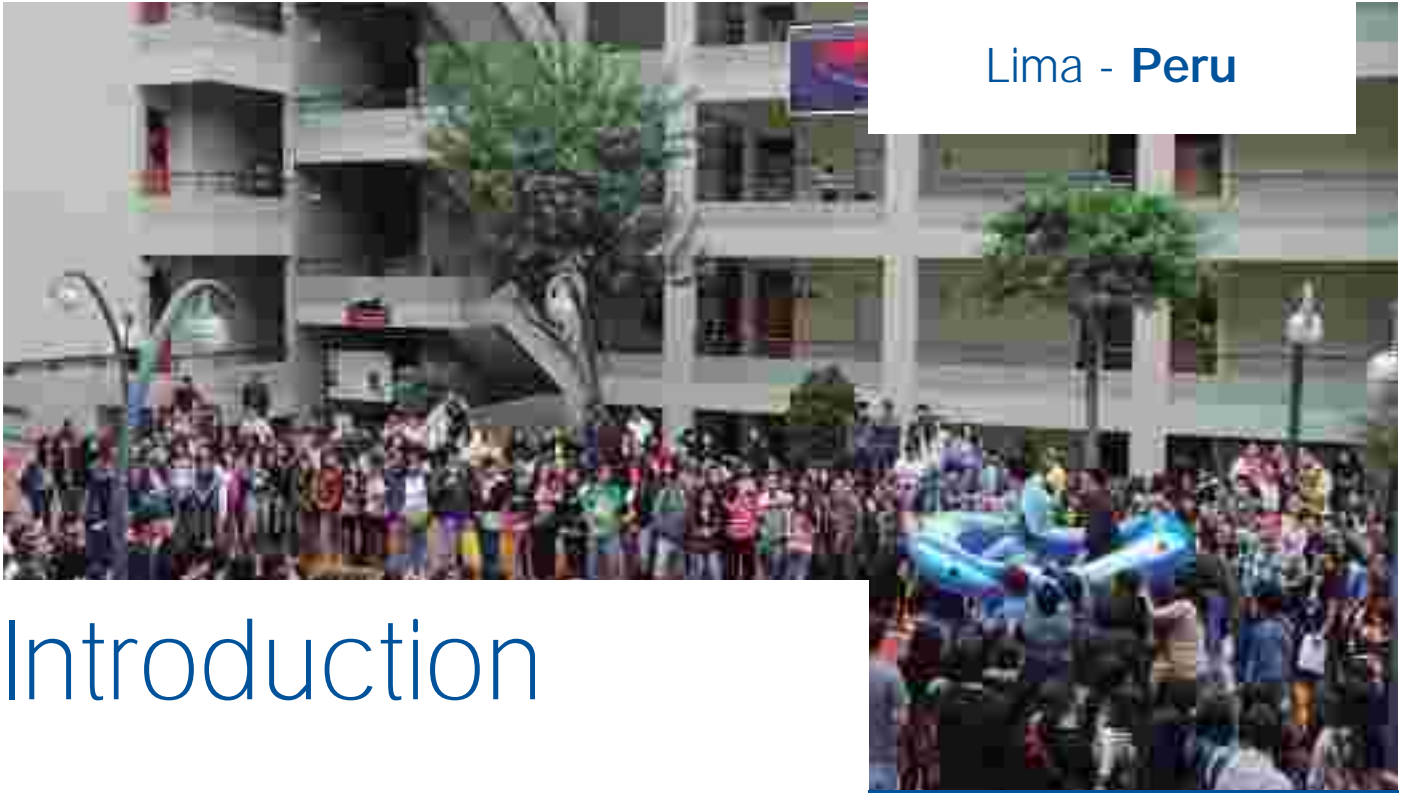
The eighth academic period is a cycle of pre-professional training. Students develop their skills applying the knowledge acquired working in tourism related companies, locally, nationally and internationally.

On completion of the eight cycles, the student is apt to opt for the Professional Title.

CENFOTUR has signed several collaboration agreements with foreign institutions to enable students to continue specialized studies with international accreditation.



Peru
**Universidad
San Martín
De Porres**



Introduction

The University of San Martin de Porres (USMP) is a private, non-profit Institution with independent academic, administrative, economic and policy management, within the framework of the Constitution and existing Laws.

The Professional School of Tourism and Hospitality (EPTH) was created 26th June 1980 as an Academic Tourism Programme.

On 30th December 1986, the Faculty of Communication Sciences and Tourism was established, followed by the creation of the Academic Tourism Department in March 1987 and, in September 1993, the Faculty of Communication Sciences, Tourism and Psychology. The three Faculties have been running since August 1999 in the new location on Avenida Tomás Marsano 242, Surquillo. In May 1995, the Institution created the Master of Tourism and Hotel Marketing – the first post-graduate title of the Professional School of Tourism and Hospitality, then in 1999 the Master in Cultural Heritage and Tourism Management with teaching starting in 2000, and in June 2002 a PhD in Tourism, unique doctoral programme in this speciality in the country. In parallel, the Master of Gastronomic Sciences was launched in 2009 and then in 2011, the Master of Business Administration for Tourism and Hotel Establishments was launched to contribute to the training of top-level managers to manage hotels and tourism businesses in the context of modern management.

Contact info

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<https://es.foursquare.com/v/facultad-de-ciencias-de-la-comunicaci%C3%B3n-turismo-y-psicolog%C3%ADa--fcctp-usmp/4bfaf99f8f32ef3be5ff04aa>

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UNWTO. TedQual Certified Programmes

In 2002, the Institution was awarded the UNWTO. TedQual Certification for Quality in Tourism Education for three programmes: Bachelor of Tourism and Hotel Management, Master of Tourism and Hotel Marketing and Master in Cultural Heritage and Tourism Management. This international certification is granted by the World Tourism Organization based in Madrid and the UNWTO.Themis Foundation in Andorra.

In 2004, the UNWTO.TedQual Certification is renewed for the Master in Tourism and Hotel Marketing and the Master in Cultural Heritage and Tourism Management. The renewal for the Degree program in Tourism and Hospitality was obtained in 2005 for a period of two years. At present, renewal for the period 2013-2016 is underway.

The Masters in Tourism and Hotel Marketing and Masters in Cultural Heritage and Tourism Management obtained their renewal in 2011 with validity until 2015.



Bachelor of Tourism and Hospitality

The main objective of the Bachelor of Tourism and Hotel Management is to train leading entrepreneurs and professionals in the field of tourism, hospitality, gastronomy and services, with ability to create, plan, organize, manage and operate private companies and public institutions with a global vision, with high standards and academic requirements based on scientific and technological research, humanistic, ethical and moral values for society in modern concepts and principles of sustainable management.

This programme consists of a total of 206 credits corresponding to 63 subjects carried out in 10 regular academic cycles (five years).

It is aimed at secondary schools and youth baccalaureate programmes, interested in pursuing a career in the fields of tourism and hospitality.

MSc Hotel and Tourism Marketing

The MSc of Tourism and Hotel Marketing seeks to develop professionals through a strong academic background in Marketing applied to tourism and hospitality, which enables to identify business opportunities, prepare marketing plans, and create investment projects as well as tourism development strategies for both private and public sectors.

This programme consists of 64 credits corresponding to 14 subjects carried out in 4 cycles (two years).

It is aimed at university graduates and those with careers in Tourism, Hospitality, Administration, Economics, Accounting and Marketing. University professionals working in public and private institutions related to tourism, such as lodges, restaurants, airlines, ground or sea transportation companies, casinos, travel and tourism agencies, metropolis, regional governments, tourism associations and tourism promotion companies.



MSc Cultural Heritage and Tourism Management

The MSc in Cultural Heritage and Tourism Management aims to train managers with the skills to develop policy and communication management, related to tourism, cultural and heritage performance, capable of formulating cultural policies intended at the protection and rational use of national heritage within the sustainable environment.

This programme consists of 64 credits corresponding to 14 subjects carried out in 4 cycles (two years).

It is targeted at university graduates, especially those studying careers in Tourism, Archaeology, Anthropology, History, Sociology, Law, Geography, Architecture, Anthropology and Education. University graduates who work in public and private institutions active in the cultural area such as museums, art galleries, cultural centres, charitable foundations, municipalities, NGOs, regional governments, tourism associations, tourism promotion institutions, cultural embassy offices and cultural institutions of environmental protection.

In 2002, the UNWTO.TedQual Certification was achieved for Quality in Tourism Education for three programmes: Bachelor of Tourism and Hotel Management, Master of Tourism and Hotel Marketing and Master of Cultural Heritage and Tourism Management. This international certification is granted by the World Tourism Organization.

In 2004, the UNWTO.TedQual Certification is renewed for the programmes, Master of Tourism and Hotel Marketing and Master of Cultural Heritage and Tourism Management, achieving the same in 2005 for the Bachelor of Tourism and Hospitality, obtaining renewal from 2008 through to 2012. At present, it is undergoing renewal for the period 2013-2016. Furthermore, both Masters in Tourism and Hotel Marketing and Master in Cultural Heritage and Tourism Management obtained renewal in 2011 until 2015.



UNIVERSIDAD
INTERAMERICANA
DE PUERTO RICO

Puerto Rico Inter American University Fajardo Campus



Introduction

IAUPR – Fajardo Campus is located in the eastern region of Puerto Rico. It is a private (nonprofit) liberal arts Institution, emphasizing Christian ecumenical values within a democratic and non-sectarian framework. The Fajardo Campus mission focuses on the diversity of needs and interests of its students and the demands of the society; it is distinguished for its pre-university programs, undergraduates, graduates, and professional certificates. The quality of teaching, the pertinence of the curriculum, the nontraditional study modalities and the professor/student relation constitute the fundamental basis of the academia. The commitment to the excellence in education is an important component of our mission, facilitating the acquisition of knowledge through highly developed programs that reflect the changes of a high-tech society and the needs of the students.

The Fajardo Campus offers 35 college degrees from Associates in Arts and Sciences, Bachelor's to Masters in Arts and in Science. Eleven non-college degree certificates are also part of its academic offerings. Newer teaching modalities such as online courses and programs have also been incorporated in the past decennial. Future developments include offering online programs in the undergraduate level as well as adding other master's level programs. Therefore the Institution program's are accredited by the following International Organization/ certified agencies:

- UNWTO.TedQual Certification – World Tourism Organization.
- Teaching Education Accreditation Council (TEAC).
- Council on Social Work Education (CSWE).

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Tourism Student Association (AET)

www.facebook.com/estudiantes.turismo

Puerto Rico Inter American University Fajardo Campus



UNWTO. TedQual Certified Programmes

Bachelor in Business Administration - Major in Tourism Management

The Bachelor in Business Administration majoring in Tourism Management will prepare professionals to administer, develop and serve in different destinations, zones, towns and communities in touristic areas and in their dependencies.

This program gives the students the opportunity to apply concepts, principles and techniques to effectively administer touristic enterprises. The specialization in Tourism Management is designed for those students who wish to professionally evolve in the areas of tourism such as: government, organizations, enterprises and touristic structures; hotels, guesthouses and restaurants.

In addition, they could pursue carriers in consulting, planning, and zoning of touristic areas. As well as; in the traveling, hospitality and excursion industries.

The major in Tourism Management has the following goals:

1. Develop skills that permit the understanding of the touristic activities, the analysis of the planning processes and tourism management.
2. Promote the integral formation of the student in the conceptual, technical and affective dimensions that are entailed in tourism and The World Tourism Organization.
3. Apply modern management techniques of touristic destinations to real life settings.
4. Promote problem resolution and decision making processes to situations that affect the tourism industry in general.
5. Promote the skills to work in groups.
6. Develop professionals with a critical and creative attitude based on the industries suggested standards.
7. Foster the understanding and practices of ethics in its adaptation to the industries reality in an ever changing society. Fostering the criterion of the Global Code of Ethics for Tourism.
8. Develop in the students moral values that foster respect towards nature, culture and attitudes adaptable to change.
9. Foster in the students tolerance towards diversity and multiculturalism; developing an innovative spirit.

Fajardo - Puerto Rico



The Bachelor in Business Administration majoring in Tourism Management has been developed to foster in the student a sense of social, cultural, economical and environmental responsibility. Thus, we have integrated collaborating agreements with: Hotels, Restaurants, Excursion Companies, Tourist Information Centers, Government, Professional Associations, Non-governmental agencies and Communities among others. These collaborative efforts permit us to provide the students with professional experiences that help them visualize and understand the Tourism Industry in a global perspective. The University as a TedQual Institution instills in the students the ethical values and good tourism practices set forth by the World Tourism Organization.

The Industry has eagerly welcomed our graduates and this has served as an inspiration to continue innovating; to offer our students the best academic and professional training in order to successfully perform in the Tourism Industry.

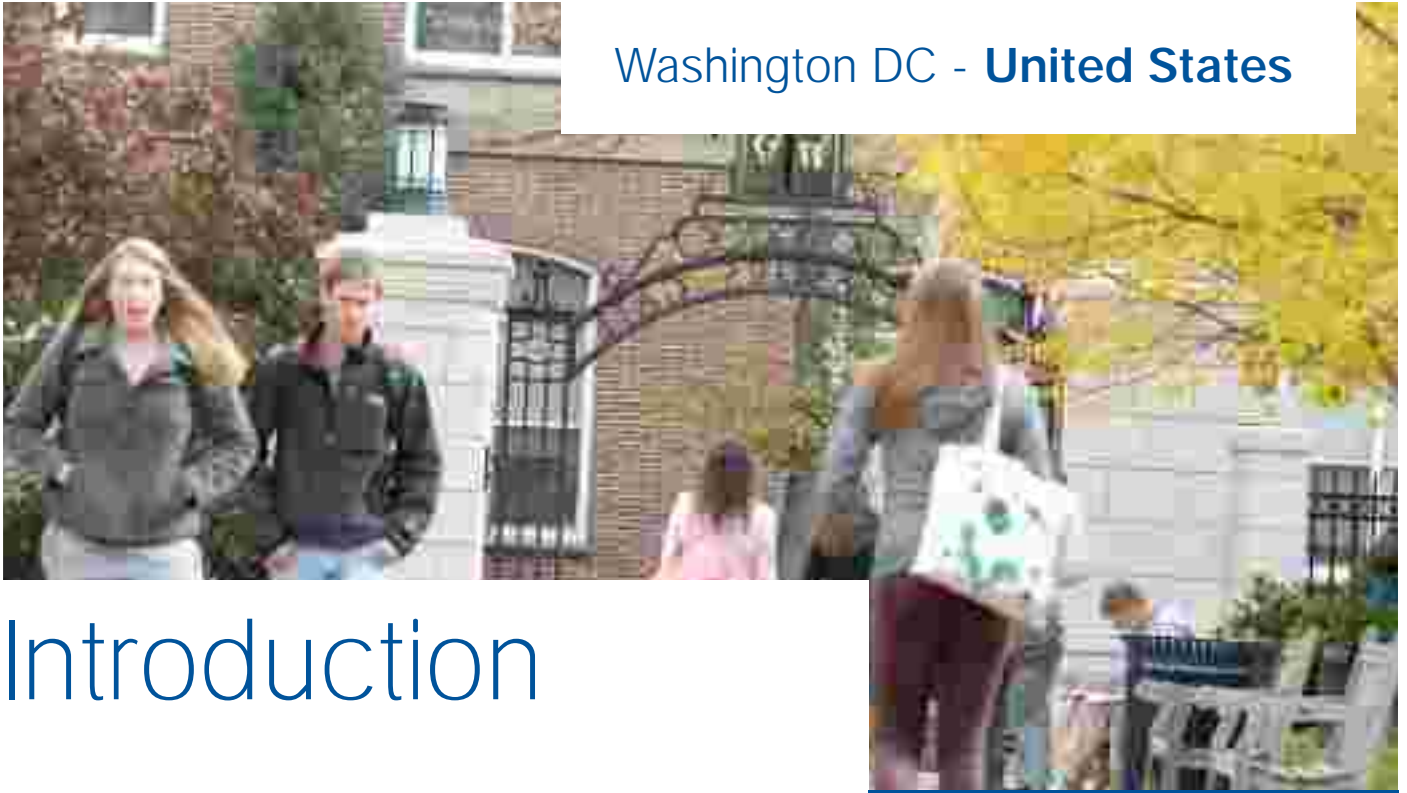
The Tourism Students Association (TSA) of the IAUPR - Fajardo Campus, serves as a liaison for the students the overall development of students considering their academic, cultural and professional growth. The TSA creates a series of community initiatives with the participation of the students so that they can apply the knowledge gained in the classroom to demonstrate their professional skills, as well as they contribute in the growth of the Tourism industry.





THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON DC

United States
**The George
Washington
University**



Introduction

The George Washington University was created in 1821 through an Act of U.S. Congress, fulfilling George Washington's vision of an institution in the nation's capital dedicated to educating and preparing future leaders. Today, GW is the largest institution of higher education in the District of Columbia. It enrolls more than 20,000 students—from all 50 states, the District and more than 130 countries—studying a rich range of disciplines: from forensic science and creative writing to international affairs and computer engineering, as well as medicine, public health, the law, public policy and tourism management.

GW's mission is to provide an environment where knowledge is created and acquired and where creative endeavors seek to enrich the experiences of the global society. With ten schools and colleges and nearly 100 research centers and institutes, GW students receive hands-on experience as they explore nearly any avenue of personal interest. The depth and breadth of GW academic programs, the exceptional qualifications of the full-time faculty, the unmatched experiences of the adjunct faculty and the strengths of the research initiatives allow GW students, faculty and staff to look at the world beyond the classroom. They allow us to prepare the next generation of leaders.

GW School of Business is increasingly recognized as one of the best business schools in the world. Our curriculum focuses on ethical leadership, globalization, sustainability and social responsibility, and our extraordinary experiential learning opportunities prepare students to be proficient in the fundamentals of business and will enable them to excel as a leader in the new global economy. Whether they are consulting for Fortune 500 companies, helping build local economies in developing markets, studying sustainable tourism in Cuba, or behind-the-scenes event planning at the Olympic Games, there is no limit to what they can do at GWSB. And at the end of the day, it's about exactly what the students want to do. That's why we designed five MBA programs, Specialized Master programs such as Master of Tourism Administration, Ph.D. program, Executive Education and undergraduate program, to be flexible so the students can carve out their niche.

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United States The George Washington University



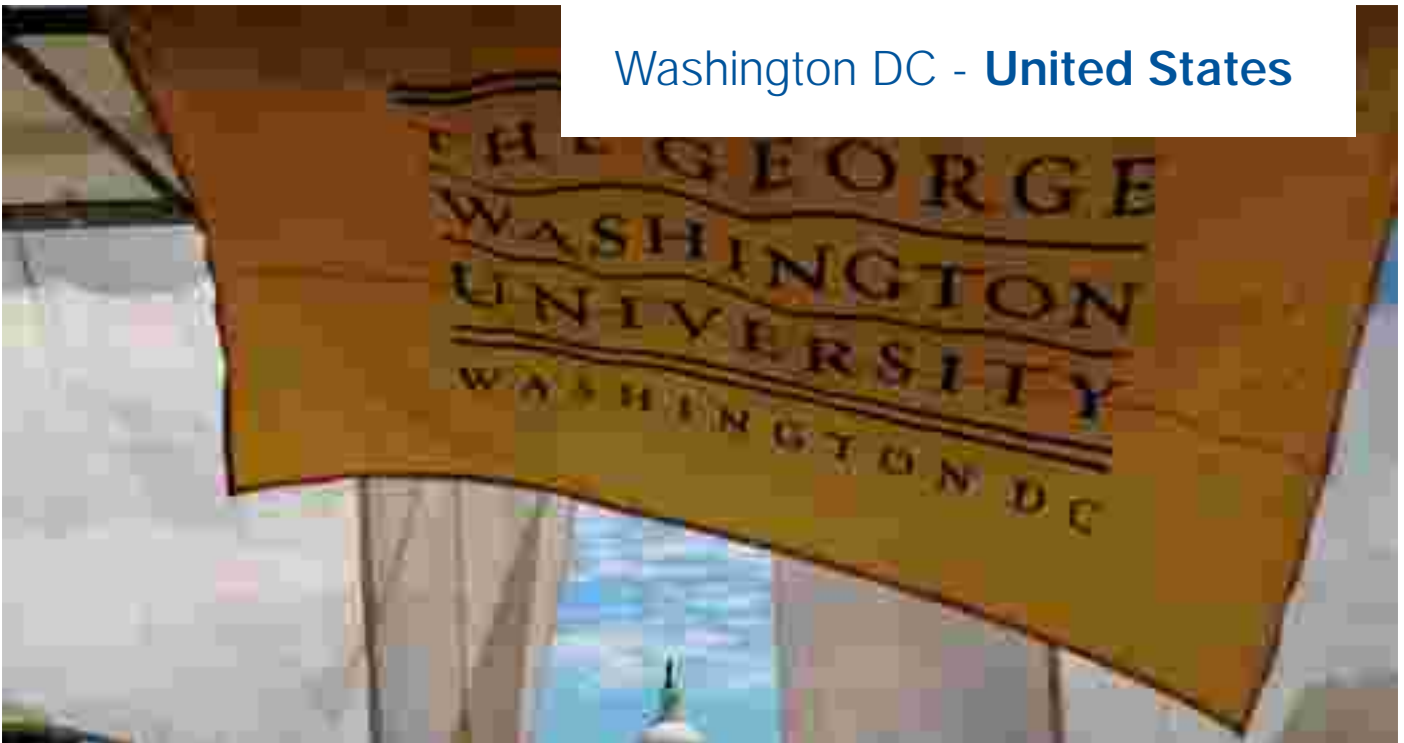
UNWTO. TedQual Certified Programmes

The Master of Tourism Administration (MTA) Program was founded in 1973 to create and disseminate knowledge on tourism, hospitality, events, sports and related fields in order to equip graduates to manage sustainable destinations. In pursuit of this mission, program faculty conduct research and communicate applications of findings through effective teaching and related extracurricular activities for its students so that they can expand the social/cultural, economic, and environmental benefits of tourism, hospitality and related activities for residents and visitors in the National Capital Area, the United States and the World.

Washington D.C. has long been identified as an influential intersection of tourism policy, business and society in the United States and the world. There has been an increase in the amount of attention given to the travel industry (President Obama's Travel Initiative in 2012), and more leading hospitality business organizations have chosen to headquarter in DC (Marriott International, Hilton Hotels & Resorts, Choice Hotels International, Interstate Hotels and Resorts, Host Hotels, and many hotel REITs). DC is increasingly a city of celebrations and conferences – political, business, social and cultural events supported by a world-class convention center and a new convention headquarter hotel. D.C. is home to professional sport organizations of every major category, including major league baseball, football, hockey, soccer, and basketball teams, and boasts many prominent and noteworthy collegiate sport programs. Most importantly, tourism generates a positive impact on the local society in terms of improving the quality of life of the local residents.



Washington DC - United States



Located in the heart of Washington, DC, the MTA program is the country's leading, longest-running and most innovative graduate tourism program. Students may concentrate in Sustainable Tourism Management, Event & Meeting Management, Hospitality Management, and Sport Management. Or they may develop individualized concentrations focusing on ecotourism or heritage tourism. Its innovative curriculum provides a solid foundation in management and practical understanding of how these principles apply to the tourism, hospitality, event and meetings, and sport industries. It is an internationally recognized degree program that prepares students for management positions in tourism, hospitality, event and meeting, and sport management careers in business, public or nonprofit organizations.

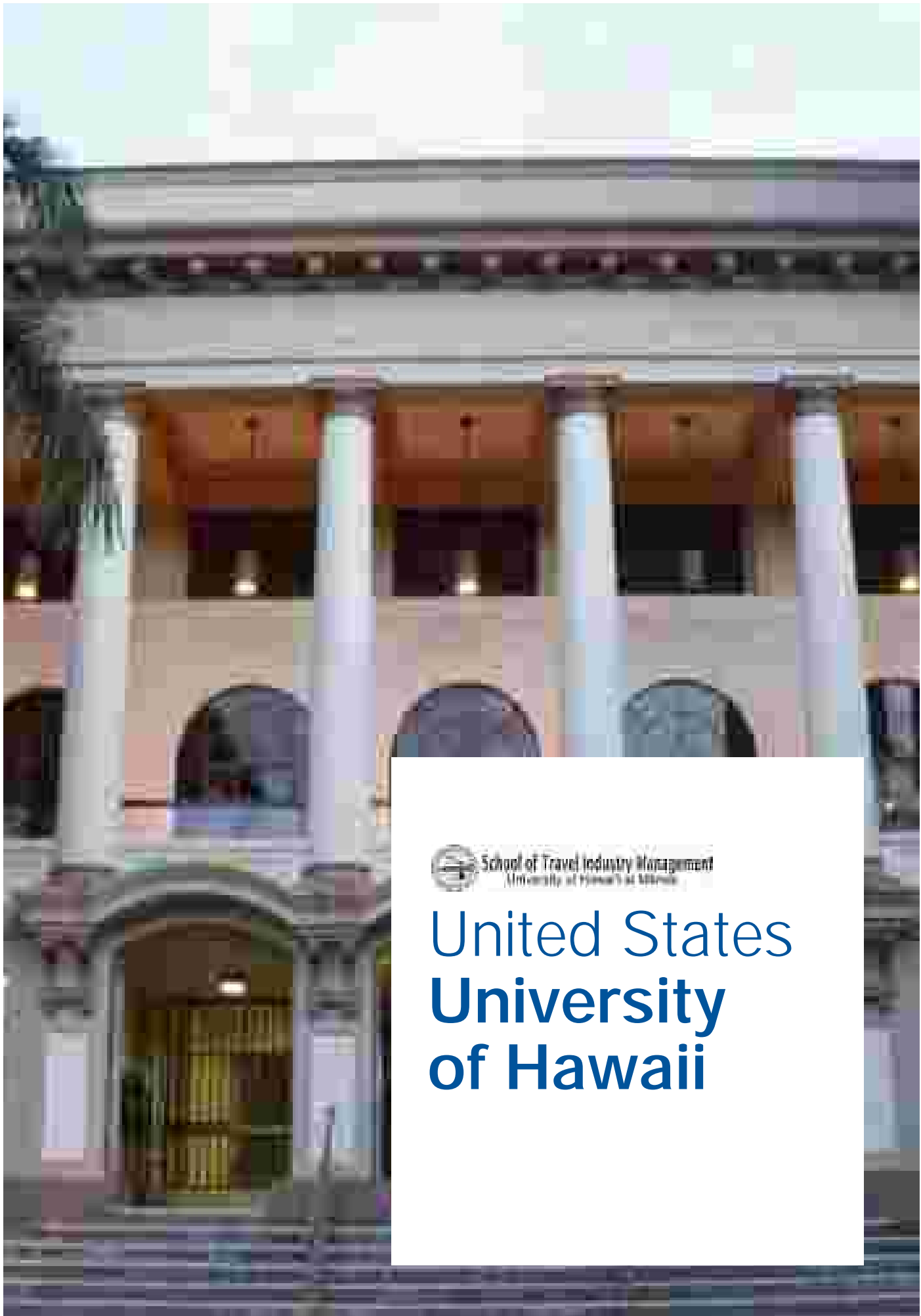
The distinguishing attributes of the curriculum include:

- Breath and depth of the content covering key aspects of the tourism industry
- Career-oriented curriculum grounded in theory and enhanced through applications
- Sustainability imbedded in most courses
- An expectation that students have opportunity to participate in international study experience such as international consulting, Olympic games or individual internship
- Preparation to work in a global environment

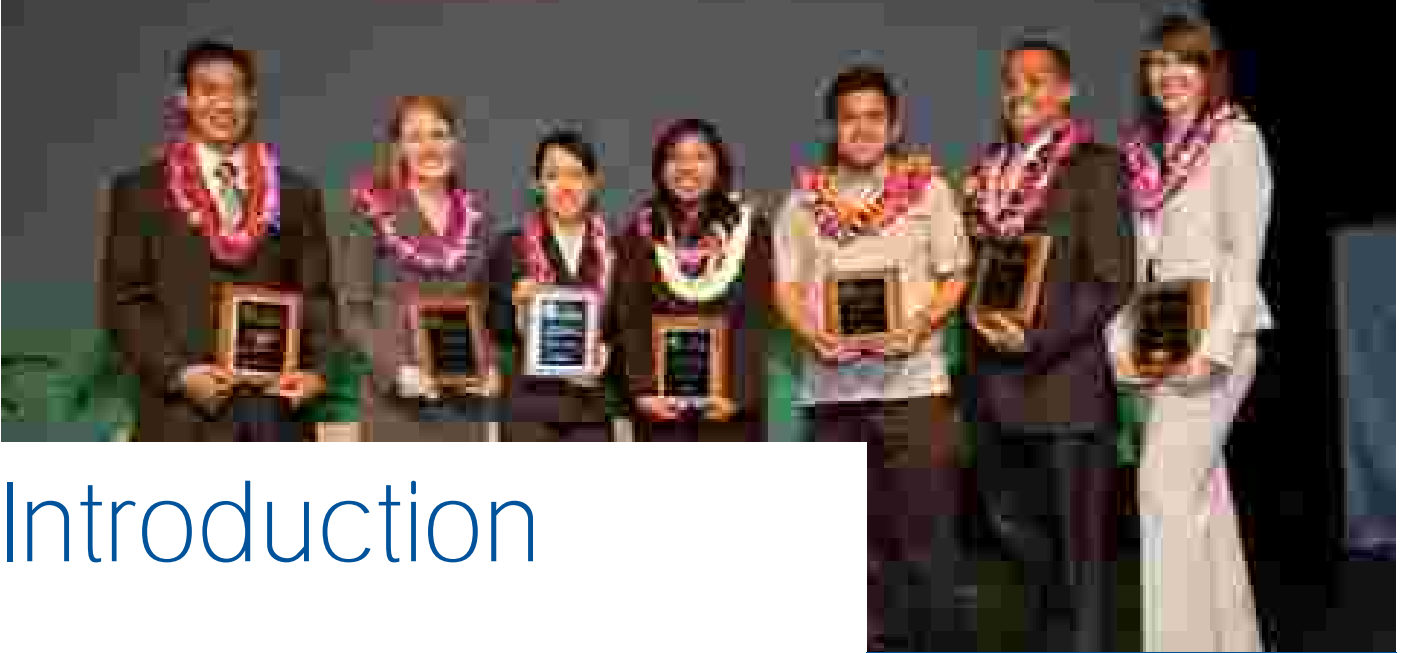
The location of Washington, D.C. adds value to students' learning experience since it is also home to many tourism related businesses and organizations with immense opportunities for practical experience, professional networking, and career development. The MTA has successfully alliances with industry that enable it to implement the latest innovations. The Leadership Council, consisted of more than 20 leaders and policy makers in the tourism and hospitality, provides guidance and support for the program.

The MTA program is also supported by an engaging alumni network, GW Tourism Alumni Network (GWTAN). GWTAN provides mentorship to the current students and offers guest lectures to share their professional experience with the students. They also organizes a spring colloquium to bring in industry leaders to speak on various current issue and provide networking opportunities for the students. The MTA program has a dynamic student organization, Tourism for Tomorrow (TFT), participates actively in student activities in the School. It engages the tourism students in various academic and professional activities to provide networking, personal learning, and volunteering experience.

Admission deadlines
for the MTA program are:
Fall semester – April
Spring semester – October 1



United States **University of Hawaii**



Introduction

Founded in 1907, the University of Hawaii at Mānoa is the flagship campus of the University of Hawaii System with a student body of over 20,000. Consistently ranked a “best value” among U.S. universities, it offers Bachelor’s degrees in 92 fields, Master’s degrees in 84 fields, Doctoral degrees in 51 fields, Professional degrees in 5 fields. It is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges (WASC).

The University of Hawaii has one of the most diverse student bodies in the nation and a 14:1 student-faculty ratio. It is one of only 32 institutions nationwide to hold the distinction of being a land-, sea-, and space-grant research institution. UH Mānoa is ranked in the top 30 public universities in federal research funding for engineering and science and 49th overall by the National Science Foundation. Classified by the Carnegie Foundation as having “very high research activity,” UH Mānoa is known for its pioneering research in such fields as oceanography, astronomy, Pacific Islands and Asian area studies, linguistics, cancer research, and genetics.

The School of Travel Industry Management (TIM) is recognized as the oldest and most well-respected educational institution in hospitality, tourism and transportation management in the Asia Pacific Region. Having pioneered the concept of integrating all aspects of the travel industry under a single discipline, the School received the first Pacific Asia Travel Association (PATA) Gold Award for Education and Training. It offers a Bachelor of Science, Master of Science and Certificates in Sustainable Tourism and Travel Industry Management. The School is accredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA) and is certified through UNWTO TedQual (Tourism Education Quality) by the United Nations World Tourism Organization (UNWTO).

TIM’s distinctive faculty, highest-rated curriculum, international diversity and location in a living laboratory within a premier tourism destination, provide students with a unique educational environment and experience in learning about the largest industry in the world.

Contact info

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UNWTO. TedQual Certified Programmes

Bachelor of Science in Travel Industry Management

TIM offers two areas of emphasis within the BS program: hospitality management and tourism/transportation management. The first two years consist of general education courses in the liberal arts and sciences, including economics, financial and managerial accounting. At the upper division level, students are required to take a core of business-related courses in statistics, finance, service marketing, service management, human resources, information technology and law. The undergraduate instructional program is committed to the development of competent management personnel for the travel industry through a curriculum that enables students to develop leadership abilities to solve problems of a dynamic industry.

The global nature of the curriculum provides insight into the role and responsibilities of the industry within state, regional, national, and world perspectives, as well as the nature of service-based enterprises, business ethics, and environmental and societal considerations. In addition, practical knowledge regarding operational aspects of the industry and three internship courses, including 800 hours of internship, enable students to gain practical experiences within the field.

Hospitality Management

The hospitality management emphasis is intended to provide students with the ability to apply problem-solving, decision-making techniques, and critical-thinking skills to meet current and future industry challenges. Students will study the relationship of the various constituencies (customer, owner, staff) in the management and operation of hospitality businesses, including lodging and food service establishments, as well as event management enterprises.

Courses in this area cover the following areas: management of hotel management, foodservice management; hospitality financial control; revenue management, hotel/resort facilities design, events management; club management, restaurant entrepreneurship, hotel and conventional sales; resort development and management of hotel facilities and design; resort management and mixed-use development, and a capstone strategic management course.

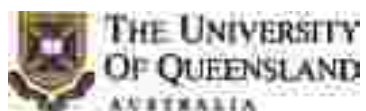


Tourism/Transportation Management

This emphasis focuses on strategic issues related to the tourism and transportation industries. Students can take a combination of tourism and transportation related courses or choose courses that focus on one of these two areas. Tourism management courses cover destination management; travel distribution systems; marketing and management principles within specific types of businesses, geography, and socio-cultural aspects of tourism; and sustainable tourism, cultural heritage, and destination management by cultural values. In transportation management courses, students will gain an understanding of the characteristics and importance of transportation systems (both domestic and international); major transportation modes; government, promotional, and regulatory activities in U.S. transportation; the role of transportation in tourism; the transportation systems that impact the economics of both Hawai'i and the U.S.; supply chain management; and the management of firms in various transportation modes. Course topics include government regulation and promotion, distribution and industry trends; tourist-related transportation systems, surface passenger transportation systems, and air transportation and the cruise business.

Asia & The Pacific

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THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

Australia **University of Queensland**



Introduction

The University has a strong focus on teaching excellence, winning more Australian Teaching and Learning Council Awards for Teaching Excellence than any other in the country and attracting the majority of Queensland's highest academic achievers, as well as top interstate and overseas students.

Based at UQ's St Lucia campus, the School of Tourism is one of the oldest providers of hospitality and tourism education in Australia. Since its inception in 1972, the School has attracted international recognition for the quality of its programs and commitment to tourism education.

The quality and vibrancy of the School's academic and research staff also contributes significantly to the School's competitive edge. The School was recently ranked fifth in the world for tourism research.

All permanent teaching staff have PhD qualifications and possess valuable industry or research experience in areas such as destination management; tourist behaviour and visitor experiences; technology services; labour management in hospitality; and cultural diversity in event management.

The School of Tourism has also established a dedicated engagement team, which manages ongoing links to industry, including guest lectures, private consultancy projects, and student industry placements.

The School's innovations and achievements have been interwoven to create an educational experience that has received international recognition in the form of elite accreditations and partnerships.

The facilities and comprehensive support services UQ offers to its student body provide the best opportunity for their academic and professional success.

School of Tourism memberships include:

- United Nations World Tourism Organization (UNWTO)
- International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE)
- Queensland Tourism Industry Council (QTIC)
- Tourism and Transport Forum Australia (TTF)
- The Council for Australian University Tourism and Hospitality Education (CAUTHE)
- The Association for Tourism and Leisure Education (ATLAS).

Contact info

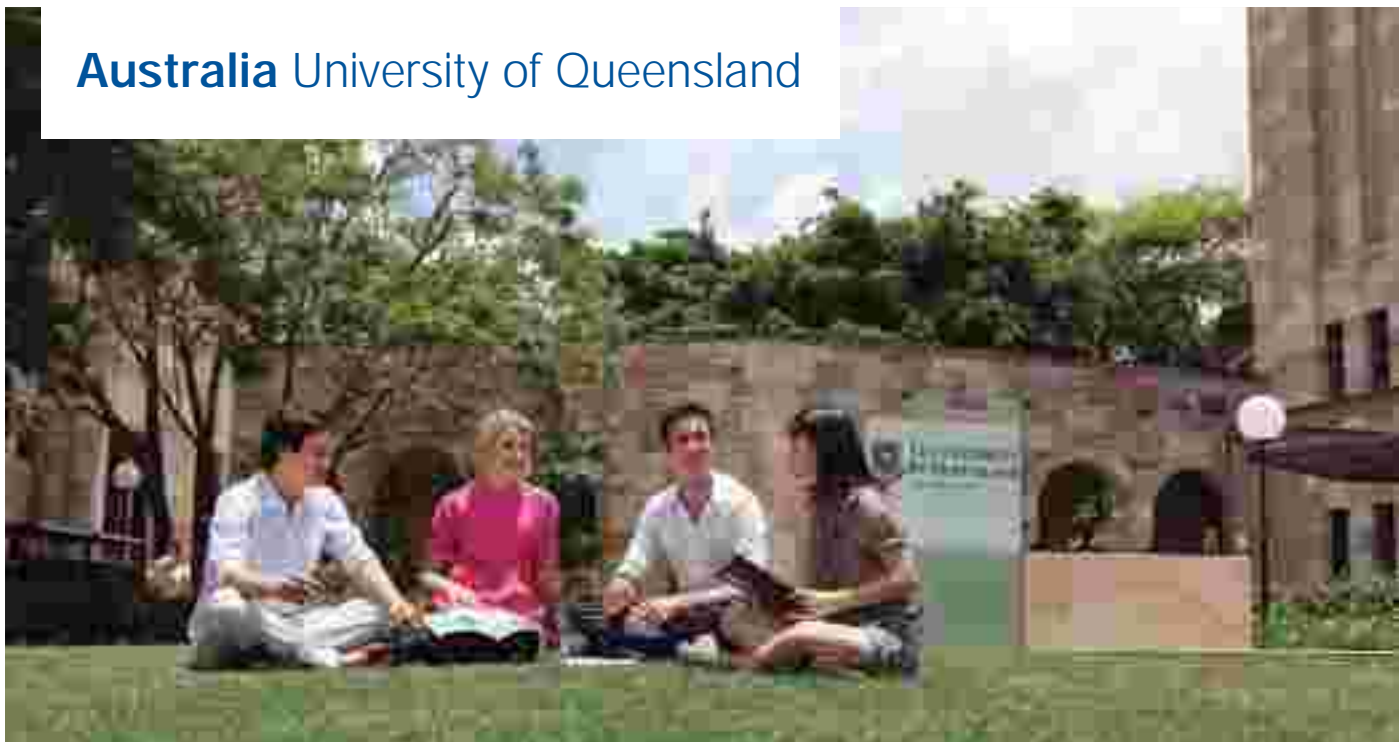
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Twitter: @uqtourism
<https://twitter.com/uqtourism>

YouTube: UQ School of Tourism
<http://www.youtube.com/user/uqs-chooltoftourism>



UNWTO. TedQual Certified Programmes

The School of Tourism offers an extensive and comprehensive range of programs and courses covering undergraduate, postgraduate and research higher degrees programs.

These programs are professionally-oriented and academically rigorous and aimed at meeting the needs of students seeking rewarding careers in areas such as tourism, hotel, leisure and event management and both undergraduate and postgraduate programs offer work integrated learning and the opportunity to liaise with industry.

Bachelor of International Hotel and Tourism Management (BIHTM)

Studying the BIHTM program will equip students with core business skills such as human resources, finance and marketing and includes a range of compulsory courses such as Global Cultures, Visitor Behaviour and Service Management. The capstone Professional Development course provides students with insights into the industry and a chance to compare theory with practice with opportunities such as the Executive Shadowing Program and the Tourism Regional Internship Project (TRIP).

Students can customise their managerial capabilities with majors in event management, hospitality management or tourism management whilst building their professional network and gaining industry insights. Our lectures and tutors are leaders in their fields and integrate their insights and expertise into our courses. The skills of our graduates are in high demand amongst a diverse array of employers locally and internationally.

Bachelor of International Hotel and Tourism Management (Honours) (BIHTM (Hons))

The Honours program can be considered as a transitional degree from undergraduate to postgraduate studies, including Research Higher Degrees, or as a capstone year for those wanting to enter the market with higher order research skills. The program aims to facilitate the development of superior analytical and research communication skills, and to provide students with an integrated and comprehensive education and research in the areas of event management, hospitality management and tourism management.

Our Honours program is also designed to deliver personalised research tuition that will enable our graduates



to benefit from a number of outcomes, such as; an 'edge' over others in the employment market, the ability to take commercial based research projects from inception to completion, a greater depth of knowledge in specific discipline areas and preparation for graduate studies.

Postgraduate coursework programs:

Master of Tourism, Hotel and Event Management (MTHM)

The School of Tourism currently offers a suite of programs as part of the Master of Tourism, Hotel and Event Management. This program prepares graduates who have not previously studied in these areas to change and accelerate their career in one of these exciting and dynamic industries. The program develops advanced industry knowledge, professional skills and research competencies through a range of interdisciplinary topics and industry-related experiences. Students are able to complete a suite of specialist courses from one of three fields: Travel and Tourism Management, Hotel Management, and Event Management.

Students study a number of innovative courses in Visitor Management, Tourism in Developing Economies, Designing Food & Beverage Experiences and Event Design, Staging & Production. Additional industry experiences such as seminars and field visits are offered to supplement innovative teaching methods imbedded across the program.

In addition, all students complete a capstone Professional Experience course to provide an opportunity to enhance their learning with meaningful hand-on experience. This

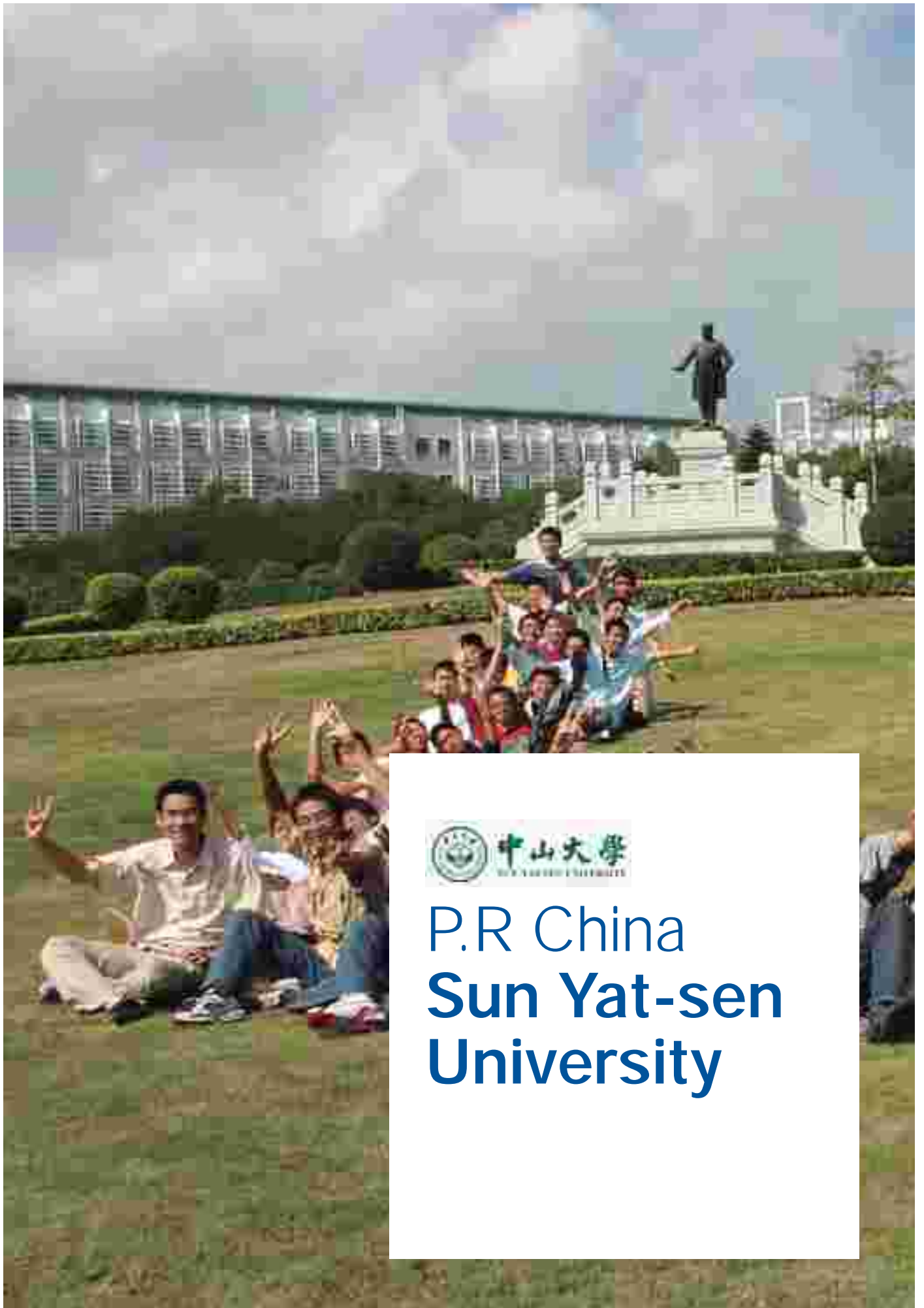
coursework component provides students with a critical appreciation and understanding of the complex set of skills demanded by the tourism, hospitality and event sectors. The course requires students explore, develop and reflect on intrapersonal, interpersonal and team skills and provides an insight into why these skills are essential traits of successful tourism and hospitality professionals. The practical component will allow students to select from several practice based streams.

Research program:

Doctor of Philosophy

The School of Tourism is one of Australia's largest dedicated providers of teaching and research programs in tourism and has an active research program. The School offers a supportive research environment that provides meaningful opportunities for students to make a significant contribution to tourism research, through postgraduate research programs. Students undertake research that is relevant and beneficial to tourism related industries, government and society under the supervision of experienced senior academics.

The School's research strengths are recognized by industry and government with academics and researchers attracting contracts and grants to conduct innovative research that contributes new knowledge to the fields of tourism, hospitality and events. This new knowledge is communicated to a wide audience via industry and government reports, national and international conference presentations, participation on advisory committees, and high quality scholarly publications.



P.R China
**Sun Yat-sen
University**



Introduction

The Sun Yat-sen University (SYSU) is among the top ten research universities in China and School of Tourism Management (STM) is the leading tourism education and research institute in mainland China. It is located in the Zhuhai campus of SYSU, embraced by mountains and the South China Sea.

The school's priority to deliver both application-oriented and academy-based education. The school offers opportunities for Doctorate of Philosophy Degree in Tourism Management (majoring in tourism planning and regional development), Master of Science Degree in Tourism Management (majoring hotel management, tourism planning, tourism human resource management, tourism and community participation, heritage tourism, event management, and tourism enterprise management), Bachelor of Science Degree in tourism management, events management and international tourism studies.

The STM has strong research team. The STM's research tradition addresses the cutting-edge issues in the tourism development of China. The research provides good support for the effective teaching and learning environment.

The STM has built a strong linkage with the tourism industry in China. With consultant services covering the areas of tourism planning, hotel and club management, heritage management and event management, the school has gained a good reputation and has established extensive industry connections all over the country.

The STM has established extensive international cooperation. International academic conferences, seminars or workshops were held frequently to discuss the current issues of tourism. Students and faculty exchange programs have been developed with various leading tourism and hospitality related organizations and institutions in USA, France, British, Germany, Austria, Australia, Hong Kong, and Macao, etc.

STM has a strong relationship with UNWTO. In September 28th, 2010, UNWTO signed the Agreement with SYSU to set up the "Monitoring Centre for UNWTO Sustainable Tourism Observatories" (The Centre) to facilitate the establishing, managing and monitoring process of the existing and future sustainable tourism observatories in China and possibly in the Asia-Pacific region.

The STM is working hard to move further up the global rankings. It continues to forge strong synergies between the industry, the university, the students and faculty. The STM aims to cultivate practical and theoretical-educated graduates to meet the need of the rapidly developing tourism industry in mainland China.

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social media sources



UNWTO. TedQual Certified Programmes

Tourism Management

The undergraduate programme of the School of Tourism Management has obtained UNWTO.TedQual Certificate for the following reasons.

- 1) It has been ranked the top tourism management program in China and has gained international reputation over the past years.
- 2) The program for the undergraduate study is well designed. The program is to prepare the students to obtain the knowledge of the tourism, the analytical capacity of a real world issues related to tourism and the leadership capacity to make impacts on the change toward a better world. Therefore the student education program is composed by four parts, course work, the internship, research-projects, and social work.
- 3) There are five study fields Tourism Management: Hotel and Club Management, Tourism Planning and Destination Management, International Tourism Management, MICE Economics and Management, MICE Economics and Management (2+2).
- 4) In the course work, the students have to take humanity courses, science courses, management courses and the courses specialized in tourism. The core courses include the tourism planning, tourism destination marketing, sustainable tourism, festival management, strategic management of hotels, research methodology, business and convention tourism, tourism economics, tourism geography, heritage management.



5) To meet the need of the industry for graduates with work experience, all undergraduate students are required to complete Work-Integrated Education as part of their studies. Internships in hotels, travel agencies, exhibition centers, e-tourism companies, tourism administration bureaus, and other sectors have been arranged as part of students' career preparation. The total hour for the internship is about 600 hours.

6) After considering the strength and challenges, the School of Tourism Management, Sun Yat-Sen University decide to design a research oriented project for the undergraduate students to bridge the link of the practice and the theoretical leaning through their participation in these problem solving oriented projects. For the past 3 years, over 200 undergraduate students have taken this course. Over 50 projects are offered to the students. These projects are divided into two kinds. One third of the projects organized by the faculty who has some research projects or consultant projects, for example, the sustainable tourism monitoring project, the historical village survey, the survey of the satisfaction of the hotel customers, etc. Two thirds of projects were funded by the national, provincial education committee and the university, for instance, the border heritage in the great Pearl River delta; the heritage conservation of Xiguan house. A tutor also provides assistance in the projects. All the students have to submit a dissertation for BA degree.

7) The School of Tourism Management also makes efforts to provide the students the cross cultural communication capacity and global vision. In order to upgrade its international talent fostering, the School of Tourism Management has signed cooperative agreements including talent fostering and faculty exchange with the University of Queensland (Australia), University of Angers (France), University of Leeds Metropolitan (UK), Rikkyo University (Japan), University of West Applied Sciences (Germany), Innsbruck Management Center (Austria), and the agreements have been successfully implemented .What's more, the School of Tourism Management has established cooperative relationships with World Tourism Organization, Hong Kong Polytechnic University and other famous universities in S and Thailand and so on. Until now, many students have been sent to exchange programs in the above partner universities, among which some have obtained Bachelor Degrees in both Sun Yat-sen University and the exchange university and some have got the chance to study in the exchange universities for Master's Degree. Besides, through the international cooperation programs, the School of offers great opportunities for students to gain abroad study's experience which helps them to widen their horizon And mind.



P.R China
**Tourism
College of
Zhejiang**

Introduction

A General Introduction to the College

- The first vocational college of tourism in the country
- The only vocational college of tourism in Zhejiang province
- An excellent college in the national evaluation of personnel education working proficiency

* Industry Based * Integration of Production Learning * Geared into the World and School Supported Abroad Study

Formerly known as Zhejiang Tourism School, Tourism College of Zhejiang was established in 1983. After the approval from the provincial government in March, 2000 for its construction and official announcement of its establishment in January, 2003, the college passed the qualification evaluation sponsored by Zhejiang Educational Bureau in June the same year and therefore became the first tourism vocational school in the country and the only independent and public tourism school of high learning in the province.

Located by the Qiantang River, the Mother River of Zhejiang, the college covers an area of 100 acre with a floor space of more than 205 thousand square meters. Its garden styled architecture and the modern and comprehensive teaching facilities bring out the best in each other.

The college has eight departments including Hotel Management, Travel Service Management, Tourism Planning, Foreign Language, Fine Arts, Basic Course, International Education Department and Adult Education School. It offers 22 majors as guide interpreter, travel service operation and management, tourism management, hotel management and etc. It enrolls students from the whole country. At present, it has over 6,000 full time students with 387 full-time teachers.

The college boasts a strong team of faculty and system of discipline. It enjoys 25 professors and 80 associate professors and 14 of the teachers have doctoral degree while 238 hold master degrees. The college also constantly engages foreign teachers and experts. Two of the foreign teachers from the college have won the West Lake Friendship Prize.

The college is also an important window to the foreign exchange of tourism education. It has innovatively developed a "Recruitment Program" with such well-known companies and hotels. The college is the first one in Zhejiang province authorized to enroll foreign students, the only one admitted by APETIT, the first one to send students to foreign hotels for internship, and the first one to exchange students with foreign universities.

For years, the college has been taking "Ambitious, Pragmatic, Caring and Exquisite" as its school motto. Seizing all the opportunities, the college perseveres to follow a course of internationalized tourism education one-heartedly and creatively for the goal of building itself into a college of provincially prominent, nationally famous and internationally well-known.

Contact info

Xiaoshan Higher Education Zone,
Hangzhou of Zhejiang province in
China

Zip code: 311231

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Fax: (86)0571-82838026

Email address: office@tczj.net
Website: <http://www.tczj.net>

P.R China Tourism College of Zhejiang



UNWTO. TedQual Certified Programmes

Major of Hotel management

Major of Accounting

Major of Tour Guide

Major of Scenic Spot Development and Management

Major of Convention and Exhibition Planning and Management

Major of Cooking Techniques and Nutrition(Western-style cuisine):

Recognized by UNWTO TEDQUAL CERTIFICATION in September 2009, the six majors including Hotel Management, Accounting, Scenic Spot Development and Management, Convention and Exhibition Planning and Management and Cooking Techniques and Nutrition (Western-style cuisine) was down for the key majors of National Model Backbone Higher Vocational Colleges in 2010 by Ministry of Education and Ministry of Finance . TCZJ has intramural training base and overseas practice base scattered in Japan, the U.S. Singapore and the United Arab Emirates.

Major of Hotel management: Cultivating high quality applied all-round talents who have good professional ethics and dedication, have a solid foundation in basic theory, basic knowledge and proficient operating skills in hotel management and service and can adapt to the work need of departments of modern tourism hotel front office, guest room and dining and other departments. According the talents training mode of “The whole course industry-college cross”, adopting the approach of “The whole course industry-college cross” and practice teaching through course and practice teaching. Based on hotel management position group tasks and the regularity of occupational analysis and higher vocational education teaching and students’ cognitive development, constructing the curriculum system.

Major of Accounting: Cultivating well-rounded high-quality skilled accounting talents with Career development foundation who are possessed of a good professional ethics and dedication, grasp position practices including cashier, tax return, accounting , audit and so on, familiar with enterprise accounting, tax declaration, cost calculation, annual Report Audit and so on, qualified for positions including cashier, accounting and audit. According the talents cultivating mode of “integration of curriculum-certificate-training” , constructing the modular teaching of “theory-skill-certificate” system taking vocational ability cultivation and professional training as the core.



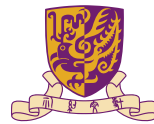
Major of Tour Guide: Guide professional: Cultivating tour escorts ,Chinese or English-speaking tour guides and travel service and management personnel who have good professional dedication and tourism professional quality and rich humanistic knowledge, can fluently use a foreign language, have excellent skills needed in foreign-concerning tour guide service, can work or cooperate with foreign travel businessmen, can grasp modern tourism development trend and have travel agency management potential and meet the requirements of modern tourist enterprises including modern travel agency. According to the talent training mode of “student-body and task-driven”, strengthening the cultivation of career awareness and improving the overall quality through course teaching and practice teaching and comprehensively using a variety of teaching methods. According students` professional growth pattern and combining course teaching, setting progressive practice teaching process including cognitive practice, simulation training, attendant trainee, internship, management trainee etc.

Major of Scenic Spot Development and Management: Cultivating well-rounded high quality comprehensive professional talents who have good professional ethics and dedication, grasp solid basic theoretical knowledge of scenic spot development and management, have professional skills including scenic service management, marketing planning, design planning and so on and meet the demand of high-grade tourism scenic spot operation and management. According to the talent cultivation mode of “Tiered progress and work-study alternation” based on the working task of scenic spot position group and the regularity of higher vocational educational teaching and students` cognitive development, adopting the mode of mode of “Tiered progress and work-study

alternation” and constructing curriculum system and practice teaching system.

Major of Convention and Exhibition Planning and Management: Cultivating well-rounded high quality comprehensive professional talents who are possessed with comprehensive professional theoretical knowledge and skills of exhibition service and management and are qualified for convention organization and management, exhibition planning and management, organization of festival related activities and organization and service of exhibition tours. According to the talent cultivation mode of “Project oriented and industry-study parallel” and the routing characteristics of the exhibition industry projects, designing course teaching taking exhibition projects, meeting projects and festival projects as clues and arrange the sequences of courses according to the workflow and gradually deepen the students` awareness of the exhibition work.

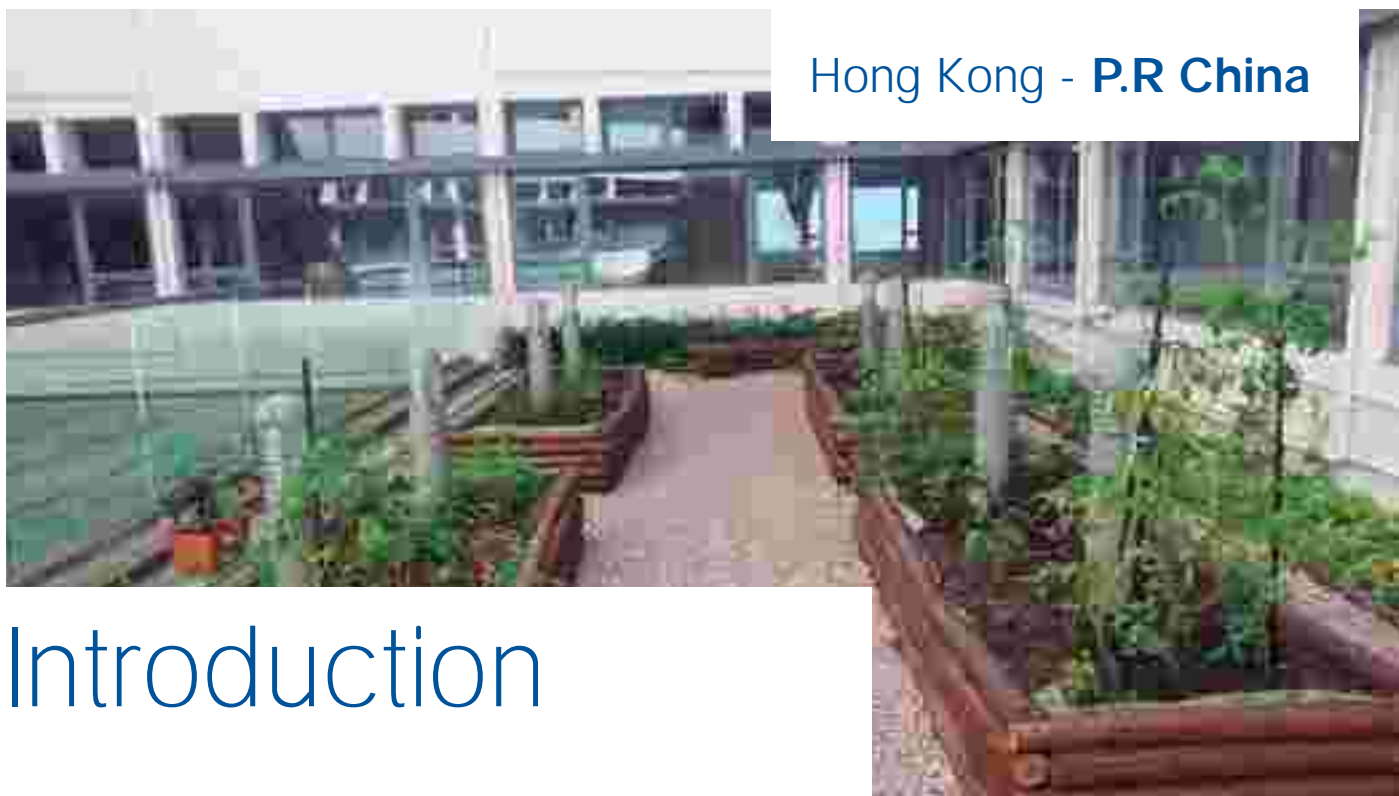
Major of Cooking Techniques and Nutrition (Western-style cuisine): Based on the characteristics of the major of western-style cuisine ,position requirements and the regularity of students` vocational ability , cultivating together talents training mode by means of college-enterprise cooperation and upscale skilled talents accord with the requirements of the industry of Western-style cuisine enterprises, Chinese and foreign tourist hotels or related industries with good professional ethics and dedication and global perspective, good oral English, better professional skills and innovation qualities. According to college-enterprise double subjects under the mechanism of “Four-side linkage”, constructing courses and professional practice teaching system taking profession basics, professional basic qualities and profession related certificates as the core.



香港中文大學

The Chinese University of Hong Kong

P.R China Chinese University of Hong Kong



Introduction

The Chinese University of Hong Kong (CUHK) is one of the two comprehensive universities in Hong Kong. The faculty members have made remarkable contribution to business and tourism literature.

The School of Hotel and Tourism Management (SHTM) at The Chinese University of Hong Kong (CUHK) was established in 1998 in view of the growing significance of the tourism industry to Hong Kong, China, Asia and the world, and the promise of tourism education in knowledge pursuit and human development. SHTM is built on the spirit of CUHK which is a leading comprehensive research university with emphasis on bilingual and multicultural dimensions of student education, scholarly output and contribution to the community. CUHK consistently meets standards of excellence together with other leading universities in the world, and embraces China, Chinese and Chinese culture. Based on the foundation of the BA Faculty at CUHK, which being recognized as a leading business school in Asia and in the world, SHTM is positioned as an industry driven business school, providing world class business education in the context of hospitality industries, such as tourist destination, airline, hotel, restaurant, theme park, cruise, and convention center. It is a business program with a hospitality focus.

The School of Hotel and Tourism Management has attracted high quality students to its programs. We graduated our first batch of graduates in 2002 and the graduates thereafter will, in due course, become hospitality leaders in Hong Kong, China and Asia.

Contact info

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**UNWTO. TedQual
Certified Programmes**

**The BBA in Hotel and Tourism Management
Program**

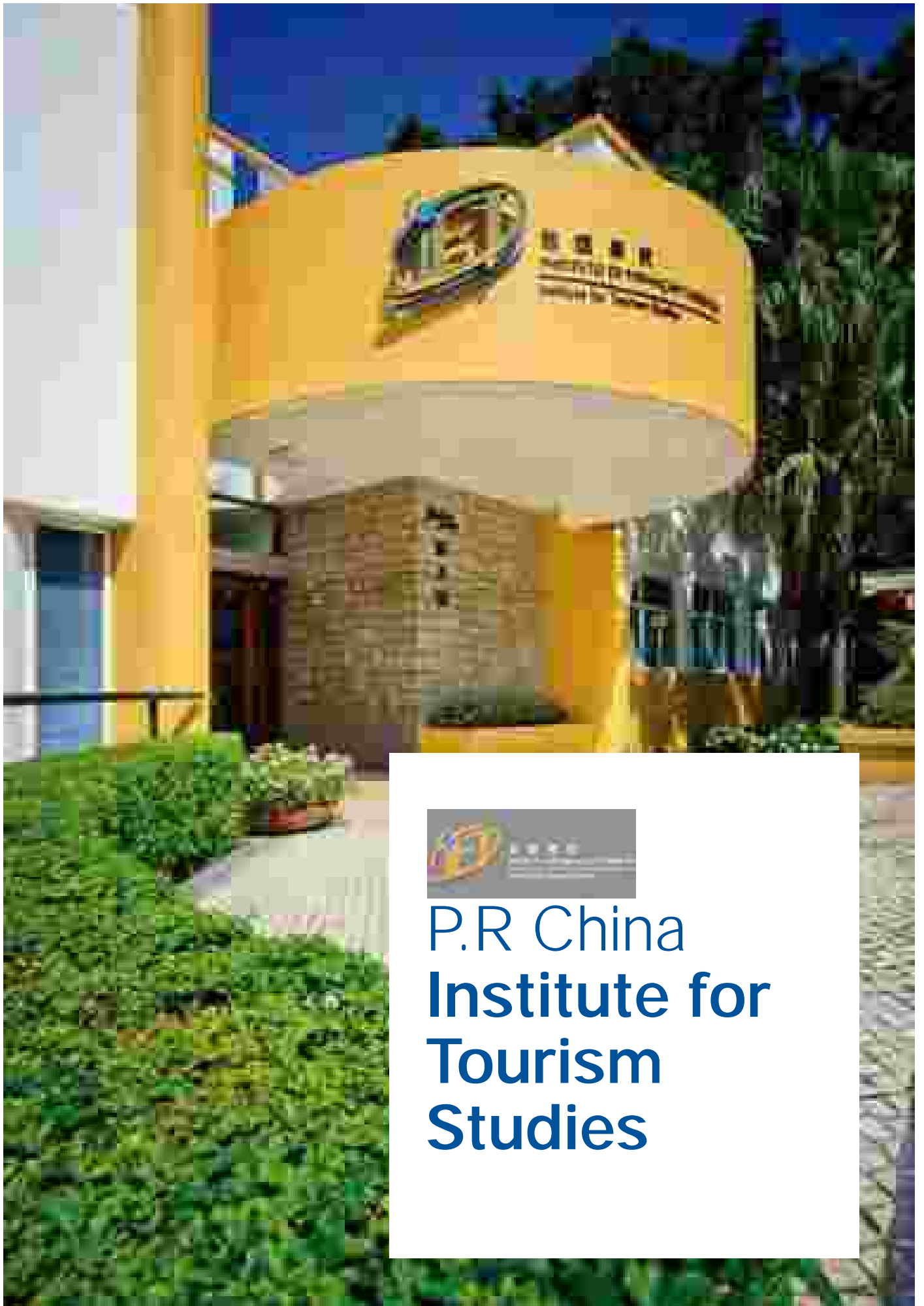
Is accredited as an exemplary program by AACSB International (Association to Advance Collegiate Schools of Business, International). It is also accredited as a quality program by UNWTO.TedQual Certification (United Nation World Tourism Organization – Tourism Education Quality Certification).

To enrich our students' learning experience, SHTM has established the Executive-in-Residence Program, the Distinguished Speaker Series, and the Internship where students are exposed to the broad industry trends that affect the complex business environment. To further strengthen our students' learning experience, SHTM has a Teaching Hotel Project completed in 2010. The Project is a highly significant infrastructure development with two components. They include the hotel facilities component and the teaching facilities component. The hotel facilities component is Hyatt Regency Hong Kong, Shatin, a 567 room hotel facilities. SHTM students would have the opportunity to learn world class hotel management practice.

Hong Kong - P.R China



The teaching facilities component is a 100,000 square feet education and research facilities. It include teaching facilities like Demonstration Kitchen, Wine Laboratory and the Experimental Restaurants. The whole Teaching Hotel Project aligns with SHTM education that it facilitates the highest ideal in business education - integration of business theories and hospitality practice. Students can learn normative theory construction, deriving management principles based on Hyatt Brand standard and best practices. At the same time, they would learn positive theory construction and gain first hand and most comprehensive learning experience in the teaching facilities through operating and managing the experimental restaurants/Cafe. It can provide longitudinal and experimental data and experiences that no internship can likely provide.



P.R China
**Institute for
Tourism
Studies**

Introduction

Institute for Tourism Studies (IFT), established in 1995, is a public institution of higher education offers degree and professional programmes in a wide range of tourism-related disciplines. It is located in Macao SAR, China. The mission of IFT is to become an international tertiary institution of choice for tourism and service industry studies. Not only for the benefits of Macao, but also for the Asia Pacific region, it will equip students with professional knowledge and technical competence in preparation for their future leadership responsibilities in the industry.

Contact info

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Facebook:
www.facebook.com/ift.edu.mo

YouTube:
www.youtube.com/user/IFTMACAO

P.R China Institute for Tourism Studies



**UNWTO. TedQual
Certified Programmes**

**Bachelor of Science
in Tourism Business Management**

**Bachelor of Science
in Heritage Management**

**Bachelor of Science
in Hotel Management**

**Bachelor of Science
in Tourism Event Management**

Our degree programmes have a balance of theoretical and practical components. Through the 4-year study life, students learn knowledge and skills which will help them succeed in a career in the tourism and hospitality industry or in the various organisations and businesses such as: national and international tourism planning departments; airlines; airline services; casinos and clubs; hotels; local and regional transportation services; conventions and conference services; tourism retails; marketing and advertising; museums; preservation of cultural heritage sites; recreation and leisure facilities; restaurants; tour operators, travel agencies and many others.

As part of their studies, students have a semester of internship during their third year. Students can stay in Macao or intern abroad in places such as Mainland China (including Hong Kong and Chinese Taiwan), Australia, Dubai, Germany, Greece, Iran, Japan, Malaysia, New Zealand, Portugal, South Africa, South Korea, Thailand, United Kingdom and the United States.



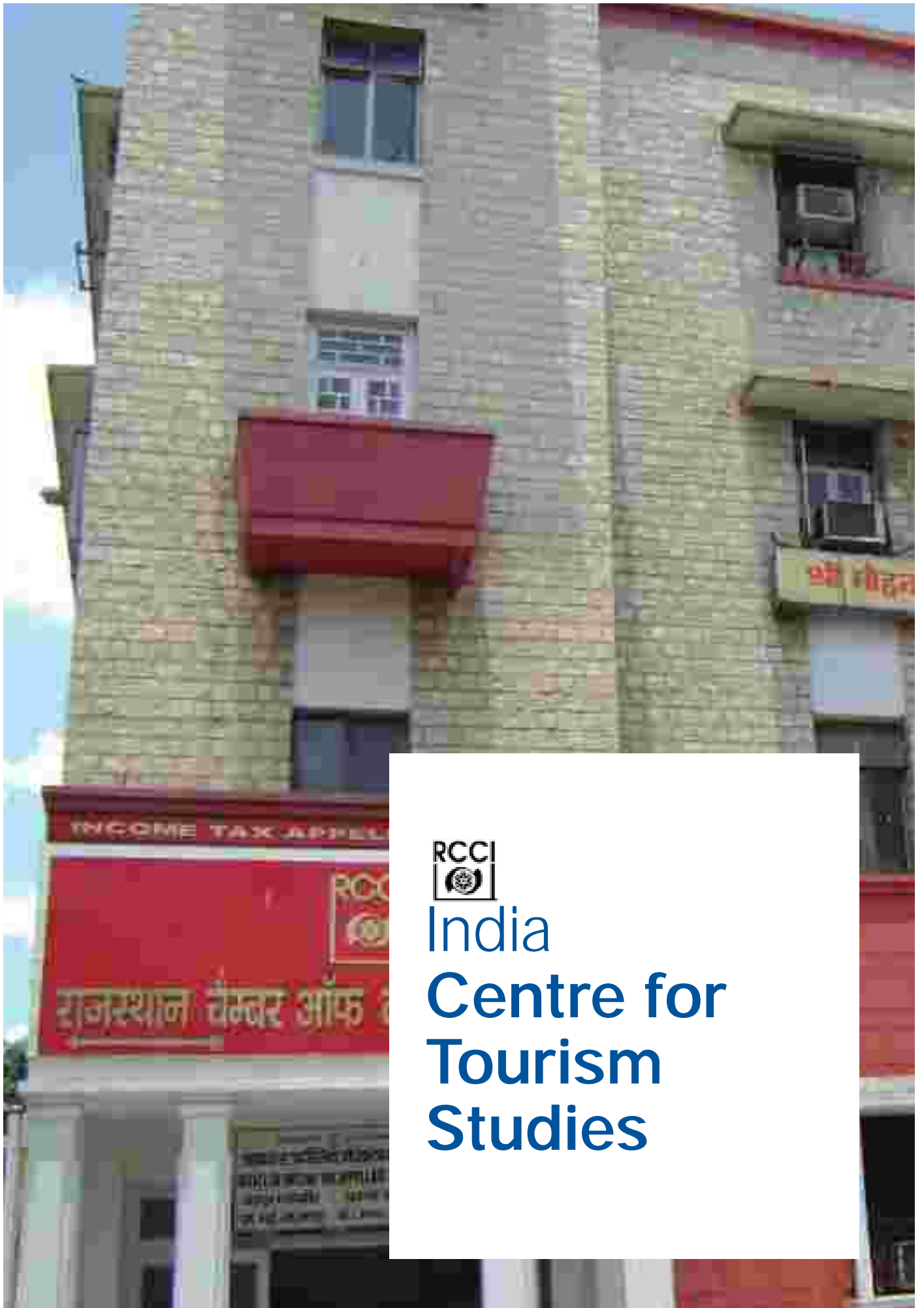
Owing to the international nature of tourism careers, the Institute has established protocols and exchange programmes with overseas tourism education institutes. Among them are top ranking universities in the United States - Georgia State University, University of South Carolina, Oklahoma State University, Florida State University (Disney Internship Programme) as well as two prestigious hotel schools in Switzerland – Glion Institute of Higher Education and Les Roches International School of Hotel Management. Furthermore, students can also apply for Dual Recognition Degree Programme jointly offered by NHTV Breda University of Applied Sciences in The Netherlands and IFT.

For online information of IFT's exchange programmes, internship, etc. please visit:

Web page: http://www.ift.edu.mo/content/uploads/ift/doc/networking/ie_brochure.pdf

Email: ie@IFT





India
**Centre for
Tourism
Studies**



Introduction

Centre for Tourism Studies, is the academic wing of Rajasthan Chamber of Commerce and Industry It was founded in 2005 as a Chapter of Ministry of Tourism, Government of India.

The mission of the institute is to keep pace with the futuristic growing Tourism Industry in the world through quality education of Tourism.

From year 2009 it has got the prestigious United Nations World Tourism Organization accreditation for the first time in India. This is the highest accreditation in the finest quality Tourism Education worldwide.

The Institute is run by the Board of Governors; the Board Members would have wide representation from all the relevant Industry. CTS attract its students from all parts of the country and outside India also, thus the students are exposed to varied cultures of different states.

Many passed out students are now holding privileged positions in premier Tourism organizations of this country and visited abroad also for internship purpose. They are a loud testimony to the devotion, determination and diligence for the institute.

Contact info

Centre for Tourism Studies
Jaipur, India

UNWTO.TedQual Certified
Programme:
Post Graduate Diploma in Tourism
& Travel Administration

Contact Information:
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Fax- +91-141-2562189
Email- ctsjaipur595@gmail.com
www.ctsunwto.org



UNWTO. TedQual Certified Programmes

Post Graduate Diploma in Tourism & Travel Administration

Preamble:

The travel & tourism industry is vibrant, committed to service excellence and professionalism. As more and more people, travel for business and leisure the industry has seen a demand for well trained, service sector professionals. The industry requires people who can deal competently with a wide range of activities and who possess the knowledge, skills and attributes required by the industry.

The course is designed to provide those wishing to enter this field with theoretical knowledge and practical ability in a range of skills and procedures necessary in the travel and tourism work roles.

Objective:

Students to gain confidence in their ability to apply their knowledge and skills to function effectively/ competently in the Tourism & Travel industry also to enable them to be responsible for their own career growth / development.



**Who delivers the course?**

Since we believe in holistic learning only the best and most experienced guest faculty will be delivering this course to you. Different guest lecturers will ensure you get a 360 degree perspective of the industry.

Duration:

The course will last for 1 year inclusive of internship and be conducted on a part time basis.

Eligibility:

Graduation in any stream with good Communication skill

How do I get in?

The candidate will have to undergo an entrance test and a personal interview.

Placement Opportunities:

With Travel Agencies, Tour Operators, Airlines, Hotels, Transport Companies and Travel Portals.

AMITY UNIVERSITY



India
**Amity
University**

Amity
Your One Stop Journey



Introduction

These programmes are widely accepted.

The syllabus of these programmes are duly reviewed by the experts from academic and industry to suit and address the requirement of industry. The institution bridges the supply gap by providing well groomed, skilled and responsible Tourism Management professional who can take up the challenges in their fields of operations.

AITT is a unique institute established to provide the best Travel & Tourism Management education to its students. Amity Institute of Travel and Tourism is situated in a lush green, pollution free campus at Sector 125, Amity University, Uttar Pradesh, Noida. Amity Institute of Travel and Tourism is an ISO 9001-14001 certified Institution strictly following the ISO Standards and Processes to ensure Quality in Management.

The following Facilities are available to students and staff

- Excellent infrastructure
- Well-equipped classrooms
- Modern teaching aids
- Well-equipped library
- Wireless campus,
- Leading Travel, Tourism and Hospitality magazines, journals and books.
- Computer Lab facility
- Modern cafeterias
- Hostel facility for Boys and Girls students
- Residential facility separately for Boys and Girls students.

AITT maintains strong links with the industry to seek regular guidance for designing the syllabi and work experience as a need of the programme. The Institute strives to ensure that research and consultancy activities are conducted with both Indian and International companies. Leading Industrialists, Visiting Fellows and Visiting Professors are also invited to impart knowledge and skills among our Post Graduate and Under Graduate students. Classes are held within the best atmosphere of an industry- like settings. Students are provided with realistic education with a right mix of theoretical and practical contents.

In order to generate and maintain interest of the student in each subject as well as to achieve student learning outcome a wide range of activities / pedagogical methods are prescribed including quiz, home assignments and presentations, case discussions / presentations / analysis, seminar, class tests, term paper and any other activities as prescribed by the subject teacher.

Amity Institute of Travel and Tourism (AITT) is a constituent Department of Amity University Uttar Pradesh, India. Amity Institute of Travel and Tourism offers Master of Arts (Tourism Administration) a two year Degree Programme & Bachelor of Arts (Tourism Administration) a three year degree programme.

Contact info

Master of Arts
(Tourism Administration)

Bachelor of Arts
(Tourism Administration)

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Fax: 0091-120-4735692
Mobile: 0091-9811228801

www.amity.edu/aitt
Email: msajnani@amity.edu
aitt@amity.edu



UNWTO. TedQual Certified Programmes

Bachelor in Tourism Administration

Duration: Three year

Programme Objectives:

- To provide basic education in the field of Tourism, Travel, Hospitality and Aviation Management.
- To prepare students to become responsible and successful tourism professionals.
- To enable students to become situational leaders by meeting challenges in Tourism and Travel industry.

Student Learning Outcomes:

Explain the concepts and approaches in the field of Tourism, Travel, Hospitality and Aviation.

- Apply theoretical models to achieve sustainable and efficiency in to practice.
- Analyze the destination with perfect knowledge of tourist destinations.
- Become part of global experience

The course curriculum is designed in such a way that the programme pedagogy can be comprehended and monitored regularly through the performance of each student of the programme. The basic philosophy which governs the designing of the course curriculum is to move from simple to complex, however at each level the practical application remains the central focus of learning.

Besides the fundamental courses on tourism including Basis of Tourism, Geography of Tourism, Special Interest Tourism, Destination Planning & Development, Basics of Accounting and Introduction to Hospitality Management. The course also offers specialized subjects like Travel Agency Tour Operations, International Tourism Management, Sustainable Tourism, Event Management, Tourism Laws & so on. In addition every student has to qualify value addition courses offered in every semester across the university including Behavioural Sciences, Foreign Business Language (one to chose from Spanish, German, French, Japanese, Chinese, Arabic & Russian) and Communication Skills.

Master in Tourism Administration

Duration: Two year

Programme Objectives:

- To Prepare a cadre of well informed, pro active and high caliber professional for the multidimensional Travel, Tourism, Hospitality and Aviation Industry.
- To target the burgeoning Travel and Tourism industry by providing them well groomed professional.
- To provide excellent learning opportunities through class room and field activities.

Student Learning Outcomes:

- Describe the functional, operational and managerial task relating to Tourism, Travel and Hospitality Industry.
- Apply theoretical concepts and models in to practices during their employment with tourism and travel companies.
- Analyze the destination with perfect knowledge of tourist destinations.
- Become part of Global experience



The course curriculum of the Programme is designed in such a way that the programme pedagogy can be comprehended and monitored regularly through the performance of each student of the programme. The basic philosophy which governs the designing of the course curriculum is to move from simple to complex, however at each level the practical application remains the central focus of learning.

Besides the fundamental courses on tourism including Introduction to Tourism Management, Global Trends in Tourism, Tourism Resources of India, Research Methodology, Financial Management, MICE Management and Hospitality Management. The course also offers specialized subjects like Travel Agency Tour Operations, Marketing and MICE and from third semester of the programme onwards each student has to choose any one group for specialization being offered in the field of Travel Agency Tour Operations, MICE and Marketing Services. In addition every student has to qualify value addition courses offered in every semester across the University including Behavioural Sciences, Foreign Business Language (one to choose from Spanish, German, French, Japanese, Chinese, Arabic & Russian) and Communication Skills.

Strengths of Amity Institute of Travel and Tourism (Identification Brand)

- Education Member of Pacific Asia Travel Association (PATA);
- ISO 9001-14001 certified institution;
- Largest Faculty strength & faculty student ratio i.e. 1:15;
- Rich Central Library having more than 1.25,000 books, periodicals, references, national and international journals, CD-ROMs covering all aspects of academic studies and research material;
- In House Travel Agency for regular hands on training;
- Faculty members with global exposure;
- International Campus in Dubai & Mauritius;
- Regular industry academia interface;
- Compulsory Military Training exposure;
- Regular monitoring & analysis of faculty feedback for quality assurance & enhancement;
- Well defined objectives in academic & Financial Planning;
- Proximity to NCR Capital Region.





Indonesia
**Sekolah
Tinggi Pariwisata
(STP Bandung)**



Introduction

Sekolah Tinggi Pariwisata Bandung (STP Bandung) is an ISO 9001:2008 certified, Indonesia Leading and Pioneering School with emphasis in the tourism and hospitality sectors. Located in Bandung City, well known as a major tourism destination, STP Bandung runs Diplomas, Bachelors and Post-Graduate programmes in Tourism and Hospitality management accredited to The National Board of Accreditation. The courses are industry-focused and designed for career development.

Sekolah Tinggi Pariwisata Bandung is a state-owned Tourism Higher Education under the Ministry of Tourism and Creative Economy, Republic of Indonesia. This institution is well known what so called NHI, National Hotel Institute since It was assisted and supported by Swiss Government for since 1973-1981. Based on the decree from The President of Republic Indonesia, in 1993 STP Bandung has been as an official name till at the present moment.

From humble roots, our founders had a vision of an institution that has strong industrial linkages and armed with teaching excellence and capability to produce students with highest merits. This philosophy is carried at every level of our organization from the faculty members, facilities and the students. Since its inception in 1962, Sekolah Tinggi Pariwisata Bandung has become one of Indonesia's most successful and reputable higher education institution. This reputation was carved by via our top-notch programmes and experienced lecturers.

With approx. 20.000 alumni, STP Bandung has been playing a significant role to develop the best talents in the tourism and hospitality industry in the world. To maintain the best educational process, a quality certification by American Hotel and Lodging Educational Institute (AHLEI) - Certified Hospitality Educators (CHE), Certified Culinary Educators (CCE), and Certified Food and Beverage Executive (CFBE) – is being initiated to all our lecturers.

Sekolah Tinggi Pariwisata Bandung has continuously provided excellent services for its students in terms of diverse study options, relevant curriculum and teaching methods, ongoing partnerships with leading universities worldwide, strong industry linkages, up-to-date facilities and well-equipped campuses.

Contact info

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Tel: +62 22 2011456
Fax : +62 22 2012097

Indonesia Sekolah Tinggi Pariwisata (STP Bandung)



UNWTO. TedQual Certified Programmes

Certified programmes:

- Tourism Management Diploma.
- Hotel Administration Diploma.
- Travel Business Management Diploma.
- Room Division Management Diploma.
- Food & Beverage Service Management Diploma.
- Food & Beverage Production Management Diploma.
- Patiserie Management Diploma.
- Tourism Post Graduate Programme Diploma.

STP Bandung is characterized by :

- Local champion with regional perspectives and global standard of curriculum in line with ASEAN Common Competency Standard in Tourism Professionals.
- Strong industrial linkages with more than 200 partnerships, all over the world.
- Experienced Lecturers and experts from all over the world imparting their knowledge on specialized subjects.
- Unbeatable vocational programmes with practical approach on daily basis learning process, including the 6-12 months of industrial internship.
- Integrated-modern-facilities to develop the best human capital in tourism and hospitality, such as practical kitchen, restaurants, housekeeping lab, hotels and many more.
- English as our main teaching language.
- Additional foreign languages as an integral part of the programmes (French, Arabic, Japanese, and Mandarin).
- High rate of acceptance of graduates in term of employment guided by our career center: Professional Development Center (find out here: www.prodec-stpbandung.com). It is responding to the national initiative of the Ministry of Tourism and Creative Economy in line with Zero Unemployment policy.
- All graduates are assessed by First Party Certification Body and certified by The Board of National Certification.



UNWTO TedQual Certified Programmes

Post Graduate Programme(s):

This is the respond to industry's request on producing high profiles managers and directors. The programmes are fully designed with strategic-thinking approach emphasize on its international curriculum and wide-range of experienced lecturers.

Students are expected to have a particular problem solving tactics, shaped by a lot of case studies, together with detail knowledge about the industry.

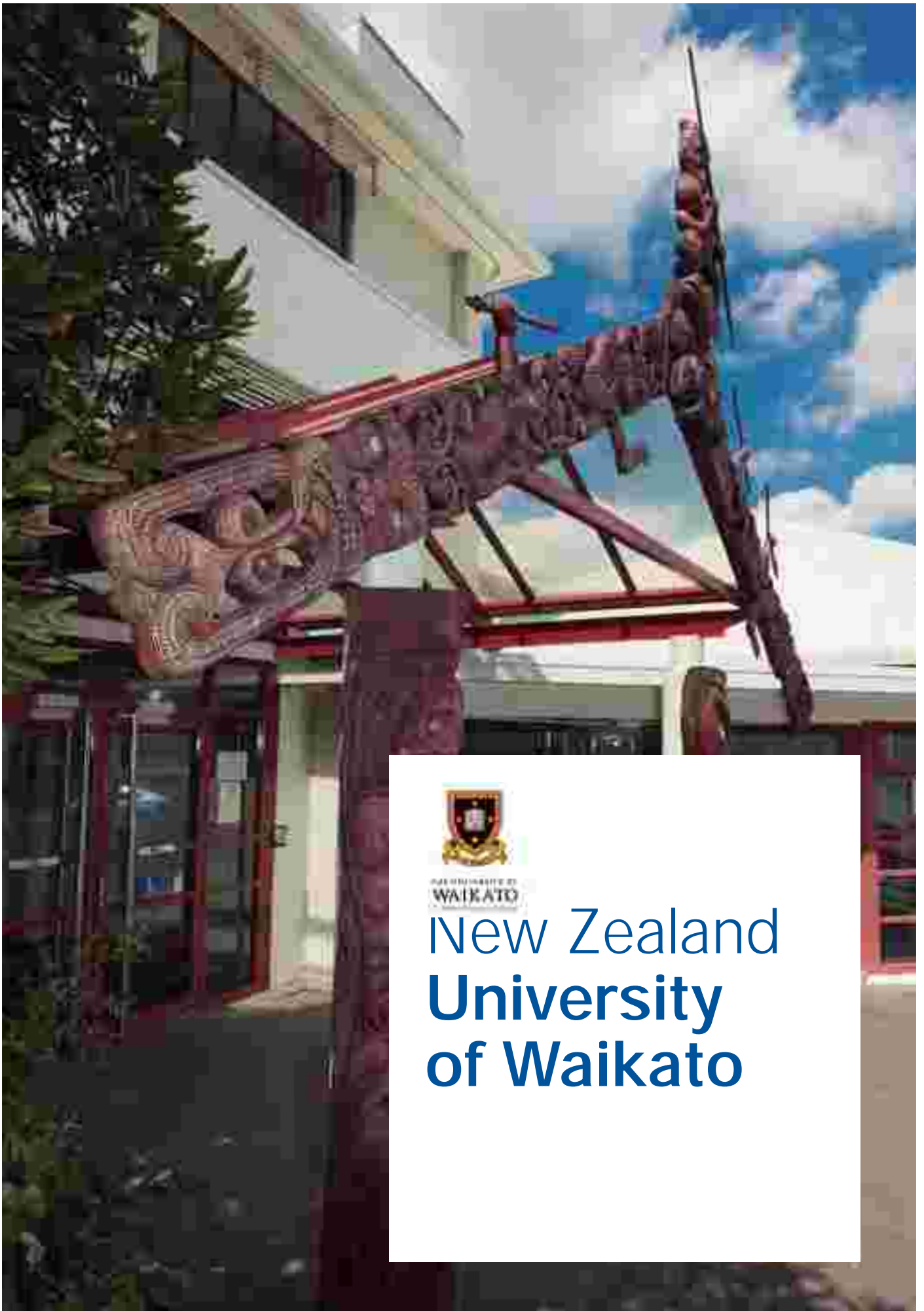
Diploma IV (4 Years):

The diploma IV programmes are crafted by practical approach to gain the most updated skill and knowledge provide by the industry. The students will have a various analytical thinking and implementation skill on how the industry runs, not only from the operational but managerial aspects as well.

Diploma III (3 Years):

Diploma 3 programmes cover most operational aspects on specific department. Indulged by a daily-basis practical schedule, students will have a know-how experience on skill, knowledge and attitude.





UNIVERSITY OF
WAIKATO

New Zealand **University of Waikato**

Introduction

The Waikato Management School at the University of Waikato is part of an elite group of world business schools that are accredited by the three leading worldwide accreditation agencies - AACSB, EQUIS and AMBA. Only a few business schools across the globe earn this distinction. Only three institutions in Australia and New Zealand have gained all three accreditations.

To employers, it signals that when they employ our graduates they're taking on people whose qualifications have undergone rigorous scrutiny to ensure they're right for today's business market. To graduates it confirms the international reputation and portability of their qualifications.

In order to achieve accreditation, faculties are examined in depth by leading experts from business schools around the world who examine all aspects of their staff qualifications, programmes, planning and management. In addition, reviewers interview staff and students to ensure they're receiving consistent and valid information.

Throughout its 36 years, the Waikato Management School has distinguished itself among New Zealand business schools by the relevance and rigor of its education and research, and its belief that business and enterprise are most successful when they improve the communities, societies, and nations in which they operate. At the heart of our business is transformation - our purpose is to inspire the world with fresh understandings of sustainable success.

Contact info

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Email: tourism@mngt.waikato.ac.nz



UNWTO. TedQual Certified Programmes

Bachelor in Tourism and Hospitality Management

The BTour (THMgt) has been developed with input from tourism and hospitality businesses, and senior members of the sectors. These continue to guide its development. Our faculty, your lecturers, consult widely on industry issues and they bring that hands-on experience of new trends, challenges and industry responses to their teaching. This three-year degree provides a wide range of employment opportunities at sporting festivals, large leisure events, and in international, national and regional organisations such as: tourism boards, hotels/resorts, international tourism consultancies and historic attractions.



INTERNATIONAL APPLICATION PROCESS

Application Deadlines

The following application deadlines are set to allow time for the processing of applications, and for the applicant to make relevant arrangements prior to departing for Waikato.

Semester A (Late February – June): Closing date for applications is 1 December of year prior to start date

Semester B (July – November): Closing date for applications is 1 May

Admission to The University of Waikato

All students applying to The University of Waikato must meet the appropriate academic and English Language entry criteria. Schools of Study / Faculty / College may have additional entry requirements for some qualifications. All applications are considered on a case-by-case basis. Applicants are advised to check current requirements.

Representative Offices

The University has representatives in some countries around the world. For contact details of representatives in your area please email international@waikato.ac.nz

Application Process

1. Obtain an International Application Form by requesting a copy from our International Recruitment team or an overseas representative, or download a copy or apply online at <http://enrol.waikato.ac.nz>
2. Complete all sections of the application form.
3. Prepare all relevant documentation according to the checklist on the application form.
4. Forward the application form (or documents if you have applied online) and all supporting documentation to the Enrolment Office before the application deadline. Students should apply earlier than the stated deadline because some programmes have limited numbers.



TOURISM (BTOUR)

Admission

Candidates for the Degree must have qualified for admission to the University of Waikato and met any criteria set out in the [Criteria for Admission to Particular Qualifications](#).

Requirements for the Degree

- The normal minimum period of enrolment for completion of the Degree is three years.
- Candidates must enrol in the Faculty of Arts and Social Sciences (for the Tourism and Society field) or the Waikato Management School (for the Tourism and Hospitality Management field) and follow an approved programme of study.
- Candidates enrolled in the Waikato Management School must demonstrate competency in computing, writing and employment skills as prescribed in the Waikato Management School Student Handbook.
- Candidates must gain 360 points at 100, 200, 300, and 400 levels, including at least 240 points above 100 level and 80 points above 200 level.
- Candidates must pass the compulsory papers prescribed in Appendix A to these regulations.
- Candidates must complete the requirements of a field and a major: Hospitality Management or Tourism management.
- To complete the requirements of a field, candidates must complete the compulsory papers prescribed for that field in Appendix B to these regulations.
- To complete the requirements of a major, candidates must gain 120 points above 100 level in that major, including 60 points above 200 level. Candidates must also meet any specific requirements prescribed for the major in the relevant subject entry in the University of Waikato Calendar or Waikato Management School Student Handbook.
- Candidates must also complete at least 40 points above

100 level in a subject or subjects other than the major.

- Candidates may complete a second major in any undergraduate major.
- To complete the requirements of a second major, candidates must gain 120 points above 100 level in that major, including 60 points above 200 level. Candidates must also meet the specific requirements prescribed for the major in the relevant subject entry in the University of Waikato Calendar.
- Candidates may take up to 80 points from outside the field of the Degree.
- Candidates may take a further 40 points from outside the field of the Degree if they are completing a second major from outside of the majors listed in section 8 of these regulations.
- The field of the Degree comprises all of the majors listed in section 8 of these regulations as well as the papers listed in the appendices to these regulations.

Progression Requirements

Candidates must gain at least 60 points at 100 level before enrolling in papers above 100 level, and at least 180 points at 100 and 200 level before enrolling in papers above 200 level.

Variations

- The Dean or delegated authority may permit more than 120 points to be taken from outside the field of the Degree in individual cases.
- The Dean or delegated authority may vary or waive these regulations in individual cases.
- Students completing a single major may not count compulsory papers towards the major. Students completing a second major may credit the compulsory Work Placement or Directed Study towards the first major.



New Zealand
**Victoria
University
of Wellington**

Introduction

Victoria University of Wellington is one of eight universities in New Zealand. All are autonomous public institutions.

Victoria University's Tourism Management Group is located in Victoria Business School in the heart of Wellington, New Zealand's capital city.

Victoria Business School (VBS) is one of only 60 university business schools world-wide that hold the prestigious 'Triple Crown' of international accreditations (AACSB, EQUIS, AMBA) for business schools, in addition to UNWTO.TedQual. These accreditations require demanding standards to be achieved and maintained in teaching, programme design and delivery, research, faculty management and stakeholder engagement.

Victoria Business School has some 4,500 students and delivers around 1000 commerce graduates to the business and public policy communities each year. In addition, Victoria Business School is engaged in a wide-range of business-public-policy-community related activities.

The central city location facilitates access to policy makers, the business community and to national tourism organizations, thereby enhancing the relevance of our programmes. Wellington has a reputation for being a vibrant city where learning doesn't stop at the University's doors.

The Tourism Management programmes benefit from numerous links with external stakeholders in the Wellington region and beyond. In particular, the advice and input received from the Tourism Management Advisory Group (whose members are leaders in the tourism industry) with such activities as curriculum development, facilitating industry placements and developing career pathways for graduates.

Victoria University aims to produce high-calibre graduates with critical and creative thinking, communication and leadership skills to meet the needs of the workforce in New Zealand and abroad.

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www.victoria.ac.nz/som/about/teachingandresearch/tourism

PhD study: www.victoria.ac.nz/home/study/postgrad/phd/

International Students:

<http://www.victoria.ac.nz/international/>

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UNWTO. TedQual Certified Programmes

Bachelor of Tourism Management (BTM)

Bachelor of Tourism Management Honours (BTM Hons)

Master of Tourism Management (MTM)

PhD in Tourism Management

Victoria University of Wellington is one of the few universities worldwide to offer a complete suite of UNWTO.TedQual certified programmes in Tourism Management from the Bachelor of Tourism Management (BTM), through the Bachelor of Tourism Management (Honours) and Master of Tourism Management (MTM) to the PhD in Tourism Management.

Victoria's degree programmes focus systematically on the principles and applications of tourism management and are designed to create opportunities for employment in positions of responsibility within the tourism industry in New Zealand and internationally. Graduates find employment within the tourism sector in such areas as event management, conference coordination, tourism marketing, hotel management, attraction development and in other fields including human resources and marketing. They are employed by private sector businesses and national, regional and local tourism organizations, both in New Zealand and abroad.

The programmes are taught by specialist lecturers whose teaching is supported and informed by an active tourism research programme in New Zealand and overseas.

The Bachelor of Tourism Management (BTM) offers a comprehensive, well-structured three year programme of tourism courses which begins with a systematic introduction to tourism at first year, incorporates diverse aspects of tourism management at second year, and proceeds to advanced topics at third year. These courses emphasize management of tourism businesses, visitor management and destination management. This core is supported by electives in commerce (e.g. management, marketing, commercial law, human resource management), foreign languages and the social sciences.

In addition to lectures and tutorials, the BTM offers a range of educational experiences. Field trips, research activities and a practicum involving 240 hours of industry experience brings students into contact with day-to-day issues facing the tourism industry.

Graduate study provides a higher level of understanding of tourism management, promotes critical thinking, fosters analytical and presentation skills and develops research expertise and experience. The BTM (Hons), an additional year after the BTM, consists of courses and a dissertation. The Master of Tourism Management is a two year programme involving a year of course work and a supervised year-long thesis on a topic of the student's choice. Recent thesis topics include:

- Environmental management approaches among tourism operators in an urban setting
- Participation of local communities in the tourism industry of Tanzania
- Distribution channels for wine tourism in New Zealand
- Destination marketing in Vietnam.

Wellington - New Zealand



The PhD in Tourism Management consists of a programme of research and fieldwork and the writing of a thesis under academic supervision. A PhD usually takes three to four years to complete. The first year of registration is provisional with confirmation of full registration expected after certain conditions have been met, including the presentation and acceptance of a full research proposal. The PhD thesis is a major piece of original research that demonstrates the candidate's ability to carry out independent research. It must also be a significant contribution to the knowledge or understanding of the field of study. There are three application rounds each year: 1 March, 1 July, and 1 November.

The Tourism Management staff all have strong research backgrounds and are internationally recognized for their work. They are able to offer thesis supervision in a wide range of areas including:

- Tourism policy, planning, strategy and development;
- Tourist behaviour
- Tourism futures
- Events and volunteering
- Visitor management
- Destination management
- Sustainable tourism

All recent Tourism Management PhDs have followed an academic career and currently hold a range of positions in universities in New Zealand and abroad.

Enquiries from international students regarding all these programmes are welcome. Current and recent students have come from: Brazil, Cambodia, Canada, Chile, China, Germany, Hungary, India, Japan, Malaysia, the Philippines, Tanzania, Thailand and Vietnam.

International students are required to hold an appropriate academic qualification (a BTM or equivalent qualification for entry to BTM (Hons) and the MTM; a relevant Masters degree for the PhD) and demonstrate proficiency in the English language that is appropriate for the programme in which they seek to enrol.



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Austria **MODUL** **University** **Vienna**

Introduction

MODUL University Vienna (MU Vienna) is an internationally oriented organization for research and education in business administration with a focus on tourism development and management established by the Vienna Economic Chamber of Commerce and approved by the Austrian Accreditation Council in 2007. MODUL combines a strong academic foundation with a commitment to sustainability and innovation as the key drivers of long-term success. It aims to foster independent and original research and bring the benefits of innovation to the research community and the general public. MODUL builds upon an international network of partner universities, commercial enterprises and public institutions. Its faculty comprises renowned Austrian and international scholars who have a strong commitment to develop this young organization into a leading research platform in its fields.

In pursuit of its mission, the University responds creatively to local, national and global change, and it initiates and supports internationalization, lifelong learning, equity and social justice. MU Vienna applies rigorous standards of scholarship and promotes the principles of freedom of scientific thought and teaching as well as equal opportunity. First-class education in international management and future oriented fields of specialization like tourism and hospitality management, sustainable development, public governance and new media technology empowers graduates to occupy executive positions world-wide.

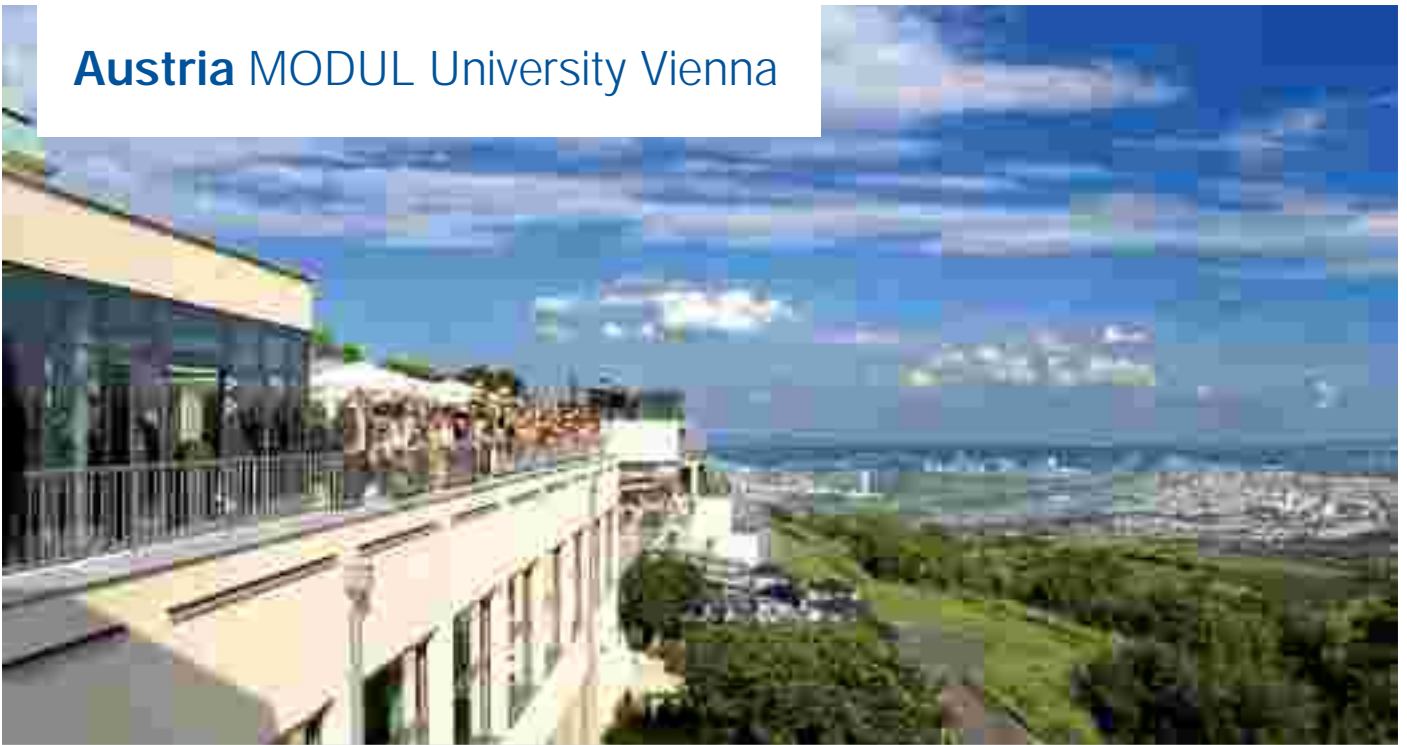
Sustainability and environmental protection are key principles of MU Vienna and it acknowledges and embraces the urgent need for development strategies that meet the needs of the present without compromising the welfare of future generations. Sustainability represents an integral part of the curriculum and research agenda and is also reflected in the daily work flow. The university operates in a manner that minimizes environmental risks and adverse effects on the environment. This includes meeting or exceeding environmental legislation and standards, using energy efficiently, conserving water, preventing pollution, minimizing waste and using recycled materials whenever possible. MU Vienna carefully selects its suppliers and contractors, ensuring that they show a similar commitment to social and environmental principles. Ongoing communication and training builds awareness of these principles among students, faculty, contractors and partners.

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UNWTO. TedQual Certified Programmes

Bachelor of Business Administration in Tourism and Hospitality Management

The 3-year, full time Bachelor of Business Administration (BBA) in Tourism and Hospitality Management program provides students with state of the art management competencies and leadership skills to pursue international careers in the hospitality and tourism industry.

The BBA program is the perfect choice for high school graduates (A-level degree, Matura, Abitur or equivalent) who have already gained practical education in the tourism and hospitality industry prior to entering the program. The Bachelor of Business Administration in Tourism and Hospitality Management is also an excellent choice for students without prior practical education in the tourism and hospitality sector if their primary focus is not to pursue a career in the hotel or food service industry but rather careers in tourism businesses and organizations or related industries.

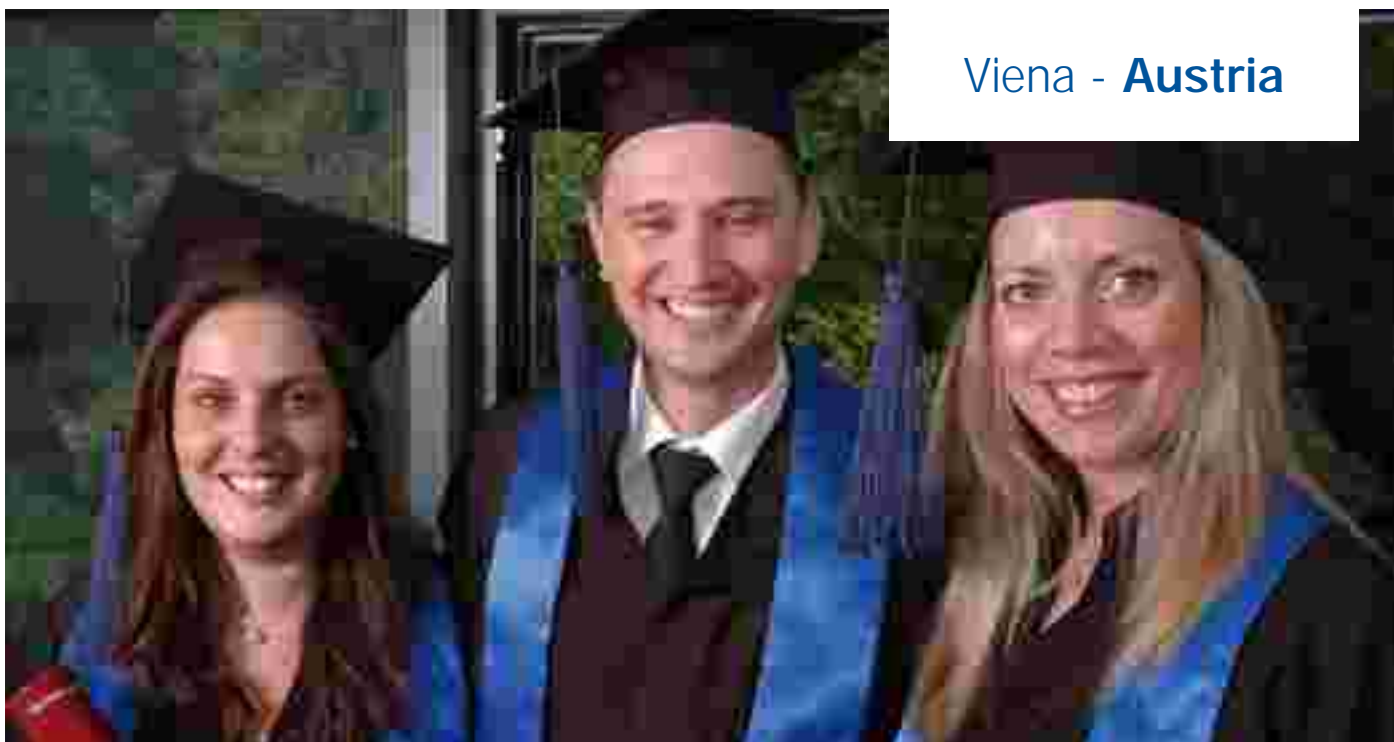
The values based educational concept with individual mentoring sharpens the students' critical thinking capacities and enables them to systematically assess the many activities with which a manager works. A compulsory internship of 3 months during the BBA program enables students to gain first-hand practical experience in a national or international company.

The bachelor program provides students with a high degree of flexibility in designing their own curriculum based upon their future career goals. Enrichment courses covering special tourism segments provide students with the opportunity to deepen their knowledge in a certain field. Furthermore, students have the choice between writing a bachelor thesis or taking additional courses in advanced tourism and hospitality management or completing an additional internship of 3 months.

Master of Science in International Tourism Management

This Master of Science (MSc) degree program at MODUL University Vienna is offered in a unique multidisciplinary approach, working with research teams from three different departments: public governance and management, tourism and hospitality management and new media technology. Our research and teaching staff actively participate in international scholarly and professional networks and are at the forefront of their field, which enables us to bring you right to the heart of scientific practice.

The MSc in International Tourism Management empowers students with management skills to implement sustainable tourism strategies and corporate social responsibility. In addition, the MSc degree prepares students for a subsequent PhD program.

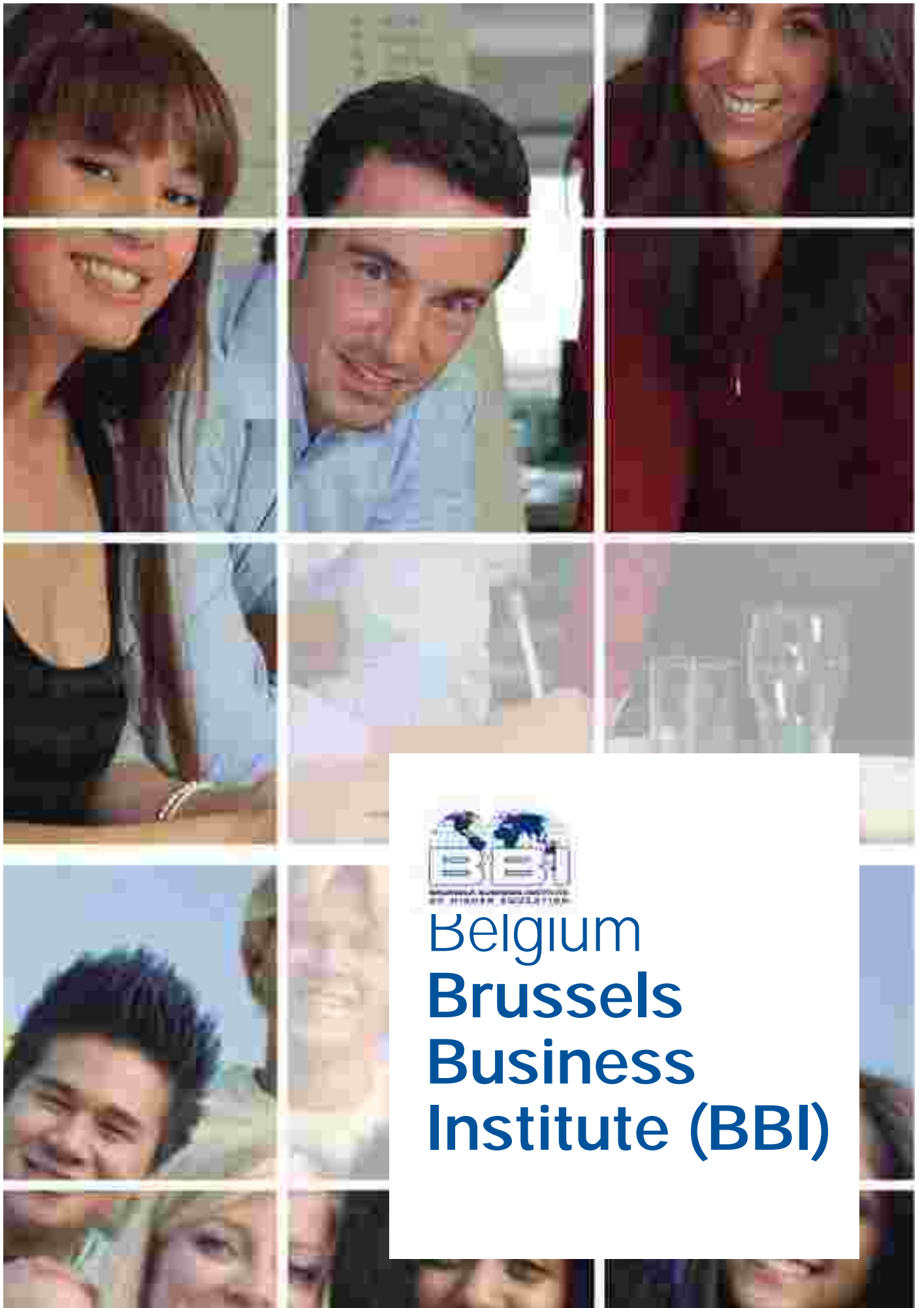


MBA (Major Tourism Management)

The Master of Business Administration (MBA) is organized as a two-year part-time program designed especially for industry professionals wanting to advance their careers. The MBA program concentrates on strategic analysis and planning, interdisciplinary skills, value-based management, and critical thinking. It builds these skills upon a solid foundation of core business disciplines including human resource management, organizational behavior, accounting and finance, marketing and operations, and innovation and entrepreneurship. Gaining access to an influential network of established professors and industry experts, participants not only acquire profound insights into general management, but also have the opportunity to specialize in a specific field or industry.

Pursuing a Master of Business Administration with MODUL University Vienna encourages out-of-the-box thinking and challenging existing limits and thought patterns. The MBA program strengthens the methodological, problem-solving, social, and management skills professionals need to take their careers to the next level. The part-time format and flexible study method give participants the opportunity to apply newly gained knowledge immediately in the workplace, ensuring that the benefits of the study program are realized from day one forward.

All study programs at MODUL University Vienna are taught in English.





Brussels - Belgium

Introduction

BBI schools are private institutes of higher education with a public service mission, registered under the law of Belgium and G.D. of Luxemburg as non-profit-making purpose. The schools have for social objective to promote the European education values and deliver their programmes, related to professional higher education in the field of management sciences, in the international hospitality and tourism industry.

The teaching programme as well as the structure, objectives, strategies and pedagogy is the same in both institutes. The same occurs for part of the teaching staff which is split between the two entities to share experiences and skills gained during 22 years of BBI's existence.

The programme rigorously balances hands-on training with the supervisory and business knowledge students need to become effective decision-makers within a complex hospitality organisation.

The program focuses on academic disciplines including internships, and understanding hospitality operations. Providing a combination of full operational and technical courses as well as sound business management education it increases chances of job success for the students. Business studies in general management and economics complete these career-oriented courses. The curriculum clearly corresponds with the general competencies of a professional orientated bachelor programme such as; capacity for logical thought and reasoning, ability for critical reflection and project-based work, creativity, ability to work as a team...etc.

State Accreditation

Ministry of Higher Education and Research of the Grand-Duchy of Luxemburg

International Accreditation

UNWTO – United Nations World Tourism Organisation - TedQual (Themis)

Educational Licence

Educational Institute of the AH&LA (USA Accreditation)

Academic Partnership

LSC – Luxembourg School for Commerce

AEHT – European Association of Hotels and Tourism Schools

Double Degree

SAVONIA State University – Hospitality & Tourism Department – Kuopio, Finland

Language of Tuitions

The programme is fully taught in English

International Associations Membership

CHRIE - EUHOFA - EAIE - EUREDU - HCIMA - AMFORTH - EFQM

Professional Partnerships

International Four and Five Stars Hotel Properties Worldwide

Computer Resources

20 Laptop MIS (General Mgt) + POS (F&B Mgt) + FIDELIO (Rooms Division Mgt)

Library Resources

2500 Books/Textbooks/Journals/Syllabus – 60 Professional Training Videos

Access to various academic and professional library via internet

Undergraduate Programme 180 ECTS Credits

Bachelor Degree in International Hospitality and Tourism Management
Consisting of 3 years full-time studies
+ 9 Months Operational Internship /
Worldwide, in accordance with 180 ECTS
Grading System.

Contact info

School For International Hospitality
and Tourism Business

BRUSSELS CAMPUS

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Belgium Brussels Business Institute (BBI)



UNWTO. TedQual Certified Programmes

PROGRAMME DESCRIPTION

The programme focuses on academic disciplines and understanding hotel operations, management and all related facilities. It provides a combination of full operational and technical courses as well as sound business management education to increase the students' chances of job success. Business studies in general management and economics complete these career-oriented courses. Upon completion of this programme, successful students may either seek immediate employment or pursue their studies further.

OBJECTIVES

BBI creates the opportunity for the students to acquire the skills and knowledge they need to build successful careers in an ever-changing hospitality and tourism industry. BBI constantly strives to provide a culturally diverse educationally challenging climate of excellence which is sensitive to the needs of all who study, teach and administrate the institute. BBI ensures that the graduates are operationally competent and immediately effective on the job.

International Hospitality Management

Operation Management Education

Food and Beverage Techniques and Case Studies – Food and Beverage Cost Control – Food Production, Nutrition and Dietetic – Food Safety and Sanitation HACCP – Purchasing and Procurement – Rooms Division Techniques and Case Studies – Computer Technology and Data Processing – Engineering Operations – Public Relations and Sales Techniques – Accounting for Hospitality managers – Convention and Group Business Operations – Resort, Spa and Club Operations – Front Office Operations – Housekeeping and Security Operations – Hotel Organisation and Administration

The three main education core areas of the curriculum are:

1. Operations Management
2. Hospitality Business Management
3. Practical Education – Internships

The Bachelor programme involves $3 \times 60 = 180$ ECTS credits and is divided in two semesters (First semester: from September to December and Second semester: from January to May. Final examinations are held at the end of each semester. The number of study hours is equal to 1620 / per year including a 3 months internship each year – 1st year basic operational internship – 2nd year advanced operational internship – 3rd year management internship



Business Management Education

Human Resources Management and Interpersonal Communication – Development of Hotel Training Programmes – Supervision - Leadership and Motivation – Law and Business Ethics – Financial Management and Case Study – Macroeconomics and Statistics – Cost Accounting – Financial Analysis and Control – Marketing and Sales Management – Strategic Hospitality Marketing and Case Study – Yield Management – Market Segmentation and Product Development – Entrepreneurship – Commercial Law – Economics – Facilities and Design Management – Revenue Management – International Hotels and Development.

PEDAGOGICAL APPROACH

Interactive Teaching Methods

BBI requires students to participate in the learning process, to think, to contribute and grow. Interactive classroom methods are BBI tools toward this end. Interactive activities involve interaction among students and the use of available resources and activities to enhance the learning process. The instructor's role includes identifying the performance desired and the conditions for completing the activity. Once the activity begins, the activity becomes student driven. The instructor then assumes the role of coach and monitor.

Practical Education - 9 months Internship Worldwide

With an Important hospitality network that covers most of the world, we are dedicated to matching our students' on-the-job training (operational and managerial) needs with the specifics characteristics of each hospitality company.the specifics characteristics of each hospitality company.

Modular Teaching

The use of modules aims at integrating students directly into the reality of professional life and reinforcing their ambition for a career in management within the international hotel industry. Each module is adapted to international standards and responds to the training necessities of being at the forefront of the demands of the profession.





Croatia
**University
of Zagreb**



Introduction

The **University of Zagreb** (1669) is the oldest and biggest university in South-Eastern Europe. Ever since its foundation, the University has been continually growing and developing and now consists of 29 faculties, three art academies and the Centre for Croatian Studies. With its comprehensive programs and over 50,000 full-time undergraduate and postgraduate students the University is the strongest teaching and research institution in Croatia. It offers a wide range of academic degree courses leading to Bachelor's, Master's and Doctoral degrees in the following fields: Arts, Biomedicine, Biotechnology, Engineering, Humanities, Natural and Social Sciences. As a research-oriented institution it contributes with over 50 percent to the total research output of the country.

Faculty of Economics & Business is a part of the University of Zagreb and it was founded in 1920. It is the oldest institution for higher education in economics and business in this part of Europe. Its mission is committed to research and education of highly qualified experts who will successfully respond to contemporary business challenges, hence raising the quality of higher and scientific education in Croatia. The Faculty is recognized as a prominent, market oriented higher education institution which successfully solves problems and challenges of modern entrepreneurial business education based on established results in educational process and business in general

Department of Tourism, which celebrated the 50-ieth anniversary of tourism study and research in 2012, is a member of UNWTO since 1988. It has 12 academic staff (3 Full Professors, 1 Associate Professor, 3 Assistant Professor and 5 Teaching and Research Assistants). The Department of Tourism is a scientific, research and professional centre for the education of economic experts in the area of tourism on the macro and micro level. The Department continually develops top educational programmes in the area of tourism (professional, undergraduate and graduate university study programmes, postgraduate specialist and postgraduate university (doctoral) study programmes), but also various specific and specialised forms of in-service training for the public and private sector employees (courses, seminars, tailor-made in-company programmes).

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Tourism Management

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UNWTO. TedQual Certified Programmes

Bachelor of Business Administration: Concentration in Tourism Management

Based on more than 50-year long education tradition in the area of tourism and strong cooperation with renowned educational institutions in the area of tourism in Europe and the USA, membership in the UNWTO Knowledge Network, the Department of Tourism has developed a study programme that continuously keeps abreast of new developments, facilitating an efficient transfer of the most recent achievements in the world economic science in the field of tourism and related skills.

Tourism today is the biggest and strongest world economic activity. The expected high rates of growth in the future, growing demand for labour and the fact that it is a global phenomenon that does not recognize political borders, indicate that tourism is the economic activity of the future. In the economic strategy of development of the Republic of Croatia, tourism is one of the strategic determinants so that planning and management of tourism is becoming increasingly important, both at the level of the state, region or tourism destination, and at the level of individual companies participating in tourism. In such a situation, human resources and their knowledge have become irreplaceable, and the adequate knowledge plays the key role in that respect. Those were the main reasons that contributed to the development of tourism studies as an undergraduate study programme.

This UNWTO.TedQual Certified programmes, Bachelor of Business Administration: Concentration in Tourism Management, is four years, eight semesters, and 240 ECTS, university study programme. Requirements for enrolment are: completed four years of high school, exams towards the state high school graduation certificate (državna matura) and/or entrance exam results. Upon the successful completion of the studies students will be awarded by the academic title baccalaureus/ baccalaurea -Bachelor of Business (major in Tourism). This certified university programme is comparable with the study programmes of reputable foreign institutions of higher education in Europe and USA.



Completing this program our students acquire the required competences by adopting the methodological, quantitative and qualitative scientific disciplines and acquiring the knowledge and skills necessary in order to perform the most complex tasks connected with tourism development management on all levels and for doing research and practical work in tourism and tourism-related activities.

Students are trained for the most demanding managerial positions in economic entities which directly or indirectly constitute the complex system of tourism (hospitality management, tourism intermediation, transport services, event organization, etc.), in state institution (Ministry of Tourism, Croatian National Tourist Board, Ministry of Economy, Labour, and Entrepreneurship, Ministry of Culture, etc.), as well as in the public and other services connected with tourism (tourist board network at all levels, public institutions, etc.).

Previous experience indicates there is great interest in such a study programme, which has received favourable marks, with a high percentage of graduates finding jobs in tourism industry. Employers have expressed an extremely favourable opinion of the vast majority of these graduates.

Student mobility is possible both horizontally and vertically. Horizontal mobility is ensured by admitting students previously studying Economics or Business at any Croatian or European institutions of higher education, and vertical mobility is made possible by offering an option to enrol on the graduate study of Economics or Business in line with the rules of studies.





France
**La Rochelle
Business
School**



Introduction

Created in 1987 on the French Atlantic coast, La Rochelle Business School is a non-profit organisation supported by the La Rochelle Chamber of Commerce and Industry (CCI) and a member of the Grandes Ecoles network, a network of higher education institutions alongside the mainstream public French university framework.

The School's mission is to support students in the acquisition of the human, technical and cultural skills and competencies to enhance their employability so that they achieve their professional and personal goals.

Key Facts

- **Academic Programmes:** The School offers a distinct portfolio of business and management education at undergraduate and master's level. It provides a range of 15 industry-current professional specializations and specific expertise in tourism management, sustainability and environmental management. The total student enrolment is 2 700 (full-time) with an equal balance of students in Undergraduate and Master's.
- **Approach to Teaching:** Programmes focus on the core business disciplines as well as on wider social, ethical and environmental issues impacting current business strategy. Teaching is set within a diverse, international faculty and student body, is supported by practical applications and strengthened by faculty research.
- **Corporate Involvement:** The School has strong links with the business community to deliver practice-based programmes providing solid career foundations for business and management positions.
- **Career Impact:** All programmes place a strong emphasis on the personal development of students through personalised support from faculty and industry practitioners. Institutional values of ethical and responsible business behaviour are promoted by a compulsory service learning programme (Humacité).
- **Research:** The School has an international reputation for high quality research in business and management. Two research institutes – in Sustainability and Innovation and Tourism Management – combine cutting edge applied and pedagogical research to support taught programmes.
- **International presence:** the School has 135 exchange collaborations worldwide and has local offices in Kiev, Istanbul, Buenos Aires, Yaoundé and Casablanca. Membership of international organisations (AACSB, EFMD, EAIE, CampusFrance and UNWTO) also contributes to the School's international visibility.
- **Global recognition:** the School holds national and international accreditation (AACSB, ISO 9001, EPAS, UNWTO.TedQual).

Contact info

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www.esc-larochelle.fr
Facebook: La Rochelle Business School

France La Rochelle Business School



UNWTO. TedQual Certified Programmes

La Rochelle Business School is one of the leading providers of tourism education in France. It has ten years of accumulated knowledge and experience delivering quality educational programmes enhanced by applied research. The programmes train multi-faceted managers whose repertoire of skills – industry knowledge & expertise and intercultural, service & customer skills - will enable them to deliver projects successfully, lead teams, design innovative products and services and be the driving forces that will shape the tourism industry of tomorrow. The School has developed long-standing collaborations with the tourism industry at regional, and national levels and has developed a strong international culture.



Bachelor in Tourism (Hospitality, Destinations & Events)

Developed in partnership with industry leaders, this three-year undergraduate degree programme provides a broad-based business and tourism curriculum. Through quality teaching, experiential learning, internships and international experience, students acquire the tools, competencies and preparation the industry requires. Career development skills embedded in the programme, exposure to labor market trends and employers' requirements and final-year specializations prepare students for their transition to employment.

MSc in Tourism Management (Hospitality, Destinations & Events)

The one year programme provides students with a sound theoretical and conceptual grounding and understanding of business, management and the tourism industry. It provides an international focus and experiential learning opportunities in a range of tourism organizations and contexts. A career and personal development programme provides the framework to enhance the employability of graduates and to raise their self-awareness and understanding of the needs of the employment market.



MBA in Tourism & Services Management (Hospitality, Destinations & Events)

The two-year MBA in Tourism and Services Management programme provides students with a sound understanding of strategic management principles and the specialized industry knowledge and skills which will enable them to pursue meaningful careers in the industry. Through a combination of taught modules, work placement or work based learning, and dissertation students develop skills and knowledge relevant to the changing needs of the tourism and services industries. A career and personal development programme provides the framework to develop professional skills, enhance the employability of graduates and to raise their self-awareness and understanding of the needs of the employment market.

Unique characteristics of La Rochelle Business School tourism programmes

Humacit  Service Learning Programme: In addition to the different opportunities the School provides to engage in academic coursework, professional internships and consultancy projects, the School has developed Humacit , a mandatory 3 month humanitarian, social or ecotourism service learning initiative to service disadvantaged or marginalized communities in France or abroad. This pedagogical approach develops graduates who are open-minded and responsible managers, citizens of the world, committed to others and to their own personal development with an appreciation of human values.

Personal and Professional Development Programme: Consistent with the School's mission, a personal and

professional programme (PPP) has been integrated into the mandatory core curriculum. The process enables students to discover the employment market (trends, skills sets required) and build the networks to optimize their employability throughout their careers. The programme includes taught modules, seminars and guest lectures delivered by faculty and industry experts. Students develop their self-knowledge by analysing the experience gained from the assignments, internships, humanitarian missions and student association projects. A final programme-specific capstone enables students to reflect on their overall School experience, connect theory to practice and present their career project to a panel of business professionals.

Skills and Careers in Tourism Observatory: the School has developed an Observatory on Skills and Competencies for Careers in Tourism to provide advice and guidance to policy makers and tourism education providers on how to improve tourism education and training to meet the challenges of increasing labour demand in the industry. Qualitative studies with industry practitioners have been conducted to date in France, Algeria, Morocco and the UEMOA countries and provide an overview of the key employment trends in tourism.

Research

La Rochelle Business School has developed skills in tourism education, consulting and research. The Tourism Management Institute (TMI) harnesses the skills and knowledge of a pool of interdisciplinary research faculty with a research agenda which covers the many facets of the industry. Current innovative tailored research through industry-funded projects includes areas such as coastal tourism, consumer behaviour, quality in tourism and sustainable tourism.



IUBH 
International University
of Applied Sciences
Internationale Hochschule
School of Business
and Management

Germany International University of Applied Sciences

Introduction

The International University of Applied Sciences Bad Honnef · Bonn (IUBH), with its approximately 1,500 students and campuses in both Bad Honnef and Bad Reichenhall, is a centre of competence for Business Administration and Service Management in Germany. It stands for well-founded, sound scientific study and focuses particularly on promoting the work ethic and service mentality of its students.

The profile requirements of internationally employed managers have changed dramatically in recent years. The IUBH has recognised this development as reflected in the future-oriented training it offers to interested young people as Germany's first private, state-recognised university operating exclusively in the service sector.

With our Bachelor and Masters degree courses we want to set new standards inside the next generation of managers. Our study programmes are characterised by internationalism, industry-proximity and practice-orientation. The courses offered are fully geared to the expectations of international companies.

As the first German university to teach all courses in the English language the IUBH set a new standard for international education in Germany. International students have the opportunity to study in English and improve their German during their studies.

The IUBH is characterised by:

- Orientation to the international market
- English, the language of the business world, as our main teaching language
- Internationalism via cooperation with partner universities worldwide
- Creation of an international environment which also attracts foreign students
- Experts and lecturers from all over the world imparting their knowledge on specialised subjects
- Familiarisation with modern information and communication technologies
- Additional foreign languages (French, Spanish, Italian, Chinese) as an integral part of the programmes
- Integration of intercultural management principles within the international structure of the study programmes
- Sensible interlinking of theory and practice
- Emphasis placed on practical capabilities and skills
- Emphasis placed on practical capabilities and skills

IUBH regularly receives top grades in university rankings. Recognized partnerships and memberships guarantee the high quality of the university and its programmes. IUBH was awarded the UNWTO.TedQual certification as the first and so far only university in Germany for the study programmes “International Tourism Management” and “Tourism and Travel Management”.

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admission@iubh.de



UNWTO. TedQual Certified Programmes

The UNWTO.TedQual certified study programmes in Tourism Management at the IUBH offer graduates excellent job opportunities in an attractive industry. The tourism industry is constantly growing and requires more and more academically educated personnel with detailed knowledge about the industry, sound management skills, and international experience.

The Programmes have the goal to support each individual student's personal development in this field and are tailored to the needs of the travel industry. After graduation students will have many options in the industry:

- Tourism marketing & sales
- Online-Tourism
- Destination marketing
- Business travel management
- Sustainable tourism management
- International tourism management

Almost 90% of all tourism management graduates from IUBH have leadership responsibilities within three years.

International Tourism Management

Degree: Double Bachelor
Duration of study: 7 semesters
Language of instruction: English
Internship: 1 semester abroad
Study abroad: 2 semesters
Campus: Bad Honnef, Bad Reichenhall
Intake: March & September (Bad Reichenhall September only)

The tourism industry is truly international, and this programme responds to its needs. The four core elements of the curriculum are:

- Business economics: Business courses form the basis of the programme. They include mathematics, statistics, integrated service management, and finance & accounting.
- Industry-specific courses: Students learn the basics of the tourism industry and deepen their knowledge with specific management-related subjects such as structures and organisations in the international hospitality and tourism industry. They are dealing with travel business management, product planning and distribution, online-tourism and e-commerce, tourism geography, travel and congress management, tourism law, policy, tourism and environment as well as tourism projects.
- Professional skills: Foreign languages, computer training and business communication courses round out the student profile and improve employability.
- Study abroad: A year spent studying abroad at one of our partner universities is an important feature of this programme. Besides improving foreign language skills, a stay abroad provides a valuable academic and intercultural education. Upon completion of the sixth semester a Bachelor degree is awarded by the partner university. This is a key element in this global industry.



Tourism Management

Degree: Bachelor of Arts

Duration of study: 6 semesters

Language of instruction: English

Internship: 1 semester

Study abroad: 1 semester (optional)

Campus: Bad Honnef

Intake: March & September

Get to know tourism management from the ground up and start building the foundation for your career. Over six semesters, through courses that integrate theory and practice, students will come to know all the many facets of tourism management. An optional semester abroad means that students can gain experience in another country.

The three core elements of the curriculum are:

- **Business economics:** Business courses form the basis of the programme. They include mathematics, statistics, integrated service management, and finance & accounting.
- **Industry-specific courses:** students learn the basics of the tourism industry and deepen their knowledge with specific management-related subjects such as structures and organizations in the international hospitality and tourism industry. They are dealing with travel business management, product planning and distribution, online-tourism and e-commerce, tourism geography, travel and congress management, tourism law, policy, tourism and environment as well as tourism projects.
- **Professional skills:** Foreign languages, computer training and business communication courses round out the student profile and improve employability.

Courses are in lecture and seminar format with an average of less than 30 students per class. This encourages dialogue between professors and students.





Greece
LE MONDE
Institute of
Hotel & Tourism
Studies



Introduction

More than 7700 sq. meters and approximately 185 employees, administrative personnel and teaching staff, are composing the Institute of Hotel & Tourism Studies LE MONDE. In our premises which are located at Moschato a few minutes ride from the heart of the city of Athens there are all the necessary laboratories:

1. Food & Confection Professional Production
2. Food & Beverage Service Techniques & Oenology
3. Food Chemistry
4. Computer Science
5. Library

The friendly and especially designed environment encourages our students to study and to participate in useful educational projects and case studies.

LE MONDE enjoys close links with the tourist industry in Greece and abroad. Each year many students and alumni are participating in the placement programmes offered by our Institute and they are starting working in various hotel & tourist enterprises.

Moreover, our educational programmes are linked with other Hotel & Tourism Schools' programmes in France, Switzerland and UK giving to our students the option to pursue or to complete their studies abroad.

In the field of research and consulting services, we have started operating intensively lately and the results of our efforts are very encouraging. LE MONDE is established as one of the most specialized Institutes with experts in the field of tourism. More than 900 hotel & tourist enterprises have applied last year for consulting services on the following issues:

- Recruitment Services
- Personnel Education
- Operations Management
- Promotion
- Food & Confection Production Techniques & Equipment

Finally in January 2001 LE MONDE had an independent entity under the name Les Livres du Tourisme founded, which is publishing books specialized in tourism field. Till now Les Livres du Tourisme has published 34 books and has already received international awards.

Les Livres du Tourisme is a publishing enterprise which is exclusively oriented in the tourism sector.

The Institute of Hotel & Tourism Studies LE MONDE, is located in Athens Greece. LE MONDE is the leading Institute in the field of Hotel & Tourism Studies in Greece.

It's an Educational Organization fully and completely oriented in the field of tourism. It's a private Institute affiliate member of the United Nations World Tourism Organization, authorized by Hellenic Ministry of Education.

Programmes offered:

- Hotel Management (certified by the World Tourism Organization)
- Tourism Management
- Food & Beverage Management
- Culinary Programmes, Professional Food & Confection Production (certified by the World Tourism Organization)

Contact info

12 Averof Str.
Athens 104 33
Greece

www.lemonde.edu.gr/



UNWTO. TedQual Certified Programmes

Diploma in Hotel Management

A two year full time course with an internship.

The «Hotel Management» curriculum provides students with the necessary knowledge in order to deal with the dynamic fields of Hotel Management and Catering.

The combination of the excellent theoretical and practical training in fully equipped and modern facilities gives our students the possibility to get in touch with the real demands of this specific speciality and prepares them in the most appropriate way in order to cope with an environment as competitive as the Hotel Management.

The enrichment of the programme with a series of specialised seminars and educational visits in standard professional establishments-gives to students the possibility to familiarise with future working conditions and obtain a wide range of knowledge in the areas of their expertise.

The program guarantees the exclusive direct internship from the first year of studies, in leading companies of the tourism industry, so that students can enhance their cv with the necessary experience.

The Placement Office is responsible for the graduates' placement in the tourism industry.

Program Duration

The course lasts 2 years (4 academic semesters) and course sessions begin every October and February.



Indicative Courses List

Curriculum covers the whole range of a modern hotel's operation:

- Principles of economics
- Bar – Wine Science
- Public Relations
- Hotel Management
- Human Resources Management
- Introduction to tourism
- e-Tourism
- Computer Applications
- Food & Beverage Management
- Hospitality Marketing
- Accounting of Hotel Enterprises
- Main courante
- Hospitality Marketing
- Tour Operation
- Foreign Language (English, German, Italian)
- Economics of Hotel Enterprises
- Event Planning
- Food & Beverage Operations
- Organization & Management of Hotel Enterprises
- Housekeeping
- Quality Customers Service
- Principles of Hospitality Legislation
- Tourism Geography
- Economics of Tourism Enterprises
- Principles of Tourism & European Policy
- Tourism Psychology
- Introduction to Tourism Law
- Food Knowledge-Menu Planning
- Principles of Sanitation
- Computer Science
- Dissertation

Courses are reinforced by the specialised bibliography of LE MONDE Institute.

Students learn from full time faculty members, dedicated to teaching, research and service. Learning takes place in state-of-the-art classrooms and laboratories equivalent of a hotel unit.



Italy
**MIB School of
Management**

Introduction

MIB School of Management is a business School founded in 1988 as a consortium between academia and the world of research, and the economic and entrepreneurial systems (Generali Group, Allianz Group, illycaffè, Fincantieri, KPMG among others).

For 25 years, MIB School of Management has been one of the top international business schools for managerial education in Italy and in the world. MIB is noted for its MBAs, masters and post-graduate courses (economics, marketing, finance, insurance, tourism), programs for entrepreneurs, companies, and public administration.

MIB School of Management is a noted business School for:

- **International perspective and multicultural environment.** All of our full-time Masters are international and taught in English on a campus that hosts students from 60 different countries and instructors from 25 nations. The school has partnership agreements with numerous foreign business schools and with international companies, ensuring exchanges, international research and consulting, and opportunities for international internships and placement (average 91%).
- **Accreditations.** All the School's programs have an international standing, are fully accredited and improve career prospects at the global level. The 8 national and international accreditations that the school has earned make MIB one of the most accredited business schools in Italy and guarantee an excellent positioning in the European market. <http://www.mib.edu/c/d/p/000021.aspx>
- **Close ties with the business world.** Numerous companies have established formal agreements with the school as partners and/or sponsors of our various master programs. Curricula are designed with input from companies. The quality and variety of company partners offer excellent opportunities for networking and placement – 90% average placement rate 6 months after graduation.

MIB School of Management educational offer:

- MBA in International Business
- Master in Insurance & Risk Management
- International Master in Tourism
- Executive MBA
- Executive Master in Insurance & Finance
- eMIRM - Master in Insurance & Risk Management (distance learning edition)

The School organizes several initiatives for continuing education, geared towards specialization and staying up-to-date in the workplace, tailor made courses for both public and private organizations. and a wide range of educational short and medium-term programs in the General Management area.

The School offers a considerable number of scholarships to talented candidates.

Contact info

General Information

L.go Caduti di Nasirya 1 - 34142
Trieste - Italy

Tel. +39 040 9188111

Fax +39 040 9188112

www.mib.edu

facebook: [facebook.com/mibschool](https://www.facebook.com/mibschool)

twitter: @MIBSchool

International Master in Tourism

www.mib.edu/imtl

email: info-imtl@mib.edu

facebook: [facebook.com/MIBTourism](https://www.facebook.com/MIBTourism)

Programme Director:

Francesca Ghersinich



UNWTO. TedQual Certified Programmes

International Master In Tourism

The International Master in Tourism is a master program for graduates with passion for tourism and the aspiration for pursuing an international career in the sector.

IMT couples solid managerial and technical preparation with stimulating opportunities in a dynamic sector which is in constant evolution. Participants work in a multi-ethnic class and gain managerial competences and personal skills to specialize in diverse tourism professions.

The IMT objective is to develop professional profiles that match the new tourism market demand for both managers and entrepreneurs wishing to operate in an international and challenging context.

IMT is accredited by ASFOR (the Italian Association for Management Education Development www.asfor.it) and United Nations World Tourism organization.

The programme is taught entirely in English and is worth 60 ECTS credits (European Credit Transfer System).

- Begins: October 2013
- Admissions deadline: 07th October 2013 (extra EU Citizens), 15th October 2013 (EU Citizens)
- Language: English
- Duration: 12 months or 24 part-time
- Structure: 8 months lessons and lectures + 4 months internship (or in the field project/international exchange)
- Participants: from 30 different countries in prior editions
- Scholarships: available
- Employment rate (average last 3 editions): 93% (within 6 months)
- Tuition fee: Euro 18.150.

Curriculum and calendar

First Term (October – January): General Management
Tourism Economics, Accounting, Finance, Marketing, Strategy, Cross Cultural Communication Management, Organization and Human Resource Management
Second Term (January – May): Core Courses
Rooms Division Management, Food and Beverage Management, Tour Operating, Airline Business, Revenue Management, Destination Management, Business Planning, Events Management, Web Marketing for Tourism, Sustainable Tourism, Information Technology (GDS Training)
Throughout the Program: Personal Development and Career Orientation

ELECTIVE COURSES & ACTIVITIES

Elective courses in International Business, Italian Language, Seminars, Study Tours
Third Term (June – October): Experience On The Job
In the field project, International exchange programs, Business internship
Final Term (October): Master Conclusion
Final Dissertation, Graduation Day

TRAINING METHODOLOGY

The training methods used at the IMT are a decisive factor in its success. The program takes place with a high degree of interaction between instructors and participants and offers a blend of hands-on experience, active learning and lectures. The learning process is mainly based on: lectures, case studies and business game, project works, outdoor training and business visits, group work, and technology-based learning.

FACULTY

MIB School of Management is one of the few business schools in Italy to have a qualified, permanent faculty -highly specialized instructors- who is dedicated and knowledgeable of the tourism sector. Alongside our internal faculty, there are a number of international visiting faculty in the International Master in Tourism, all experts in tourism. The resulting blend of academics, managers, entrepreneurs, consultants and business school trainers guarantees excellence and a wide range of perspectives.



PARTICIPANTS

The target profiles for IMT are highly-driven graduates from all over the world who are focused on and committed to the tourism business.

Average age: 26

Females: 70%

International participants: 60%

Average years of working experience: 4

MAIN NETWORK COMPANIES

The IMT has a wide network of partner companies that offers relevant case studies, lectures, testimonials and presentations, challenging project works relating to real business, interesting workshop experiences, exclusive internship opportunities and rewarding placement offers:

Amadeus, AtaHotels, Bvlgari Hotels, CreAttività, Costa Crociere, Four Seasons Hotels and Resorts, HTMS International, Hyatt International, Jones Lang LaSalle Hotels, Kuoni, Lufthansa Systems, Marriott, Messe Frankfurt, Orient-Express Hotels, Trains & Cruises, Ritz-Carlton Hotels, Regione Friuli Venezia Giulia, Starwood Hotels and Resorts, TUI Travel.

CAREERS

The main objective for IMT participants is to improve their career prospects and opportunities.

Career support is provided through the combination of:

- assistance on career choices
- counseling on cover letters, résumés and job interviews
- mailing of résumés to network companies
- company presentations and job interviews
- on-site recruiting sessions
- internship opportunities.

IMT participants are put in contact with the Alumni Association of the School, facilitating professional experience exchange with MIB graduates.

SCHOLARSHIPS

The School offers a considerable number of scholarships thanks to the financial contribution of MIB company network. Scholarship announcements can be found on <http://www.mib.edu/c/d/p/000079.aspx>





UNIVERSITÀ
degli STUDI
del MOLISE

Italy **University of Molise**



Introduction

The University of Molise is a public University founded in 1982.

Molise is the name of the smallest Italian region in the central eastern part of the country.

The University consists in six departments involved in research and teaching: the Department of Economics, Management, Society and Institutions; the Department of Biosciences and Territory; the Department of Humanities, Education and Social Sciences; the Department of Law; the Department of Medicine and Health Sciences and the Department of Agricultural, Environmental and Food Sciences. Tourism programmes (first and second level) are organized by the Department of Biosciences and Territory.

Both in research and teaching, the University of Molise is actively involved in international programmes, participating in the Life Learning Program for students, teachers and staff mobility for study and placement (Erasmus) and adult education, above all, in the field of active and European citizenship, intergenerational learning and social inclusion. The University of Molise has four University campuses, 10,000 students, with 105 PhD students and about 600 teaching and non teaching staff members.

The University, moreover, boasts 19 Research Centers and a Scientific Park. It numbers several laboratories, multimedia and language labs, a rich library, and a well equipped and modern sports centre.

Our educational programme, which abides to the principles set out in the Bologna Declaration, includes both first and second level degree courses which are held on the main campus in Campobasso and at the other three campuses situated in Termoli (Tourism and Civil Engineering), Isernia (Political Science, Literature and Heritage Studies), and Pesche (Biology, Computer Sciences, Molecular and Cell Biology).

Contact info

Tourism Sciences
(First level degree – three years)

Archaeology, Cultural Heritage and
Tourism Sciences
(Second level degree – two years)

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Director of Tourism programme
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UNWTO. TedQual Certified Programmes

Academic information

Our tourism degrees (both undergraduate and graduate) aim to produce graduates with a highly qualified tourism sciences profile. Our graduates are prepared to enter the labor market, both in the public and private sector. They are trained to deal with the two main areas that make up the sector: territorial tourism and the field related to tourism and business. Founded on a broad cultural and economics background, our graduates in Tourism Sciences, acquire special skills in specific disciplines regarding cultural and environmental heritage, organization and tourism policy, planning and management of local tourism, communications and information studies.

This major includes the study of subjects and the carrying out of activities aimed at allowing our students to acquire basic knowledge in the disciplines of Economics, Geography History, Sociology and other subject areas pertaining to the cultural and legal aspects of tourism sciences.

By combining theoretical concepts and operational abilities, our students are geared to conducting market analysis and the organization of tourism systems. Special attention and study is dedicated to the acquisition of knowledge related to cultural heritage and environment studies.

Particular emphasis is also given to Information Communications Technology and the acquisition and mastery of foreign languages. Moreover, the curriculum is also oriented towards the issues related to corporate culture and the understanding of real life notions concerning the field of Economics.

The student is also introduced to the methods of analysis and the critical interpretation of the structures and dynamics of companies found in the tourism sector. Students acquire the necessary competences and skills which will enable them to deal with the following subject areas: Economics, Business Organization and Management, Legal and ICT. In terms of job opportunities, our graduates in Tourism

Sciences can choose from among the following areas:

- Working for private tourism organizations, in clerical, middle management or managerial business positions.
- Working for smaller firms operating in the field of tourism.
- Working for international organizations involved in community and economic development.
- Working in the consultancy field within the public sector and in companies specifically involved in marketing and promoting specific areas or territory; working side by side with middle and upper management in communications and advertising offices.
- Working in central and local Public Administration offices in a clerical or middle management position.

Academic Calendar

First semester:

starts the first week of October and finishes the last week of January

Second semester:

begins the first week of March and terminates the last week of May

Examination sessions:

February, March, June, July, September, and December

Grading system:

The Italian grading system is based on evaluation ranging from "0" to "30".

These assessments are interpreted as follows:

< 18 fail

18 – 21 marginal

22 – 25 passing oppure average

26 - 28 good

29 - 30 excellent

30 e lode excellent with honours



Accommodation

The University of Molise offers visiting students accommodation in residence halls. The International Office provides students with further information.

Sports at the University of Molise

The University Sports Center (CUS) hosts sports facilities in its modern and well equipped Sporting Gym (PalaUnimol). Visiting students will have the possibility to participate in competitive sports both at a local and national level during their stay.

For information on available sports activities, please check out our site at www.cusmolise.it

Tel: +39 0874.412225 - Fax: +39 0874.404980 - E-mail: segreteria@cusmolise.it

Libraries

Main Library

Viale Manzoni

Tel. +39 0874 404566

Opening hours: 08.15 – 1:00 pm 3.00 (from Mondays to Thursdays)

Computer Laboratory

Via de Sanctis (Dept of Economics, ground floor)

Open from Monday to Friday: from 8,30- 13, 30 and 14,30- 19,30 (closed on Saturdays)

Food and Restaurants

Molise offers a wide variety of food for visiting to students to try. You will find many typical fish and meat dishes, pasta and pizza, of course, sweets and desserts, made from wholesome and genuine ingredients which are always accompanied by good-quality wines and cheese. Italians usually have lunch between 12h30 and 2pm while dinner is usually served between 8pm and 9pm.

Weather

Termoli has a temperate climate.

Due to its position on the Adriatic Sea, summers are warm (20°/30° C) and winters are not too cold (10°/5°).

In winter time (November to February) we usually have cold winds coming in from the north.





Italy
**University
of Bologna**

Introduction

The University of Bologna was probably the first University in the western world (in the nineteenth century a committee of historians, led by Giosuè Carducci, attributed the birth of the University to the year 1088). Its history is one of great thinkers in science and the humanities, making it an indispensable point of reference in the panorama of European culture. The institution that we today call the University began to take shape in Bologna at the end of the eleventh century, when masters of Grammar, Rhetoric and Logic began to devote themselves to the law. In 1158 Federico I promulgated the Constitutio Habita, in which the University was legally declared a place where research could develop independently from any other power. Dante Alighieri, Francesco Petrarca, Nicolò Copernico, Paracelso, Raimundo de Pegñafort, Albrecht Dürer, St. Carlo Borromeo, Torquato Tasso, Carlo Goldoni, Luigi Galvani, Giosuè Carducci and Giovanni Pascoli, among the others, all spent time at the University of Bologna.

On 18 September 1988 the Rectors of 430 universities signed the Magna Charta Universitatum Europaeum. The Magna Charta, which has since been signed by other 400 Rectors, affirmed the autonomy of the University, the essential link between teaching and research activities which transcend the limits imposed by “any geographical or political border”. Since 1989, the University has carried out a decentralisation programme, establishing new Campuses in four towns of Romagna (Cesena, Forlì, Ravenna and Rimini). In 1998 the University also inaugurated a branch in Buenos Aires (Argentina).

Today there are about 90,000 students enrolled at the University of Bologna, making our University one of the largest in Italy (with more than 3,000 professors and lecturers) and the most internationalised of all Italian universities (with 3,600 foreign students regularly enrolled and another 1,500 who arrive every year on international mobility programmes such as Erasmus and Overseas.. In 2012/13, the 33 Department and 11 Schools offered 104 Bachelor degrees, 101 European Master degrees, 30 Professional Master programmes.

Contact info

First Cycle Degree in Tourism
Economics

Degree director: Patrizia Battilani

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corsi.unibo.it/CLET

www.eng.unibo.it/PortaleEn/Academic+programmes/Courses/EconomicsRimini/1stDegree/2012/CoursePage20120908.htm

Contact: vp_eco_mng_stat_rn.segreteria@unibo.it (institutional e-mail of our Administration - School of Economics, Management and Statistics);

Contact person School

Administration: Klara Uhlírova
E-mail: klara.uhlírova@unibo.it



UNWTO. TedQual Certified Programmes

The **Corso di Laurea in economia del turismo (CLET)** is a three-year first cycle degree/Bachelor

The Tourism Economics degree programme aims to provide graduates with the skills required to work in tourism businesses and organisations. The study programme provides skills in two areas: a) administration, management and financial control of tourism companies; b) the development and management of tourist goods and services and the promotion of specific tourist products or local tourist systems.

In this single teaching programme, students will therefore acquire the following skills:

- economic skills, to interpret how tourism markets work and the process of business competition and consumer choice in cultural and tourism fields;
- business skills, in the fields of marketing, accounting and finance and their relative application within tourism companies;
- legal skills, relative to the regulatory framework of tourism businesses, the rules governing package holidays, tourists' rights and other issues of market regulation;
- quantitative skills, to manage and administer tourism companies and forecast tourism flows.



The study programme includes a compulsory internship in a tourism company or organisation, offering students the chance to apply their acquired knowledge in a practical setting.

All students have the possibility to spend part of their academic career in a foreign university within or outside of the EU. Call for applications are available from first year of study, according to specific admission requirements. The School has partnership agreements with more than 50 universities in Europe and has more than 130 Erasmus grants running.

Graduates may cover a range of professional positions in the fields of employment as Project manager, Administration manager of a tourism company; Hotel Manager (Director of tourism company/ company staff), Tourism planner / Tourism promoter.





Kazakhstan
Al-Farabi
Kazakh
National
University

Introduction

Al-Farabi Kazakh National University (KazNU) is one of the oldest classical universities of the Republic established by the Decree of the Kazakh Regional Committee (KRC) office dated November 13, 1933. One year after Kazakhstan's 1990 declaration of independence, the name was changed to Al-Farabi Kazakh State University. In 2001, the government classified it as a "national" university. More than 20,000 students, graduates and PhD students study at KazNU, and there are more than 2,500 faculty members working at KazNU, including 400 doctors of science, professors and more than 800 candidates of science (PhD) and associate professors. Al-Farabi Kazakh National University has the largest campus in Kazakhstan with a total area of 100 hectares in one of the most beautiful places of Almaty. The education infrastructure of the campus consists of 13 education buildings with a total area of 165,000 m² and scientific laboratories with a total area of 18,940 m². Al-Farabi Kazakh National University is ranked the best university of Kazakhstan in 2011. The university has passed international accreditation on 10 programs of "ASIIN" Accreditation Company.

The university has passed Management System Certification of Bureau Veritas certification ISO 9001.

The University Mission – a shaping of competition of specialists with modern prestigious higher education, that orients decisions of problems of the intensive development of the most important directions of economy, sciences and public life of the state.

University's vision. As a result of realization of the tasks of the strategic planning of the University will become the higher modern educational institution of the world-level, being of leader and methodic centre of the development of Kazakhstan higher education system, possessing of efficient system of corporative management of directions of activity, skilfully using and importing of the most leading methods and technologies, training of capable competition of specialists of the world-level with global higher education, development of scientific studies and development of standards of the world, effectively realizing of results of economy and society.

Contact info

www.kaznu.kz

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UNWTO. TedQual Certified Programmes

Being a classical university, al-Farabi KazNU is an innovative center of development of higher professional and postgraduate education; it ensures the formation and professional development of competitive individuals at the basis of national and universal values, achievements of science and practice.

In 2011-2012 the Department of Recreational Geography and Tourism won the grant and passed the International Quality Certification Procedure of Tourism Education, TedQual.UNWTO, on specialty “5B090200” for the first time among the universities of Kazakhstan. As a result of the audit the Undergraduate Education Program “Tourism” implemented by the Department of Recreation Geography and Tourism, Al Farabi KazNU, is certified for a maximum period – 4 years (October, 25, 2012 – October 25, 2016). Master Program («Master in Tourism») is certified for the same period, to 25 July 2017.

Bachelor in Tourism

Full time tuition. Term of Tuition – 4 years. Three Divisions: Kazakh, Russian, English. English Division was opened in 2012-2013 academic year. Languages: Kazakh, Russian, some elective disciplines are in English. At present, 441 students study at the undergraduate program.

By the teaching staff of Chair were developed current generation of State Compulsory Education Standards of the Republic of Kazakhstan on specialty “Tourism”, Experimental Educational Programmers approved by the Ministry of Education and Science of the Republic of Kazakhstan.

Practice. Training of specialists in the field of tourism besides theoretical training includes the acquisition of practical skills in the training and professional practices. Professional practices include: a training hike, field trips and excursions in Kazakhstan, international educational practices, and professional practice in tourist agencies and hospitality industry, public and private sectors.

Documentation for the organization of training and professional practices corresponds to the education program and includes work, orders, instruction on safety and medical examinations, reports, students’ diaries.

There are summer practices for first-third year students: First year: Educational Practice: Trekking in Tien-Shan Mountains of the first category of sport tourism. The Second year: Educational Practice: Training tour & excursion. Third year – Educational-Professional Practice: international tourist journey. Forth year: Professional Practice: practical training work experience in the hospitality or tourism industry.



Undergraduate students have the opportunity to study a number of professional disciplines in English, get the International Certificate GDS ABACUS, to participate in the research work of the Department, scientific student's conferences, and to pass professional training (internships) abroad in summer months. 5-10% of students work as a research staff of tourism projects, realized of Chair.

Master in Tourism

KazNU launched its master's programs in 1996, and since that time approximately 7 thousand master students have been graduated from the University.

KazNU offers master's programs of two types: research-oriented and professional. All programs are intended to provide in-depth specialized training which gives good start to successful scientific, pedagogical, managerial and expert careers of graduates.

Master's programs of Al-Farabi Kazakh National University require intense research/field work and engagement into large research projects of the University. 10% of students work with research projects, realized of Chair and our partners.

Master program on specialty "Tourism" was opened in 2007. Master Program classes using innovative technology and interactive teaching methods. Some examples: SWOT-analysis, design-oriented methods, brainstorming, expert analysis, etc. with the use of multimedia technologies and GDS "ABACUS".

51 masters graduated Master program, 4 of them study at Double-Degree Master Program in the frame of academic mobility in the People's Friendship University (Moscow, Russia), the firstly a joint Master Program on tourism implemented in the CIS Network University (Double-Degree Program of Education by academic mobility).

The students study on Individual Work Plan for the full time tuition (under supervising). Supervisor has to have Doctorate Degree, Candidate Degree or PhD academic degree and engages actively in research in the field of science.

Currently, it is obligatory passage of foreign scientific training course, teaching and research practices (for research and teacher training) and practical training (professional training).

There are some contracts with the School of Tourism & Hospitality Management (STHM) (Cyprus, Girne American University), Lomonosov Moscow State University (Moscow, Russia), Institute of hotel and tourism management (HTMi) (Switzerland), University of Applied Sciences of Janos Kodolani (Székesfehérvár, Hungary), University of Schuman (Strasbourg, France), University of Surrey (Surrey, United Kingdom), Gazi University (Ankara, Turkey) etc.



Latvia
Turība
University

Introduction

Turība University is one of the leading higher educational institutions in Latvia with established traditions and a clear vision of the European Higher Education Area. Founded in 1993, Turība is proud of its more than 12 000 alumni. Turība's mission is to provide an opportunity to everybody to acquire business-oriented education appropriate to one's professional orientation and develop oneself as a creative leader, as well as to carry out scientific and practical research in order to develop business competencies within the society and to contribute to the development of the region as a whole.

Professionalism, dynamism, and staying up-to-date are the main characteristics of the Turība brand. The main areas of studies are tourism and hospitality.

Students and graduates acknowledge that the greatest advantage of Turība is the ability to offer competitive education where theory is linked to effective practical training.

Turība University offers a full range of study possibilities for foreign students – bachelor's, master's and doctor's study programmes are taught in English. Everybody can increase their knowledge and practical skills in an international learning environment and study together with the students from 26 countries all over the world.

Turība has become the first higher education establishment in the Baltic region and the Scandinavian countries, which has received the accreditation from the World Tourism Organization and a high evaluation by internationally recognized experts. Since 2004 Turība has been admitted as one of the first members to the UNWTO.

The University has been admitted to the AACSB International – the Association to Advance Collegiate Schools of Business, which unites the leading higher educational business institutions in EURASHE – the European Association of Institutions in Higher Education and E.L.F.A., the European Law Faculties Association, and the International Leadership Association.

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UNWTO. TedQual Certified Programmes

About Latvia:

Latvia is a small country on the Baltic Sea with ancient history and traditions. There are many interesting tourist sights, which will attract everyone. Regardless of the fact that Latvia is a land of rare natural beauty and rich cultural heritage, from a global viewpoint it remains relatively unknown – a terra incognita. Nevertheless, Latvia is renewing the old, creating the new and proudly displaying a revitalized national presence on the European scene. Latvia is a Baltic country, a Baltic Sea country, a European country. In 2004 it joined EU and has been actively developing its prominent new role in a rapidly globalizing world community.



Tourism and Hospitality Business Administration study programme

The Tourism and Hospitality Business Administration study programme is a professional bachelor programme delivered in English offering you to learn about the European experience and the challenges faced by our Eastern neighbouring countries in this sector. During the four years of studies student will acquire knowledge of the applicable business practices linked with the sectoral expertise.

By enrolling into the Tourism and Hospitality Business Administration study programme student will learn the framework for the operation of the fastest growing business sector – tourism, gain understanding of the multifaceted nature of tourism industry. The students at Turība study side-by-side with other students from different countries of the world, by working in an intercultural environment and learning the principles of business administration, which is one of the preconditions for a successful business administration in international tourism. The ability of planning and management of the business finance is indispensable in tourism business administration, and therefore in this programme student will be covering both the accounting principles and the tax framework. Knowledge of service and international tourism marketing is also equally important, and therefore, by working either individually or in groups, future specialists in the course of studies will be developing real tourism marketing projects. During the tourism studies each student will acquire the understanding of the global correlations present in the tourism market as well as improve his or her knowledge of globalisation processes in the tourism and hospitality sector.



While studying at the Turība University you will have a chance to master the skills required for work in the area of research and actively participate in the Tourism Research Centre, which gathers together both tutors and students in order to carry out scientific and applied research relevant to the world tourism sector. This Centre is unique in the entire Baltic region.

The Tourism and Hospitality Business Administration programme will provide students with:

- Professional knowledge and skills, based on the needs of the tourism and hospitality sector;
- Intercultural environment, as approximately 40 % of the students come from other countries;
- Studies with opportunity to establish and develop a private business, using the possibilities provided by the Business Incubator;
- Study process where students can develop leadership skills and acquire the competencies required in business administration;
- Opportunity to participate in national and international scientific studies, oriented towards research of the world tourism sector;
- Development of skills that the potential employers would appreciate the ability to work in a team, to supply arguments, and to convince others;
- Classes led by industry professionals and tutors who are willing to share their experience with students.





Portugal **Instituto Politécnico de Coimbra**



Introduction

The Higher Education College, ESEC - UNWTO.TedQual Institution, opened its doors in 1979, being part of a new national network of colleges established in the ambit of a Polytechnic higher education scheme.

Since then ESEC - UNWTO.TedQual Institution has grown as an Education Institution, currently running 15 first Degree Courses, 15 Post-graduate Courses, and 15 Second Degree Courses. It welcomes around 2800 students, including international students from Brazil, Spain, Italy, Bulgaria, Romania, Turkey and from North Europe universities that choose ESEC - UNWTO.TedQual Institution in the scope of International Mobility Programmes.

ESEC - UNWTO.TedQual Institution offers a wide range of multidisciplinary courses, which meets the demands of professional activity. These courses have a variety of practical and vocational curricular activities, which contributes to the high success rates in the inclusion of its graduate students in the labor market. ESEC - UNWTO.TedQual Institution students also have the chance to experience curricular periods of training in national and international enterprises.

The International week in ESEC – IWE – is the highlight of the institution’s internationalization and mobility programmes. The school welcomes visiting professors / lecturers as well as international students all over the year, but this successful event stands out. It promotes the interaction between national and international students as well as guest and host professors.

ESEC - UNWTO.TedQual Institution aims at promoting teaching quality, based on supporting teachers’ qualification and research, developing networking and cooperation with other national and international entities, in specialized and post graduate training and in the international mobility of students and teachers.

According to ESEC - UNWTO.TedQual Institution’s quality policy, its mission is to promote high quality education that fits the needs of modern society regarding successful professional performances.

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UNWTO. TedQual Certified Programmes

ESEC - UNWTO.TedQual Institution's Tourism 1st degree is certified by the UNWTO through the UNWTO.TedQual Certified System, which guarantees a quality brand and efficiency in Tourism Education.

This course was certified in 2001, and the second being certified in the Iberian peninsula. From then on its certification has been renewed every 4 years. The main issues defined by the UNWTO are the following:

- establishing a uniform quality pattern in the tourism training/ education;
- promoting the increase of education productivity in tourism.



UNWTO.TedQual aims at improving the quality and competitiveness of education / training and tourism research in order to fit the needs of public and private entities among the sector. It plays a vital role as it gives employers the chance to confirm the skills of human resources.

ESEC - UNWTO.TedQual Institution is one out of three national Higher Education Institutions certified by UNWTO.TedQual. It develops its mission in the tourism field by enabling future professionals with the skills that will help them effectively answer the challenges of the tourism sector. Every year this Institution welcomes Tourism students from several countries, such as Spain, Italy, Austria, Romania, Czech Republic, Bulgaria and Brazil.

ESEC - UNWTO.TedQual Institution has strong relations with other Higher Tourism Education Institutions, either national or international, and both in Europe and in Portuguese Speaking Countries. There can be mentioned more than 200 agreements with national and international organizations in areas such as hotel services, planning and consulting, intermediation, Airlines, Municipalities and Local development Associations, which constitutes a vital support for tourism students to have a close contact with the tourism industry. Over the last 5 years, 80 students have performed their practice / internships abroad: in Germany, Brazil, Cape Verde, Spain, France, Italy, Malta, Panama and Turkey. Besides UNWTO, Tourism is also linked to ATLAS, BUSINET/ Hedtour and Accessible Portugal.

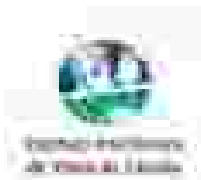


One of the main aims of tourism students, in partnership with the students' association of this Institution, is to promote annual conferences where national and international lectures related to the tourism field are held at school. These initiatives allow a close relationship between students and tourism professionals / experts and guarantees knowledge sharing.

ESECTOUR emerged in the context of ESEC - UNWTO.TedQual Institution in order to match the needs of a more and more dynamic and competitive tourism market, following the regional development of Polytechnic Higher Education in Portugal and to answer market requirements, regarding regional development and meeting the need for graduates in the sector, providing strategic tools to municipalities and tourism entities. ESECTOUR was created by ESEC in order to address community's needs and expectations. It provides services in the areas of education and training of human resources, product development and management, innovation and strategic planning in tourism.

The main goal is to support entrepreneurs and investors of the tourism sector based on basic and strategic principles of sustainable tourism development. However, its ultimate aim is also intrinsic to ESEC - UNWTO.TedQual Institution and results in improving the contact between entrepreneurs and higher education students, promoting innovative ideas, projects and research, offering people the chance to grow professionally, intellectually and socially, developing the academic skills of human resources and increasing innovation in the sector.





Portugal **Polytechnic Institute of Viana do Castelo**



Introduction

The Polytechnic Institute of Viana do Castelo is a relatively new higher education institution that has developed rapidly over the last few years to become a major provider of higher education in peripheral northern Portugal. Its location in rural northern Portugal has resulted in its developing a clear focus upon strategies for the development of tourism. The recently created Master in Innovative Tourism Development builds upon the intrinsic strengths and highly successful Bachelor degree which has run since 1989, and awarded the UNWTO. Tedqual Certification by the World Tourism Organisation (UNWTO) in 2005.

Tourism education at IPVC aims to provide the student with knowledge, expertise, and innovative development models specially designed for the strategic management of tourism systems at different degrees of complexity and geographical scale, while focusing more particularly on the creation and development of new tourist resources and ventures. In addition, an emphasis is placed on innovation approaches to tourism development that will provide a systematic sequence of educational opportunities for students to gain fluency in the strategies and issues involved in strategic development and management of tourism destinations and/or, for further academic study in this or related areas.

A comparative advantage of tourism education at IPVC is the **focus on internationalisation**. IPVC has embraced the need for internationalisation by adapting the curriculum, preparing students, developing staff and going out into the world to make alliances and market itself. This has been achieved by (a) referring to international research, (b) applying theory in an international context, (c) using international material in case studies and other assignments, (d) using small group discussions of international aspects, (e) encouraging foreign language study, (f) promoting cultural sensitivity and diversity, (g) international exchange, (h) study abroad, (i) offering international internships, and (j) encouraging faculty to travel and engage in various international activities such as conferences, joint research projects and staff exchange with foreign institutions.

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**UNWTO. TedQual
Certified Programmes**

Bachelor in Tourism

Tourism education at IPVC is based on setting for ideation, creativity and for thinking outside the box. Future tourism professionals acquire skills to prepare them to look at problems from a new perspective, based on the concept of life-long learning and placing value on skilled human resources as a competitive strategy. At a time when costs and the chain between consumer and provider are getting shorter, a destination's survival could be decided by adding value to customer service. The tourism education orientation is focus on more flexibility, less contact time, more research and technology based, in which students attend lectures and make use of online resources. The labor market demands it. The future of the tourism industry in Portugal will depend on it.

The licenciatura undergraduate programme, equivalent to the Bachelor's degree, is comprised of six semesters over a three year period. The curriculum provides a balance between management, economics, social sciences with emphasis on heritage, foreign languages, information technology and tourism studies. Students carry out internships abroad during the summer months.

Viana do Castelo - Portugal



Admission to the undergraduate programme is possible through the national scheme for entrance into higher education or by one of the complementary schemes stipulated by current national legislation, including transfers, change of course, transition from middle courses and based on professional experience.



Portugal **Instituto Politécnico de Leiria**



Introduction

The School of Tourism and Maritime Technology of the Institute Polytechnic of Leiria, ESTM - IPL is located in Peniche, Portugal, facing the Atlantic Ocean, one hour by car from Lisbon to the North. ESTM - IPL is a privileged place to study, with fine people, Berlengas' natural marine reserve as landscape, sandy beaches and many diving and surf spots in the vicinity.

The School of Tourism and Maritime Technology is a public school of higher education that promotes knowledge, creates, transmits and disseminates culture, science, technology, guided research and experimental development. Furthermore, ESTM has a strong connection to the community that surrounds it and the quality patterns that lead it also intend to provide a suitable answer to the needs of the region. The Polytechnic Institute of Leiria (IPL) is located in the Leiria district and integrates 11,500 students and 885 teachers. ESTM is one of the schools of IPL, it has 130 teachers and 1300 students.

Two of the IPL research groups are also located at ESTM, the GIRM (Marine Resources Research Group) and GITUR (Tourism Research Group). These research groups together with ESTM periodically organize the IMMR (International Meeting on Marine Resources) and the International Tourism Congress. The GITUR launched in 2010, its scientific journal EJTHR - European Journal of Tourism, Hospitality and Recreation, giving the possibility to national and international researchers can publish in this journal.

In ESTM are also offered 4 masters in tourism, Management and Sustainability in Tourism Management and Hospitality Management, Marketing and Tourism Promotion and Tourism and Environment.

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UNWTO. TedQual Certified Programmes

Tourism and Recreation

The objectives of the course are to train graduates able to perform duties in companies, agencies and other stakeholders within the tourism sector, developing different types of skills essential to the performance of services associated with multiple aspects of tourist activities: sports, cultural, environmental, recreational and entertainment. The course of study aims to provide students with skills that serve as structural base of the deepening general concepts related to the tourism sector and other more specific level of modules own area of tourism activities in these strands. The development of soft skills such as communication, language training, entrepreneurship, creativity and personal initiative are also objectives of this course, pointing to the integral formation of citizens.

Events Management

The degree in Events Management aims to train technicians with superior knowledge and skills to plan, coordinate and control activities related to event management, as well as define the human, material and financial resources in order to provide a service quality. The course allows the operationalization of the concepts and practical application of tools in making management decisions in the exercise of functions in the organization of events. With this training, graduates can directly integrate the labour market, being able to play a wide range of functions associated with the sector of events, or continue their studies in a second cycle.

Tourism and Hotel Management

A Degree in Tourism and Hotel Management aims to create skills in tourism management and area of Hospitality Management privileging a perspective integrated at the level of development and implementation policies and action plans for each tourism company and each department of a hotel. In Travel Management Area is valued especially training for the exercise of professional activities in context of tourism, ensuring students a component application of knowledge and acquired knowledge to concrete activities of their respective job profiles, in terms of direction and administration. In the area of Hospitality Management promotes the formation of graduates able to perform tasks planning, organization, coordination, leadership, control and evaluation of company departments tourist or a hotel unit.



Marketing for Tourism

The complexity of the tourism industry in our country requires the training of qualified professionals capable to understand seasonality, competition and high susceptibility to technological characteristics sector. Demonstrating the attitude of innovation that characterizes ESTM, the course came Tourism Marketing as response to the need of professionals specialized in tourist promotion, able to develop solutions that combine innovation with authenticity than Portugal offers. The course of Tourism Marketing as states turned specifically to meet needs for innovation in tourism products and expertise in its promotion for many markets. Tal is achieved by harmonious combination of raw basic with specific matters of marketing and tourism, taught in a culture of originality, encouraging the autonomy of student, and the your growth as professional and person.

Restaurant Industry and Catering

The course objectives are to use processes of teaching and learning based on the development of skills considered crucial, to prepare professionals capable of adapting to the constant changes observed in the restaurant area. The training in Restoration, prepares professionals sensitive and able, both from a scientific standpoint as a coach, to answer a number of significant changes in the sector: the evolution of the profile and motivations of demand, technological, organizational and sector developments labour market. Knowing and understanding

development dynamics of restoration us their contexts historical, sociological, economic and environmental, well as your bibliographical support essential. Understand the importance of restoration in current societies and its contribution for tourism. Analyze the major management theories and apply them according to their suitability to specific situations in the field of restoration.

Tourism

This study cycle aims to generalist training in the field of tourism but with the concern to provide professional knowledge, providing students with a general knowledge of the tourism activity. To provide an understanding of cultural and sociological reality in which tourism develops. To ensure the employability and geographic mobility. To guarantee the students the ability to develop ideas, concepts and attitudes, from the standpoint of scientific and cultural openness to innovation and change guided by concerns of quality in the provision of tourism services. To provide its students a set of wide-ranging knowledge and skills specific to the design and implementation of the tasks characteristic of tourism. To train professionals with high technical and scientific quality in the various subject areas to enable them to respond creatively to the demands of business.



**RUSSIAN INTERNATIONAL
ACADEMY FOR TOURISM**

Russia **Russian International Academy for Tourism (RIAT)**



Introduction

During the four years history, the Central tourist courses got transformed into the Russian International Academy of Tourism, the largest institution of higher education for training of professional staff for tourism in Europe and Asia –. The uniqueness of its multi-level educational system is in its continuity and succession. The model includes a wide range of educational programs of secondary, higher and post-graduate education. The famous tour operator of Russia, the Central Council for Tourism and Rest (the holding) has been the founder of the Academy all these years.

The Academy released about 100 thousand professionals for Russian tourism business. About 10 thousand students from various regions of Russia and other countries study at the Academy now.

Today the Academy is the Russian leading educational and scientific center of professional tourism education of international level. It is certified in accordance the quality standards ISO 9001:2000. The Academy is a member of the Association of leading hotel schools of Europe (EURHODIP), participant of the knowledge network of the UN World Tourism Organization (UNWTO).

The Academy takes part in the activity of the UNESCO. Since 1998, UNESCO Chair «Cultural tourism – for the purposes of peace and development» has been working successfully in the RIAT. The RIAT has a «UNWTO.TedQual» certificate of the World Tourism Organization for perfect quality of training in the field of professional tourism education. UNWTO Chair for sustainable development of tourism was opened in the Russian International Academy for Tourism first in Russia. The chair is headed by the General Secretary of the World Tourism Organization (UNWTO) Taleb Rifai and co-chaired by the Head of the Federal Agency for Tourism of the Russian Federation Alexander Vasilyevich Radkov. The subscription to the electronic library of UN World Tourism Organization (UNWTO) has become the main pride of the electronic library of the Academy. VATEL-RIAT Institute was opened within the joint project with VATEL institute (France) in 2005. Graduates from the institute get professional diplomas of the Russian Federation and certificates of VATEL Institute, which entitle them to work in various countries, not only in Europe. In 2010 the international master's program «Management of touristic destinations» was opened jointly with the University of Milano - Bicocca (Italy), which provides for the issue of two diplomas – Italian and Russian. Cooperation with the Italian school of culinary skills Casa Artusi is being developed successfully.

Since 1969 the city of Skhodnya of Moscow region is known as a center of professional training of tourist staff. In Soviet times, people of tourism and excursions industry improved their qualification, enhanced knowledge and acquired skills here.

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Russia Russian International Academy for Tourism (RIAT)



UNWTO. TedQual Certified Programmes

Bachelor of tourism management for tour operating

Bachelor of tourism management for hospitality

Program of master's training «Management of touristic destinations»

Today RIAT is an international corporation having an extensive network of branches in Russia and abroad. It is also reflected in the name which has the words «Russian» and «International». The branches of the Academy are 24 accredited institutions of higher education which conduct training and retraining under all modern educational programs of tourism profile with the use of innovative teaching technologies.

The rector of the Academy, Zorin Igor Vladimirovich, Doctor of Pedagogical Sciences, professor, academician of the RANS, and a recognized scientist in the field of tourism and recreational projecting, heads the Academy since 2003.

The Academy is awarded with the certificate of honor of the Federation Council of the Federal Assembly of the Russian Federation for active participation in the law making activity in the field of tourism, as well as for successful training of highly-qualified staff for all areas of tourist activity.

Programs of RIAT for training of bachelors of tourism management for hospitality, bachelors of tourism management for tour operating and masters of tourism management are designed to promote development

of tourism in order to contribute to economic development and international mutual understanding in accordance with the UN objectives and principles.

The basic educational programs are aimed at training of competitive, moral, socially adapted specialists of high qualification, having profound fundamental, humanitarian, professional knowledge, capable widely to apply the advanced achievement of science and technology, to enhance their knowledge by themselves, to adapt quickly to the professional creative activity (also in unusual situations); propaganda of ideas and values of the touristic education.

The basic educational programs are aimed at training of competitive, moral, socially adapted specialists of high qualification, having profound fundamental, humanitarian, professional knowledge, capable widely to apply the advanced achievement of science and technology, to enhance their knowledge by themselves, to adapt quickly to the professional creative activity (also in unusual situations); propaganda of ideas and values of the touristic education.

The innovative nature of the programs means the training of highly-qualified bachelors of tourism management for hospitality and tour operating and masters of tourism management in accordance with the modern requirements of the tourism industry and labor market.

The presented basic educational programs by the areas of training of bachelors and master have state accreditation (Certificate of state accreditation dated 25.05.2009 Series AA № 002013, reg. №1974, issued by the Federal Service for Supervision in the Field of Education and Science).

The programs of training of bachelors of tourism management for hospitality and bachelors of tourism management for tour operating, the key educational programs of higher professional education are developed on the basis of the federal state educational standard with account of the profile of the institution of tourist higher education.



The education process of the programmes use modern pedagogical technologies and innovational teaching methods:

- discussions;
- computer simulations;
- interactive lectures;
- lectures-conferences;
- lectures-visualizations;
- business games;
- role games;
- analysis of specific situations (cases) with tasks contributing to development of professional competence;
- computer software methodical complexes and programs (SAMO-Tour, Master Tour, etc.);
- trainings;
- group projects;
- discussion of the results of work of the students' research groups;
- participation in teleconferences within the institution of higher education and between institutions of higher education.

Educational activity in the programmes is performed by doctors and candidates of sciences, professors and associated professors, as well as practical specialists, which are invited to conduct classes, master classes and consultations by profile of activity.

The program of master's training «Management of touristic destinations», the basic education program of higher professional education of master's training, is developed on the basis of the federal state educational standard with account of the profile of the institution of higher tourist education.

The curriculum of the program of master's training «Management of touristic destinations» includes general science and professional cycles.

Besides, the program includes a cycle of disciplines at students' choice which is represented in the form of modules.

The curriculum is implemented in accordance with the recommendations of the federal state educational standard:

- in the first year of studies, programs of disciplines of general science and professional cycles are implemented in the magistracy,

- in the second year of studies, programs of disciplines of variable part and modules of disciplines of students' choice.

The program of master's training also includes practices: organization and management, science and research and pedagogical work.

Students' knowledge is assessed in accordance with the results of the scored credits, through the passing of state exam and the defense of master's thesis.

An intermediate attestation takes place during one year of studies.

The results of mastering of the magistracy's basic educational program are formulated in the terms «know», «be able», «master» which are the signs of demonstration of competences.

The educational process of master's training uses modern pedagogical technologies and innovational teaching methods:

- discussions;
- computer simulations;
- interactive lectures;
- business games;
- role games;
- analysis of specific situations (cases) with tasks which contribute to the development of professional competence;
- trainings;
- group projects;
- discussion of the results of work of the students' research groups;
- participation in teleconferences at the institution of higher education and between the institutions of higher education.

The program of master's training is implemented by the teachers having the basic education which corresponds to the profile of training disciplines and the corresponding qualification, who are engaged in science and research and methodical work by the profile of master's program. 100% of teachers, having the scientific degree and (or) academic rank, whereof over 30% of doctors of science and professors are engaged in the implementation of the program of master's training.



Serbia
**Singidunum
University**



Introduction

Even though Singidunum University is a relatively young academic institution, it has succeeded in presenting itself as an innovative and vibrant institution with great aspirations and outstanding potential. One of the most important features of our University is high-quality of education at all study levels, coupled with the continuous implementation of modern teaching methods and technological innovations.

We put special emphasis on internalization as an essential quality indicator, and strengthening collaboration with the companies and institutions in which our students may work one day, as well as on promoting close links between science and high quality university education.

When configuring the university study programs, syllabi, curricula and extra-curricular activities, our main concern was to meet the needs and interests of students. So, our university's long-range commitment is to assure them a high quality education experience and make them, after graduation, competent professionals in their respective branches.

Our academic staff consists of the professors who earned their academic titles and degrees mostly at the esteemed higher education institutions in Serbia and abroad. Teaching quality improvement, introduction of the European Credit Transfer System (ECTS) and the Diploma Supplement are all results of our wish to work in accordance with the Bologna Declaration.

Our university has a well-established cooperation with over 550 companies in various fields and extensive cooperation with 45 universities in the world. Apart from knowledge and skills acquired at the University, our students have the opportunity to obtain some hands-on experience by doing professional internships throughout their undergraduate studies. Thus, the students develop relevant knowledge and business skills necessary for participating in the world knowledge market on an equal footing. Besides providing training in the field, special attention is devoted to enabling students to work with state-of-the-art information technologies and learn at least two foreign languages. English is mandatory for all students of four-year undergraduate study programmes and is one of the prerequisites for enrolling in master and PhD programmes.

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UNWTO. TedQual Certified Programmes

Bachelors in Tourism & Hospitality Management

The study programme Tourism and Hospitality Management at undergraduate academic studies lasts for four years, or eight semesters, courses worth a total of 240 ECTS.

The programme meets standards imposed by business environment, and in the third and fourth year of studies, students are provided internships in one of more than 200 companies with which university cooperates. Classes are conducted in small groups, based on mentor work system, putting special emphasis on case study and link between theory and practice. Thus conceptualized, study programmes provide students with considerable knowledge and contemporary managerial skills, creating abundant number of employment opportunities.

The study programme consists of mandatory and optional courses. Students can affect the structure of the study programme through optional subjects and therefore create their academic profile. Students are given the opportunity to choose between the following options: tourism, hospitality and gastronomy.

The quality of teaching process is ensured through the use of the following teaching -methodical forms:

- Lectures,
- Practical exercises,
- Preparation and presentation of seminar and other papers,
- Discussion with the emphasis on expression and critical opinion
- Use of modern methods of cases (case study)
- Internships

The study programme Tourism and Hospitality Management enables graduates to work in the institutions dealing with tourism such as: government agencies, travel agencies, hotels, restaurants and other organizations and companies in this field.

Master in Business Systems in Tourism & Hospitality

Master programme Business Systems in Tourism and Hospitality provides preparation for a successful career in hotels, travel agencies, tourism organizations, food and beverage sector, internal control management, etc.

Programme lasts for one year (two semesters) and contains integrated compulsory and elective courses structurally classified into theoretical and methodological, scientific, artistic, and professionally-applicable courses worth a total of 60 ECTS credits. Such concept of the study program enables students to choose closer guidance and proper research topics according to their interests, and complete the final master thesis.



Compulsory subjects are: Methodology of Social Research, Tourism Market and and Business Systems in Tourism and Hospitality.

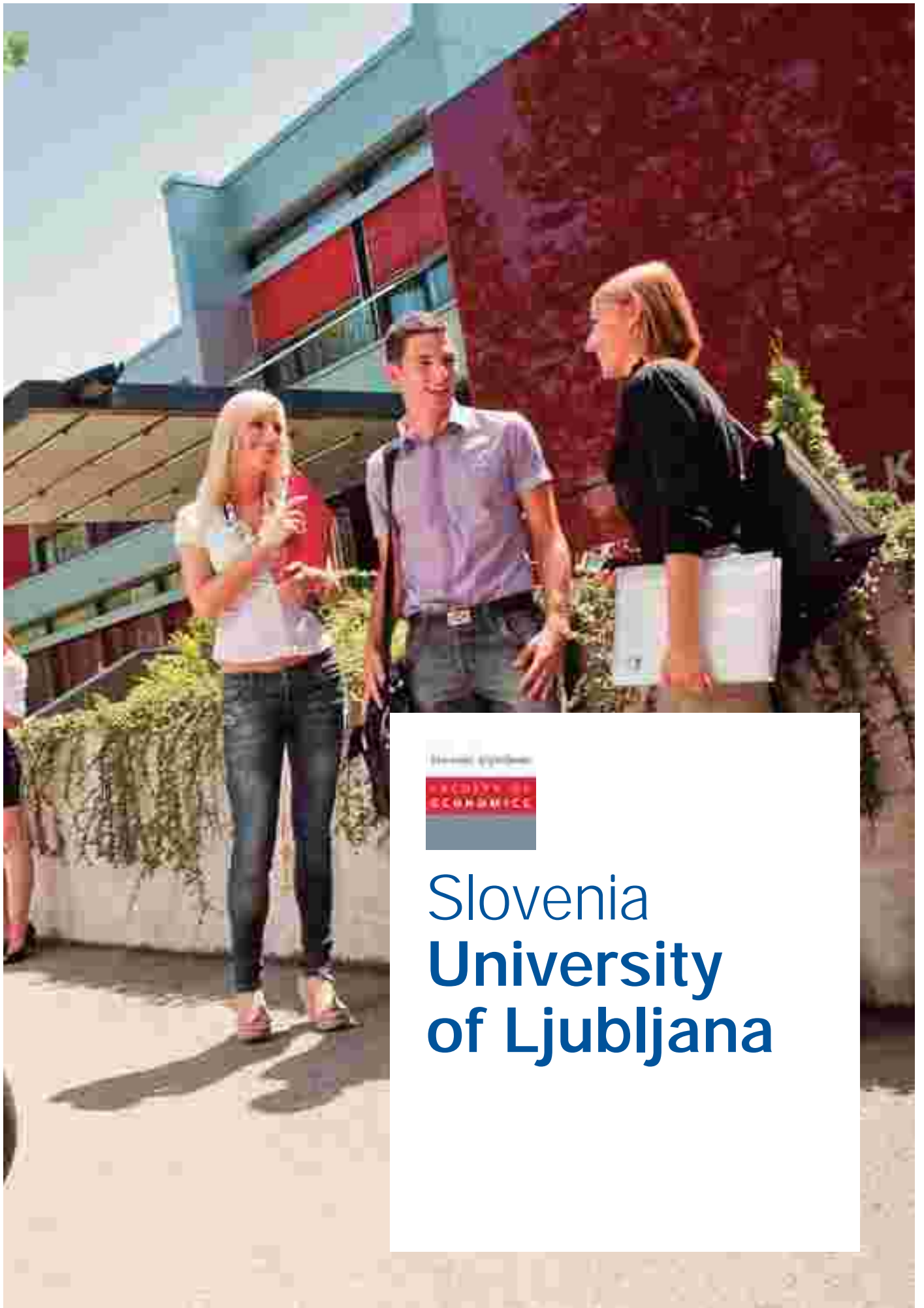
Elective courses comprise the following: Marketing Management in Tourism, Sustainable Development for Tourism Destination, Travel Agency and Tour Operator Management, Hotel Management, Geographic Information Systems (GIS), Health and Wellness Tourism.

- Particular importance is given to professionally-applicable courses which provide a high level of knowledge and practical solutions referring to developments in the tourism market and tourism industry.
- Methods of teaching used in the realization of the Master Study Programme are in the form of lectures, consultations, laboratory exercises and applied research.

Upon completion of the Master's study programme Business Systems in Tourism and Hospitality students gain competencies to perform the following tasks:

- Manage the overall business process or its segments (marketing, finances, human resources, etc.) in travel agencies, hotels and other organizations within the tourism industry.
- Conduct market research and development research in all the above-mentioned companies and organizations, as well as in the relevant research institutions;
- Analyze and propose adequate measures to institutions and organizations which create and lead the economic policy in the field of tourism and hospitality;
- Perform coordinator jobs in organizations and public sector bodies, as well as in the corresponding structures at the destination level;
- Work as analysts for individual business areas in the tourism industry and the public sector;
- Work as advisors for specific issues in the tourism industry associations and the public.





Slovenia
**University
of Ljubljana**

Introduction

The Faculty of Economics at the University of Ljubljana (FELU) was **established in 1946** and forms an **integral part of the University of Ljubljana**. The University of Ljubljana is a public institution and the largest university in Slovenia, while the FELU is one of the University's biggest schools. It is the **leading higher education institution in business and economics in Slovenia with a well-established brand in Europe and worldwide**. **Tourism studies** have been offered at the FELU for over 50 years. In spite of primarily being a business and economics school, tourism programmes have also played an **important role** in the FELU's international and business recognition.

The highest standards of quality are paramount to the FELU and the FELU therefore engaged in international accreditation processes, becoming **UNWTO.TedQual certified** for its undergraduate and postgraduate **tourism study programmes in 2002**. This involved a completely new quality improvement process, which was later upgraded with institutional international business school accreditations. In 2006, the FELU became the first business school in SE Europe to hold EQUIS accreditation. Since 2010, the FELU has been **EQUIS and AACSB accredited**, becoming the first such business school in Central and Eastern Europe.

The **FELU's graduates** can be found in the **highest positions in Slovenian and international companies**. The **FELU's professors have been on the supervisory boards of key Slovenian companies**, served as board members of the Bank of Slovenia, government administration, as rectors of the University of Ljubljana, members of the Presidency of the Republic of Slovenia, and ministers in its governments.

At present and in the future, the Faculty is endeavouring to become even **better known internationally for its quality and achievements in education and research**.

KEY FACTS ABOUT THE FELU

- The leading business school in Slovenia
- A competitive school in the international environment
- An AACSB, EQUIS and TEDQUAL accredited school
- Grounding partner of the Erasmus Mundus European Master in Tourism Management (EMTM)
- A signatory to the UN Principles for Responsible Management Education as well as the Principles of the Global Code of Ethics for Tourism
- Affiliate member of UNWTO
- Grounding partner of the International Tourism and Hospitality Academy at Sea (ITHAS)
- Over 200 international agreements with partners from more than 40 countries.
- Approximately 300 outgoing and 500 incoming students annually
- More than 50 percent of the degree-granting programmes are run in English, including the Tourism programme on the master's level
- The well-established business-oriented Confucius Institute – CI Ljubljana
- Strong links with the business community which also sponsors the annual International Student Business Conference
- Many networking possibilities for the FELU's graduates – also through the Alumni Club
- Home to the Ljubljana Chapter of Beta Gamma Sigma for top students

Ljubljana - Slovenia



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UNWTO. TedQual Certified Programmes

ABOUT...

SLOVENIA. Slovenia is an **Alpine and Mediterranean country** located in **Central/Eastern Europe at the north-eastern corner of the Adriatic Sea**. The country is small, with a **population of 2 million** or one-third of the Swiss population, with its territory being half the size of Switzerland. **The tourism offer is quite diversified and includes mountain tourism** (skiing and other outdoor recreation and trekking), **sun and beach and spa tourism, city and cultural tourism, farm tourism, and gambling**. The country receives about **3 million visitors per year** who create around **10 million overnight stays**, with more than **60 percent of those visitors coming from abroad**. Slovenian tourism contributes about **12 percent to the country's GDP** both directly and indirectly, and **13 percent to total employment**.

LJUBLJANA. The capital of Slovenia, Ljubljana, is a relatively large central European city situated between the Alps and the Adriatic Sea with approximately 300,000 inhabitants. It is the **political and cultural heart of the Slovenian nation and most charming in summer**. The visitor's first impression of Ljubljana is that it is an exceptionally young city as its over 50,000 students give it a **very young energy**. It is a city of culture with a **rich historical legacy** which offers all the friendliness of a small town and simultaneously everything that a **capital city typically offers**.

THE FELU CAMPUS. The FELU campus is located in the northern part of the capital city of Slovenia and is easily accessible by car or public transport (city bus lines). The FELU's facilities are well-equipped, **maintained and adjusted to suit the needs of people with disabilities** (e.g. sliding doors, ramps etc.). There are **four big lecture halls, 46 classrooms, eight computer rooms** – six of which are used for teaching purposes, while the other two provide FELU students with free access to computer equipment. The local computer network links all PCs and allows Internet access. **Free wireless Internet access** is also available on campus.



UNWTO.TEDQUAL CERTIFIED TOURISM PROGRAMMES. The FELU offers tourism programmes at the **undergraduate level** – both the **university degree study programme** and the **professional degree study programme**. At the master's level, the Tourism programme is run in the English language in order to attract students from a wider area.

In addition to its TedQual certified programmes, the FELU offers the **joint programme of the European Master in Tourism Management EMTM** which draws students from all continents and is run in cooperation with the **University of Southern Denmark and the University of Girona**. The FELU also offers PhD studies in tourism and, under the Tourism Academy brand, educational programmes for tourism managers.

Internationalisation is an important goal of the FELU since it offers avenues for the **exchange of knowledge and experience, particularly in the field of tourism**. Every year, internationally renowned tourism experts and academics from all over the world visit the FELU in order to teach and research in cooperation with our permanent tourism staff.



A short video presentation of the FELU.



Spain
**Universidad
Antonio
de Nebrija**



Introduction

La Universidad Nebrija mantiene desde su creación los valores diferenciadores de su modelo educativo, basados en la docencia de calidad y en la investigación como creación de conocimiento, con la formación integral en capacidades, competencias y habilidades de todos sus alumnos. Estos son principios clave para conseguir el desarrollo del talento individual y las mejores oportunidades de integración profesional. Nuestra filosofía es aprender haciendo, lo que se convierte en una experiencia universitaria única y se sintetiza en la máxima Living Nebrija.

Una experiencia vital en la transformación del estudiante hacia el conocimiento global, para protagonizar y liderar los cambios en los que está inmerso. El estudiante “Nebrija” se centra en la construcción del propio conocimiento para los desafíos importantes de la vida.

¿Qué nos diferencia en la Universidad Nebrija?

- La Empleabilidad y la orientación hacia la profesión, con prácticas en empresas e instituciones para el 100% de los estudiantes.
- La Excelencia académica con personalización de la enseñanza en grupos reducidos, la cercanía profesores-alumnos y el encuentro con personas relevantes del mundo académico y profesional.
- La Internacionalización con el bilingüismo de los alumnos internacionales en Madrid y con programas en el extranjero, una de las experiencias esenciales antes de finalizar los estudios.
- La Innovación pedagógica con espacios de conocimiento y empleo para ser creativos, emprendedores y relacionarse en la universidad con todos los sectores, como el del automóvil, las artes escénicas, las relaciones internacionales, la comunicación, etc.

Y un compromiso firme entre la Universidad y las empresas para el desarrollo de la formación en competencias profesionales, que garantiza prácticas de calidad al estudiante, para que se incorpore con su ambición de crecer vital e intelectualmente durante su etapa universitaria.

El Patronato de la Universidad Nebrija y los Consejos Académicos, formados por relevantes personalidades, vinculan su saber y su prestigio a los programas de estudio e investigación. Los estudiantes de esta Universidad Nebrija saben articular plenamente sus conocimientos y capacidades

Contact info

UNIVERSIDAD ANTONIO DE NEBRIJA

PROGRAMA:

DOCTORADO EN TURISMO

DIRECCIÓN: PROF. DR. MANUEL FIGUEROLA PALOMO

WEB UNIVERSIDAD:

www.nebrija.com

WEB: Programa de Doctorado:

<http://nebrija.com/programas-postgrado/doctorado/doctorado-turismo/doctorado-turismo.php>

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DIRECCIÓN:

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UNWTO. TedQual Certified Programmes

El Programa de Doctorado en Turismo de la Universidad Nebrija está plenamente adaptado al Espacio Europeo de Educación Superior (RD 99/2011, de 28 de enero, por el que se regulan las enseñanzas oficiales de doctorado).

Objetivos

- Dotar a los participantes de los conocimientos y las herramientas analíticas (métodos cuantitativos y cualitativos, fuentes de información,...) que son necesarios para el desarrollo de proyectos de investigación.
- Fomentar aportaciones en el ámbito de la investigación a través del análisis científico y el planteamiento de nuevas alternativas para la solución de los principales retos a los que se enfrentan la sociedad.
- Colaborar con universidades, institutos de investigación, empresas y centros de desarrollo para llevar a cabo investigaciones conjuntas a escala global.

Este programa semipresencial está dirigido a la formación de docentes universitarios y profesionales que deseen incorporarse a actividades orientadas a la investigación y la docencia de calidad. En la actualidad, los doctores que han finalizado este programa ya están ocupando puestos de primer nivel en sus países respectivos, en universidades, centros de investigación, empresas de consultoría y de investigación, centros de estudios de grandes empresas y organismos públicos oficiales.

La política económica en España, especialmente en momentos de dificultades, ha de contemplar en el Turismo, un verdadero factor de recuperación y desarrollo. Muchos son los efectos y las repercusiones de carácter económico y social que genera el sistema turístico, que no se pueden menospreciar e ignorar. Asimismo, la política turística, necesariamente, ha de fortalecer los procesos de formación y educación turística, por ello debe reconocerse la significación y valor que aportan los estudios superiores de turismo, especialmente los postgrados especializados.

También se debe señalar, que la necesidad de un mayor número de doctores especializados en turismo, se hace cada día más imprescindible, ya que el número de universidades y de centros superiores formativos de turismo aumenta sucesivamente, lo cual exigirá un cuadro de docentes de mejor nivel, que hayan superado las pruebas para su doctorado, pues solo así el nivel educativo turístico será el adecuado, en el marco de una actividad económica y social, más compleja, con la sucesiva incorporación de nuevos procesos científicos y tecnológicos en su desarrollo.



Es evidente, que la gestión y dirección de los proyectos, empresas, productos y destinos turísticos, son cada día más complejos y sofisticados. Además, los avances tecnológicos susceptibles de aplicación a esas empresas son cada día más amplios y más necesarios. Por todo lo cual, los gestores necesitan de una formación más intensa, técnica y específica, solo posible de alcanzar mediante los estudios de postgrados, de los docentes responsables.

El Doctorado en Turismo de la Universidad Nebrija tiene como objetivo principal la formación de investigadores, profesionales y docentes universitarios en el campo del estudio científico del turismo.

El reconocido prestigio nacional e internacional de los profesores que participan en este programa avala la calidad de los conocimientos transmitidos en las aulas, así como la calidad de los trabajos de investigación a realizar, siguiendo las líneas de investigación marcadas por la Dirección Académica del Programa.

Características del programa

- **Exclusividad:** Se diseñó y organizó en su momento como el primer programa de doctorado en turismo en lengua castellana.
- **Atención personalizada:** El programa de Doctorado en Turismo garantiza a sus doctorandos la atención y el seguimiento personalizado por parte de los profesores tutores que forman parte del claustro docente.
- **Especificidad:** Todo el contenido del programa se basa en la profundización y la comprensión del funcionamiento del sistema turístico.
- **Formación extraacadémica:** El programa de doctorado proporciona a los doctorandos un conjunto de actividades extraacadémicas que complementan el resto de formación. Se basan en conferencias de ponentes de primer nivel, así como formación en técnicas de investigación que le aportan un valor añadido al programa.



VNIVERSITAT
DE VALÈNCIA

Spain

**Universitat
de València**



Introduction

The University of Valencia (UV), established over 500 years ago, is a modern public university, teaching in all branches of knowledge: Economics, Social and Legal Sciences, Humanities, Experimental Sciences, Engineering and Health Sciences.

UV is an international benchmark, being the largest Valencian University with more than 46,000 undergraduates and over 7,500 masters and doctorate graduates. UV is Valencia's most international university as it is the European university receiving the second highest number of Erasmus students and has more than 1,300 students in international programmes. Through its excellence in teaching and research, the University has been rewarded with being the 4th Spanish university to make the Shanghai ranking. The effort to ensure the employability of their graduates translates into more than 6,500 students currently learning as trainees through agreements with more than 2,400 companies and institutions.

The Faculty of Economics is the largest UV center with over 8,000 undergraduates and more than 500 graduate and doctoral students. This Faculty, pioneer in the internationalization of their studies, boasts on the one hand degrees in Business Administration, Economics, International Business, Tourism, Finance and Accounting and, on the other hand, a double degree in Business Administration and Law, and a total of 6 international double degrees with universities from the U.S., UK, France and Germany. It has high academic performance groups taught in English. It teaches a total of 14 masters that cover all areas of specialization in economics and business studies.

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UNWTO. TedQual Certified Programmes

The Tourism degree from the Faculty of Economics is the adaptation of the previous Tourism Programme (now extinct) to the current context of the European Higher Education Area. It responds to present Society's needs, where tourism is one of the most productive activities of the services sector. The level that the tourism field has reached in all areas needs professionals trained in management and planning, both for the development of tourism companies, as well as for the future development of the sector from government side. This degree provides a generalist and multidisciplinary training that takes into account the leadership and management needs of tourism businesses, the planning needs of tourism destinations and the exploitation of tourism products and activities related to cultural, natural and sports resources and, in particular, all events related to leisure and recreation.



The degree has a total of 240 ECTS credits taught in 4 courses for full-time students (60 credits/year), although the possibility of partial tuition is provided as long as at least 30 ECTS/year are taken. 1 ECTS (European Credit Transfer System) is equivalent to 25 hours dedicated to theoretical classes, practical classes (in some subjects in computer classroom), to supervised independent and group work, to study and personal work. During the last course, the student must choose one of the three training or specialization areas, thus allowing students to obtain further knowledge on the specific skills of on the degree's labor environments. The three training areas are:

- Tourism Company Management: Within the scope of private companies, the work opportunities cover everything related to accommodation, catering, brokering, transport and logistics.
- Tourism Destination Planning: Within the scope of the public sector, aimed at working in planning and public management of tourism destinations.
- Urban tourism: Professional output linked to the products and activities of urban tourism, resulting from growth in tourism events, meetings and conferences, as well as the complementary entertainment offer.

In terms of the degree structure, of the total of 240 ECTS study credits, 60 are basic training courses, 126 are compulsory training, 30 are optional subjects in any of the three areas mentioned above, 18 correspond to internships in a company or institution of the tourism sector and 6 for the completion of a Bachelor Thesis. The objective of the Internships and Final Project that are taught in 4th year is to provide additional training for employability.



Regarding foreign languages, the degree curriculum addresses the professional need for a Tourism graduate to communicate in several languages in the different areas. On the one hand, there is the possibility of taking part of the degree in English. In addition, the student must obligatorily take the Communication module in English (three subjects). It is also mandatory to study a second foreign language, and the curriculum therefore includes three courses in a second language to be chosen by the student from German, French or Italian for Tourism (always the same for the three subjects).

Like with other degrees at the Faculty of Economics, the degree is part of mobility programmes allowing the student to go away for a semester or a full academic year to another European university (Erasmus Studies) or the rest of the world (International Program) to do internships in European countries participating in the European Higher Education Area (Erasmus Placement Program). The following link will allow you to see which universities have an agreement with UV for student exchanges and the requirements to participate in these programmes:

<http://www.uv.es/uvweb/economia/es/movilidad-intercambio/estudiantes-uv-outgoing/erasmus-estudios/outgoing/informacion-general-1285848977472.html>

This natural continuation on from this degree, would be the Master's Degree in Tourism Management and Planning and the Doctoral Programme in International Economics and Tourism.





Switzerland
César Ritz
Colleges

Introduction

2011 was a period of great change for César Ritz Colleges. A change in ownerships along with becoming part of SEG (Swiss Education Group) meant a significant change in culture for César Ritz Colleges. Naturally with the change in ownership and under new academic leadership there has been a concerted drive to grow and improve the quality at 'César Ritz Colleges Switzerland'.

Our quality standards manual is the main document used to manage and control quality at César Ritz colleges. All faculty will receive this upon arrival. It is considered as a live document and is therefore updated on a regular basis. This is also made available for viewing in a one page summary document.

We are proud to say that 'management of quality' is evaluated by numerous organisations who have certified us following audits with marks of quality. If new good practice was to be 'real' and 'measurable' we needed to find valid and reliable tools to benchmark our success. This was a challenge. Most of our partners and collaborators had very strong relationships with us built upon trust and loyalty (which was good), however, this created difficulties when seeking impartial and critical feedback on our best practices.

As such we endeavoured to create a new governing board who would give honest, critical and impartial feedback on all of our 'Good Practices'.

We spent several months putting our governing board together and finally convened for the inaugural meeting on 16/10/12 at 13:30 in the Bouvret campus. On the board sat; Eric Spangenberg - Faculty member at Washington State University for 23 years.

Tuomas Laakso – César Ritz alumnus now with Marriott international
Tania Florenthal – Academic Dean CR. With CR for 6 years
Ivan Feij – Food and beverage director at Bouvret campus
Stephen Nugnis – Former student, involved in alumni network
Marinella Rucciardello – Alumnus now running her own successful food and beverage business
David Bolton – Academic Director, César Ritz Colleges
Ronan Fitzgerald – Managing director, César Ritz Colleges
Andrew Hollingsworth – Representing Manchester Metropolitan University

This membership allowed us to achieve the goal of representation from students, faculty, employers and the local community.

Contact info

UNWTO.TedQual

Certified Programmes:

- Higher Diploma in Hotel & Tourism Management
- MSc in International Hospitality Management
- Diploma in Hotel Management

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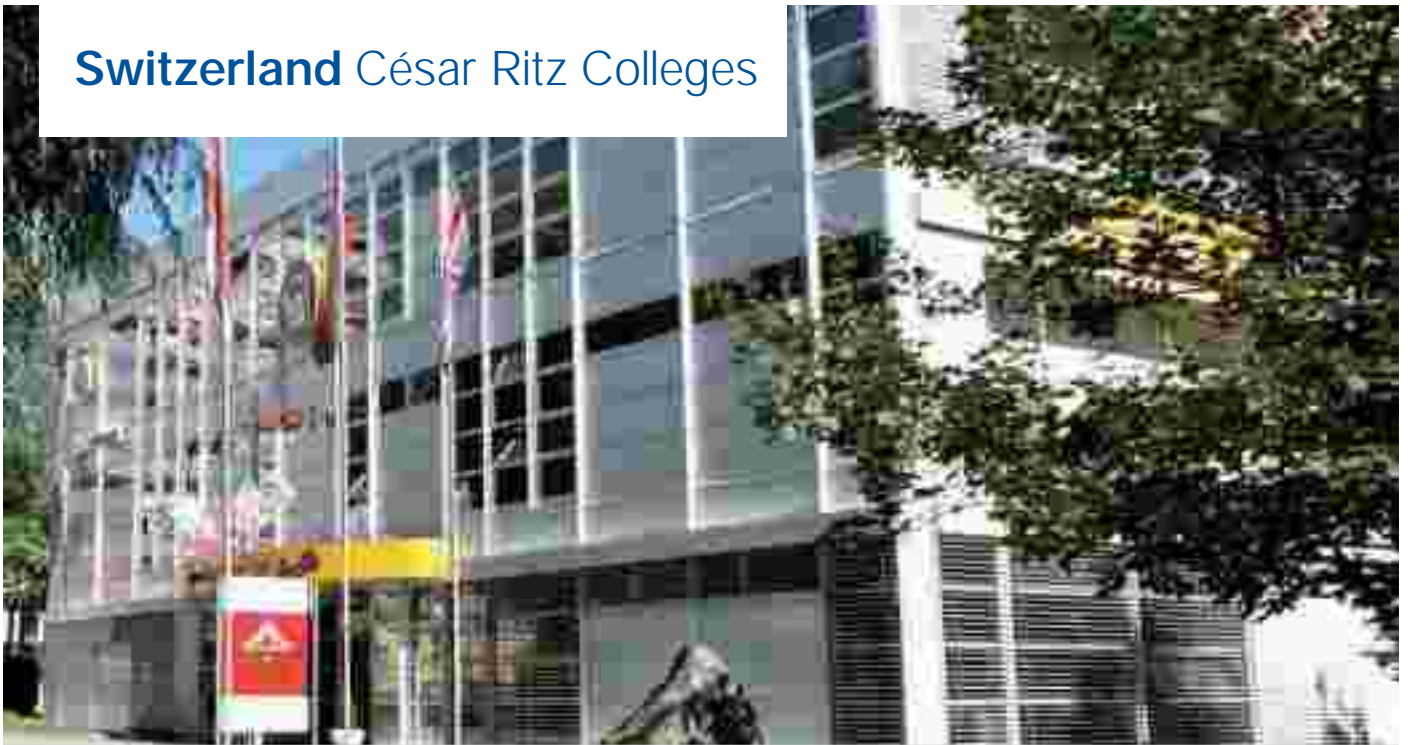
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Switzerland César Ritz Colleges



UNWTO. TedQual Certified Programmes

As documented in the statutes ‘

The Governing Board aims to represent external and internal stakeholders and to approve the institutional procedures and policies to achieve Cesar Ritz Colleges Switzerland ‘s mission and goals ‘

The Board is responsible for:

- a) Ensuring the quality of the educational programs offered at Cesar Ritz Colleges Switzerland
- b) Ratifying University policies
- c) Monitoring evaluations as part of continuous improvement and development
- d) Guaranteeing substantive voice for faculty
- e) Guaranteeing substantive voice for students
- f) Promoting effective communication within Cesar Ritz Colleges Switzerland
- g) Assuring ethical practices in the making and implementation of decisions
- h) Monitoring and advising on Cesar Ritz Colleges Switzerland’s relationship within the community
- i) Safeguarding the reputation and image of Cesar Ritz Colleges Switzerland

Although the board has only met once thus far we can already see tangible results from this new initiative. For example we now have firmly established benchmarks so that we can track our progress. We can now provide more data to our students, faculty, partners and community which shows we are indeed doing what we say we are doing.



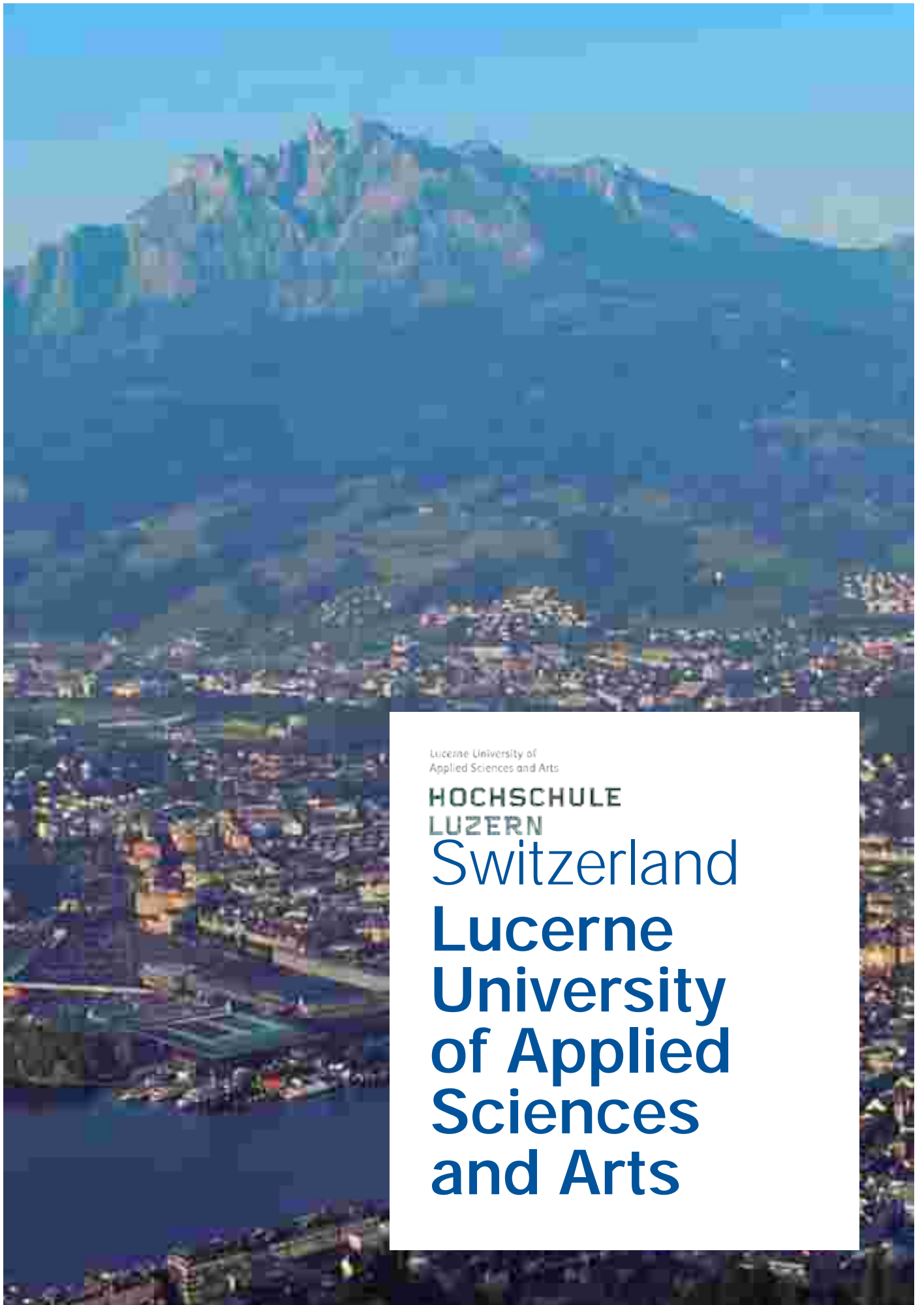
The primary benchmarks established were;

- Admissions statistics
- Faculty ratio to class size
- Diversity mix, nationality and gender
- Internship placement statistics
- Financial performance.

We are confident that this initiative which compliments our other quality control tools will result in an overall greater overall good practice at César Ritz Colleges but also for higher tourism education, however, we recognize that quality is a journey rather than a destination and we are therefore always seeking to improve the quality of both our offer and our quality assurance processes.

We look forward to continued and closer collaboration with our friends at the UNWTO together driving good practice forward.

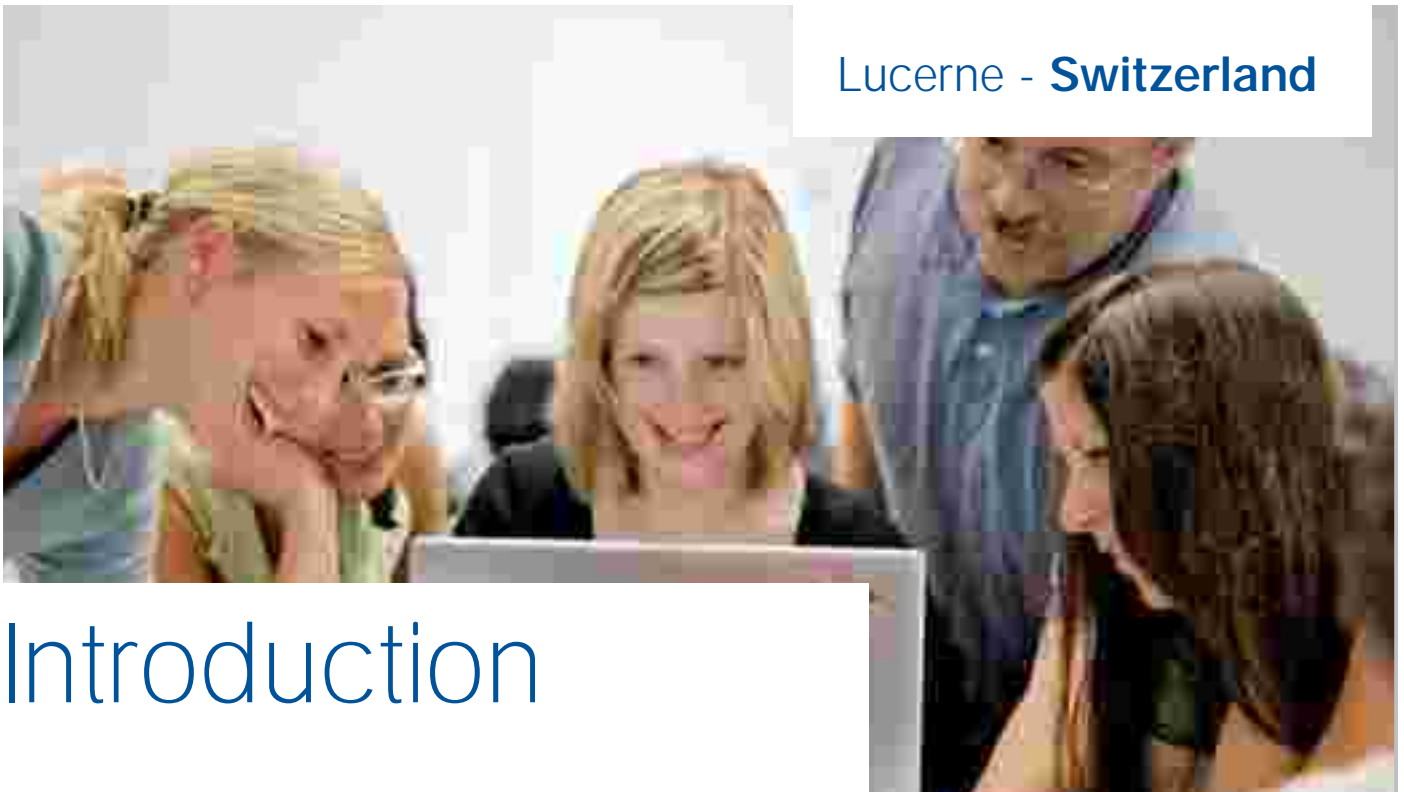




Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Switzerland
**Lucerne
University
of Applied
Sciences
and Arts**



Introduction

Lucerne University of Applied Sciences and Arts (German: Hochschule Luzern), is a public Swiss Institution comprised of five schools that offer bachelor and master degrees in Engineering, Architecture, Business, Social Work, Art, Design and Music, as well as a variety of further education opportunities. The University is a powerful driver of business and cultural life in Central Switzerland. Innovative curricula and a state-of-the art infrastructure are geared to the needs of students and their future employers. Research and close co-operation with industry, business, and cultural institutions at a local, national and international level, are part of its success.

The Tourism Institute (German: Institut für Tourismuswirtschaft, ITW) is one of five institutes in the Business School. Established in 1993, the Institute offers a Bachelor in Business Administration with a specialisation in Tourism and Mobility and a Master of Science in Business Administration with a Major in Tourism, as well as a variety of professional certificate courses and seminars.

The Tourism Institute works in close collaboration with the tourism industry, supported by well-established scientific methods in its competence areas of tourism and mobility. Thematic research areas of the Institute include: destination management, sport tourism, health tourism, nature tourism, sustainable tourism, online marketing, leisure and recreation mobility as well as transport management. The Tourism Institute is also the home of the biennial World Tourism Forum Lucerne, a future-oriented think tank designed to identify and discuss the strategic challenges for the travel, tourism and hospitality industry. The Forum attracts an exclusive group of professionals, leaders and experts from business, government, science and the financial sector and is an important platform for fostering the development of young talents in the tourism industry.

Contact info

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Lucerne School of Business
Institute of Tourism

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UNWTO. TedQual Certified Programmes

The Master of Science (MSc) degree in Business Administration with a Major in Tourism is an internationally recognised qualification accredited by the Swiss Center of Accreditation and Quality Assurance in Higher Education (OAQ, an independent body). The programme continues where a Bachelor's degree (or equivalent) in economics or business administration leaves off. The Master has a strong international focus, where all modules are taught in English and held in the heart of Lucerne.

The curriculum of the Master in Business Administration with a Major in Tourism is closely tailored to the needs of industry. The programme's content was developed in collaboration with tourism professionals, which offers the following advantages:

Master of Science (MSc) degree in Business Administration Major in Tourism

A unique combination of service management and tourism. The curriculum is closely tailored to industry needs. During the first year, students learn about contemporary service management concepts, which provide them with a solid foundation for understanding the complexity of the products that visitors ultimately consume. During the second year, the programme has a specific focus on tourism management through a series of integrated modules that examine specific aspects of industry. Students learn about the complexities of the international tourism environment, business models found in the hotel, airport, airline, tour operating and cruise industry sectors, as well as tourism destination management. Strategy, communication and marketing, as well as sustainability also lie at the core of the curriculum, which aim to develop students' analytical, strategic and methodological skills. Students work on case studies, go on excursions and also acquire interpersonal skills such as conflict management, sensitivity to foreign cultures and leadership.

Study with a strong industry orientation. The university believes that successfully combining a strong practical orientation with challenging applied programme components will enhance its graduates' long-term prospects in the job market. Teaching methods are varied and include lectures by tourism professionals, industry simulations, case studies and the option to work in the industry.



Strong international focus. The programme's content is geared primarily to the needs of organisations with a strong international orientation. Some lecturers come to Lucerne from foreign partner universities to teach in the Master's programme (for example, Brighton University, UK). Students also undertake an international study tour during the programme. Up to twenty nationalities are represented in a typical Master class.

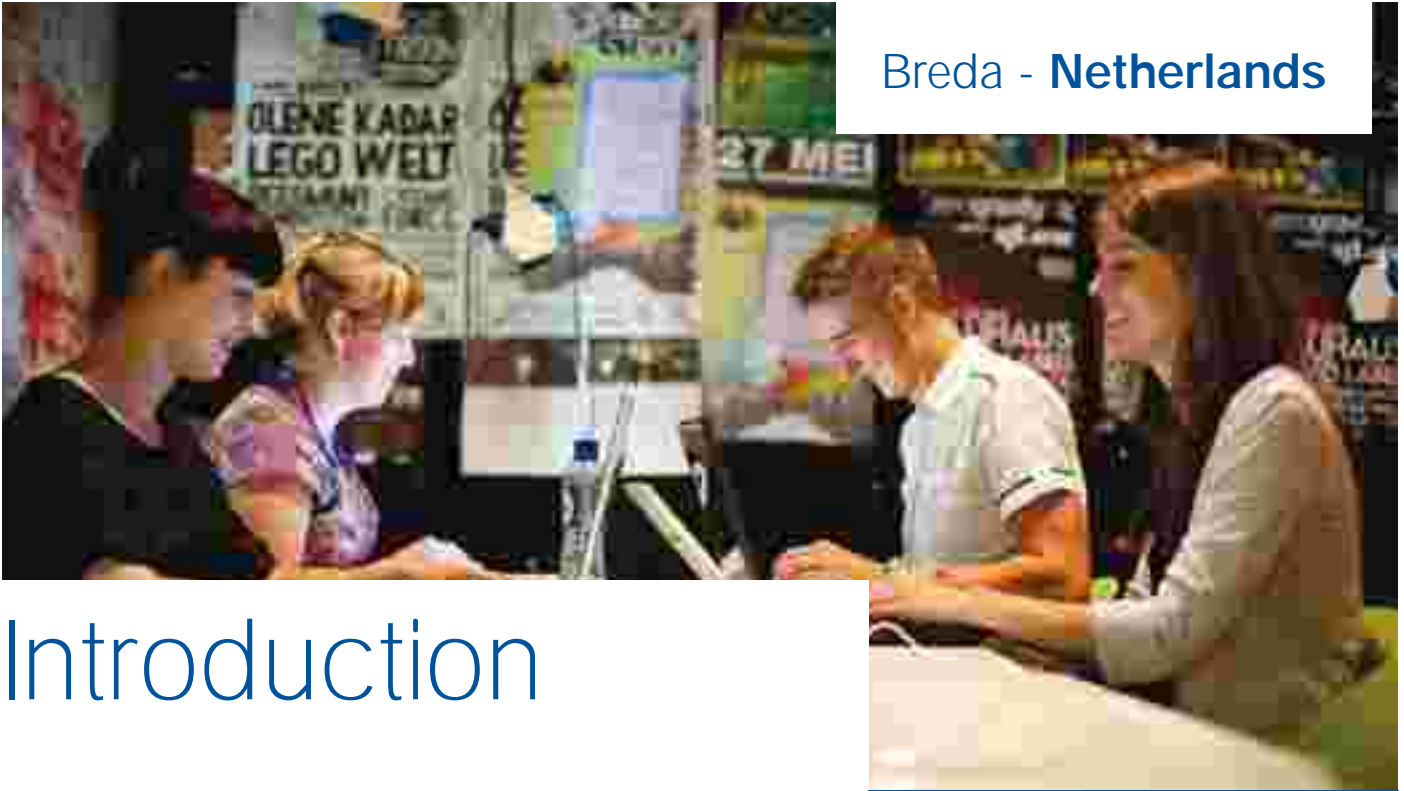
The Master permits an attractive and flexible work-study programme. It lasts four semesters part-time, worth a workload of 90 ECTS credits. Students have the possibility of enrolling in a work-study programme during which they hold a part-time position encompassing up to 50% of working hours in management or tourism, or in an organisation with a strong international orientation. Completing the programme significantly enhances graduates' prospects in the job market.

The degree offers graduates attractive career prospects as team leaders or project managers in a tourism organisation or in a related area in Switzerland or abroad. The programme enables graduates to assume challenging roles in project work, specialised fields and management. Entry level function include leadership positions in quality assurance; heading the marketing unit of a small organisation; managing product, sales, or marketing projects; or assisting executives or association heads. The Master also enables students to transfer their expertise to other industries in both the public and private sectors, dealing with transport, sport and leisure services, event and convention centres, planning and consulting firms, real estate companies and other organisations in a wide range of areas. Leading experts agree that the Major in Tourism provides students with the competencies needed to make a long-term contribution to the international tourism industry.





Netherlands
NHTV
Breda
University
of Applied
Sciences



Introduction

NHTV Breda University of Applied Sciences

NHTV is an international higher education institution with more than 7,000 students from over 70 countries. It is situated in the south of the Netherlands, in the city of Breda, only 100 km from both Amsterdam and Brussels. Breda is a historical city with 174,000 inhabitants. Some 16,000 young people are studying in Breda. NHTV was founded in 1966 as an institute offering bachelor's programmes in tourism and leisure and in this field, it is the largest and leading education institution in the world. New (academic) bachelor's and master's programmes (for instance a master in Imagineering) have been developed since then, closely related to the disciplines.

Specialist disciplines of NHTV

With a focus on the development of academic knowledge and the promotion of sound professional practice, the specialist disciplines of NHTV are:

- > Games & Media
- > Hotel
- > Facilities
- > Logistics
- > Traffic
- > Tourism & Leisure

Quality in an international setting

NHTV prepares you for management-level positions in an international setting. International accreditations underline the quality of education. NHTV works together with many leading education institutions all over the world. As a result, there are many opportunities for intensive student and lecturer exchanges. Due in part to the joint research programmes, student conferences and summer courses, the international character of the programmes is strengthened. Furthermore, NHTV encourages work placements abroad or at internationally oriented companies.

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YouTube:
<http://www.youtube.com/user/NHTVuniversityBreda>



UNWTO. TedQual Certified Programmes

HOTEL

At NHTV Breda you can pursue the professional bachelor's programme in Hotel Management. NHTV has its own in-school training company, which boasts modern kitchen facilities. In this training company, called Sibelicious, you gain experience in organising meetings and functions, as well as hosting guests.

BA in International Hotel Management

A selection of the many positions which will be open to you: General Manager in a hotel, Food & Beverage Manager in a restaurant, Rooms Division Manager in a hotel, Marketing Manager in a holiday resort, Banqueting Manager in a conference centre, Quality Manager in a beer brewery and Sales manager in a hotel.

TOURISM & LEISURE

NHTV Breda offers various programmes in the field of Tourism & Leisure. NHTV boasts almost 50 years of experience in the tourism and leisure sector and has plenty of international study opportunities and work placements.



BA in International Tourism Management

After the propaedeutic year of the International Tourism Management programme you can opt for the specialisation International Tourism Management and Consultancy (ITMC) or International Tourism and Travel Industry (ITTI). International Tourism Management and Consultancy focuses on analysing tourism destinations. After graduation, you can find interesting positions at consultancy firms, tourist boards, national parks or ministries or other governmental organisations. As a Manager in the International Tourism and Travel Industry you are in charge of tuning holiday tours and business trips to the wishes and needs of the specific target group.

BA in International Leisure Management

In the programme the leisure industry is regarded from the perspectives of five different roles: entrepreneur, imagineer, project manager, marketer and enterprising policy director. Throughout your studies, you can develop yourself in the context of Event Management, Sports Management, Leisure Project Management or Management in Creative Industries. You will become the future Leisure Manager.



Turkey
**Akdeniz
University**

Introduction

The Tourism faculty of Akdeniz University is situated in Antalya, Turkey. The region, also known as the Turkish Riviera, bathed in sunshine for 300 days of the year, and is a paradise for sunbathing, swimming, and sports activities like wind surfing, water skiing, mountain climbing and spelunking.

The faculty has been in service since 1986. It has 9000 square meters of indoor space including the management offices and classrooms. Facilities include a multipurpose hall, a cafeteria, a reference library, a projection room, a PhD class, a Master's Degree class, a copying and book sales room, a mini hotel, a mini travel agency, a practice kitchen (180 m²), a conference hall with capacity for 182 people, a lecture hall for 240 people, twelve classrooms with capacity ranging from 50 to 96 people, two fully equipped computer labs with 68 computers.

Currently the faculty has 1775 students and some 3.300 students have graduated to date. Many graduates have been working on in local & international positions in the tourism sector. The Institution is member of the International CHRIE (Council on Hotel, Restaurant, and Institutional Education), EURHODIP (The Leading Hotel Schools in Europe), AMFORHT (World Association for Hospitality and Tourism Education and Training), ATLAS (The Association for Tourism & Leisure Education), Shoot the Chef (a platform for sharing a large range of videos on recipes and cooking techniques), and the World Tourism Organisation, as Depository Library.

Within the Institution's departments, students have an opportunity to learn Modern Management Techniques taught by expert education personnel in a productive learning environment. Intensive foreign language education courses are an essential part of the course starting in the first year. English, German, French and Russian are available to the students depending on the course programme, and each student must take and pass two foreign languages from among these four languages. A Master's Degree and PhD programmes are also available. At the Institution, all courses are taught in Turkish except for the foreign languages courses. In addition to these, all the courses are taught in English for Erasmus students.

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UNWTO. TedQual Certified Programmes

Mission of the Programmes:

- educate individuals who have trained in business management and the tourism profession,
- conducting academic and professional research,
- providing training and consultancy services,
- producing projects,
- organizing national and international scientific meetings,
- contributing to the competitiveness of the hospitality and travel industry in Turkey

Hospitality Management Programme

The Programme aims to educate candidates to hospitality managers who;

- have sufficient knowledge, skills and attitudes to take on managerial positions in national and international hospitality companies,
- are aware of the existing and potential needs of the tourism industry,
- are aware of the necessity to provide service for people, and
- have understood the importance of lifelong learning.

Vision of the Programme:

Strengthened by the experience of our faculty and the ability to change, the Hospitality Management Programme has the vision of becoming a universal education programme which is nationally and internationally well-known, and leads the academic developments in the hospitality management field.

Program Qualifications of graduates:

1. An ability to apply the knowledge of business administration and management.
2. Detailed knowledge of specific fields of hospitality (front desk, food and beverage management, housekeeping), an ability to specialize in one of these fields, and the skills to use basic software in the specialized field.
3. An ability to analyze service processes of hospitality companies, to identify possible problems, to design alternative solutions, and to plan, implement and audit outcomes of these solutions through research methodologies.
4. Recognition of departments of hospitality companies, of interdependencies among these departments, abilities to adapt to organizational culture, and to explain the policies, goals, managerial style and strategies of the company.
5. Knowledge of legislation in relation with tourism, commerce and hospitality management, an insight to tourism policies, and an ability to interpret the changes in legislation and policies.
6. Sensitivity to and an ability to taking necessary actions to ensure privacy, security of personal information, safety and health of guests who receive the company's services.





7. A quality consciousness, and accordingly an appreciation of guests' culture and needs, an ability to make efforts in satisfying guests at a maximum level within the company's standards and to take responsibility in offering improvements for standards when they are insufficient.
8. An ability for team work in the company and to collaborate with shareholders.
9. An ability to understand the professional needs of subordinates and manage their professional development.
10. A skill of verbal and documental communication at least in two foreign languages.
11. An ability to keep up with technological and professional developments, to adapt them to the company, and to increase existing knowledge, skills and capabilities relying on these developments.
12. Knowledge of cultural heritage of the country, and a perspective of sustaining and using this heritage for the hospitality industry.

Travel Management Programme

The Travel Management Programme aims to educate candidates to become travel managers who;

- have sufficient knowledge, skills and attitudes to take on managerial positions in national and international travel businesses,
- are aware of the existing and potential needs of the tourism industry,
- are aware of the importance of providing services for people, and
- have understood the importance of lifelong learning.

Vision of the Programme:

Strengthened by the experience of our faculty and the ability to change, the Travel Management Department has the vision of becoming a universal education programme which is nationally and internationally recognized, and leads the academic developments in the travel management field.

Program Qualifications of graduates:

1. An ability to apply the knowledge of business administration and management to the travel businesses.
2. Detailed knowledge of specific fields of travel (travel agency, tour operator), an ability to specialize in one of them, and a skill to use basic software in the specialized field.
3. An ability to analyze service processes of travel companies, to identify possible problems, to design alternative solutions, and to plan, implement and audit outcomes of these solutions through the use of research methodologies.
4. Recognition of the different departments of travel companies, of the interdependencies among these departments, abilities to adapt to organizational culture, and to explain the policies, goals, managerial style and strategies of the company.
5. Knowledge of tourism, commerce and travel management legislation, an insight to tourism policies, and an ability to interpret the changes in legislation and policies.
6. Sensitivity to and an ability to take the necessary actions to ensure privacy, security of personal information, safety and health of guests who receive the company's services.
7. A quality consciousness, and the according appreciation of guests' culture and needs, an ability to make efforts to satisfy guests at a maximum level within the company's standards and to take responsibility in offering improvements for standards when they are insufficient.
8. An ability for team work in the company and to collaborate with shareholders.
9. An ability to understand the professional needs of subordinates and manage their professional development.
10. A skill of verbal and documental communication in at least two foreign languages.
11. An ability to keep up with technological and professional developments, to adapt them to the company, and to increase existing knowledge, skills and capabilities based on these developments.
12. Knowledge of the cultural heritage of the country, and a perspective of sustaining and utilizing this heritage for the hospitality industry.



Turkey **Bogaziçi University**

Introduction

Bogaziçi University, which was formally established as a state university in 1971, has its origins in 1863 as Robert College, the first American college outside the United States. Its tradition of international education has made Boğaziçi University the most popular institution of higher learning in Turkey.

The distinctive place occupied by Boğaziçi University in the world of higher education is matched by its unique and historic location on the shores of the Bosphorus in Istanbul. The academic facilities, faculty housing and student dormitories are situated on a hill with unmatched natural beauty. True to its tradition, the university also emphasizes a rich student life outside the classroom.

Bogaziçi University makes every effort to maintain its excellence in both undergraduate and graduate education, and builds on its tradition by adapting its academic programs to meet new challenges created by a changing environment. All the degrees are taught in English, ensuring that the university, its faculty members, students and alumni are able to fully benefit from the university's international reputation and worldwide connections.

The university has been teaching tourism since 1976, and it currently includes an Undergraduate Programme in Tourism Administration, as well as a graduate Master Programme in Sustainable Tourism Management. Following Boğaziçi University's focus on research activities, the Applied Tourism Administration and Research Centre supports the research and consulting activities of the university in the field of tourism. The centre has participated in numerous destination development and other projects, some of them supported by funds from international organizations. It is also an active member of the UNWTO Knowledge Network.

Contact info

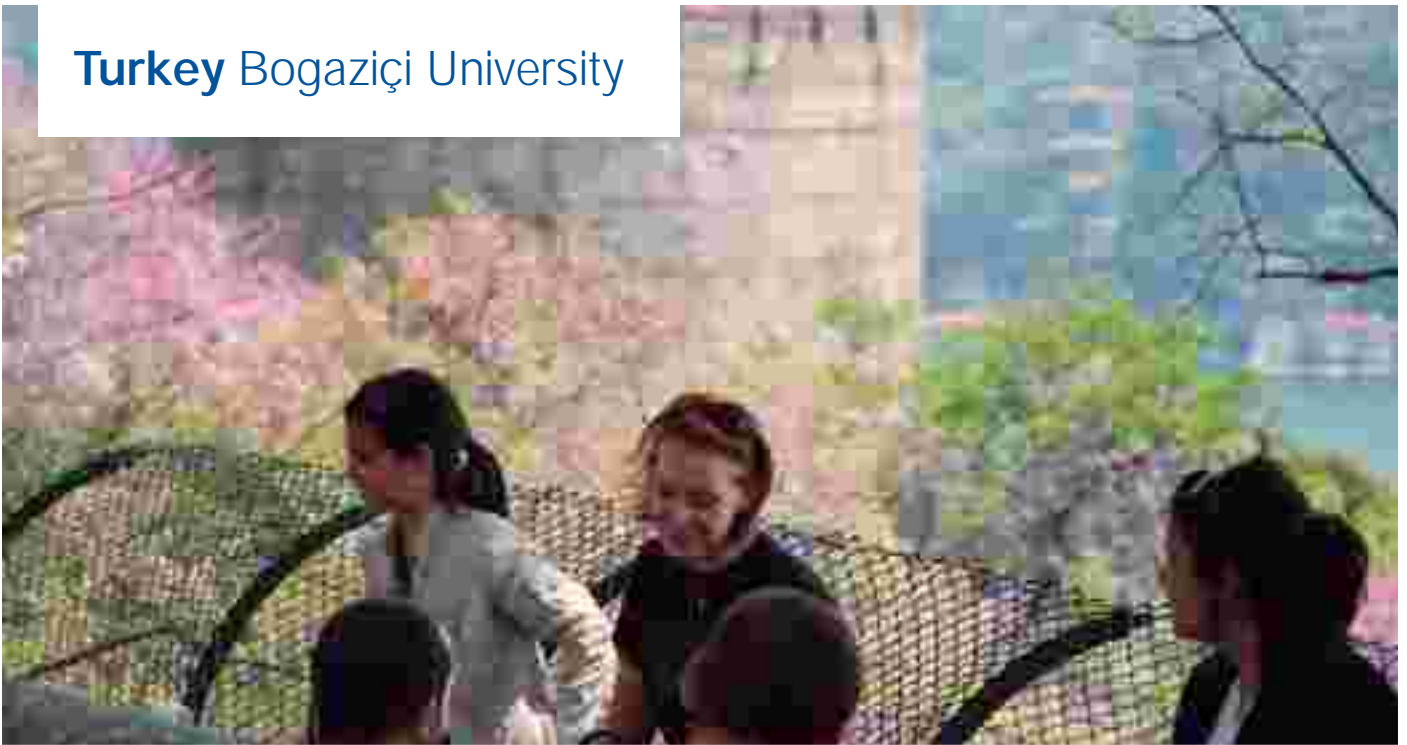
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UNWTO. TedQual Certified Programmes

Undergraduate Program in Tourism Administration

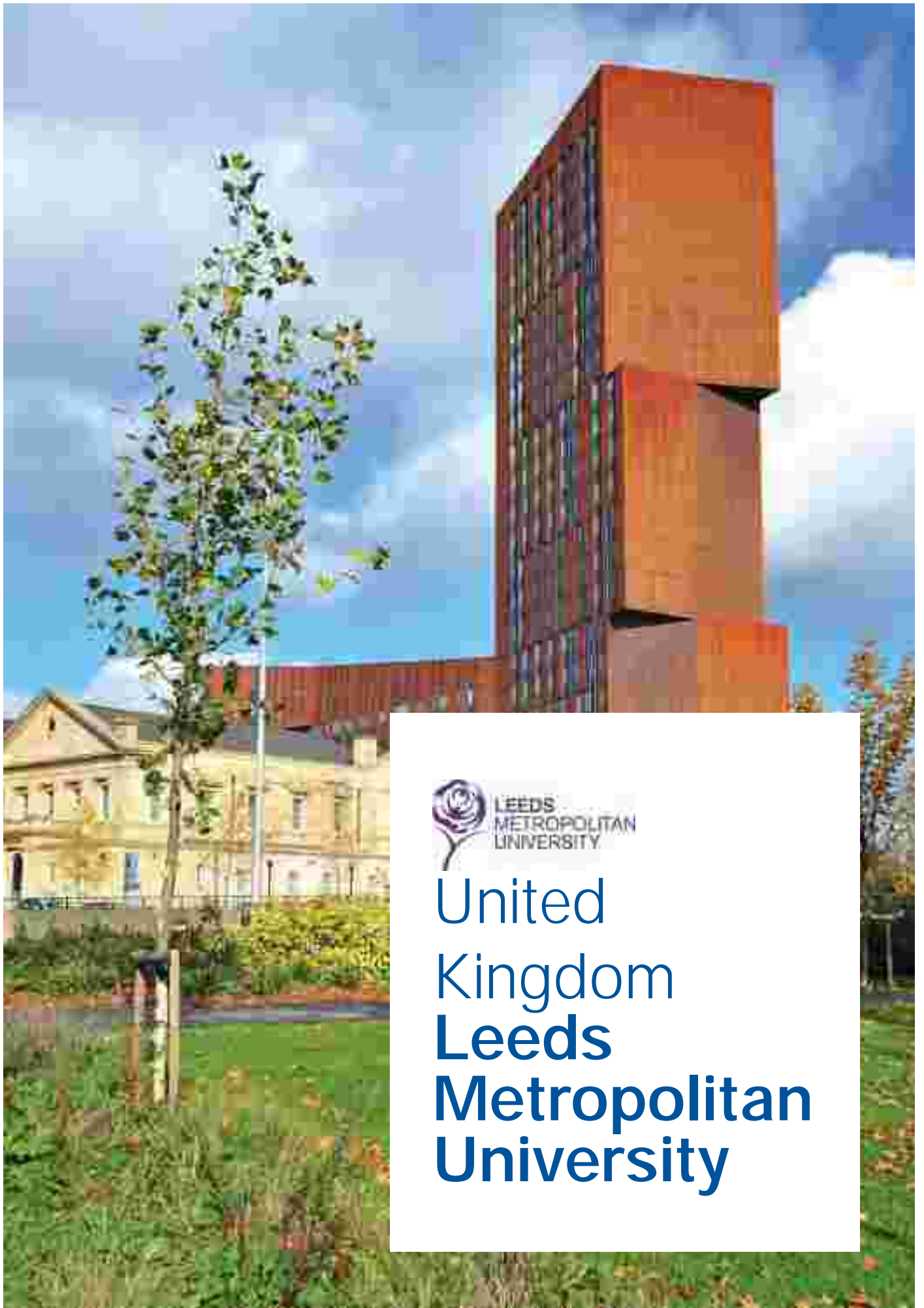
Bogaziçi University's Undergraduate Programme in Tourism Administration is a four year TedQual certified programme that aims at educating individuals that will keep track of new developments and will excel in the knowledge development and practice of tourism at the international level. The programme is directed at providing graduates who will be candidates for managerial positions in the tourism and hospitality industry or who will continue to higher education programmes.

The basis for the programme is the provision of a strong managerial foundation that includes topics of human resource management, marketing, finance and accounting, communications, etc. These courses as taught as applied to the hospitality and tourism industry. The programme also introduces students with courses that are specific for the tourism industry, such as accommodation, travel industry, airline management, destination development, conventions and special events, etc. A wide range of departmental electives allows students to take courses that are closer to their specific interests. While some courses are mainly theoretical, other courses are implemented with a high degree of application and practice, depending on the requirements for each subject. Furthermore, students are required to complete a practical summer training of 100 days, in which they are asked to apply the theoretical aspects learned in class to the organizations involved.



In addition to the classroom-based learning, the programme also includes many different opportunities for students to get involved in more practical learning. Besides the different projects that are carried out within the various courses in cooperation with members of the tourism industry, the students also have the opportunity to participate in the numerous projects carried out by the Department of Tourism Administration or the Applied Tourism and Research Centre. In recent years, students have participated in the development of the Tourism Master Plan for the Thrace Region in Turkey, the development of rural tourism in Kastamonu, Turkey and the development of cultural tourism in Kars, Turkey. The students were also able to participate in the joint project with the Turkish Investors and Hotels Association (TUROB) concerning the competitiveness of Istanbul hotels.

Bogaziçi University also organizes many events and international conferences in tourism, including the UNWTO Knowledge Network Symposium in November 2012 and the International Conference: Sustainability Issues and Challenges in Tourism in October 2013. Students are able to both attend these conferences and take an active role in their organization. As an active member of the UNWTO Knowledge Network and a UNWTO.TedQual certified institution, Boğaziçi University is also able to integrate its students into the wider international tourism community. As such, the university is represented by one of its students in the UNWTO.TedQual Students' Advisory Board.



United
Kingdom
**Leeds
Metropolitan
University**

Introduction

Leeds Metropolitan University is a public university with over 3,000 staff and 29,000 students, including over 3,000 international students come to us from 116 different countries around the globe. One of our major assets is our people: our staff and students make us unique and we work with partners and colleagues to achieve fantastic things together. Being located in the biggest financial district outside of London makes us a popular university for students and graduates alike. We want our students, staff, partners, and friends to enjoy being part of the Leeds Met family.

Our university achieved its best ever Research Assessment Exercise results in the most recent research assessment exercise (RAE). Sports-Related Studies, including sports science; tourism; leisure studies and events management is in the top 6 institutions in the country with research rated as including 'world leading' activities at the highest levels of 4* and 3*.

Responsible Tourism research, consultancy and practice make a significant part of this, with clients including:

- 5 United Nations agencies:
UNWTO, UNEP, UNESCO, UNCTAD, UNESCAP
- International Finance Corporation/World Bank Group
- European Commission agencies in DG Environment, Enterprise, EURAID, Lifelong Learning amongst others
- National tourist boards such as VisitEngland, VisitWales and Fáilte Ireland
- Industry associations such as Meetings and Professionals International (MPI) , ABTA, ANVR, Travel Foundation, International Tourism Partnership
- Private sector companies such as Whitbread, Punch Taverns, Wetherspoons, BII, Positive Impact and Virgin Holidays

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responsibletourism_msc](http://courses.leedsmet.ac.uk/responsibletourism_msc) or

[http://www.icrtourism.org/masters/
general-information/](http://www.icrtourism.org/masters/general-information/)

United Kingdom Leeds Metropolitan University



UNWTO. TedQual Certified Programmes

The Postgraduate Certificate, Postgraduate Diploma and MSc Responsible Tourism Management course are highly respected professional development qualifications, with currently 140 students enrolled in the full time and distance learning programmes. They are fully accredited, government recognised courses- the MSc has 90ECTS credits, in accordance with the European academic structure (**Bologna process**).



Full time route (12 months)

The MSc Responsible Tourism Management is available as a traditional classroom based course in our fabulous campus in Leeds, just over two hours away from London. Full time study is ideal if you have limited industry experience or you want to study intensively. The course attracts graduates from a range of disciplines ranging from management and development studies to biology and forestry, marketing and journalism. We aim to recruit only 10 to 15 people per year to work intensively.

Being in Leeds means you have regular, face-to-face contact with your tutors with the extra backup of all our distance learning materials. You can also access our guest lecture and conference programmes without travelling and you get more opportunities to engage in ICRT's current research and consultancy activities. You will benefit from 24/7 library and IT resources, our sporting facilities and many student societies.

The course runs from September to September. You take the first four modules in Sept-Jan which provide you the foundation on what responsible tourism is, and the three pillars of sustainability where you will conduct baseline assessments of different situations and develop management or action plans. Semester 2 (Feb-May) continues to be applied by focusing on how to market and communicate sustainability (two modules: Responsible Tourism Marketing, and Online Marketing), engaging in an industry consultancy (two modules: Business Management, and Project Management and Planning)



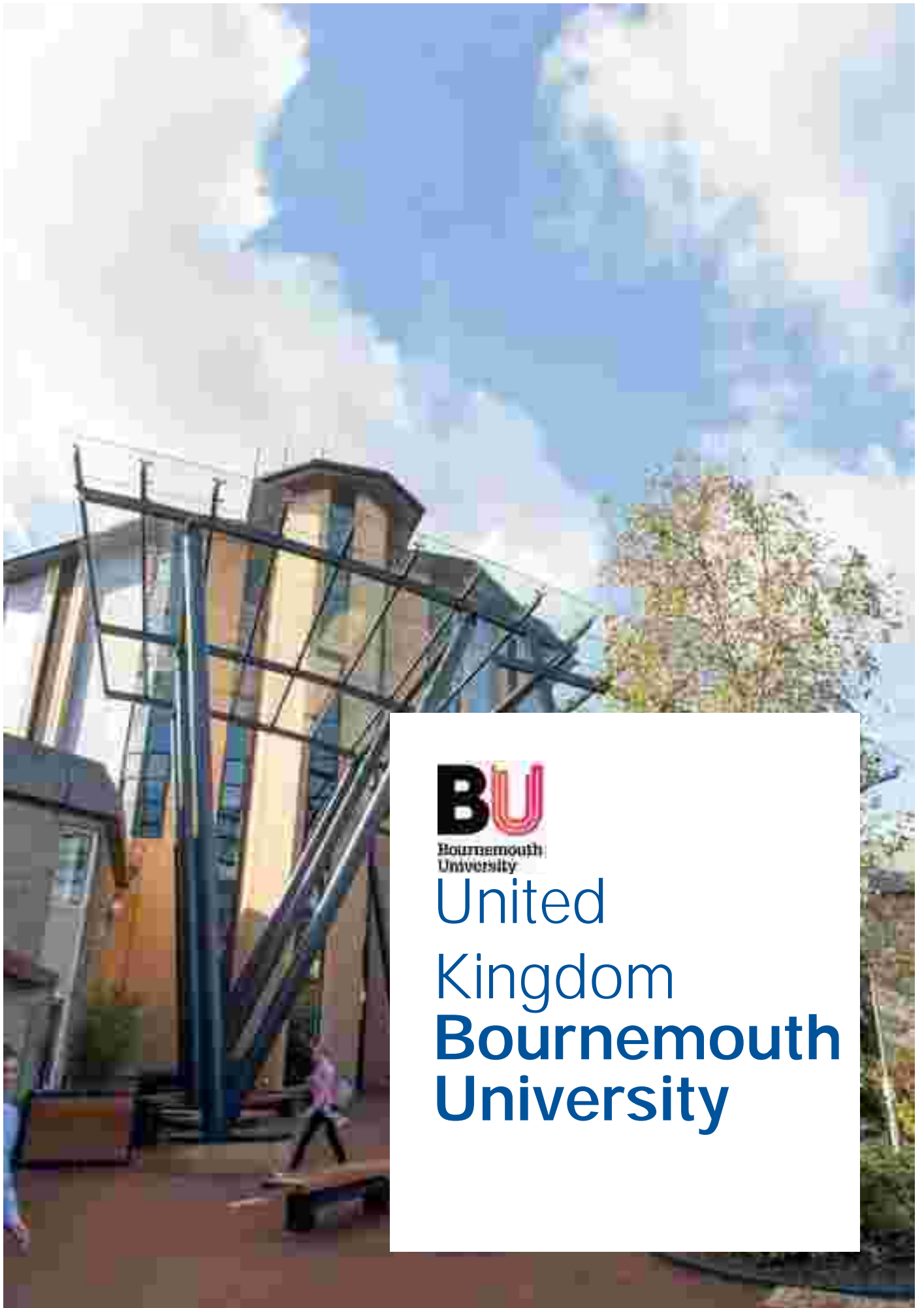
and studying research design and project management skills to develop your own independent study (Research Methods). After May you work with your tutors on your research report/ consultancy project (either from Leeds or a location of your choice), which can range from a feasibility study or a business plan, to market research or an in-depth analysis of a destination or issue, for example. Again the emphasis here is on your employability skills.

Continuing Professional Development for professionals (3 years)

Designed for full time working staff who cannot leave their job to study abroad, the Postgraduate Certificate, Postgraduate Diploma and MSc designed for professionals around the world operating with a mentoring system – you take modules at your pace, and we support you in reflecting on the issues and challenges which confront you and the opportunities they present developing action plans for positive change, for you and the causes you care about.

Most students complete in three years, taking three modules per year (with typically three optional weekends, face to face or on Adobe Connect). After one year, you gain the PGCert- you can do this fully distance learning. After the second year, you get the PGDip- you will need to attend for two weeks in June for compulsory classes on research methods as well as a programme of field-based learning. We will support you to complete the full MSc in the third year, or you can extend this if your research requires it. You can change your time frame depending on how your circumstances change. We have two intakes a year, January and September. Studying over several years and paying in installments makes this programme much more affordable than you think- check our website for current prices and admission forms.





United
Kingdom
**Bournemouth
University**

Introduction

Our focus is to equip students with the knowledge and professional skills to create 'exceptional customer experiences' in their chosen industry. Our close relationship with local and regional industrial partners helps us maintain our position at the leading edge of strategic thinking within the 'experience economy' of the sector and keeps our courses relevant, inspiring and stimulating.

With one of the world's largest research communities of more than 230 postgraduate students, including 50 doctoral researchers, we have a vibrant and effective research community. We are home to three of the world's top 10 tourism journals, 'Tourism Management', the 'International Journal of Tourism Research' and 'Tourism Economics', and the leading international textbook, 'Tourism Principles and Practice'.

Our research is at the cutting edge of its field from site-level micro studies to national plans and from feasibility studies through to major impact assessments. Our clients, past and present, include international and national agencies and government bodies (including the EU, UNEP, UNWTO, USAID, WWF and WTTC), as well as leading companies in the private sector.

This diverse mission, spanning education, academic (curiosity-driven) and strategic (issue-led) research incorporates the following aims:

- To lead the research, education and professional agenda in the development and management of the tourism, hospitality, retail, leisure, sport and event sectors where the major driver of value is the consumer experience through the delivery of sustainable value, profit and growth through excellent service performance linked to economic and social responsibility.
- To develop deeper engagement with businesses and other client organisations to provide education to the professions through Continuing Professional Development (CPD) programmes and enterprise activity.
- To foster the inter-disciplinary and inter-institutional research opportunities provided by tourism as a subject through the International Centre for Tourism & Hospitality Research, Centre of Event and Sport Research and the John Kent Institute in Tourism initiative e.g. tourism and climate change; tourism and well-being; economic and cultural impact of festivals, events and sport-based activities.
- To capitalise on the unique synergy within the School by recognising the strategic contribution of all tourism sectors as agents of change and development at all geographical levels from global to local community e.g. urban regeneration, rural diversification, destination management, role of mega-events.

The School of Tourism at Bournemouth University is a world leader in the provision of tourism education and research. We are a leading provider of degree courses uniquely focused on the environmental, economic, social and cultural impact of the tourism sector, which we broadly define as tourism, hospitality, retail, leisure, sports and events. We have an excellent graduate employment rate and many of our graduates can now be found working at top level in some of the biggest industry organisations throughout the world.

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BUSchoolOfTourism](http://www.facebook.com/BUSchoolOfTourism)

<https://twitter.com/schooloftourism>
turismo



UNWTO. TedQual Certified Programmes

BA (Hons) in Tourism Management

Why study Tourism Management at BU?

- Students gain valuable industrial experience through the placement year.
- Student field trips nationally and internationally. In October 2012 first year students went on a 3 day field trip to Jersey.
- 90% of Tourism Management students agreed staff are good at explaining things (National Student Survey 2011/12).
- Course recognised by the Tourism Management Institute (TMI) and accredited to the UNWTO. TedQual.
- Guest lectures from industry professionals. Guest speakers have included Tourism expert, Fiona Jeffery OBE, who is Chair of the World Travel Market and Kate Kenward, Executive Director at AITO.
- The course is underpinned by our world-leading research in tourism.



About the Course

Tourism is a major human activity and a service industry with considerable economic, social, political, cultural and environmental significance both domestically and internationally. This course, which was the first of its kind in the UK, aims to produce graduates who have an understanding of the operation of the private and public sectors and the interactions between them with respect to tourism. It also provides students with the opportunity of developing more specific vocational skills related to potential career areas in either the public or private sectors involved in tourism.

This course is well recognised throughout the industry as producing graduates with exceptional vocational skills. It is further strengthened by the University's International Centre for Tourism and Hospitality Research - recognised by the World Tourism Organisation and staffed by some of the leading academics in the field.

Graduate Employability

Tourism Management includes a compulsory 40-week professional placement. This practical experience gives our students considerable advantages over students who study courses that do not offer this industry experience.

Our current Tourism Management students are on placement at:

TUI, STA Travel, Flybe, MCI Brussels, Orange Lake Resort and Country Club, Altour, Skyline, BlueBay Beach Club, Vancouver Lookout, Planet Cruise, Prague Spirit Group and many more. Hear what students say about the placement year.

Bournemouth - United Kingdom



MSc Tourism Management

There has never been a better time to embark on a postgraduate course in Tourism. The ease of booking on the internet, the emergence of low-cost airline carriers and the rise of budget hotels have created interesting challenges and opportunities throughout the industry. It is an industry that employs over 234 million people, generating around US\$6.5 billion per year. We are one of the UK's leading institutions for postgraduate study in the broadly defined tourism sector incorporating events, hospitality, leisure and retail.

Our courses are aimed at UK, EU and International students from a wide range of backgrounds. Our international students, from over 70 countries, receive dedicated support before, during and after their studies.

Consumer-focused masters

Within these areas the consumer experience, rather than the physical product, is the key driver of value and profit in service organisations. Our courses are designed to embrace this evolving experience economy, giving you the skills required to succeed in your chosen field.

Learn from experienced industry experts

Our courses have been designed to meet the needs of industry managers, executives and other professionals both for the present and the future. You will develop your management, research and analytical skills to a standard that will allow you to operate at a high level within the industry. It is delivered by staff who are actively involved in research and consultancy, ensuring that the curriculum and discussions are informed by both industry and academia - including the likes of Professor Dimitrios Buhalis, Professor John Fletcher, Professor Stephen Page, Professor Adam Blake and Professor Adele Ladkin.

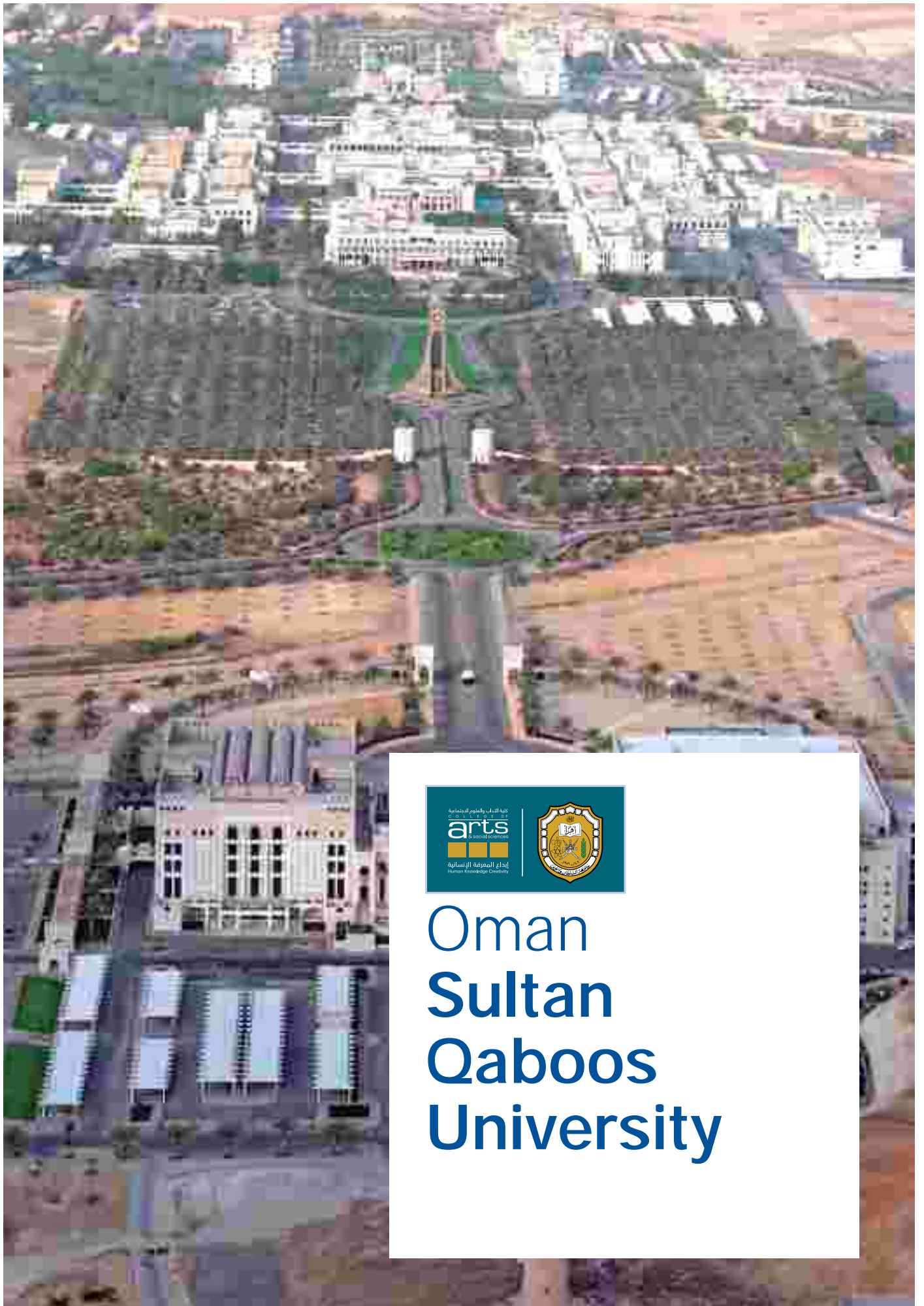
Our students

We are very proud of our students and their achievements. Every year our undergraduate and postgraduate students excel in their consultancy projects, industrial work placements and assignments. After leaving, our graduates enjoy high-profile positions having successful careers with many international companies.



Middle East

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Oman Sultan Qaboos University



Introduction

Sultan Qaboos University is the realization of the promise announced by His Majesty Sultan Qaboos Bin Said during the 10th anniversary of Oman's National Day in 1980. Construction started in 1982 and the first Sultan Qaboos University students were enrolled in 1986. In accordance with the Royal Directives of His Majesty, The University commenced with five colleges; namely Medicine, Engineering, Agriculture, Education and Science. Furthermore the College of Arts was established in 1987, following the College of Commerce and Economics which was developed in 1993. The College of Law joined the University in 2006 and finally the College of Nursing was established in 2008.

The design and construction of the campus was carried out with great attention and the overall appearance of the buildings was carefully planned to accommodate the physical, intellectual, and spiritual needs of students, faculty and staff.

The College of Arts and Social Sciences at SQU mirrors the past heritage, present character, and future aspirations of Omani society. Since the University was first established, the College of Arts and Social Sciences has provided its students with studies that draw upon the knowledge of both past and present civilizations. These studies, include the MA and PhD alongside the BA - and at the undergraduate level, specialisation is possible in eleven subjects, namely, Arabic Language and Literature, English Language and Literature, Translation, History, Geography, Sociology, Social Work, Information Studies, Mass Media, Tourism, and Musicology. Archaeology, Theatre Arts, and Philosophy offer supportive teaching in the form of minor specializations and elective courses.

The Sultanate of Oman's renaissance was accompanied by an incremental interest in enhancing the tourism industry. Thus, Sultan Qaboos University aimed to contribute to the on-going interest in tourism by establishing the Tourism Department in the College of Arts and Social Sciences in 2001. Such program graduates qualified Omani human resources to work in the various fields of tourism and hospitality. The Tourism undergraduate program awards the Bachelor Degree of Arts in Tourism Management and Hospitality Management.

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UNWTO. TedQual Certified Programmes

Bachelor in Tourism

At the time being, students registering in the Tourism undergraduate program study for four years (eight semesters). The department undergraduate academic plan is composed of 120 credit hours, including seven course categories as follows:

Course Category Credit Hours

	Category Code	Credit Hours
1 University Requirements	(UR)	6
2 University Electives	(UE)	6
3 College Requirements	(CR)	11
4 College Electives	(CE)	3
5 Major Requirements	(AR)	34
6 Major Electives (6 Language Courses and 2 Department Electives)	(AE)	24
7 Specialization Requirements	(SR)	36
Total		120

All students registering in the department should study the Major Requirements courses, which include 12 courses (34 credit hours) regardless of their specific specialization. Students usually receive these courses during their first four semesters in the department.

Major Requirements (AR) (34 Cr)

TOURISM MANAGEMENT & HOSPITALITY MANAGEMENT

Course	Credit	Hours
1 Introduction to Tourism	3	3
2 Tourism Authorities and Organizations (ARABIC)	2	2
3 Introduction to Tourism Guidance	3	3
4 Introduction to Hospitality	3	3
5 Tourism and Hospitality Legislation (ARABIC)	2	2
6 Tourist Behavior	3	3
7 Research Methodology in Tourism and Hospitality	3	3
8 Tourism Resources in Oman	3	3
9 Communication Skills for Tourism English I	3	3
10 Communication Skills for Tourism English II	3	3
11 Summer Internship (1)	3	3
12 Summer Internship (2)	3	3

After finishing their initial four semesters, students will then proceed toward receiving the Specialization Requirements courses, which include 12 courses (36 credit hours) in one of the department specializations (Tourism Management & Hospitality Management) for four semesters.

Specialization Requirements (SR) (36 Cr)

TOURISM MANAGEMENT

Course	Credit Hours
1 Tourism Companies and Travel Agencies Operations ..	3
2 Airlines Operations and Management	3
3 Economics of Tourism	3
4 Event Management	3
5 Tourism Planning and Development	3
6 IT Applications for Tourism	3
7 Human Resources Management for Tourism and Hospitality	3
8 Statistics for Tourism and Hospitality	3
9 Managerial Accounting for Tourism	3
10 Feasibility Study of Tourism and Hospitality Projects .	3
11 Graduation Project	3
12 Tourism Marketing	3

HOSPITALITY MANAGEMENT

Course	Credit Hours
1 Hospitality Management	3
2 Food Production	3
3 Service in Hospitality	3
4 Front Office Operations and management	3
5 Housekeeping Operations and Management	3
6 IT Applications for Hospitality	3
7 Human Resources Management for Tourism and Hospitality	3
8 Statistics for Tourism and Hospitality	3
9 Managerial Accounting for Hospitality	3
10 Feasibility Study of Tourism and Hospitality Projects .	3
11 Graduation Project	3
12 Hospitality Marketing	3

Department Electives (AE) (6 Cr)

Student must study two courses from the following Department Electives List:

TOURISM MANAGEMENT & HOSPITALITY MANAGEMENT

Course	Credit Hours
1 Interpretation Industry and Tourism	3
2 Cargo Operations	3
3 Culture Heritage Management	3
4 Convent. & Meeting Services Management ...	3
5 Cruise Operations and Management	3
6 Training Management in Hospitality	3
7 Adventure Tourism	3
8 Club Operations and Management	3
9 Eco-Tourism	3
10 Hotel Design and Decor	3
11 Risk Management for Tourism	3
12 Service Quality Management for Tourism and Hospitality	3
13 Cultural Heritage Tourism	3
14 Resort Management	3
15 Tourism Destination Marketing	3
16 Entrepreneurship in tourism	3



Jordan
**The Royal
Academy of
Culinary Arts**



Introduction

The Royal Academy of Culinary Arts was inspired by the vision of his Majesty King Abdullah II for Jordan to be the leader in all sectors and help provide Jordanians with best available education. Managed and operated by les Roches one of the best hospitality education universities in the world helps provide the Jordanian market and the region with highly qualified and skilled culinary managers and helps to bring this honorable profession to new height.

The Facility

The Academy is built over 4,022 square meters of private setting offering students a privileged culinary learning experience in a pleasant serene atmosphere.

The classrooms are equipped with the latest Hitachi smart board technology and aver media document cameras that allows for very interactive class room teaching.

There are nine craft-based learning centers at the academy such as pastry and bakery lab, theatre kitchen, a production a la carte area as well as a modern restaurant and banquet facility. These industry relevant settings allow students to acquire valuable transferable skills that make them immediately employable upon graduating.

At the Academy students find all resources for effective learning the largest culinary library in the middle east, spacious student study area, with unlimited access for online research. Everything is contributing, the facilities, the high performance atmosphere, the faculty and the spirit of all students to achieve.

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Jordan The Royal Academy of Culinary Arts



UNWTO. TedQual Certified Programmes

Diploma in Culinary Arts:

The curriculum at the royal academy of culinary arts is based on the principles of professional educational in Switzerland. Balancing practical craft based learning with theoretical subjects that underline culinary management theories. Students receive a dynamic package of 870 hours of craft based learning covering culinary aspects from basic to contemporary.

324 hours of important general education subject, such as language, information technology, personal and professional development, organizational behavior, history and physics.

336 hours are covering theoretical culinary management subjects such as accounting and control, materials management, quality management, culinary administration, nutrition and menu engineering and many more

The Diploma will provide students with skills to confidently enter the culinary industry. Students will acquire a solid foundation of appropriate operational and supervisory skills, knowledge and attitudes that will assist them in achieving their personal and professional goals.

The Mission

The Royal Academy of Culinary Arts will be the market leader in the region for culinary education. Through commitment to quality, innovation and an industry-relevant education program, coupled with the highest values of social integration the Royal Academy of Culinary Arts will ensure that its graduating students will become its finest ambassadors in this important economic sector.



THE AIM

The Royal Academy of Culinary Arts' aim is to provide the industry with more than just culinary graduates and give its students more than just culinary qualifications. The ultimate goal of the Academy is to provide the industry with future leaders, trendsetters and innovators. Furthermore, the Academy will ensure that the graduating students possess valuable transferable skills such as self-discipline, respect for all, integrity, adaptability and motivation for lifelong learning and the spirit to achieve.

Staff & Faculty:

The Royal Academy of Culinary Arts / Affiliate of Les Roches has recruited an experienced team of International professionals with high standards credentials, working and teaching in leading culinary institutions and universities.

Combined the Faculty at the academy has more than 200 years of five star industry and educational experience. Key faculty holds a master degree in culinary management. The Faculty has extensive international exposure working in five continents in different countries such as USA, Switzerland, Australia, Philippines, Indonesia, Mexico, Kenya, Oman, Honk Kong, South Africa, Indonesia, England and may more. Full time faculty is supported by international guest lecturers that are among the leading personalities in the subject specialization.



The World Tourism Organization, a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 156 countries, 6 territories, 2 permanent observers and over 400 Affiliate Members.

The UNWTO.Themis Foundation is the operative arm of the World Tourism Organization for education and training matters. Its mission is to enable Member States to devise and implement education and training policies, plans and tools that fully harness the employment potential of their tourism sector and effectively enhance its competitiveness and sustainability.

The UNWTO.TedQual Certification is an International Quality Certification for Higher Tourism Education Programmes issued by the World Tourism Organization. It is awarded to the programmes that have attained UNWTO quality standards and have, with concrete actions, shown their commitment to progressively incorporate the purposes and principles of the Global Code of Ethics for Tourism into their Programmes.