

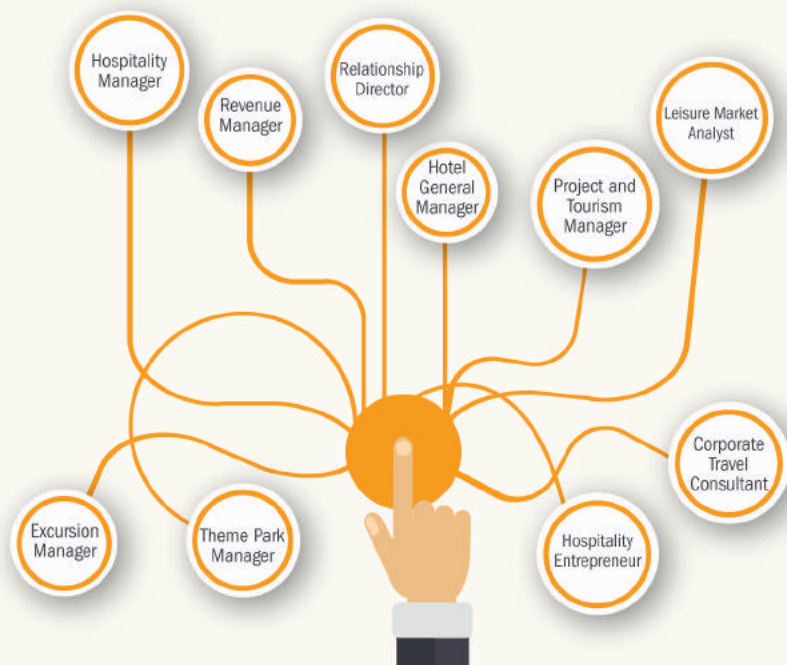
YEAR 3 - DESTINATION MANAGEMENT & SOCIAL RESPONSIBILITY

The students act as consultants to build or improve local business. Through this methods, we are shaping our students to have social awareness and contribute to the society in more engaging way, especially in tourism development. Students will also be involved in a collaborative project which is designed to build students' capacity in solving problem as well as their ability to see the industry's bigger picture.

YEAR 4 - FINAL PROJECT

For their final project, students can choose between research and project improvement. The research, will deepen the theoretical understanding of tourism and hospitality studies. In the Project Improvement, students will be asked to do an internship for 3 months and act as consultants to solve problems that occur in the company.

CAREER PROSPECTIVE



BSD Campus

Kavling Edutown I.1, Jl. BSD Raya Utama, BSD City, Tangerang 15339
Tel. (021) 304-50-500, Fax. (021) 304-50-555



S1 HOSPITALITY BUSINESS



IF YOU ARE
**COMMITTED TO BE SUCCESSFUL IN HOSPITALITY
INDUSTRY , STRIVE FOR CUSTOMER SATISFACTION AND
ALSO A GREAT ENTHUSIASM IN BUSINESS,
ORCHESTRATING VALUES AND DESIGNING
EXPERIENCES, THIS STUDY PROGRAM SUITS YOU**

HOSPITALITY BUSINESS

Hospitality industry is growing rapidly in many countries around the world, which makes it the source of potential economic income generator. Hospitality business ranges from hotels, restaurants, airlines, cruises and many more.

HOSPITALITY IS MORE THAN YOU THINK!

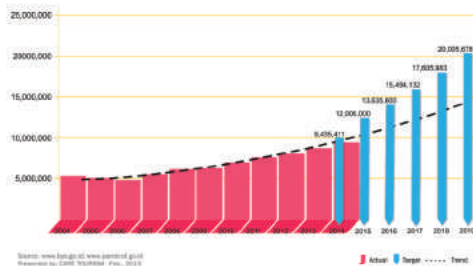
According to the World Travel and Tourism Council, travel and tourism jobs, including the hospitality business, is 8 percent of all jobs in the world and has the highest potential for growth compared to other industries.



IT LEADS EVERYWHERE

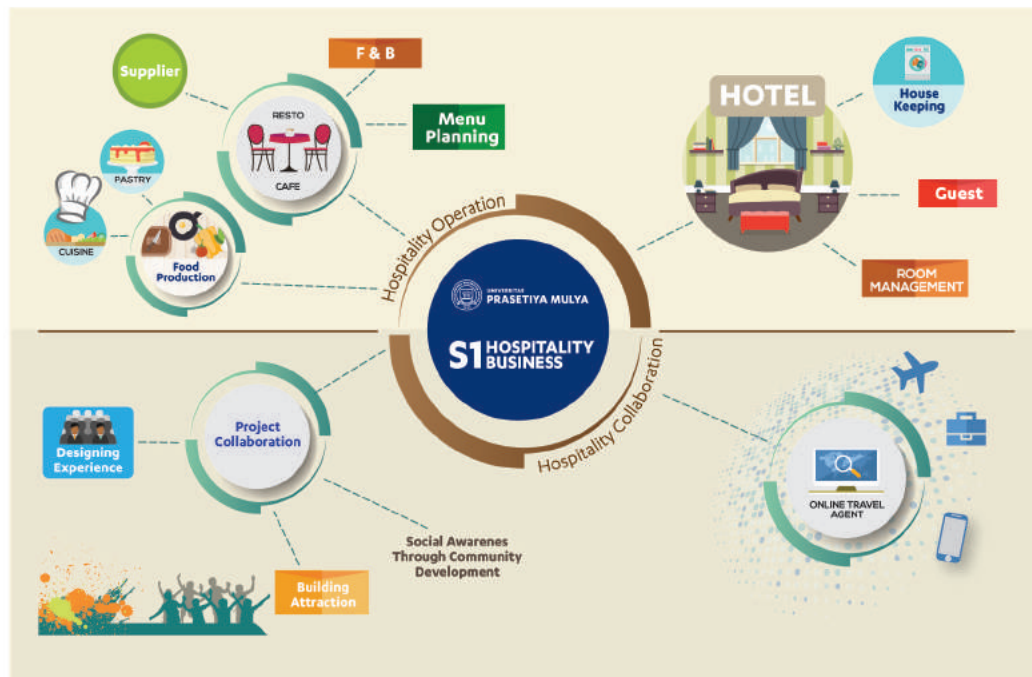


VISITOR ARRIVALS 2004 - 2014 TREND & TARGET 2016 - 2019



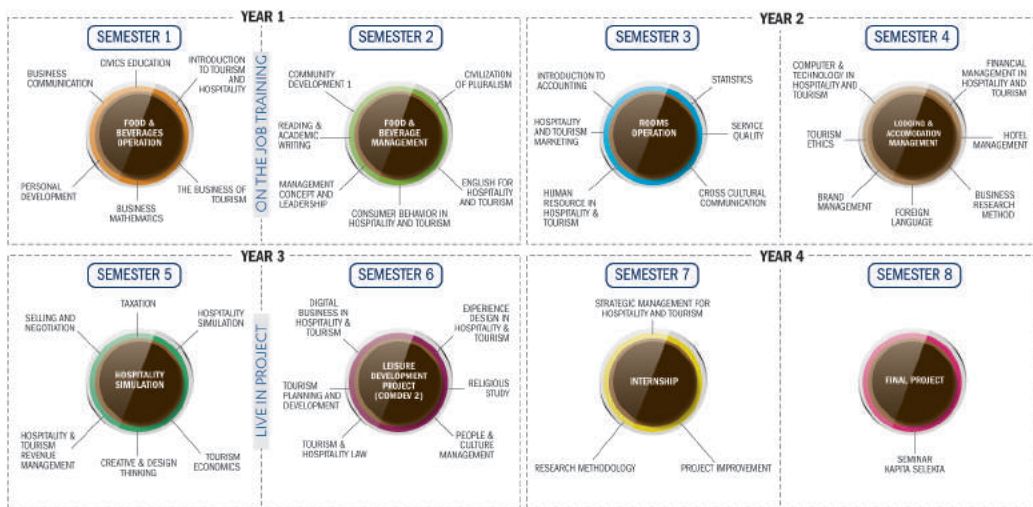
Source: www.bahga.co.id www.pantoran.go.id
 Prepared by: GMR, 10/2018, Page: 20/23

WHAT YOU GONNA LEARN?



YEAR 1 - BUILDING SERVICE QUALITY

Students learning activities will be accustomed to the standard of international hotel and restaurant services quality with hotel simulation facility, cafe, kitchen lab and various supporting facilities.



ANCHOR SUBJECT

YEAR 2 - DEALING WITH COMPLEXITY

Students are equipped with a variety of subjects that will upgrade their skills in managing a business. Starting from an understanding of hotel operations, to the basics of finance and accounting. With the technical and management understanding, the graduates are expected to be able to fill the early management position or strive their own hospitality business once they graduate.