

# The Other Side of Tourism & Hospitality

The Journey to World Class Professionalism **MADE IN ITALY**



## Milan•Rome•Palermo

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# UET

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EUROPEA PER IL TURISMO

# About UET

## Vision

UET Italia is *the* leader offering a **global *role model* made in Italy** setting new frontiers in tourism and hospitality education and training.

## Mission

UET provides an **unique** learning experience, skills and competencies for students and organisations worldwide. In consultation with the industry, we develop educational and training pathways and programmes that are responsive to the dynamic nature of the tourism and hospitality industry and creating employment opportunities and careers fulfilling students' aspirations, lifestyle and quality of life. In partnership with the industry and government we offer outstanding internship opportunities, capstone projects, networking opportunities and global learning and professional experiences for our students and our partners. We foster a culture of innovation that encourages risk-taking, entrepreneurship and flexibility among our staff and students. We commit to recruiting and developing a diverse team that promotes, reflects, and supports our diverse student and partners.

## Values

UET is committed to:

The highest standards of excellence and accountability

The *student experience and employability*

Embracing global trends

Fostering innovation and creative thinking

Teamwork, partnership and synergies

Transparency and honesty

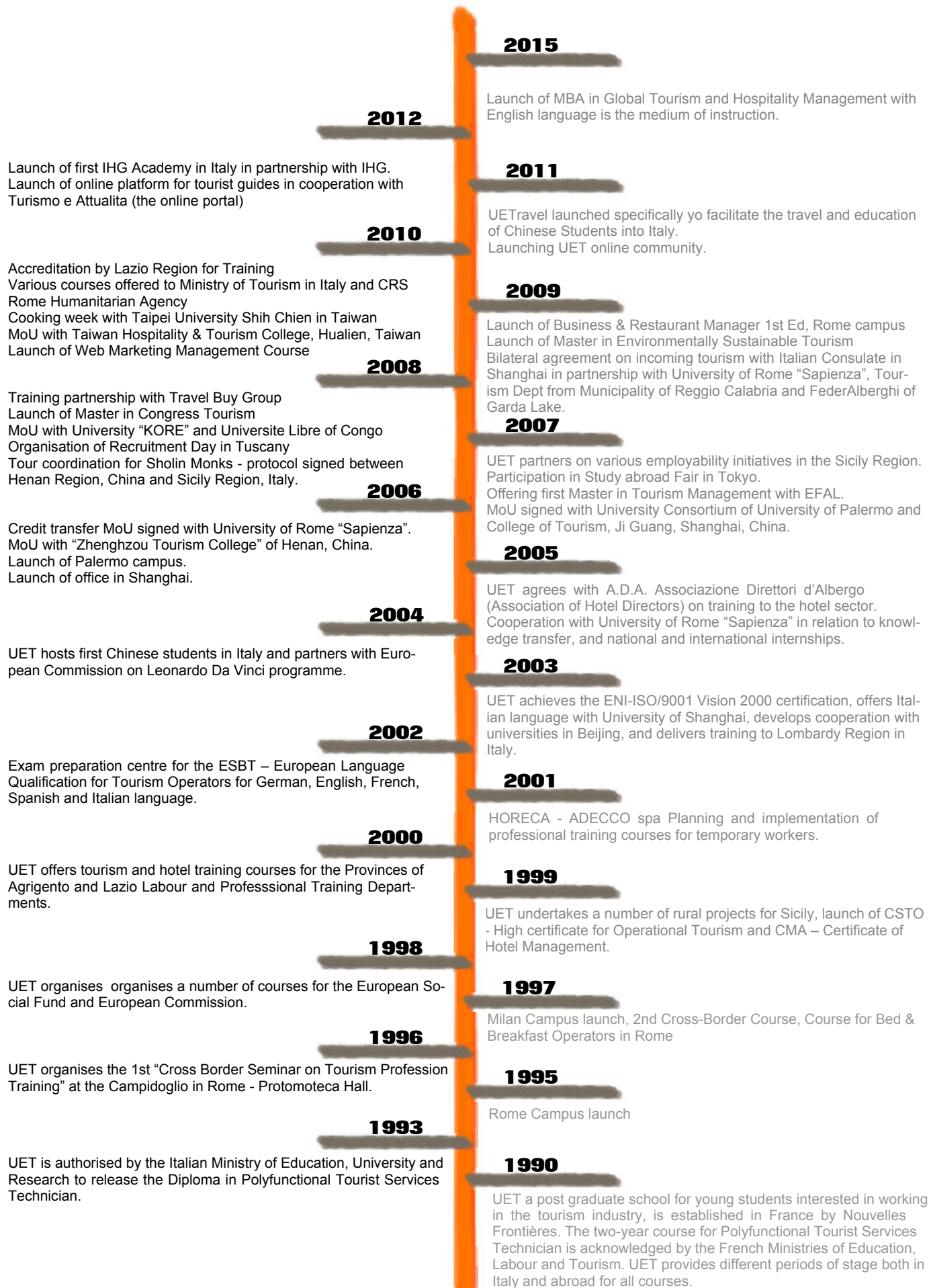
Fairness, equity and treating each other with respect

A stimulating, collegial, highly professional and receptive environment

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# Key Milestones



# Courses

## Master Degrees Portfolio

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### Master in Tourism Destination Management

In order to attract travellers, tourist destinations must be constantly analyse and study tourism demand. Destinations have to strike a balance between offering a great experience to tourists and managing the economic, social and environmental impacts to tourism. Professionals in the field must be highly qualified to manage and plan development and marketing matters. They also manage integrated tourist development in an innovative way.

This post-laurea course aims at providing students with the skills and Competencies to:

Plan and manage integrated tourist resorts.

Critically analyse the tourism phenomenon and its evolution on a global scale

Evaluate the international legal system with reference in relation to tourism

Upon graduation students should find jobs in ministries of tourism and tourist boards, and consulting firms as expert in planning and management of tourist development.

Contact hours: 120 hours  
Internship: 3 to 6 months

**Medium of instruction: Italian**

## MBA in Global Tourism and Hospitality Management

This programme will appeal to you if you are a:

- Career climber currently working in the tourism and hospitality industry,
- Career switcher wanting to pursue a career in international tourism and hospitality management, or
- Graduate wishing to further your study

You will have an educational experience which integrates research, academic theory and real world business practice. The programme will provide you with the skills necessary to meet the demand for management professionals in the international tourism and hospitality industry.

On completion of this degree, it is expected that you will be able to pursue careers in numerous areas including: the hospitality and tourism sector, destination management organisations; tertiary sector education in tourism and hospitality, consultancy (research) work in tourism and hospitality, or become entrepreneur.

### Programme Structure

Semester 1:  
Managing Hotel Operations  
Managing Tourism Destinations  
Research Methods for Tourism and Hospitality  
Marketing for Hospitality and Tourism  
Strategic Hospitality and Tourism Management  
Corporate Hospitality Finance  
Leading and Managing People in Tourism and Hospitality  
Hotel Real Estate Investment and Asset Management

3 months, block teaching, 8 units, 240 contact hours, 120 credits

Semester 2: 6-month internship

Semester 3: Capstone project

### Entry requirement

You are expected to: 1) have a bachelor degree or equivalent preferably in tourism and hospitality or related discipline, and 2) demonstrate a strong command of English. UET is the official partner of SLEST 2.0 which is a programme that will allow you to reach the required levels in your home country before arriving to Italy for your studies.

Also, in-course language support will be available for you if in need of extra language support. You are expected to be at least 22 years of age. The total duration of the programme will be 12 months.

**Medium of instruction: English**



### Master in Hospitality Management

The field of hospitality management is highly dynamic and have integrated advanced technologies to gain competitive advantage. The sector has developed in total quality management concepts and tools to improve service excellence and create an edge over the competition.

The aim of this post laurea course is to provide students with specific skills and professional competencies in the organisation and management of the international hotel industry.

Graduates will find employment opportunities in various hotel departments including rooms division, conference organisation, food and beverage, banqueting and convention, administration, human resources, marketing and events planning.

Contact Hours: 120 hours  
Internship: 3 to 6 months

**Medium of instruction: Italian**

# Courses

Certification and Training Portfolio

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## Technical and Polyvalent Expert in Tourism

The course is accredited by the Italian Ministry of Education. UET is the only institution in Italy who has been awarded to issue the Certificate of Technician and Polyvalent Expert in Tourism. This certificate is accredited at level 3 by the French Ministry of Education, Tourism and Employment.

This is a post diploma course for achieving a deep knowledge of the field of tourism. With this course students can effectively work at travel agencies, tour operator, airline companies, hotel chains, Tourist boards, Tourist villages.

The Certificate of TPST is delivered after a two year's course with three periods of internships is accepted for obtaining the Degree in Tourism Management at La Sapienza.

Contact hours: 1,400 Hours  
Internship: up to 6 months

**Medium of instruction: Italian**

## Training workshops

Sales attendant  
Guest relation  
Congress hostess  
Airport ground assistant  
Entertainer/J.O.  
Mess attendant  
Chef de rang  
Housekeeper

## Certificate for Higher Tourism Studies

The certificate of "Higher Tourism Studies" is accredited by the Italian Ministry of Education. This is a one-year specialism course intended to prepare professionals in the international tourism industry by giving them professional experience thanks to up-to-date courses designed to meet the requirements of the international operators in the tourism field. The certificate aims at:

- Expanding the student's knowledge of the different sectors in the tourism industry and tourism operations.
- Providing the student with a professional internship to enhance employability

Contact hours: 240 hours

## Hotel Management Diploma

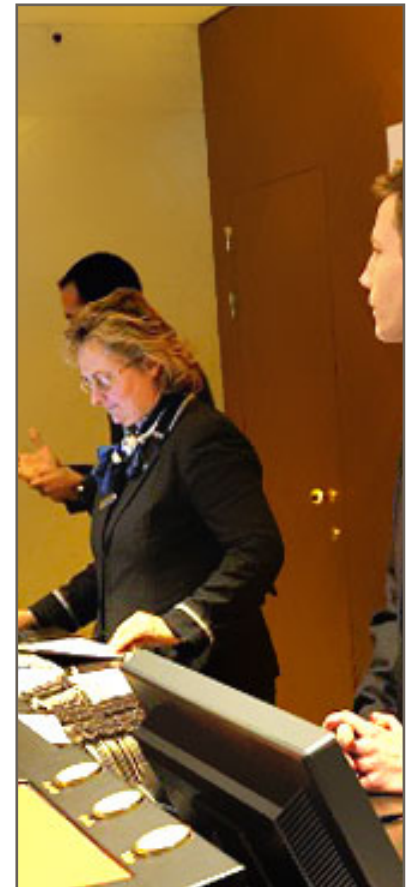
The diploma provides skills and competencies in all different aspects of the tourism field in particular hotel management and international congress centres. The diploma is accredited by the Italian Ministry of education.

This is a one-year specialism course intended to graduate professionals for the hotel and congress industry with an international perspective thanks to up-to-date courses meeting the requirements of the industry.

The course aims at expanding the student's knowledge about the tourism sectors and providing professional and operational competencies for working in hotel chains and congress centres. It also provides professional experience through internship to enhance employability of the students.

Contact hours: 240 hours  
Internship: 3 to 6 months

**Medium of instruction: Italian**



Receptionist  
Hotel accounts  
Waiter/porter  
Fidelio for hotel bookings  
Food and beverage manager  
Guest services manager  
Housekeeping  
English, French, Spanish, Chinese and Italian

Licence of Tourist guide  
Licence of Tour leader  
Licence of travel agency general manager

# Languages

Our students business is our business.  
We decided that a foreign language should not be a barrier to  
tourism and hospitality education.  
Therefore we are very proactive in this area.

- Cultural exchanges and relationship with Popular Republic of China, namely Shanghai and Beijing, in view of promoting the diffusion of the Italian language. (from 2003)
- Opening of the department of Italian language and culture at the University of Zheng Zhou in Henan. in July 2006.
- Partner in the European Program “Leonardo da Vinci for realising the project SLEST – Linguistic Standards in Tourism field (2004-2006). Leader of the same project Università La Sapienza of Roma



*In partnership with*



# UET Alumni



## Daniel Caltagirone

Daniel is Assistant General Manager Hotel Splendido Mare at Belmond, Genoa, Italy. His previous jobs included The First Luxury Art Hotel Roma, Hotel de la Paix Geneva, Concorde Hotels, Hotel Le Richemond Geneva and Rocco Forte Collection.

## Paolo Bitondi

Paolo is F&B Manager at Atahotels, Bologna, Emilia-Romagna, Italy. He previously worked for Hotel La Rondina and Sheraton Diana Majestic.

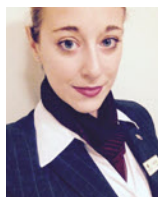


## Llaría Arida

Llaría is Director of Marketing at Farah Nile Cruise (specific markets) - Account Manager at Golden Nile Travel, Como, Italy. Previously she worked for Arbor srl - Agenzia di organizzazione congressi, incentive ed eventi, Todomondo di Avitour srl, and BDS Destination Services - Tour operator.

## Lisa Signoretti

Lisa is Director of Lifestyle at Armani Hotels & Resorts, Milan, Italy. Previously she worked for the Westin Palace, Milan, and Sheraton Diana Majestic.

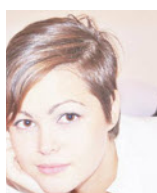


## Cristina Gambino

Cristina is currently Front Office Assistant at DoubleTree London West End. Previously she worked at Rome Cavalieri and Waldorf Astoria Hotels & Resorts.

## Virginia Depiera

Virginia is Event Supervisor at Marriott Hotel, Rome, Italy.



## Ludovia Macri

Ludovia currently works for Travel Business Agent at CISALPINA TOURS SPA, Rome, Italy. She previously worked at SIDOC.

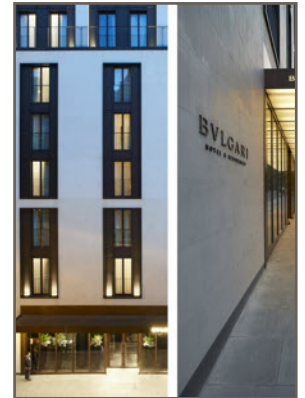


# Industry Partners

Developing Your Employability Jointly with our Partners

## Internship & Placement

We work with our partners worldwide in Italy to create internship opportunities and management placement for our undergraduate and postgraduate students.



## Capstone Projects

MBA capstone projects allow you to self-manage a research inquiry to completion, producing a research-informed and applicable project, accompanied by a presentation reflecting on the success or otherwise of the work, and lessons learned. Examples of capstone projects include: international product launches, office openings in multinational locations, global surveys of potential customers and improvement of complex hospitality processes. The project is an extension of your internship with our partners and in agreement with them. This gives tremendous value to your studies.



## Job Opportunities

Because internships, placements and capstone projects provide great exposure and interactive experience with potential employers, eventually many of our students get job offers with these very employers.





# Accreditations

Developing Your Employability Jointly with our Partners

## Ministry of Education

All UET courses and degrees are fully accredited by the Ministry of Education in Italy (now the Ministry of Education, Universities and Research 'MIUR').



*Ministero dell' Istruzione  
dell' Università e della Ricerca*

## University Partnerships

UET have many partnerships with several Italian Universities for credit transfer opportunities for students. These include Sapienza University and all universities in the University Consortium of Palermo. We have also cooperation and exchange students agreements with three universities in China including: Shanghai Normal University in Shanghai, Zhengzhou University in Henan, and Northeastern University at Qinhuangdao.



## Professional Bodies

All our training courses are accredited by the Chamber of Commerce or Roma and several educational and employment funds across Italy.





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