

INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT

study programme



ASPIRA[®]
UNIVERSITY COLLEGE
SPLIT - CROATIA



STUDY IN SPLIT OR ZAGREB



Aspira's students have the opportunity to choose studying in Split or in Zagreb. Students enrolled in study programs in Split can spend one semester of their studies in Zagreb and vice versa.

The history of Split dates 1700 years back, when it was chosen by the Roman emperor Diocletian as a place to build his palace resort. Diocletian's Palace is protected by UNESCO and it is a unique example in the world. Split is located in the heart of the Mediterranean region and is famous for its rich tourist and gastronomic offer, as well as culture and sports.

Zagreb is the capital and the only metropolitan city in Croatia. As such it represents the hub of all cultural, economic, legal, transport, scientific and other activities. Its rich history and cultural heritage, as well as its many contemporary buildings and attractions make Zagreb one of the top continental tourist destinations in this part of Europe.

WHY STUDY AT ASPIRA?



- Study program in English
- Top international experts from the field of tourism
- Practical experience in the world's leading hotels and tourism organizations
- Online materials via LMS
- The possibility of continuing studies at the partner university in Switzerland
- Participation in essential expertise workshops
- Achieving international career in tourism
- Dress code in accordance with top international standards
- After earning your diploma, you became a highly-skilled hospitality manager majoring International Hospitality Tourism, DMO and DMC or Gastronomy



Member of



**SWISS
EDUCATION
GROUP**

A great advantage of this study program is the cooperation with renowned **Swiss Education Group** which allows Aspira's students a chance to continue their education in Switzerland and earn a double Swiss-American diploma.

Aspira's mission is to create a transformative educational experience through the application of the best global practices and collaboration with the industry leaders. In its strategic documents, Aspira has defined its goal of positioning itself as an internationally recognized higher-education institution that will attract students from around the world with its high standards and excellence.

Aspira has been certified in accordance with the Higher Education Act of the Republic of Croatia, who is a member of ENQA (**European Association for Quality Assurance in Higher Education**). We are recognized at home and internationally as a high-end institution and are the recipients of academic certificate of excellence, **ISO 9001 BUREAU VERITAS Certification**.



Undergraduate professional study program of International Hospitality and Tourism Management at University College Aspira is intended for those who wish to be educated for managing functions in tourism and hotel industry, as well as those who are already employed, but want to improve the existing and acquire new knowledge and skills.

Tourism is without any doubt one of the most promising industries in the world, and for many countries it is an important export product as well as an employment generator. Nowadays, tourism is a social and economic fact which is an indispensable part of modern civilization in the international community. Tourism is one of the general characteristics of the times we live in.

UNDERGRADUATE PROFESSIONAL STUDY PROGRAM OF INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT

International tourism is an increasingly significant component of international trade. Receipts from international visitors spending on accommodation, food and drink, entertainment, shopping and other services and goods reached an estimated US\$ 1,245 billion (euro 937 billion), an increase of 3.7% in real terms (taking into account exchange rate fluctuations and inflation).

International Tourist Arrivals in millions





EDUCATION OBJECTIVE

The objective of the study program of International Hospitality and Tourism Management is qualitative improvement of professionals to work in the hotel industry and tourism by introducing new and additional knowledge and skills through specializations. Specialization is organized so that students after finishing the fourth semester choose in the fifth semester between three fields of study, namely: Hotel Management, Management of Destination Organizations (DMO) and Companies (DMC), and Gastronomy.



This kind of specialization provides students with knowledge which is applicable and required in the labour market, and which is relevant in the international context. Students will be competent to do management and administrative work in: tourist boards, travel agencies, associations, tourist associations, departments of tourism in city governments, departments of tourism in the County, the Department of Tourism at Ministry of Tourism, hotel facilities, business systems, event management companies, marketing agencies, marketing communication agencies, marketing management departments, consulting companies, and other; as well as in general; managing companies in different branches of economy, trading, etc. After the specialization in Gastronomy, students can have a career as food and beverage managers, executive chefs in restaurants and hotels, catering managers, banquet managers, menu creators, gastronomy brand managers, marketing managers in hospitality, food critics, sommeliers etc.



DURATION OF THE STUDY PROGRAM AND TERMS OF ENROLMENT

There are three educational fields in the professional study program:

- **Hotel Management**
- **Management of Destination Organizations (DMO) and Companies (DMC)**
- **Gastronomy**

The applicants who have finished secondary school can be enrolled in the professional study program of International Hospitality and Tourism Management.

Applicants must fill in the application form on our website. After receiving filled application form, applicants will be contacted in order to provide necessary application documentation.

You can find all relevant information on our website:
<https://www.aspira.hr/en/study-programs/>.

The study program lasts for 3 years (6 semesters), and it is implemented both as full-time and part-time study program. After finishing the study program of **International Hospitality and Tourism Management** students obtain, under the provisions of the Bologna process, at least 180 ECTS credits and the professional title of:

Bachelor of International Hospitality and Tourism Management (B. Econ.)



HOTEL MANAGEMENT

Business success of hotel companies is evident among those who invest a lot in human resources. One of the reasons why the expansion of the domestic tourism suffers is the insufficient level and standard of staff training.

The study program of **Hotel Management**, with the help of top experts and academic lecturers with rich expertise and experience, is training the students through examples of both world and local business cases and practices applicable in their own business environment, to reach the source of knowledge and to learn the methods of proactive and creative thinking oriented on solving even the most demanding business problems. The third year students participate in practical training in duration of 640 hours in a hotel to obtain knowledge and skills applicable in the labour market.

DESTINATION MANAGEMENT ORGANIZATIONS (DMO) AND COMPANIES (DMC)

The reason for initiating the study program lies in a successful European practice of system rationalization and territorial consolidation, which results in the current tourist boards becoming real **Destination Management Organizations (DMO)**. This implies their adequate staffing and additional training for business management of destination development, which particularly means strengthening the competitiveness of destinations and ability to coordinate and harmonize often conflicting interests of stakeholders in the destination. Moreover, specialized receptive travel agencies, **Destination Management Companies (DMC)**, which create and place the offer of complex tourist products and package tours, tailored to the needs and/or requirements of individual market segments of tourists, are one of the key actors in the diversification and increasing the total value of a destination offer.

GASTRONOMY

Croatia has been successfully building the status of one of the fastest growing Mediterranean gourmet destinations. Its growth and development are based on a rich gastro-oenological tradition, as well as on an increasing offer of a variety of restaurants with a high-quality selection of local gastronomy and oenology. For a gastro-oenological product to develop, it takes a high-quality staff trained to create top-quality products which keep pace with the latest developments in preparing and presenting the methods of preparing meals, in accordance with the requirements and needs of the tourist market. With this new course **University College Aspira encourages excellence in gastronomy and, as the only such higher education institution, educates students to be the holders of the development of Croatian and international gastronomy.**

List of compulsory and elective courses of the undergraduate professional study program of International Hospitality and Tourism Management

Study year: 1

ECTS

Semester: I

Principles of Economics	6
Business Mathematics	6
Basics of the International Tourism	8
Business Communication in the International Market	4
Business English I	4
Physical Education	2
International Management of Gastronomy and Food and Beverage Management*	6
Culinary Practicum Workshops*	

Semester: II

Computer Science	6
International Management	6
International Marketing in Tourism	6
Tourism Geography	6
Business English II	4
Physical Education II	2
Culinary Art in Hospitality*	6
Culinary Practicum Workshops*	
Internship	2

Study year: 2

Semester: III

Principles of Accounting	6
Travel Agencies and Tour Operators	6
International Commercial Law	6
Management of Selective Forms of Tourism	6
Second Foreign Business Language I**	4
Physical Education III	2
Culinary Practicum Workshops*	
Internship	2

IV. Semestar

the Hotel Industry	6
Sustainable Development in International Tourism	6
Economics of the International Hotel Management, Catering and Tourism	6
Business Statistics	6
Second Foreign Business Language II**	4
Physical Education IV	2
Sommelier Course*	6
Culinary Practicum Workshops*	
Internship	2

HOTEL MANAGEMENT MAJOR

Study year: 3

Semester: V

International Hotel Management	6
Sales and Front-Desk Operations	6
International Management of Gastronomy and Food and Beverage Technology	6
Human Resource Management	6
Third Foreign Language	4
Elective course	6

Semester: VI

Student Practical Training (full-time)	18
/ Business Project in Tourism (part-time)	12
Final Thesis	

List of elective courses

International Destination Management
World Cultural Heritage and Tourism
Development of Destination Management Organizations
Sports Management in Tourism
Tourism Organisation and Policy
Nautical Tourism
Financial Management
E-business in Tourism
Event Management
Internet Marketing in Tourism

*courses apply only to Gastronomy major

**students choose between Business German I and II or Business Italian I and II

DMO and DMC MAJOR

Study year: 3

Semester: V

International Destination Management	6
World Cultural Heritage and Tourism	6
Development of Destination	
Management Organizations	6
Human Resource Management	6
Third Foreign Language	4
Elective course	6

Semester: VI

Student Practical Training (full-time)	
/ Business Project in Tourism (part-time)	18
Final Thesis	12

List of elective courses

International Hotel Management
Sales and Front-Desk Operations
International Management of Gastronomy
and Food and Beverage Technology
Sports Management in Tourism
Tourism Organisation and Policy
Nautical Tourism
Financial Management
E-business in Tourism
Internet Marketing in Tourism
Event Management

GASTRONOMY MAJOR

Study year: 3

ECTS

Semester: V

Contemporary Eno-gastro Trends	6
Restaurants and Contemporary	
Serving Techniques	6
Nutrition	6
Safety and Sanitary Control of	
Food and Beverages	6
Human Resource Management	4
Third Foreign Language	4
Elective course	6
Culinary Practicum Workshops	

Semester: VI

Student Practical Training (full-time)	
/ Business Project in Tourism (part-time)	18
Final Thesis	12

List of elective courses

World Cuisines
Barmanship and Making Cocktails
Confectionery
Preparing Banquetts and Bufets
Food Decoration
World Cultural Heritage and Tourism
Mediterranean Gastronomy
Event management
Gastro Tourism
Internet Marketing in Tourism
International Destination Management
International Hotel Management



STUDY AS YOU WORK

Study-as-you work course is arranged for working people, who are not able to attend lectures regularly due to their professional commitments. This part-time study has been organized so the students are given extra exam terms as well as individual consulting and mentorship, and the teaching materials are available for them on our website.

The distance learning program Merlin enables students to keep up with the classes and interact with the professors at a distance and lectures can be followed via webinars.



INTERNSHIP

During the study, students have the opportunity to work as an intern in companies, hotel facilities and other tourist associations under supervision of their mentor. In this way, students are directly involved in the daily activities and problems of different organizations, they are familiar with the specifics of managerial and administrative tasks and simultaneously acquire knowledge that can greatly contribute to the development of competencies for the labour market.



There is a special emphasis on practical training which students can do in reputable international hotel companies as well as in a number of tourist organizations and companies, and which is an integral part of the curriculum. Students do 640 hours of practical training, which means that one entire semester of study is dedicated to acquiring specific practical experience.





ERASMUS MOBILITY



With an aim to strengthen international cooperation, University College Aspira has adopted the Erasmus+ University Charter for the period from 2014 to 2020. This is a program for education, training, youth and sport designed to strengthen the skills of young people for their better employability.



The Erasmus+ is a mobility program through which students, as well as teaching and non-teaching staff can go to a foreign university for a maximum period of one year to study or to do a practical training in a foreign organization, all with a monthly financial support.

INTERNATIONAL LECTURERS

Acclaimed Croatian and foreign experts in the field of tourism, catering, hospitality, management and marketing participate as guest lecturers. In this way the students of Aspira can follow current trends in the international tourist market, and are fully involved in the latest trends from the practice, which enables them to be highly competitive in the dynamic labour market.



Mick Bettesworth, Chairman of Global Marine Institute



Simon Chadwick (PhD), Coventry University

Furthermore, public lectures, public forums, presentations of public projects and round tables are regularly organized at Aspira, where the students are introduced with current issues and situations from the real sector. These gatherings also enable students to connect and to network with successful business people. Great emphasis is put on lecturers from the practice, because in this way students can deal with examples from business situations through the firsthand experiences of experts.



BUSINESS CAREER CENTRE

THE ECONOMIC COUNCIL

University College Aspira has established the Economic Council, an advisory body of successful businessmen aimed at familiarising the students with the labour market and getting information about the needs of employers. A number of prominent entrepreneurs and representatives of companies, local government and sports associations are members of the Council. The role of the Economic Council is providing practical training for the students of Aspira, assisting in the implementation of public lectures and forums, and developing joint projects with Aspira and its students.

Business Career Centre operates within University College Aspira, which is aimed at creating student profiles according to the requirements of the labour market. The Centre has an information base that students need when creating their profile with which they enter the labour market; therefore at the Centre you can find all useful materials, advice and instruction that help students when writing CVs and job applications. The Centre is also a bond that connects students with the labour market by enabling them to do practical training in respectable companies from the market.



The aforementioned resulted in the fact that only few months after the graduation 93% of students find job or continue their education at the graduate study programs. The employed students find their positions in reputable tourist organizations and companies, as well as hotel companies.

LIFELONG LEARNING PROGRAMS

Within the Lifelong Learning Department of the Aspira University College you can enter a range of training programs that allow you to improve your knowledge and skills, or perhaps change your career in a completely different direction by changing your existing interests. All of the programmes performed within Aspira University College are accredited by the Ministry of Science, Education and Sports and evidenced into an e-work card. Lecturers are experts in management, hospitality and tourism.

Some of the most interesting professions are:

- Hotel Manager
- Manager of Touristic Destinations
- Food and Beverage Manager
- Tourist Guide
- Office Manager
- EU Funds Project Manager
- Sales Manager
- Marina Manager
- Marina Receptionist
- Captain of the Marina
- Charter Base Manager
- Booking Agent





STUDENTS LIFE IN ASPIRA



The idea for establishing the “Aspira Sports Club” was to enable all students and teachers to be engaged in some recreational sports activity, and to encourage those with the will and predisposition to represent Aspira at the University Championships, as well as to round up all students and provide them with certain benefits related to a variety of recreational facilities in the city.

Furthermore, through the Aspira sports club all the students of Aspira can use different sports services in clubs, fitness centres, etc. with a significant discount or completely free of charge.





The Aspira Writers' Section has rounded up a team of budding journalists who want to comment and follow up sports and tourist events in Split and beyond, write about topics related to student life, give their own opinions and views on current events, situations and happenings, and interview famous athletes, who are more often than not their fellow students from Aspira. Collection of texts is presented in the form of Aspira students magazine called AS.

Student Council operates in Aspira as the representative student body the members of which are chosen in a democratic way.

Every year Aspira organizes the **Freshman Party** in honour of the first-year students, which is the introduction of new students with other colleagues and teachers in an informal atmosphere.



ASPIRA`S STUDENTS:



"Professors ensure individual lectures if necessary for us, thanks to it we can better understand the curriculum. Aspira helped us to find the accommodation in the new student hotel. Also, we have been encouraged to spend free time in active way for example in the gym."

*Bartosz Paniaczyk
Poland*



"Aspira is full of innovative ideas and has a great potential. Individual approach ensures that no one is left behind and good atmosphere keeps students motivated."

*Aleksey Kondulukov
Russia*



"The lectures are held similarly to the ones of my college in Germany, especially to the one of my bachelor studies (a private college as well): small groups, close contact between students and professors and interactive lectures. I had a great time in Croatia, and I am happy that I choose Aspira and Split as a place to study at and will never forget this experience."

*Eva Stockhausen
Germany*



"I was a bit nervous to start my Masters Degree in a new country, but the people at Aspira have made every step of the process easy and enjoyable. The administration is very accommodating; they helped me organize my documents and application. I am enjoying the professors, they are very helpful, enthusiastic and teach up to the minute theories and practical knowledge. Studying at Aspira is exceeding my every expectation!"

Rebecca Allen
USA





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UNIVERSITY COLLEGE

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