

Hotel Management

Bachelor



Hotel Management **ZU**
School Maastricht **YD**



Living is learning



Get off to a flying start on our campus. As a first-year student at the Hotel Management School Maastricht you'll learn, live and work together. Yes, you read that right – all first-years live on campus. It is an integral part of your study programme. Everything is within easy reach: the Student Residence, where you'll live together as one big family; the school building, where you'll have your theory lessons; and the Teaching Hotel, where through practicals you'll learn all the tricks of the trade.

After a short walk through the park, you'll come home to your community. You'll strengthen your social skills and enjoy good times with your flatmates – at home or around the corner at the student association's bar. Sounds like a challenge? Sometimes it is. But no worries, you'll soon find the balance

between your study and social life, learning how to set priorities and take responsibility. Being part of our tight-knit international community you'll experience tremendous personal and professional growth.

Brand new
The first group of students moved into our new student housing – the Student Residence – in September 2020. It consists of three buildings, clustered into 29 residential units, and provides a place for 390 first-year students to call home. If our alumni are to be believed, your time on campus is guaranteed to be one of the best of your student life!

The Student Residence is located in a beautiful park. The main building houses all the central services, such as the reception area, postal provision,

gym, common room and laundrette. The complex has good security, and there's always a staff member present or on call to provide support and ensure student welfare.

One big family
In the Student Residence, you'll feel like a guest in a hotel. Your room (16 m²) will have all the amenities you would expect of a hotel room, including a wide bed (120 cm), desk, chair and large wardrobe. You'll have your own bathroom with shower and toilet. And a good Wi-Fi connection too, of course.

You'll live with 13-15 fellow students (Dutch or internationals), just like one big family. We choose to call these groups 'communities'. You'll all share a fully equipped kitchen, dining area and large living room with a TV. Perhaps you're already looking forward to the fun of cooking together in the evenings, or relaxing on the sofa after a busy day of studies. What's more, if you don't fancy cooking, you can always eat at Refresh, our student restaurant.

Our partner
The Student Residence is managed by our partner and property manager HollandzStay. We work together to ensure you feel at home and to make your year on campus a first-class, friendly and professional experience. This then allows you to focus on your studies without any distractions! We look forward to welcoming you.

More information about the Student Residence can be found on our website www.hotelschoolmaastricht.nl/student-residence

There are enough jobs, as long as you have a sense of adventure and are prepared to travel

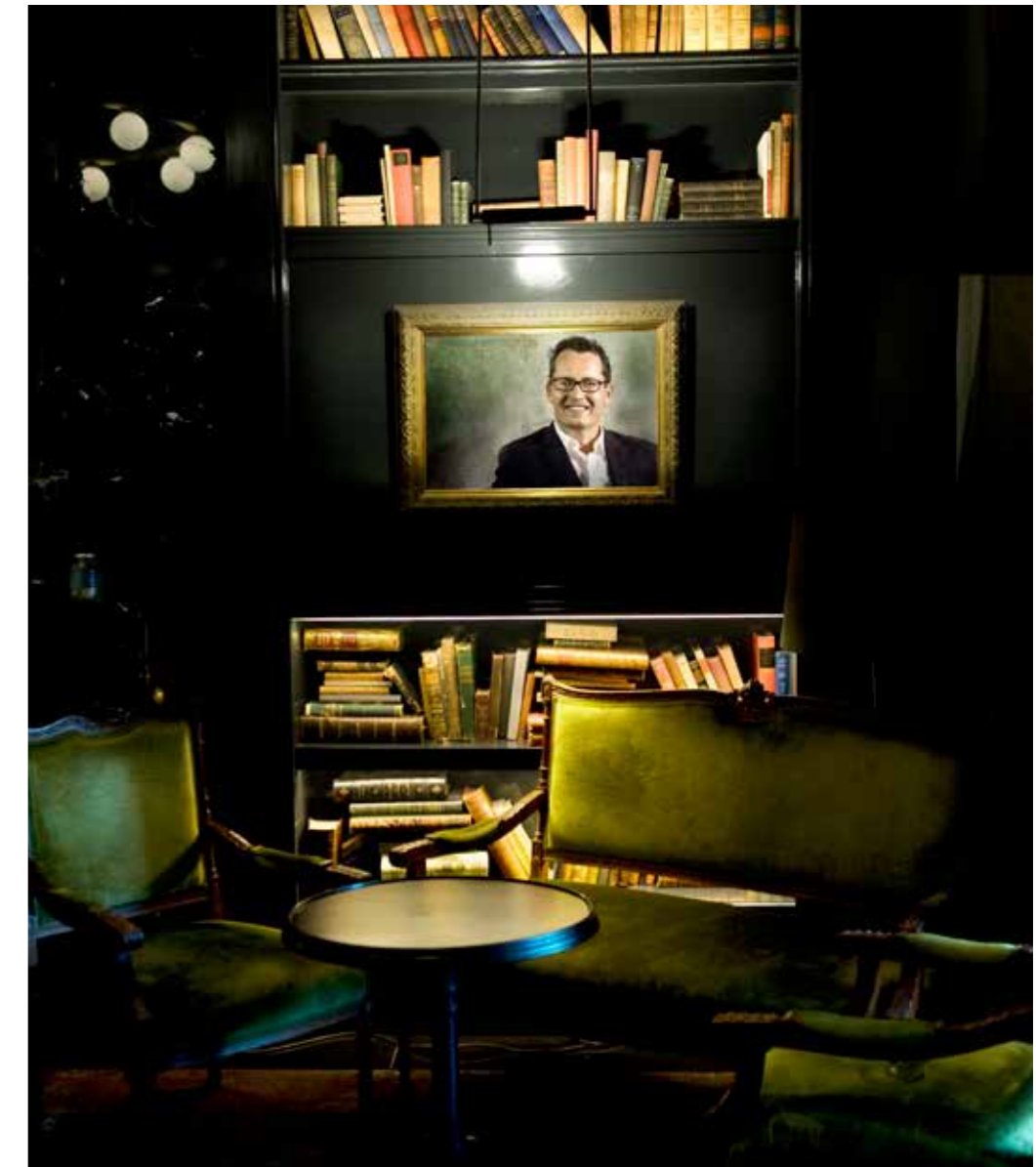
Marriott International is an American hotel company with 675,000 employees worldwide. Bart Buiring (50) graduated from Hotel Management School Maastricht in 1987 and is now working in Hong Kong as Chief Operations Services Officer for the Asia Pacific region. Although he is Dutch, our conversation on Skype is conducted in English; he finds it easier to answer questions about his profession in that language. As Chief Operations Services Officer, he is responsible for the guest experience at all hotels in his region, ranging from China to Indonesia and from India to Australia. The "guest experience" entails rooms, food and beverage, but also the design of new hotels and ICT, for example.

"The nicest part of my job is working in an area of the world that's growing fast, with rapidly expanding markets. We're developing new hotels in Fiji, Sri Lanka, Nepal, Bangladesh and other countries. It's exciting and challenging at the same time. I think I've got the best job in the world."

He looks back at his time in Maastricht with pleasure. "I loved the campus, the castle, the city of Maastricht. I made friends there who I still cherish today." He is impressed with the interns who come from Hotel Management School

Maastricht. "They're clever, they work hard, and they're a pleasure to work with." As far as opportunities for graduates are concerned, he's very clear: "There are enough jobs, as long as you have a sense of adventure and are prepared to travel."

Bart Buiring
Chief Operations Services Officer Asia Pacific
Marriott International





Working hard
is the norm

By his own admission, Hugo is a shy person. Remarkably enough, that was one of the reasons he was attracted to the hotel school: the programme involves contact with people, and he likes a challenge. "The fact that I'm surrounded by people almost 24 hours a day is changing me." First-year students at Hotel Management School Maastricht live on campus. They all have their own room. There're eleven rooms on Hugo's wing and he has made friends there.

Hugo Leonel Tuccheri
first-year student

Hugo had another reason for choosing this study programme: "It opens a lot of doors, even outside the hotel industry." First-year students have ample opportunity to practise their skills: the school has its own hotel and restaurant, run by first-year students. "You get lots of practical experience; it's a real-life working environment." What surprised him was the high standard of training. Working hard is the norm. "At first you think, 'Oh, it's not too bad, it's kind of relaxed.' Then reality kicks in. The first year, it's very important to find the right balance between studying and relaxing." Speaking of relaxation, Maastricht has enough to offer in that regard. "It's an international town, a real hub for international students." That's another plus for someone like Hugo, who was born in Guatemala, raised in Luxembourg, and is half Italian and half British.

K West Hotel & Spa, London



"I worked at the hotel for six months, in the front office. It was my second-year internship. The hotel offered me a short training programme and after that, I was on my own. K West is a hip, modern hotel; it used to be a BBC recording studio. Pink Floyd and David Bowie recorded there. There were only five British people working at the hotel, the rest of the staff came from other countries. There was a real multicultural atmosphere, just like London itself. Everyone goes there to work, to be successful. And they're all prepared to learn – which is very important in our line of business."

"At school, we work in small groups. That's not always easy, it requires adaptability. But you need that in actual practice too, when you're working with all kinds of different people. You have to adapt. One day is very quiet; the next day is incredibly busy. Flexibility is part of hospitality. Working in an English-language environment was a bit of a challenge. Everyone had a different accent! But London was wonderful. I'm sorry to be home again."

Eva Neeleman
second-year student

The study programme is quite varied, I think; languages, management, accountancy, practical skills

Horizons in Hospitality

Hotel Management School Maastricht is business-oriented, but that's certainly not its only area of focus. Hospitality, that's what it's all about. That's evident in the lessons, but you also notice it in the mutual contacts at school. Xin: "Everyone is always willing to help." She always found the hotel industry fascinating, but she's discovered that the programme here offers her access to other worlds, too.

Students choose their main subject or major in the latter half of their third year. One option is Hotel Management; another is Food Service, which focuses on concepts in food and gastronomy.

Xin chose the third major, Horizons in Hospitality. "Horizons in Hospitality is about hospitality in different areas of industry, for example in the banking industry or in health care." Xin's parents both work in health care and she asked herself what she could do for health care as a hospitality professional. "Organising medical conferences and events, that's what I'd like to do."

Xin Berendsen
third-year student

Intercultural awareness

Louis Weißermel comes from Germany, is studying at Hotel Management School Maastricht, and is in Hong Kong for his final-year internship. When we talked to him on Skype, he had just returned from a conference in Macau. That's cool, of course, but there's more to it than that. "This study programme puts a lot of emphasis on intercultural awareness," says Louis. "From the start, you work in teams of students from different countries, more often than not with very different cultural backgrounds. You're encouraged to study these differences, to read about them. That's serving me well now: I'm working in Asia for a big American hospitality company. I'm encountering all kinds of different approaches to living and working. That's very enriching."



Louis Weißermel
final-year student



Louis's internship has him working on the strategy behind rooms operations. How does an international hotel company achieve maximum occupancy and maximum profit from its rooms? He has his internship assignments, of course, but he does his work in operations independently. He updates his internship supervisor in Maastricht on his progress by e-mail or Skype.

We ask Louis whether he knows what he wants to do when he finishes the programme. "This line of work offers so many opportunities, I meet so many people. Almost every other week, I learn about a new aspect of the trade. I'm three months away from graduation; I'm not inclined to commit myself to a particular direction yet. The hospitality industry is so varied, there are so many jobs. For someone with the right attitude, there's always a place."

I wake up happy every day

"I wake up happy every day because I've got a wonderful profession. It's the kind of job where you come home at night with more energy than you left with in the morning. Everyone at work has the same interest: the hotel industry. You try to motivate and inspire students. I like it most when people push beyond their limits. When someone who finds the hotel business difficult gets really good at it, and when someone who's already good becomes outstanding. It sounds like a cliché, but it really is true: you want to get the best out of people, so that they do more than they deemed possible. Students inspire me in return; they come up with new ideas. We inspire each other."

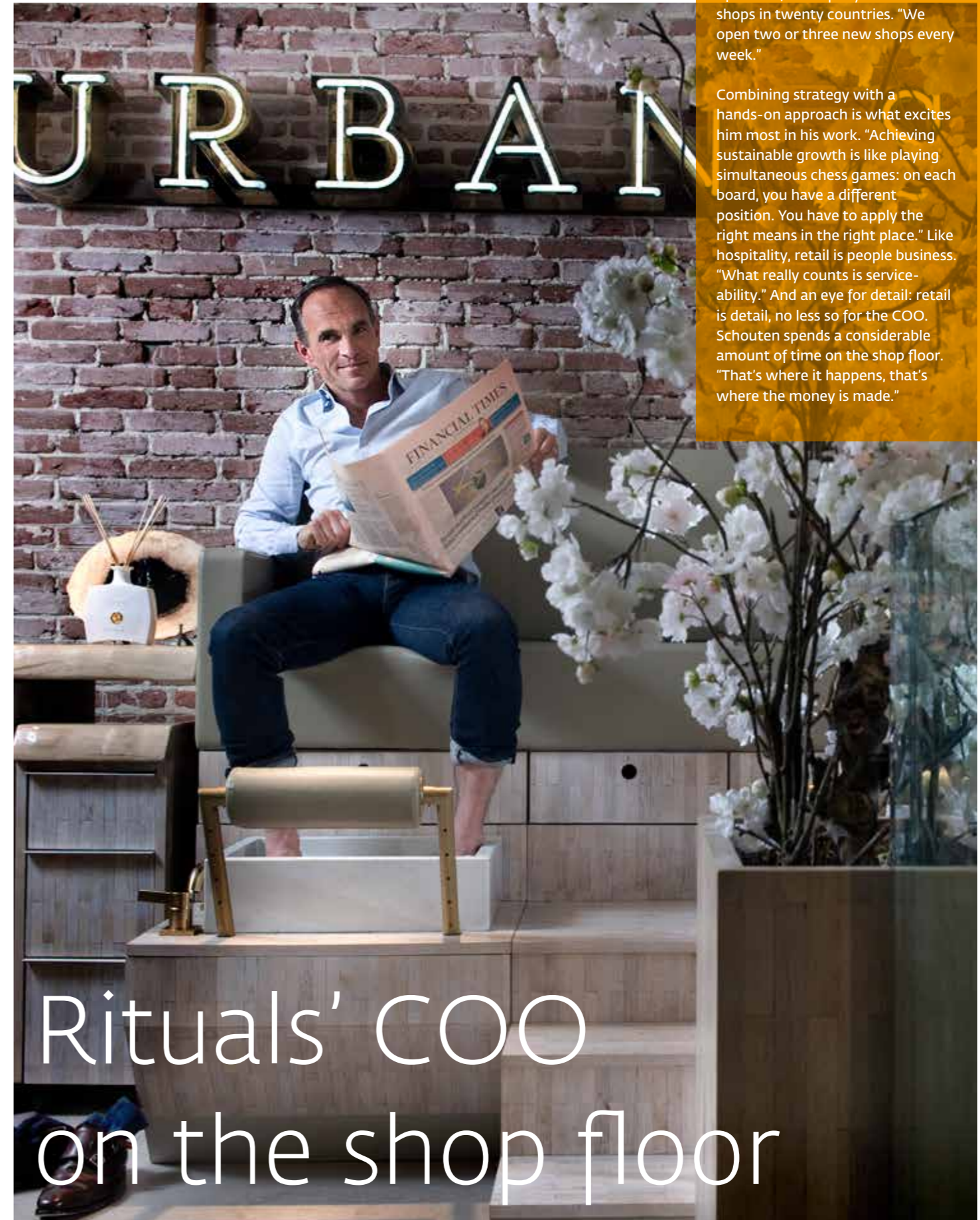


Luc Houben
financial and operational management lecturer

Arjen Schouten
COO and co-owner of Rituals

Hotel Management School Maastricht opens all kinds of doors. Arjen Schouten is a good example; he graduated in 1991 and look at him now! He's COO and co-owner of Rituals, a company with 600 shops in twenty countries. "We open two or three new shops every week."

Combining strategy with a hands-on approach is what excites him most in his work. "Achieving sustainable growth is like playing simultaneous chess games: on each board, you have a different position. You have to apply the right means in the right place." Like hospitality, retail is people business. "What really counts is service-ability." And an eye for detail: retail is detail, no less so for the COO. Schouten spends a considerable amount of time on the shop floor. "That's where it happens, that's where the money is made."



Rituals' COO
on the shop floor

Balance is key

Alf Keulen
English lecturer



"You can't rest on your laurels if you're enrolled in this study programme. You have to keep performing. We challenge you to show us how good you are. But we're not looking for scholars who shut themselves up in their study. We don't want you studying in your room eighty hours a week. A social life is important, and it will remain important later, when you're working in your profession. Hospitality is the key to the education you get here. Our courses are non-traditional and they're very relevant to the profession. The best place to discover someone's abilities is in the workplace. Our Teaching Hotel is unique in that respect; you can practise your skills in a real-life environment. We want to enhance our students' level of thinking as much as possible. During the programme, you learn to work more and more independently, in an increasingly realistic environment. We have a very international outlook; your first internship is always abroad. Our ideal student? We always say: work hard, play hard."

From Maastricht to Hong Kong and Sydney with no plans to return

Lisanne Borst spent her final internship at Marriott International in Hong Kong. Her main duty: prepare a food & beverage rapport for all Marriott hotels and restaurants in the Asia Pacific region, which stretches from China to Australia.

She lost her heart to Hong Kong. "It's very busy. But it has scenic beauty, too. And nice beaches." She wasn't all on her own in that metropolis. She

and another intern lived in what was called a "service apartment" – a single, windowless room. "But I wasn't at home much anyway."

What she learned more than anything else during her internship was to network. And she was good at it: even before she graduated, she got a job offer. "I indicated that I would like to stay on with Marriott in the Asia Pacific region." Why this region,

specifically? "Asian culture fascinates me. I love to experience different cultures." She has an opportunity to do that now, because she's got a job at the Marriott Sydney Harbour Hotel. "I want to stay here for the next few years. I find it much more interesting abroad, there are more opportunities. I've no intention of returning to the Netherlands in the foreseeable future."

Lisanne Borst
recent graduate

Things you want to know

Open Days

Interested to learn what study and life at Hotel Management School Maastricht is all about? Then feel free to register for one of our Open Days. About twenty times a year Hotel Management School Maastricht welcomes prospective students for a presentation and tour around our lovely campus.

The interest of the international bachelor is ever growing. We understand not all of you can travel to the Netherlands to visit our campus. As we don't want you to miss out to get an impression of our school and programme, you can register for one of our (online) Open Days or Academic Challenges. Please register online on our website www.hotelschoolmaastricht.nl/opendays

Application and selection

Since its foundation in 1950, Hotel Management School Maastricht has acquired an excellent reputation both in the Netherlands and abroad. At the moment, approximately 1,350 students are enrolled at our institute. Every year, 390 new students are admitted. The hospitality industry calls for special skills and qualities. We will test whether you have these in our selection process. If you wish to study at Hotel Management School Maastricht, you should apply as soon as possible. Applications open on 1 October and specific deadlines apply. You can find more information about the application and selection procedure on our website www.hotelschoolmaastricht.nl/apply

Admission Requirements

- Valid academic qualification enabling you to follow Higher Professional Education
- Adequate proficiency in English
- Proof of advance knowledge of a second modern language at at least A2 level.

For more detailed information regarding our admission requirements, please refer to our website: www.hotelschoolmaastricht.nl/admission

Degree

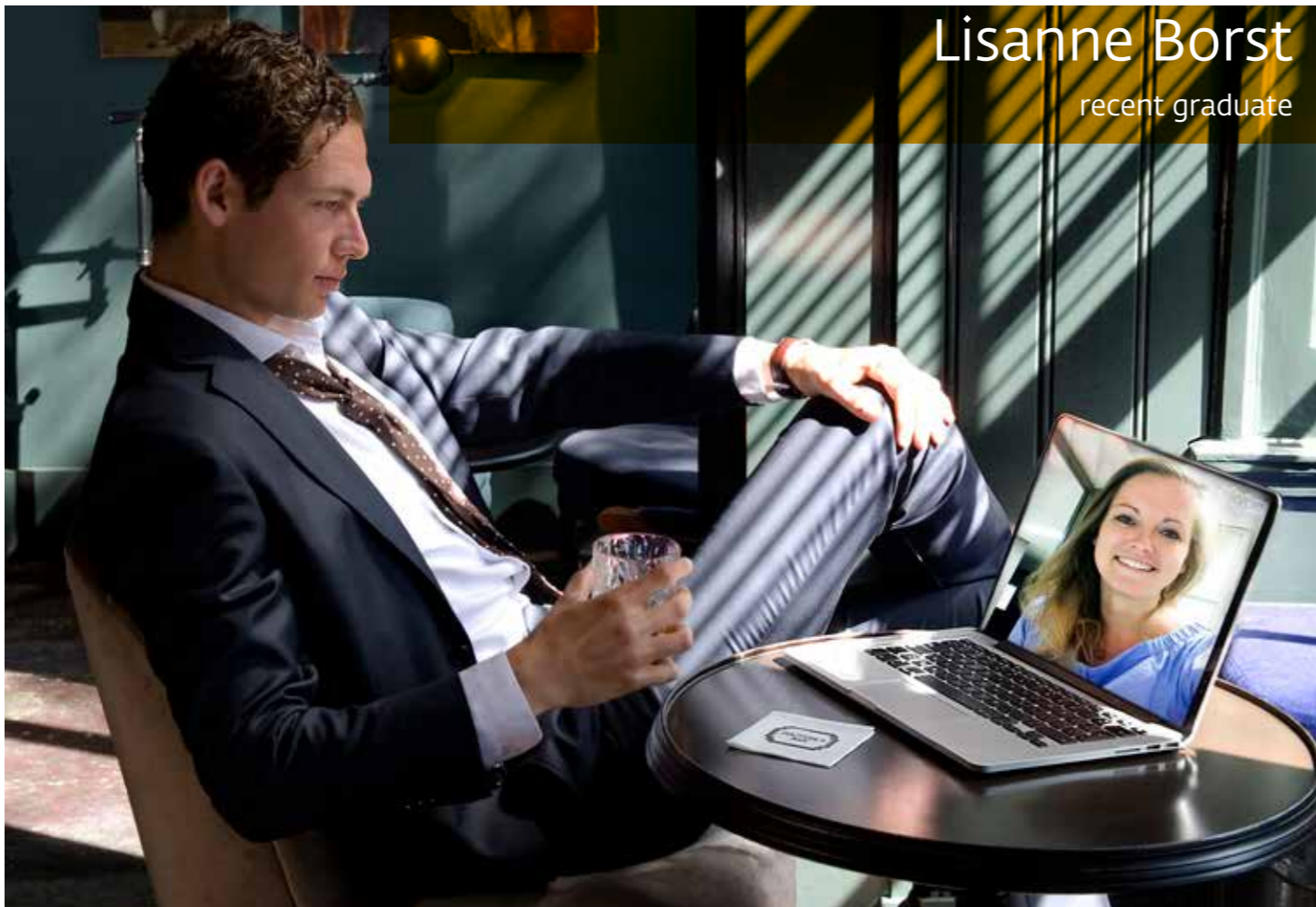
If you complete the programme successfully, you will obtain the international recognized Bachelor of Arts degree. Please note that the programme has a strong focus on business and economics.

Costs

For an up-to-date overview of study costs and tuition fees, please refer to our website www.hotelschoolmaastricht.nl/costs

Study structure

Year 1	Year 2	Year 3	Year 4
Professional hospitality	Managing the employee journey	Business process analysis	Management (consultancy) project
Gastronomic hospitality	Performance Management	Business process improvement	
Innovative hospitality	Operational internship	Minor 1	Management internship
Intercultural hospitality		Minor 2	
		Ex-change programme	
		Pre-master	



Quality guaranteed

Hotel Management School Maastricht is internationally recognized as one of the best hotel management schools and has been awarded with national and international quality marks.



International Centre
of Excellence in
**Tourism and Hospitality
Education (THE-ICE)**



Hotel Management School Maastricht

Visiting address

Bethlehemweg 2, 6222 BM Maastricht
The Netherlands

Postal address

Postbus 3900, 6202 NX Maastricht
The Netherlands

study.hmsm@zuyd.nl

www.hotelschoolmaastricht.nl

Zuyd University of Applied Sciences

Postbus 550
6400 AN Heerlen
www.zuyd.nl
info@zuyd.nl

Colophon

Photography

Clea Betlem
Maartje van Berkel (cover photo)
SHOOT Vastgoed in Beeld

Final editing and Design

Dienst Marketing en Communicatie

Printing

De Bondt Grafimedia Communicatie BV, Barendrecht

This brochure was made in 2021. Some details may have changed since then. No rights may be derived from the text of this brochure. No part of this publication may be utilised or duplicated, in any manner whatsoever, without the prior written consent of Zuyd University of Applied Sciences.

**ZU
YD**