



Faculty of Hospitality & Tourism



Certified ISO 9001:2015 for Quality Management and ISO 21001:2018 for Education

Real Experience
Lab

National &
Global Student
Achievements



in various academic & non-academic competition in the last three years.

20+

leading institutions within the hospitality and tourism industry

62+
top companies

in various industries with internship programs.





DEGREE

Sarjana Terapan Pariwisata (S.Tr.Par)

WHAT YOU WILL LEARN

- Sustainable Gastronomy
- Food Arts and Science Nutrition
- Indonesian Traditional Cuisine
- Chocolate, Ice Cream & Sugar Artwork
- Entrepreneurship & Business
 Development Concept in Culinary Industry

CAREER OPPORTUNITIES

- Chef (R&D, Healthy, Celebrity)
- Start up Founder in Culinary
- Business Owner in Culinary
- Hospitality Company Leaders (General Manager, Director, Managers)
- MICE Company Organizers
- Food Vloger, Content Creator, Hospitality Creative Producers, etc

OUTSTANDING FEATURES

- The first private university study program that highlights Indonesia's traditional gastronomy assets as a potential sustainable business model in the hospitality Industry.
- Hands on practicum project based experential learning
- Emphasizes culinary entrepreneurship; sharpen the ability to invent and apply new ideas in culinary business, from product development process, cost analysis, packaging and marketing trends.
- Excellent Kitchen Lab Facilities Kitchen Demo Theater, Multipurpose Smart Kitchen Lab, Traditional Kitchen. Premium quality practicum ingredients.
- Wide network and robust support from reputable partners in the food and beverage industry

HOSPITALITY MANAGEMENT Pastry



DEGREE

Sarjana Terapan Pariwisata (S.Tr.Par)



WHAT YOU WILL LEARN

- Indonesian Traditional Patisserie
- Entrepreneurship & Business Development Concept in the Cakery Business Industry

OUTSTANDING FEATURES

- The program is design to strengthen the knowledge & skills for those who wishes to run their own cakery business, students learn; Chocolate, Ice Cream & Sugar Artwork, Indonesian Traditional Patisserie, Entrepreneurship & Business Development in the Cakery Business Industry.
- Gain Expertise

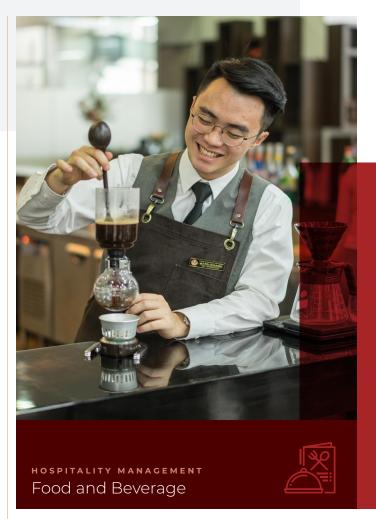
 Collaborations
 with Industry Pastry

 Professionals Leading
 Practicum Sessions.
- Excellent Pastry Kitchen Lab Facilities & Equipment
- Live Business Incubator Lab; students develop their pastry products & sell directly through F&B'Preneur Cafe
- Premium Brand Sponsors
 Partners in the Pastry
 Field

CAREER OPPORTUNITIES

- Chef (R&D, Healthy, Celebrity)
- Start up Founder in Pastry
- Business Owner in Pastry
- Hospitality Company Leaders - (General Manager, Director, Managers)
- MICE Company Organizers
- Food Vloger, Content Creator, Hospitality Creative Producers, etc





DEGREE

Sarjana Manajemen (S.M.)

WHAT YOU WILL LEARN

- Coffee Service Art & Business
- Restaurant Trends & Technology in Service
- Indonesian Traditional Food & Beverage Service Studies
- Entrepreneurship & Business Development Concept in the Food and Beverage Industry

OUTSTANDING FEATURES

- The first study program that inspires student to explore the potentials of traditional Indonesian F&B services and develop them into restaurant business.
- Live restaurant practicum project based experiential learning in food service (Theme restaurant, banquet & event, expirience bar, etc)
- Learn from the expert collaborations with F&B experts/ entrepreneurs teaching the students practicum session
- Excellent Coffee Lab with high quality coffee machines, Live Business Incubator Lab - students practice to master latte art directly at F&B'Preneur Cafe - Beenovative.
- Premium Brand Sponsors & Partners in the F & B Industry

CAREER OPPORTUNITIES

- Food Service Manager
- Start up Founder in F&B industry
- Business Ownerin F&B industry
- Hospitality Company Leaders (General Manager, Director, Managers)
- MICE Company Organizers
- Food Vloger, Content Creator, Hospitality Creative Producers, etc



DEGREE

Sarjana Terapan Pariwisata (S.Tr.Par)

WHAT YOU WILL LEARN

- Hospitality New Service Design
- Risk and Hazard Management
- Innovation, Technology, Sustainability, and Creativity
- Sustainable Customer Experience Design Co-creating Experiences in Events
- Waste Management in Hospitality
- Digital Culture & e-Tourism Social Media Engagement in Hospitality

OUTSTANDING FEATURES

- The program is designed to strengthen students' knowledge and ability to develop new ideas for accommodation businesses.
- Emphasizes on sustainable accommodation (green hotel operation & management)
- Supporting Learning Ecosystem in Business & Technology



CAREER OPPORTUNITIES

- Accommodation Manager
- Start up Founder in Accomodation Services Industry
- Business Owner in Accomodation Enterprise
- Hospitality Company Leaders (General Manager, Director, Managers)
- MICE Company Organizers
- Content Creator, Hospitality Creative Producers, etc





DEGREE

Sarjana Pariwisata (S.Par.)

WHAT YOU WILL LEARN

- Managerial Concept in F&B Operation
 • Hotel & Resort
- Management
- Art of Coffee & Tea
- Designing Green Hotel

OUTSTANDING FEATURES

- Integrated business and hospitality skills. Our program seamlessly integrates business management skills with indepth knowledge of the hospitality industry.
- Extensive hands-on experience. We offer opportunities for hands-on experience through internships, industry visits, and collaborative projects with leading companies in the field. This helps our students apply the theories learned in the classroom to real-world practices.
- Innovative technology integration. Leveraging technology, we equip students to deliver personalized guest experiences. Through partnerships with leading technology firms and hospitality industry stakeholders, our program fosters a culture of collaboration and innovation.

- Tourism and Hospitality Entrepreneur
- Tourism and Hospitality Administrator
- Tourism and Hospitality Consultant
- Tourism and Hospitality Research **Specialist**
- Tourism and Hospitality Educator
- Outlet Manager
- Resort Manager
- Accommodation Manager
- Event Manager



Destination Development



DEGREE

Sarjana Pariwisata (S.Par.)

WHAT YOU WILL LEARN

- Tourist Attraction Management
- Tour & Planning Operations
- Destination Management Organization
- Guiding and Interpretation



OUTSTANDING FEATURES

- Discover Indonesia's destination. We develop an in-depth knowledge of tourism destination management by exploring the destination throughout Indonesia. By immersing students in the vibrant culture, stunning natural beauty, and diverse tourism offerings of Indonesia, our program prepares students to become leaders in the sustainable development and promotion of Indonesian destinations.
- Sustainable destination development. Our program emphasizes sustainable practices in destination management, preparing students to lead initiatives that balance economic growth with environmental conservation and social responsibility.
- Experiential learning opportunities. Students have access to hands-on learning experiences through field trips, internships, and practical projects with tourism stakeholders. This practical exposure allows students to apply theoretical knowledge in real-world settings and build valuable industry connections.

CAREER OPPORTUNITIES

- Tourism and Hospitality Entrepreneur
- Tourism and Hospitality Administrator
- Tourism and Hospitality Consultant
- Tourism and Hospitality Research Specialist
- Tourism and Hospitality Educator
- Tourist Destination and Recreation Manager
- Tour Manager
- Aviation Manager
- Event Manager





International Standard Facilities



- Coffee Art & Tea Lab
- Live Operating Restaurant & Bar
- Beenovative FB'Preneur Lab
- Live Hotel Rooms: Suite, Deluxe, and Standard Rooms
- Open Kitchen Pastry & Bakery Lab
- Front Office Counter and Lobby Lounge & VHP Hotel Information System Lab
- Spice X-pert Smart Kitchen Lab
- Salt & Light Talent Chef Kitchen Lab
- Pastry Lab
- Tour.is.Me Lab



Swiss Education Grup

REPUBLIC OF KOREA



- Summer Program
- Student Exchange
- Joint Degree • Dual Degree

The International Management Institute (IMI Partners AG Switzerland)

SWITZERLAND



• Summer Program

Oklahoma State University

WASHINGTON



- Exchange of information and research access
- Collaboration related to curriculum
- Student exchange
- Capacity building for academic staff

Green River College

AUSTRALIA



• LeX - Learning Express Program (a collaboration program with SP for students to jointly create purposeful, sustainable, and innovative solutions (in the form of prototypes) for real-life problems in the community)

Montana State **University Biilings**

USA



• Dual Degree

Singapore Polytechnik

SINGAPORE



• LeX - Learning Express Program (a collaboration program with SP for students to jointly create purposeful, sustainable, and innovative solutions (in the form of prototypes) for real-life problems in the community)

Partners



Industrial

NATIONAL



SHERATON



CONRAD

BVLGARI



THE STONES































Institution

NATIONAL







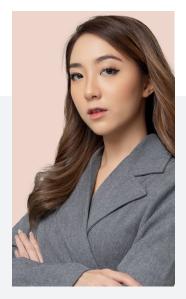














Alumni & Student Testimony

Sonia Basil Hospitality Management Content Creator & Founder of Cakelogy

I chose UPH Hospitality as the place to pursue my education because of its complete facilities, similar to those in the industry.

During my studies at UPH, I was also mentally prepared to directly enter the professional world.

Mellisa S. Winata

Hospitality Management Founder of Nanny's Pavillion



It provides excellent environment for learning and building a career in Food & Beverage industry.





Monica Aprilia Hermawan

Travel Industry Management Owner of Lemon Miniature

One of the UPH values, Godly Character, have made me entrust all aspect of my life, including this business to God."



FACULTY OF HOSPITALITY AND TOURISM







UNDERGRADUATE ADMISSION CENTER

LIPPO VILLAGE CAMPUS

Building C, 4th Floor

Jl. M.H. Thamrin Boulevard 1100, Lippo Village Tangerang 15811, Banten - Indonesia

: +62 21 547 0901 Phone

Whatsapp : +62 8111 05777 65 (chat only) Email : undergraduate.admission@uph.edu



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@uph.facultyoftourism



www.uph.edu