

A man in a dark blue suit, white shirt, and dark tie is smiling and juggling several items. He is holding a tablet in his left hand. The items he is juggling include a passport, a small model of an airplane, a small globe, a small model of a cruise ship, and a stack of travel tickets. The background consists of large, light-colored stone columns.

Study  
**Hospitality  
Management**

# About Universidad San Francisco de Quito

Universidad San Francisco de Quito (USFQ) is the fulfillment of the dream and initiative of Santiago Gangotena with the support of Carlos Montúfar, both with Ph.D.s in Physics, and the selfless contribution of many people over 31 years. Thanks to the conjunction of several factors, in 1980 a large number of academics and businessmen were brought together to comprise the University Promotion Corporation. This non-profit institution's main objective was to create a university of academic excellence in Ecuador.

Today, USFQ sets the pace in the development of university education in the country. Its educational philosophy based on Liberal Arts added to modern and participative teaching methods, and an environment of friendship and local and international diversity defines the comprehensive development of its students. Beyond providing good professional training to its students, USFQ fosters their education as freethinkers, innovators, creatives, and entrepreneurs.



## MISSION

USFQ seeks to train freethinking, innovative, creative, enterprising individuals within the framework of Liberal Arts and under its founding principles.



## VISION

USFQ seeks to be a university of excellence in all its activities and unique in the world given its capabilities within the philosophy of Liberal Arts and its founding principles.



## LIBERAL ARTS

This is an educational philosophy in which all disciplines of knowledge have equal importance and seek to form free individuals, aware of their environment, self-confident, creative and unconditional entrepreneurs.  
About USFQ / Mission, Vision & Liberal Arts





USFQ

# College of Hospitality, Culinary Arts and Tourism

## Awaken your passion for hospitality!

The College of Hospitality, Culinary Arts, and Tourism educates entrepreneurs who are distinguished by their standards of ethics and academic excellence. The philosophy of Liberal Arts is essential to achieve high levels of leadership and administrative and creative skills.

We invite you to lead the Hospitality, Gastronomy, and Tourism industry. Discover a wonderful world dedicated to service, excellence, and sustainable development of society. Being internationally recognized as the best University of gastronomy and hospitality in Ecuador and a leader in the region implies a great commitment that drives us to improve every day.

### CHAT'S MISSION

Provide a creative and innovative education in hospitality, culinary arts, and tourism. CHAT aims for students to become leaders in these industries with a commitment to sustainability, social responsibility, and excellence, based on Liberal Arts.

### PROGRAM'S MISSION

To train passionate professionals in the hospitality field, fostering innovation, creativity, critical thinking, and entrepreneurship skills that enable students to generate a significant impact in the hotel, restaurant, and event management industry.



# Learning Outcomes

## HOSPITALITY AND HOTEL MANAGEMENT

1. Identify and apply the knowledge and skills necessary for hospitality and tourism operations.
2. Develop and integrate a core set of business skills necessary to successfully operate a hospitality and tourism organization.
3. Demonstrate competence in the communication skills necessary for hospitality and tourism management.
4. Formulate business decisions in hospitality and tourism management.
5. Evaluate leadership principles necessary in the diverse and global hospitality and tourism industry.





“International awards and recognition motivate us to maintain the leadership in the region and to continue working for the hospitality, gastronomy, and tourism industries in Ecuador, which are undoubtedly strategic industries for the country. In a different world, we need professionals who are passionate about service and proud to make others feel better, which is the most rewarding aspect of our profession.”

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Damián Ramia  
Dean

# ACPHA

"ACPHA - The Hospitality and Hotel Management program at the College of Hospitality, Culinary Arts, and Tourism has received the international accreditation from ACPHA.

ACPHA, or Accreditation Commission for Programs in Hospitality Administration, is a recognized organization by the Council for Higher Education Accreditation in the United States as an accreditor of hotel management programs at the national and international level in higher education.

Having this international ACPHA accreditation ensures that the Hospitality and Hotel Management program at the University of San Francisco de Quito provides quality education, meeting the high standards of international universities.

With this accreditation, the program commits to providing all its students with:

1. Continuous improvement of the teaching process.
2. Use of good teaching practices and innovation in education.
3. Alignment with industry trends.
4. Increased opportunities for international employment.
5. Opening doors for students to participate in postgraduate programs worldwide.



**Accreditation Commission  
for Programs in Hospitality  
Administration**

## TOP 8

The Hospitality and Hotel Management program at USFQ is ranked among the Top 8 in Latin America according to the QS World University Ranking.

Forming talented and successful professionals in the hospitality industry.





# Bachelor's Degree in Hospitality & Hotel Management

The general objective of the program is to train entrepreneurs and managers of service companies with solid knowledge, both theoretical and practical, based on management techniques in the various aspects that make up the hotel and administrative sector, whose actions are based on pillars such as generation for the provision of quality services backed by efficient management in the optimization of resources with the capacity to undertake research and direct companies or organizations that contribute to the quality of the service, tourism, and economic development of the country.

Graduates will apply their knowledge in public and private companies and institutions such as hotels, restaurants, resorts, tourism companies, airlines, recreational parks, spas, hospitality technology, event management companies, sports companies, marketing and social media, hospitals, casinos, cruise ships, among many others.



### Bachelor's Degree in Hospitality & Hotel Management.

**Price** \$5,950 per semester\*

Price subject to change, the final price will be notified in due course

**Modality** On-Campus

**Duration** 8 semesters / 4 years.



Get to know the academic curriculum



# Emphasis

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## Hospitality and Hotel Management

The program offers the students the possibility to take courses that will expand the general knowledge of the Hospitality Management major, in a certain area (Emphasis). Students must use their electives to take the following courses.

### Emphasis in Food & Beverage Management

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- Human Nutrition + Lab
- Concepts and Techniques 2 + PRA
- Operations Administration.
- Financial Accounting.
- Cost Management
- Fine Cuisine Option:  
Ecuadorian, French, Asian or World Fine Cuisine

### Emphasis in Entrepreneurship

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- Innovation
- Business Creativity
- Public Speaking
- Digital Tools 1 or Digital Marketing
- Management of Family Businesses
- or Business Projects

### Emphasis in Advertising

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- Fundamentals of Advertising
- Digital Tools
- Marketing Communications
- Planning and Insights
- Restaurant Marketing

### Emphasis in Finance

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- Principles of Macroeconomics
- Corporate Finance
- Financial Markets
- Tax Administration
- Cost Management or Insurance Principles



# Campus

# Tour

Schedule your  
appointment to visit the University

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Email us at  
**[hospitalidad@usfq.edu.ec](mailto:hospitalidad@usfq.edu.ec)**  
to schedule an appointment.



## Schedule hours

Monday to Friday  
from 09h00 to 16h30



# Academic Faculty

The faculty members of the College of Hospitality, Culinary Arts, and Tourism have many years of experience and are the best experts in each of their areas. They are undoubtedly part of the most outstanding professionals in our country. Our professors and administrative staff hold PhDs and Master's degrees from universities such as Cornell University, Oxford University, Les Roches Switzerland, EAE Barcelona, Institut Paul Bocuse, Université Savoie Mont Blanc, Jean Moulin University Lyon 3, IDE Business School, USFQ Business School, and École Grégoire-Ferrandi Paris



Get to know  
our professors



## Paola Torres

Head of the  
Hospitality Program

Master's Degree in Hotel Business  
Management, Universitat Autònoma de Barcelona.  
(+593 2) 297-1700, ext. 1741  
ptorres@usfq.edu.ec

Hospitality is the spirit of kindness, warmth, and attention that we all share as individuals who live with passion in an industry dedicated to creating experiences through service. The Hospitality and Hotel Management program at USFQ, founded on the most intrinsic values of hospitality, is designed to enable students to successfully pursue a global career in a rapidly growing industry



# International Internships



**DISNEY**



**LES ROCHES**



**GLION**

## Disney International Programs

The agreement with Disney International Programs allows our students to do pre-professional internships at Walt Disney World Resort theme parks and hotels in Orlando, Florida. For 6 months, program participants can live a cultural experience where they will meet young people from more than 20 countries around the world while working for one of the leading companies in the hospitality and entertainment industry. In addition, they will continue their studies through an agreement with San Ignacio University.

**Academic Exchange Program - Fall Semester**

**Cultural Exchange Program - Summer Term**

## Les Roches

This exclusive agreement between Universidad San Francisco de Quito and Les Roches Global Hospitality Education Switzerland, a world leader in hospitality education, allows our students to enjoy an enriching experience that will change their lives and careers. Students will be able to choose between a semester in Switzerland, Spain and China where they will be able to interact with more than 2700 Hospitality and Hotel Management students from more than 100 countries, in addition to internships in the Hotel School and in different service companies in Europe and the world.

## Glion

GLION Institute of Higher Education is a school specialized in hospitality education. It has a campus in London and one in Switzerland. Through an agreement with the Universidad San Francisco de Quito, our students can take their last semester of studies at Glion and have access to specializations for their career such as: Luxury Brand Management in Hospitality, International Development and Finance or International Event Management.



HOSPITALITY MANAGEMENT

# Minor in Sustainable Tourism

This minor addresses the importance of sustainability and the tourism industry's impact in the global community. Students will be able to examine sustainable tourism components and their relationship, to achieve successful and responsible planification.

The courses for this minor will be taught at the USFQ Galapagos campus for a three-week period during the summer, and at the Cumbayá campus, led by professors from both the University of South Carolina and Universidad San Francisco de Quito.

**\* The courses offered at the Galapagos Campus may be subject to change and are taught in English.**

## Malla Académica

Introduction to Tourism

Innovation and Sustainability

Choose 2 among:

Ecology and Biodiversity of Ecuador

Wildlife Conservation Biology

Environmental Management

**new** Emerging Technologies and Sustainability

**new** Sustainable Business

Climate Change

Turismo Sustentable

Cumbaya

Galapagos





HOSPITALITY MANAGEMENT

# Minor in Sports and Entertainment Management

This minor will allow students to closely learn about the elements that make up the sports and entertainment industry, seeking to impart knowledge about the development of sports and entertainment as drivers of tourism. Management of sports events, mobility around festivals, tournaments, and sporting events are considered for the development of the content.

On the other hand, it will analyze how to manage companies within this industry when sports and entertainment combine in the so-called 'Sportainment'. The analysis does not focus solely on the athlete's perspective but also on the spectator's experience since a fundamental part of hospitality is to train professionals capable of generating memorable experiences within recreational spaces.

## Curriculum

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Introduction to Hospitality

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Sports Event Management

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Introduction to Entertainment

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Sports Tourism

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Sportainment Marketing

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Elective 1

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HOSPITALITY MANAGEMENT

# Minor in Event Management

The minor in Event Organization provides students with the opportunity to obtain specialized knowledge in the field of event organization and management. Students who choose this sub-specialization will focus on developing skills applicable to the management and leadership of businesses focused on organizing events of all kinds.

Throughout this program, different types of events will be explored, such as weddings, fairs, sports events, academic events, exhibitions, etc. Additionally, areas of knowledge necessary for their development will be covered, including operational management, communication, resource administration, public relations, among others.

## Curriculum

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Wedding Planning

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Sports Event Management

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Public Relations 1

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Events and Protocol

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Event Management

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# Pre-professional Internships





















7 restaurants  
of San Francisco de  
Quito University

+20 alliances  
with industry  
leaders

Hours of  
industry practice

## External internships

For our students to have greater exposure to the labor field, the College of Hospitality, Culinary Arts and Tourism has established alliances with the most important companies in the industry in Ecuador: hotels, inns, restaurants, travel agencies, airlines, among others. As part of their studies, students must complete an internship in one of the establishments of their choice, with the opportunity to create links with industry leaders.

# CHAT Experiences

## Field Trips

During each academic period, the College of Hospitality, Culinary Arts and Tourism organizes field trips that allow students to strengthen the knowledge acquired in different classes. These trips become enriching experiences for our students' professional development. Some of the field trips in which our students have participated are:



### Tourism Focus

Tiputini-Yasuni, Galapagos, Ruta del Sol, Chimbacalle Train Station, guided tour to the Metro de Quito facilities.



### Hotel Focus

Hotels (Sheraton, Wyndham, J.W. Marriott Quito, among others), Quito Airport.



### Gastronomic focus

Restaurants (Urko, Rincón de Francia, Ciré, Somos, among others), Vineyards (Chaupiestancia, Dos Hemisferios), Breweries (Sabai, Andes, Cervecería Nacional), various markets in the city, Mashpi Community, Las Tanusas, among other restaurants.

## Academic trips

With the aim of giving our students a first-hand experience of the magnitude of the industry to which they belong, a hotel and/or gastronomic trip is organized every year to an international destination. On these trips, students can observe iconic hotels and restaurants in major tourist cities up close, participate in a series of guided tours (Back/Front of the House) led by important figures that allow them to establish relationships with industry leaders.

**Chicago**  
experience

**New York**  
experience

**Mexico**  
experience



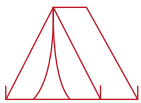
# Professional Field



Restaurant



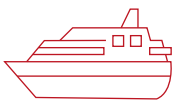
Resorts



Camps



Social and  
Sports clubs



Cruise  
ships



Airlines



Social and  
corporate events



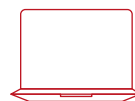
Catering



Travel agencies



Transportation



Tourism  
promotion corporations

# Testimonials



### Xavier Arteaga, Hospitality and Hotel Management Alumnus

#### Disney College Program Alumnus

The Disney College Program is a unique opportunity that changes your life in many ways. Working for one of the world's largest entertainment companies teaches you standards that will stay with you forever and help you grow professionally. This program gives you the opportunity to have friends worldwide, to get to know as many cultures as those around the World Showcase in Epcot, but most importantly, it teaches you to get to know yourself better and to discover qualities that you didn't know existed within you. Without a doubt, I would be part of Disney world again.



### Macarena Vela, Hospitality and Hotel Management Alumna

#### Minor in Sustainable Tourism Alumna

I believe that life is made up of impactful moments, those experiences that help you become the person you truly are. In my life, one of these great moments happened when I had the incredible opportunity to study in the Galapagos Islands with USFQ. I have always been motivated by environmental conservation, but this experience magnified my sense of responsibility towards nature. I had the opportunity not only to live in paradise but also to learn how to interact with the natural world through a conservationist approach. I swam with sharks and rays, learned about turtles, played with baby sea lions, discovered the many colors octopuses can have, and came to understand the energy of the sea.

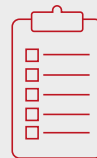
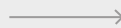
This program is one of those experiences that only happen once in a lifetime, but undoubtedly, it changes your life forever.



# Admission Process



**Create your account**  
admission.usfq.edu.ec



**Complete**  
your application and  
choose your exam date



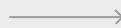
**Pay**  
for your admission  
process



**Attach**  
your documents and  
wait for your confirmation



**Take**  
the exam and  
wait for your results



**Enroll**  
to receive your  
class schedule

## Admissions Department

Universidad San Francisco de Quito, Of. G-100  
Office hours are from 8h00 to 18h00  
02 2971821 - 02 2972822  
admisiones@usfq.edu.ec

## Customer service via WhatsApp

0997410135 - 0988052155



Scan the code to receive  
more information

# Marcus Apicius

The USFQ's Excellence Scholarship program is aimed at outstanding students who demonstrate academic excellence.

- Prize: **60% SCHOLARSHIP** to study gastronomy or hospitality management.
- **3rd year high school students**.
- Applicants who have achieved a **minimum score of 2150** on the admission exam.



## Beca Excellence in Service

Excellence in Service is a scholarship in the form of a contest awarded by the College of Culinary Arts, Hospitality, and Tourism to a candidate for the Bachelor's degree in Hospitality and Tourism.

- Prize: **50% scholarship** to study Hospitality and Tourism.
- **3rd year high school students** or applicants who have graduated no more than 1 year ago.



Receive more information about our Scholarships



## USFQ Scholarships

### Future Payment

Study now and pay later with our financial assistance plan for students with excellent academic performance and financial need.

### Honor Scholarships

Allows outstanding students to obtain a sub-specialization at no cost.



Receive more information about USFQ scholarships





Our alumni  
are leaders in  
the industry



USFQ Hospitality, Culinary Art and Tourism  
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