



**UPH** Universitas  
Pelita  
Harapan

**#BEYOND  
ACADEMICS**

**DISCOVER  
YOUR  
PASSION**

**FACULTY OF  
HOSPITALITY  
& TOURISM**

Undergraduate  
Program  
2025







# WHERE PASSION MEETS CULTURE

Every great journey starts with a single step, and today, you've just taken that exciting step at the Faculty of Hospitality & Tourism, Universitas Pelita Harapan! It's perfectly normal to feel a bit nervous or super excited—those feelings mean you're growing! Here, you'll get to know amazing lecturers who are not just teachers but also mentors. You'll learn in fun, real-world settings, from bustling kitchens to cozy hotel rooms. Most importantly, you're about to discover a stronger, more creative version of yourself. This isn't just college; it's a wonderful opportunity to become the best you! Welcome aboard!





# FACULTY OF HOSPITALITY & TOURISM

Step into the world of hospitality and tourism where creativity, service, and innovation come together. The Faculty of Hospitality & Tourism at Universitas Pelita Harapan (UPH) prepares students to become future leaders in a dynamic global industry.

Our programs offer exciting pathways in Hotel Management and Tourism, supported by strong foundations in digital innovation, sustainability, and ethical leadership. Students can explore diverse fields such as Culinary Arts, Pastry & Bakery, Hospitality Entrepreneurship, as well as Tourism Digital Ecosystem, Urban Tourism, and Health Tourism, reflecting the evolving trends and opportunities across the industry.

**"About responsibility and a better future through sustainable tourism development,"**

~ Prof. Dr. Diena Mutiara Lemy, A.Par., M.M., CHE.  
*Dean of Faculty of Hospitality & Tourism*

Learning at UPH goes beyond the classroom. With hands-on training, industry collaborations, and global perspectives, students gain the confidence, creativity, and professionalism to shape meaningful careers. Supported by expert faculty and modern facilities, UPH nurtures a new generation ready to lead, serve, and transform the future of hospitality and tourism.

**Excellent  
Accreditation**



Students all programs  
have a chance to  
pursue overseas  
program

**3** Years

Applied bachelor full  
degree program

**20+**

Leading institutions  
within the hospitality  
and tourism industry

**6** Months  
Program  
for Business Incubator  
coaching program in  
Hospitality & Tourism

**62+**  
top companies  
in various industries for  
internship programs.



Real  
Experience  
Lab

**Supportive  
Learning  
Ecosystem**  
in Business & Technology





# HOTEL MANAGEMENT PROGRAMS

DEGREE

Sarjana Terapan Pariwisata (S.Tr.Par)



Turn your passion for service, food, and creativity into a professional career with the Faculty of Hospitality at Universitas Pelita Harapan (UPH). Our programs are designed to prepare future leaders, innovators, and entrepreneurs in the dynamic world of hospitality. At UPH, learning goes beyond the classroom. You'll gain hands-on experience through real industry projects, culinary innovation labs, and collaborative learning environments that prepare you for real-world challenges. Learn from vibrant community of aspiring chefs, entrepreneurs, and hospitality leaders that partake in delivering the skills and knowledge in our classroom. Many of our alumni have successfully built their careers as professional chefs, content creators, and café entrepreneurs, making their mark in the culinary scene. If you're looking for a university experience that sparks creativity, builds confidence, and opens doors to global opportunities, the Hotel Management Programs at UPH are your perfect start. Your journey in hospitality begins here. Choose from four exciting study programs that combine hands-on learning, global insight, and professional excellence:



## HOTEL MANAGEMENT OPERATION

At the Hotel Management Program, Universitas Pelita Harapan (UPH), you'll learn the art of hospitality from the inside out. The program combines theory with real industry practice, giving you a deep understanding of hotel operations, guest relations, service excellence, and management strategy. From luxury hotels to eco-resorts, you'll explore how the hospitality industry thrives in a fast-changing

global landscape. With guidance from experienced faculty member and opportunities to train with industry professionals from leading hotel brands, you'll build the confidence, leadership, and creativity needed to succeed. Whether you dream of managing hotels, leading events, or building your own hospitality business, UPH prepares you to turn your passion for service into a global career.







## CULINARY

The Culinary Program at Universitas Pelita Harapan (UPH) transforms your passion for cooking into professional expertise. Here, you'll learn both the artistry and science behind food, from mastering classic techniques to exploring innovative culinary trends and sustainable practices. Through hands-on training in modern kitchens and real industry projects, you'll develop creativity, precision, and confidence as you craft exceptional culinary experiences. Our dedicated faculty and strong industry connections will guide you every step of the way, helping you understand what it takes to thrive in today's dynamic culinary world. Whether your goal is to become a chef, food entrepreneur, or culinary innovator, UPH equips you with the skills and mindset to turn your love for food into a meaningful and successful career.



UPH SALT & LIGHT COOKING CLASS



## PASTRY & BAKERY

Do you find joy in creating pastries that are as beautiful as they are delicious? The Pastry & Bakery Program at Universitas Pelita Harapan (UPH) invites you to explore the art and precision of pastry-making, from classic techniques to contemporary creations that reflect global trends. In this program, you'll master the fundamentals of baking, dessert artistry, healthy dessert and presentation while learning the science behind every ingredient. Guided by experienced pastry chefs and industry professionals, you'll gain hands-on experience in modern kitchen facilities and real-world pastry projects that nurture your creativity and craftsmanship. Whether you dream of becoming a pastry chef, artisan baker, or dessert entrepreneur, UPH gives you the foundation, confidence, and artistry to turn your passion for sweet creations into a rewarding career in the world of hospitality and gastronomy.



## HOSPITALITY ENTREPRENEURSHIP

The Hospitality Entrepreneurship Program at Universitas Pelita Harapan (UPH) is designed for future innovators who dream of creating their own ventures, from boutique hotels and cafés to event businesses and lifestyle brands. In this program, you'll learn how to blend creativity with business acumen. Through courses in hospitality management, marketing, finance, and innovation, you'll gain the skills to plan, launch, and sustain successful hospitality enterprises. Practical projects, mentoring, and real-world collaborations help you turn ideas into actionable business strategies. Surrounded by a vibrant community of aspiring entrepreneurs and guided by industry professionals, you'll develop the mindset and confidence to lead with purpose and originality. At UPH, your vision for hospitality can grow into a lasting and meaningful business.



"I choose 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."

**Sonia Basil**

Hospitality Management  
Content Creator & Founder of Cakelogy

# TOURISM PROGRAMS

## DEGREE

Sarjana Pariwisata (S.Par)



LV

Welcome to the S1 Tourism Study Program at UPH, where you'll explore and experience learning the dynamic world of hotels, events, and tourism. Choose from three concentrations: Integrated Hospitality and Event Management, Innovative Management in Hospitality Tourism and AI Driven Experience, Service Marketing and Operation in Hospitality Business. Complete your degree in just 3.5 years and earn a Sarjana Pariwisata (S.Par.).

This program stands out with three specializations: the Tourism Digital Ecosystem for those passionate about technology, Urban Tourism for designing modern experiences, and Health Tourism blending healthcare and travel. Whether you aspire to be a digital travel consultant, tourism strategist, or event organizer, UPH will guide you towards a successful global career.







## TOURISM DIGITAL ECOSYSTEM

We prepare you to thrive in the future of tourism through the Tourism Digital Ecosystem track at UPH. Here, you will learn how to use Big Data, Artificial Intelligence, Virtual and Augmented Reality, Digital Marketing, and Smart

Tourism to create next-level guest experiences, improve business efficiency, and drive sustainable growth in the tourism industry. This specialization opens doors to exciting careers where you can become a

digital travel consultant, destination data analyst, brilliant tourism strategist, social media and influencer marketing manager, or even launch your own e-tourism business.



## URBAN TOURISM

Urban Tourism at UPH invites you to explore the heartbeat of cities as powerful and creative tourism destinations. You will dive into everything from managing malls as lifestyle hubs and organizing MICE events to shaping cultural heritage tours, developing smart city experiences, and designing sustainable and innovative urban

attractions. This concentration equips you with the skills to become an urban destination manager, a mall and recreation developer, a city branding and tourism strategist, a heritage tourism expert, a competent tourism consultant, or a professional event organizer who brings cities to life through unforgettable experiences.



## HEALTH TOURISM

Health Tourism at UPH allows you to explore the growing world of healthcare and wellness travel, where treatment meets relaxation and recovery becomes an experience. You will learn how to manage spa and wellness resorts, coordinate health travel services, and develop tourism programs around hospitals, dental care, aesthetic treatments, and elderly rehabilitation. With this concentration, you can build a career as a health tourism consultant, a wellness and spa resort manager, a health travel coordinator, a hospital and clinic tourism facilitator, or a specialist in destination management for health tourism.

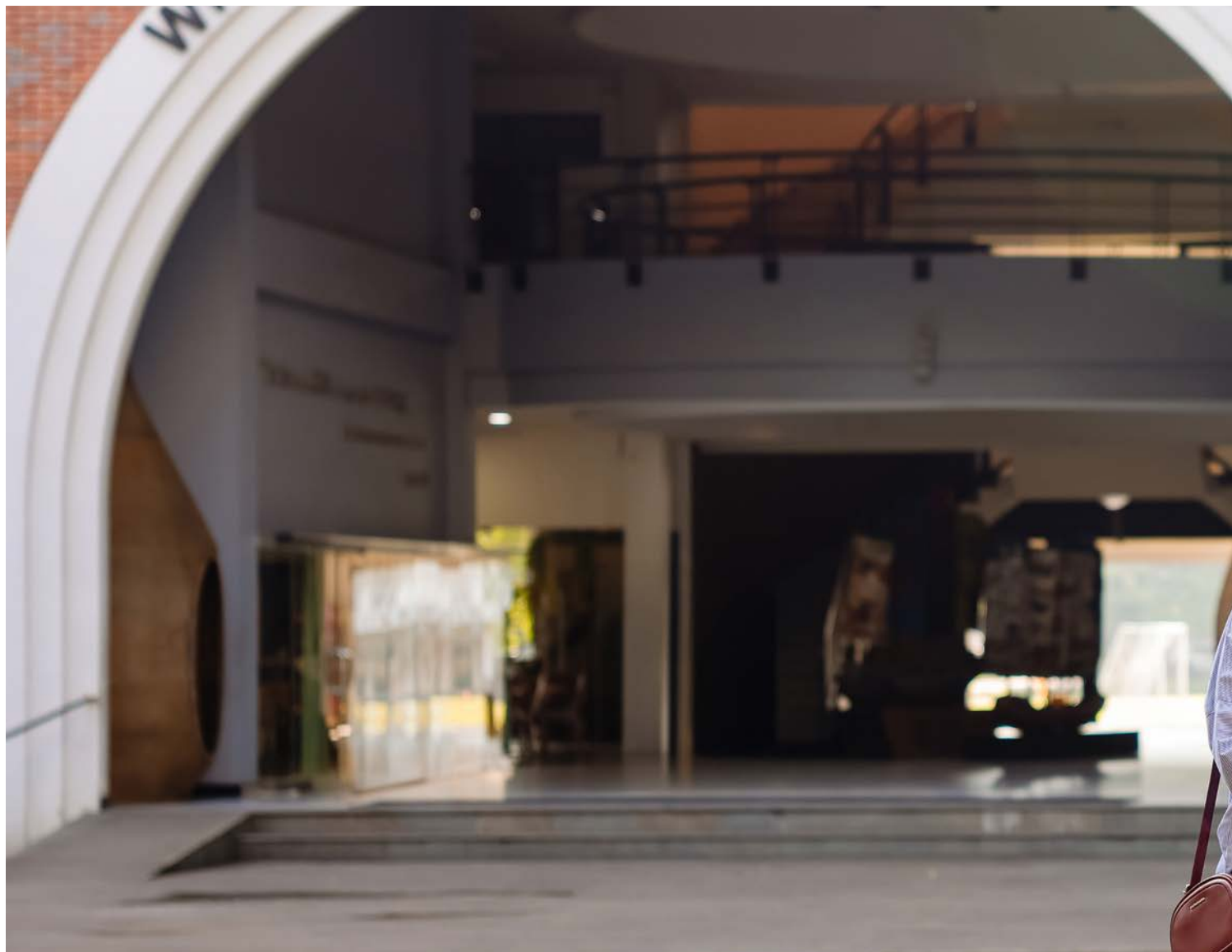
### International Experience

#### Working Abroad in Japan

- You can apply in 7th semester
- Mandatory six-month Japanese language training

#### Pursue Further Study in China





## INTERNATIONAL COLLABORATIVE LEARNING

Swiss Education Group  
SWITZERLAND



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

Oklahoma State University  
USA



- Exchange of information and research access
- Curriculum related collaboration
- Student exchange
- Capacity building for academic staff

Hanyang University  
KOREA



- Summer Program

Singapore Polytechnic  
SINGAPORE



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

Pacific Asia Tourism



- Collaboration International Community Service





## Partners

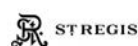
UPH Students

### Industrial

#### NATIONAL



#### INTERNATIONAL

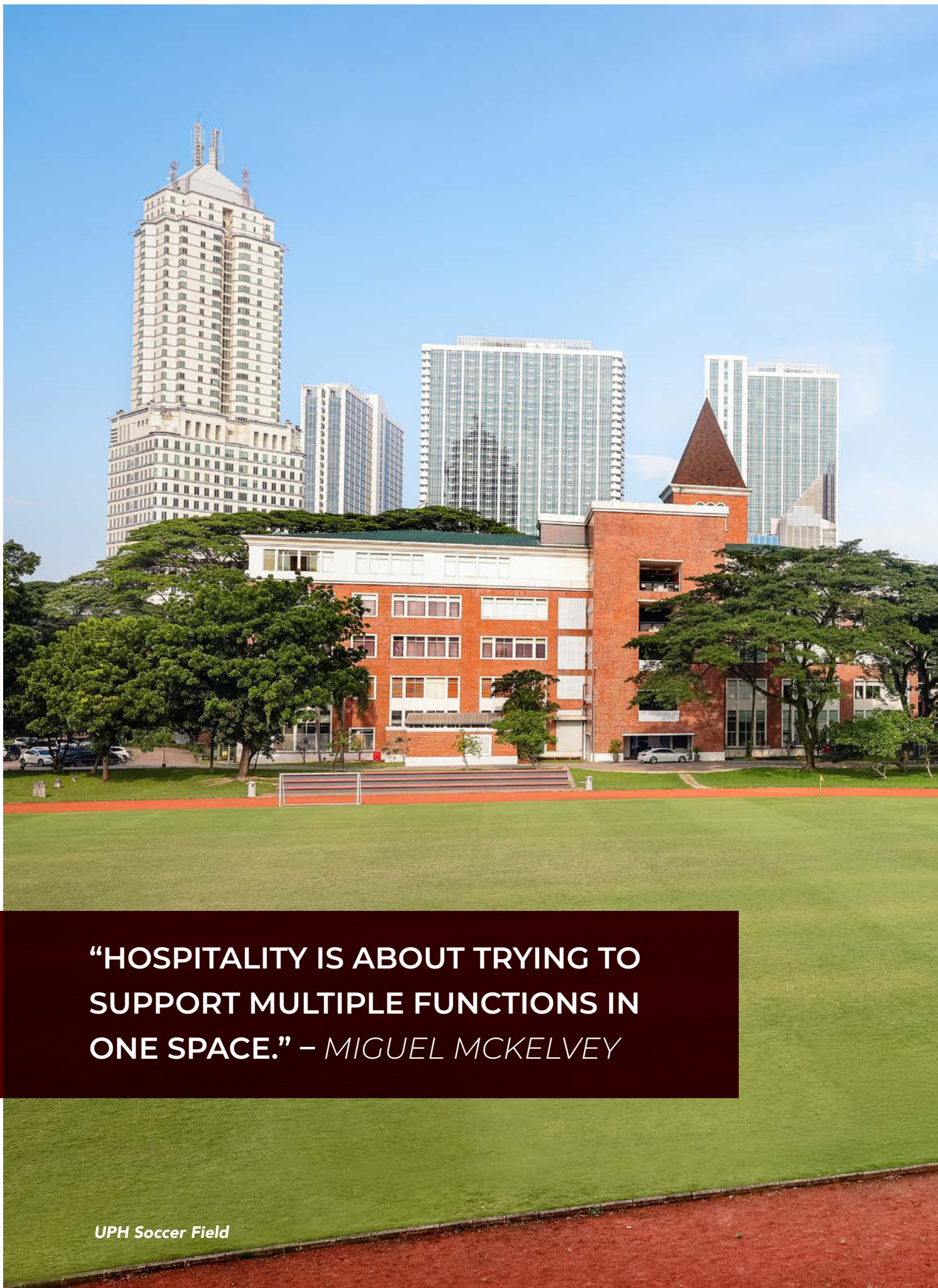


### Institution

#### NATIONAL







**“HOSPITALITY IS ABOUT TRYING TO  
SUPPORT MULTIPLE FUNCTIONS IN  
ONE SPACE.” – MIGUEL MCKELVEY**

*UPH Soccer Field*









### **LIPPO VILLAGE CAMPUS**

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



**START TODAY!**