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“The individual component of the Integrated Revenue Management Project is a debate whereby students discuss various statements within the field of revenue management application and must present compelling arguments for their position. Presenting and justifying one’s ideas and solutions in this type of setting is an invaluable skill for any future manager, and as such strongly preferred over

AHF has long-lasting collaborations with several major hospitality organisations. A good example is Hilton Worldwide with whom we have set up the **‘Hilton Class’** programme. This special extracurricular programme, for which main-phase students can apply and get selected by Hilton, offers a variety of opportunities to our students. The selected, top-performing students benefit from exclusive guest lectures and access to Hilton Worldwide’s University e-learning programmes. Furthermore, they are offered two full-time placements abroad and receive support and advice from senior executives from Hilton Worldwide. During the Bachelor’s Thesis, students are guided by lecturers from our academy. At the defence presentation, students are exposed to a critical look of, and receive feedback from, an industry professional. These assessors ensure the relevance and the applicability of the Bachelor’s Thesis to the hospitality industry.

Every year, AHF organises an **Industry Day**. More than 70 companies visit our campus to present themselves. This is a unique opportunity for our students and staff to meet industry professionals and to explore the opportunities for career development and collaboration. AHF is a partner of Hotellotop, a network organisation which connects various hotel management schools to the industry. Our students can attend Hotellotop networking events, and the organisation brings industry partners to Breda to meet our students.



Figure 4: Industry Day Hotel & Facility 2024