

TRAVEL AND HOSPITALITY

Ferragamo's Lungarno Collection to educate on "Made in Italy" hospitality

June 30, 2017



Lungarno Collection's Hotel Continentale in Florence. Image credit: Lungarno Collection, photo by @RealFashionist

By STAFF REPORTS

Students with an interest in the luxury tourism sector will now learn firsthand through an educational partnership between Rome's LUISS Business School and Italian hotelier the Lungarno Collection.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

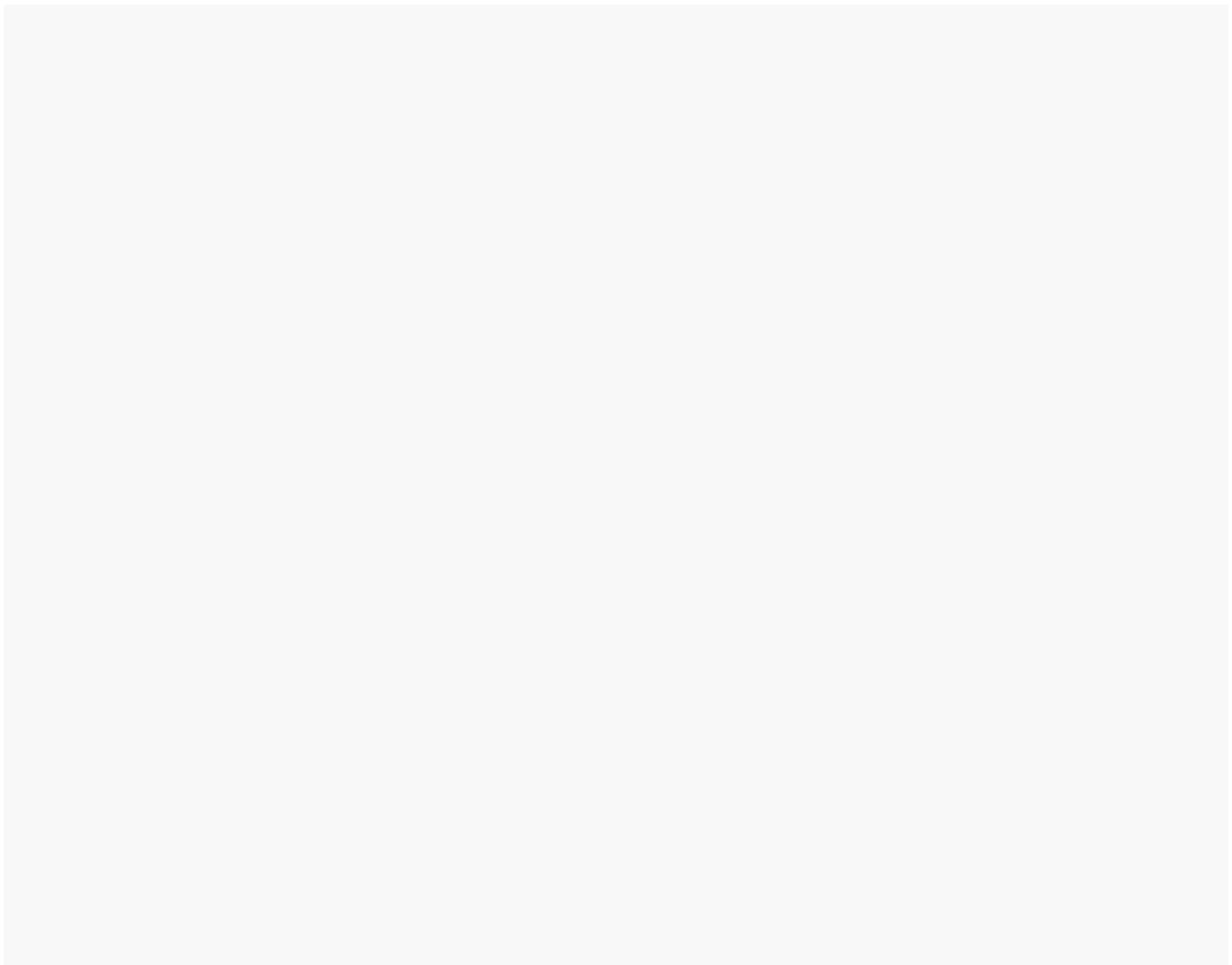
Launched in 1995, the Lungarno Collection, owned by the Salvatore Ferragamo Group, operates 4- and 5-star hotel properties in Florence and Rome. Through the LUISS partnership, Lungarno Collection will dispense its knowledge of Italian luxury and high-end hospitality to enhance the classroom experience.

High-end classroom experiences

The Lungarno Collection's hotels all have "luxury addresses" in Florence and Rome. Each hotel has its own personality and inspiration drawn from urban culture, history and style, which combine to create personalized experiences for guests.

Elegance, striking design and dedication to attentive service make the Lungarno Collection hotels the ideal setting to learn about what constitutes a luxury hospitality brand ([see story](#)).

Lungarno Collection's partnership with LUISS will enhance the classroom experience by contributing to field projects relevant to luxury tourism.



A timeless bijoux on the #RiverArno returned this June with a revived appeal. Slide into a terrace table for a spectacular breakfast view at #HotelLungarno. #LungarnoCollection

A post shared by LUNGARNO COLLECTION (@lungarnocollection) on Jun 13, 2017 at 11:59pm PDT

Students enrolled in the 12-month LUISS Master in Tourism Management program will build analytical and managerial skills to ready them for a career in tourism.

"The partnership with the LUISS Master in Tourism Management program gives us the opportunity to share our knowledge and experience as well as to understand the talent and skills that young graduates can bring to our company," said Elena Cipollini, director of HR and quality at Lungarno Collection in a statement.

Italy is one of the top 5 tourist destinations and counts 51 UNESCO World Heritage sites, more than any other country in the world. The "made in Italy" environment offers students an excellent opportunity to study tourism and apply their skills to their immediate surroundings.

"Luxury tourism is a rapidly growing segment of the tourism industry," said Matteo Giuliano Caroli, program director at LUISS Business School in a statement. "The partnership with Lungarno Collection allows our students to learn from one of the top Italian companies in this sector.

"They have the opportunity to get real world experience and understand what made in Italy' means for luxury tourism," he said.