



Development of Learning Centres

Description of Services

1. Introduction

Lausanne Hospitality Consulting (LHC) is a Swiss knowledge development and management advisory company which works closely with EHL and Swiss Hotel Association (hotelleriesuisse). Established over 30 years ago, LHC has developed hospitality education centres utilizing a structured approach which combines the experience and philosophy of Swiss Hospitality education.

2. LHC School Development Advisory

LHC recognizes the importance of quality education to feed talent into the fast-paced hospitality industry. LHC has experience in all aspects of developing and launching learning centres - and has done so in the countries listed below:

1982 – 1987	Singapore Hotel Association Training and Educational Centre (SHATEC), Singapore
1997 – 2000	Centro Superior de Hosteleria de Galicia, Santiago de Compostela, Spain
1999 – 2003	Genting Centre of Excellence, Genting, Malaysia
1999 – 2003	Jinjiang Training Centre, Shanghai, China
1999 – ongoing	Emirates Academy of Hospitality Management, Dubai, the United Arab Emirates
2005 – 2007	Federation of Hotels & Restaurants Association of India—Institute of Hospitality Management, Greater NOIDA, India
2005 – ongoing	Centro de Estudios Superiores de San Ángel, Mexico City, Mexico
2005 – ongoing	Sagesse University—Faculty of Hospitality Management, Beirut, Lebanon
2005 – ongoing	Beijing Hospitality Institute, Beijing, China
2006 – ongoing	Escola de Hotelaria, Universidade Estácio, Rio de Janeiro, Brazil
2008 – 2012	Escola de Hotelaria e Turismo, Turismo de Portugal, 16 locations, Portugal
2009 – ongoing	Ecole Hoteliere Lavasa, Lavasa, India
2010 – ongoing	King Abdulaziz University Tourism Institute, Jeddah, Saudi Arabia
2011 – ongoing	Hanyang University Hospitality Academy, South Korea
2011 – ongoing	Ecole Supérieure en Hôtellerie et Restauration d’Alger, Algeria
2012 – ongoing	Yangzhou Hospitality Institute, China
2012 – ongoing	Dusit Thani College, Bangkok, Thailand
2013 – ongoing	Dusit Hospitality Management College, Philippines
2014 – ongoing	Guilin Institute of Tourism, China
2016 – ongoing	Iran Hospitality Academy, Iran

With the vision of sharing Swiss hospitality excellence, LHC's approach is carefully modeled on its education development philosophy:

- Sustainable solutions
- Programmes focussed on national / regional needs
- Education for all levels – vocational through to management
- Learning – not teaching
- Transfer of experience and philosophy, not content
- Development of partner's brand equity within the marketplace
- Entrepreneurial spirit within the student community

2.1. The Process of Academic Advisory

Through the Academic Advisory, LHC assists hospitality learning centres by providing up-to-date ideas in different areas. This on-demand-service tackles the specific needs of the learning institutions.

LHC Process of Academic Advisory



<ul style="list-style-type: none"> ➤ Feasibility assessment ➤ Business case development 	<p>LHC conducts an initial site visit of the school, if it is an existing one, or a meeting with investors who wish to open a new school, i.e. a green field project. During the visit, LHC consultants study the aspirations of the school, or its investors, its academic programme(s) and physical infrastructure. The experts also interview representatives of the local ministry of education (MOE), other hospitality schools, hoteliers and restaurateurs. The aim is to define a best-in-class school concept that is based on the local geo-political challenges of the region where each school is located.</p>
<ul style="list-style-type: none"> ➤ Curriculum concept design, improvement ➤ Infrastructure and facilities brief and control 	<p>Hospitality education differs from traditional university training because this industry is a hands-on, and at the same time, intellectual trade. Therefore, a well-designed curriculum consists in balancing the practical and theoretical components of this sector. It is based on the industry needs as per the business case studies, prioritizing the employability of the graduates and therefore building sustainable success of the institution in the long run. The concept of the curriculum serves as the foundation of the infrastructure brief. The design of the laboratories (kitchen, reception, restaurant, etc...) must enhance and excite the learning of the students.</p>
<ul style="list-style-type: none"> ➤ Marketing and recruitment guidance 	<p>LHC assists schools in developing the right student profile for the institution and in advising the most appropriate solutions to attract the best talents for the school.</p>
<ul style="list-style-type: none"> ➤ Management and Faculty Recruitment, Training & Development 	<p>Education is no longer about knowledge, but also competencies and mindset. Consequently, the role of the educator is not only to transmit a piece of specific knowledge to the students, but also to prepare them with the skills and mindset needed to succeed in the society. In order to achieve this, the traditional teaching is no longer appropriate.</p>

Facilitation is the core of intellectual stimulation and the learner's development of competencies. Simply stated, the role of an educator is to facilitate students' own learning, thus being a facilitator. It is therefore required to emphasize on the need of a methodology and environment so that the skill of how to learn can be transmitted. Achieving this goal requires a change in the way learning takes place and the relationship between learner and facilitator—the art and science of facilitating learning.

The Qualified Learning Facilitator's (QLF) programme will provide management and faculty the competencies, in the areas of Pedagogy, Andragogy and Epistemology, to stimulate the learning of the students. Since the launch of the QLF programme, this intensive 10-day training has been delivered to more than 250 educators from 10 different countries.

➤ Academic Audits

Great schools must continuously improve and innovate. Accordingly, LHC conducts periodic audits to supported schools. The aim is to evaluate the key performance indicators of the institution and to provide constructive feedback for constant progress.

➤ Assistance in developing links between school & industry

The cooperation between school and industry is essential for many reasons: it has the potential of generating knowledge and enriches the professional experience of students and faculty. Yet, developing and managing relationships with industry professionals requires a structure approach and a network of experts.

LHC School Development Advisory timeframe varies according to the status and the needs of each institution. Most projects require between 1 to 2 years of pre-opening phase (planning & construction). Once the school is opened, LHC Academic Advisory may include some or all the services listed in The Process of Academic Advisory. LHC advisory generally ends once the school has successfully delivered the first cycle of the programme, in other words, until the first batch of students graduate from the programme.

3. Swiss Hospitality Education Labels

Swiss Hospitality Education is highly respected worldwide thanks to Switzerland's long tradition and history of service excellence and high academic standards. Institutions may be branded with a Swiss Education Label through:



Licensing of Professional Short Courses
Lausanne Hotel & Restaurant Training Centre



Higher Professional Education Recognition
Swiss Quality Institution



Higher Education Certification
Ecole hôtelière de Lausanne Academic Certification

Institutions and partners who wish to be licensed by the Lausanne Hotel & Restaurant Training Centre (LHRTC), be recognized as a Swiss Diploma Standard Institution or obtain an EHL certification are requested to apply for it through LHC. The Swiss Quality Institution label is awarded by the LHC board, the EHL certification is granted by the EHL board. The application criteria and standards will be communicated by LHC on request.

LHC is the agency appointed by EHL to assess the institutions and manage relationships between EHL and the institutions.

3.1 Licensing of Professional Short Courses – LHRTC

The Lausanne Hotel & Restaurant Training Centre (LHRTC) delivers hands-on vocational skills to students in the hotel & restaurant domain worldwide. The course content is based on the Swiss benchmark vocational competency framework for the hospitality industry. Therefore the graduates of LHRTC programmes are well equipped with benchmark hands-on skills to enter the workforce as waiters, cooks, room attendants etc.

LHRTC programmes are delivered through a licensing model, allowing existing or Greenfield project institutes to deliver readymade Swiss quality course content to the students. Along with other support received, the Licensee can also award LHRTC co-signed qualifications to its students.

3.2 Higher Professional Education Recognition – Swiss Quality Institution

Tertiary education level institutions can apply to be recognized as a Swiss Quality Institution upon meeting the Recognition Standards. Institutions will be awarded a “Swiss quality label of education” that positions them prominently in their country, as Swiss Quality Standards are the worldwide reference in professional hospitality education. To ensure the recognized institutions are delivering content that reflects the Swiss level of quality, they will be audited as per the Swiss Quality Institution Recognition Standards.

3.3 Best-in-Class Certification – *Ecole hôtelière de Lausanne Academic Certification*

As the world’s first hotel school founded in 1893, EHL prepares the leaders of tomorrow in partnership with the Swiss and international hospitality industry. Its philosophy of learning, combining experience and discovery, leads to the mastery of the arts and sciences of hospitality management. With its certification model, EHL shares its know-how in a sustainable approach.

EHL certification model recognizes best-in-class (or on the way to becoming) institutions in their respective country/region. Therefore, there will be only one EHL-certified school per country/region. Certified schools will receive constant support, such as curriculum improvements, faculty training and content development, and industry links. Additionally, students from the certified institution are facilitated in their learning endeavors, through a case-by-case transfer opportunity within other network institutions, and also through to the transfer or exchange semesters within EHL.

Lausanne Hospitality Consulting SA

February 2017