

## **Les Roches Launches Winter Program in Hospitality for High School Students**

*Introduction to the World of Hospitality is the first of its kind to benefit students aiming for a successful career in the industry*

**Bluche, Switzerland-November 20<sup>th</sup>, 2012-** Les Roches International Hospitality Management School has launched a hospitality program designed exclusively for high school students and those students planning to pursue a career in the industry. Enrollment is open for the 2-month intensive program, which begins in January 2013.

Built as a discovery program, *The Introduction to the World of Hospitality* provides insights on the service industry as a whole and the fundamentals of hotel management. Courses include customer service, basic principles of hospitality management, human resources, operations management and many others. Set up as a complete immersion in the hospitality world, students will acquire as well practical understanding of restaurant management (kitchen and table service), hotel reception (front desk and lodging procedures), and of teamwork.

*“Our aim is to offer students who would like to pursue a career in hospitality, a one-of-a-kind experience to immerse themselves very quickly in this exciting and growing industry. We would like to prepare them for a promising yet very demanding sector and have a better understanding of the skills, learning and practical experience they need to acquire for a successful career path.”* said Sonia Tatar, CEO of Les Roches International School of Hotel Management. *“Classes will put emphasis not only on the hard skills and the technical side of the “savoir-faire” in the service industry but also on the soft skills, personal attributes and interpersonal skills that enhances their proficiency in the professional world of hospitality.”*

The program takes place in the Winter term from January 24<sup>th</sup> through March 29<sup>th</sup>, 2013 on the Roches Bluche campus (near the ski resort of Crans-Montana, Valais, French-speaking Switzerland). The school currently has 1,330 students enrolled from all over the world, offering participants in this program a multicultural and dynamic atmosphere typical of the one they will encounter throughout their studies and career. At the completion of this program, students will earn 3 academic credits. If they wish to continue their education and graduate with a degree from Les Roches, they will be able to join the first semester of the undergraduate degree, Bachelor of Business Administration.

To apply for “Introduction to the World of Hospitality”, students need to be 18 years of age, have a high school diploma, and demonstrate English proficiency by a minimum of a 500 points score on the TOEFL exam. For more information please visit [www.lesroches.edu/taster](http://www.lesroches.edu/taster)

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Les Roches International School of Hotel Management is a private Swiss Institution which offers undergraduate, graduate and post graduate programs of up to three and a half years of study. Les Roches is accredited at university level by the New England Association of Schools and Colleges, Inc. (NEASC) ([www.neasc.org](http://www.neasc.org)) and offers programs in the fields of hospitality, tourism, event and entertainment management. Nestled in the Swiss Alps at 1,274 meters in the small village of Bluche, just a few minutes drive from the famous ski and golf resort of Crans Montana, Les Roches offers to its international student body a young and dynamic educational environment, perfect to mature and gain experience to start an exciting and diverse professional career. For more information, please visit: [www.lesroches.edu](http://www.lesroches.edu). Les Roches is part of Laureate Hospitality Education, a leading hospitality management education group ([www.laureatehospitality.com](http://www.laureatehospitality.com)).