

## Les Roches International School of Hotel Management Launches Specialization in Spa and Health Management

*Collaboration agreements with industry leaders Genolier Swiss Medical Network and ESPA will immerse students in practical, industry-specific learning while pursuing their studies*



**Bluche, Switzerland, 21 July 2014**—[Les Roches International School of Hotel Management](#) launched a new specialization in Spa and Health Management focused on the business and operational aspects of spa and health management, health and aesthetics, spa medicine and hotel spa services. The specialization is designed to prepare students to enter an industry which is experiencing double-digit growth worldwide. Les Roches' collaboration with Genolier Swiss Medical Network (GSMN) and ESPA, two recognized industry leaders, will allow students to apply everything they learn on campus at Les Roches through hands-on experience and internships.

The Bachelor of Business Administration in International Hotel Management with a specialization in Spa and Health Management is a seven-semester program offered at Les Roches campus in Bluche, Switzerland, that provides a unique immersion into the spa and health industry. Students will visit ESPA-branded spas in London, experience best practice and conduct an integrated business project. Courses will focus on current and future trends, sustainability and environmental issues, retail spa operations, history and philosophy, as well as the business and leadership dynamics of this industry. Les Roches students will also spend two days visiting one of the GSMN's clinics in Genolier, near Geneva to learn from experts about working in a high-end health management company.

“Building a unique academic program paired with focused experiential learning and strong partners such as Genolier Swiss Medical Network and ESPA will set students on a solid career path,” said Sonia Tatar, CEO at Les Roches. “Graduates will benefit from the extensive expertise and knowledge of two renowned leaders in the industry. We are very proud to embark on this partnership with them.”

According to the Global Wellness Tourism Economy 2013 report, during the next five years the sector will grow at almost double the rate of global tourism, totaling \$678.5 billion in 2017. In 2012, wellness tourism accounted for 1.8% of the world's GDP, creating 11.7 million jobs accounting for \$1.3 trillion global economic impact. The main driver of this growth will come from Asia, Latin America and the Middle East/North Africa, which are all regions that will recruit graduates whose talents offer a level of excellence and in-depth expertise.

“Les Roches is recognized for being an innovative global hospitality management school. It is always at the forefront of trends and industry needs, and provides students with a competitive edge to enter the employment market—especially in sectors that have remarkable potential for growth,” said Tatar. “The hospitality industry is not only about hotels; it includes spa and health management as well. Our students graduate with the business acumen, hospitality mindset and 5-star service approach which forms the very core of this sector.”

For more information about the new Spa and Health Management specialization, please visit [www.lesroches.edu](http://www.lesroches.edu).

#### **About Les Roches International School of Hotel Management**

Les Roches International School of Hotel Management is a private Swiss Institution that offers undergraduate, graduate and postgraduate programs. 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 its international student body a young and dynamic educational environment, perfect to mature in and gain experience to start an exciting and diverse professional career. Les Roches students have the possibility to transfer to/from Les Roches branch campuses and affiliated campuses in Spain, China and Jordan (Les Roches International Hotel Management School, Marbella, Spain; Les Roches Jin Jiang International Hotel Management College (LRJJ), Shanghai, China and The Royal Academy of Culinary Arts (RACA), Amman, Jordan). 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)).

#### **About Genolier Swiss Medical Network SA (GSMN)**

Genolier Swiss Medical Network SA (GSMN) is the second largest network of private clinics in Switzerland and the only one present in the three linguistic regions. Its growth strategy focuses on the creation of a national network of clinics with a strong regional presence. GSMN's main objective is to offer first class hospital care to Swiss and foreign patients as well as first class hospitality with a 5 stars international hotel standard for most clinics. The distinctive features of GSMN include its high quality services, its brand value, a pleasant working environment and an experienced management team with an entrepreneurial approach. GSMN operates 14 private clinics in Switzerland, with around 1'275 admitting physicians and 2'700 employees. GSMN is a 100% subsidiary of AEVIS Holding SA, listed on SIX Swiss Exchange. [www.gsmn.ch](http://www.gsmn.ch)

#### **About ESPA International**

Recognized as a global leader in spas, ESPA successfully combines the design and management of prestigious spas across five continents with the creation of pioneering natural products that are rich in heritage, texture and aroma. ESPA—an authority in its field—is proud to partner with luxury hoteliers, property companies and owners around the globe to create some of the world's finest spas, and equally proud to be a British company who manufactures its products in the UK. ESPA products are as unique as they are effective; they are tested each and every day by a highly-trained and extremely professional global network of therapists based in 55 countries. ESPA's award-winning, results-driven products are loved by women and men alike, who benefit from their visible results for both face and body. It is this combination of expertise and rich spa heritage that creates a unique brand that has won over 125 coveted awards in the last 3 years. [www.espaskincare.com](http://www.espaskincare.com)



## Press release

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