

Les Roches International School Launches Bachelor of Business Administration in Global Hospitality Management

Students enrolled in program will take courses in Switzerland, China and Spain



Bluche, April 22nd 2013—[Les Roches International School of Hotel Management](#) has launched a new Bachelor of Business Administration (BBA) in Global Hospitality Management starting 2014. This is the first program of its kind, offering students an education experience across three campuses located in Switzerland, China and Spain. Enrollment opens in April 2013 and is limited to 30 students.

The BBA in Global Hospitality Management is a 7-semester program allowing students to pursue their academic courses in Les Roches campuses in Bluche, Switzerland, Shanghai, China and Marbella, Spain, providing a total and unique immersion into the social and cultural life of each destination. Courses will be focused on the service culture and cuisine of each country, relevant language skills, as well as the economic and socio-political dynamics of the country's hospitality and tourism industry. The curriculum and live-in experience will provide students with a global view and understanding of what it means to be international in the hospitality industry.

“International hotel companies – which have excellent potential for growth, especially in Asia and Brazil – are looking to hire graduates who are not only used to a multicultural work environment, but who also have expertise acquired in different parts of the world,” said Sonia Tatar, CEO of Les Roches. “Today, in order to succeed in this industry, one must depart from the beaten path, think globally and be mobile.

The new BBA program gives students a unique and differentiated exposure to countries where the hospitality sector is in full and rapid expansion, providing them a competitive edge to enter this professional market.”

This BBA program is aligned with Les Roches commitment to preparing students for a multicultural and diverse career in hospitality management. Students will spend one semester each in China and Spain, two of the most dynamic economies in the tourism and travel industry. According to the UNWTO (United Nations World Tourism Organization,) by 2020 China will be

the world's No. 1 tourist destination. The World Travel and Tourism Council predicts that China alone will employ 72 million people in hospitality and tourism, making it the country with the highest number of jobs in the field. In Central and Latin American countries, as well as in Spain, the industry is booming and new high-end hotels are being built, all in need of recruiting young graduates whose talents match that level of excellence.

“Being able to build a very unique academic and career path is at the essence of this new program,” said Tatar. “Graduates will be at the forefront of a new way of learning and working in the global economy.”

For more information about the new BBA in Global Hospitality Management, please visit www.lesroches.edu

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About Les Roches International School of Hotel Management

Les Roches International School of Hotel Management is a private Swiss Institution which offers undergraduate, graduate and post graduate programs. Les Roches is accredited at university level by the New England Association of Schools and Colleges, Inc. (NEASC) (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. Les Roches students have the possibility to transfer to / from Les Roches banch 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. Les Roches is part of Laureate Hospitality Education, a leading hospitality management education group (www.laureatehospitality.com).