

Les Roches International School Launches Master of Science in Hospitality Leadership

Bluche-Switzerland-15 April 2014—[Les Roches International School of Hotel Management](#) is launching a Master of Science in Hospitality Leadership. Classes will start in January 2015. The



degree's curriculum is built on three pillars: leading oneself, leading others, and leading businesses and organizations. The announcement was made during Les Roches Leadership Series "How you can inspire leadership" on Bluche Campus by Jonathan Perks, an author, speaker and international business coach, on March 3.

The Master of Science in Hospitality Leadership is a two-semester program that allows students to pursue courses at Les Roches campuses in Bluche, Switzerland. Courses will focus on training students how to effectively lead virtual and international teams, strategic management, conflict and negotiation and innovation and creativity. The curriculum will provide students with a global view on hospitality leadership to help them understand what it means to be a strategic and successful leader in the industry and help them complete complex scenario analyses that lead to creative solutions.

"Today, global hospitality businesses aspire to hire graduates who- not only have knowledge of the industry- but also have unique strategic leadership skills," said Sonia Tatar, CEO of Les Roches. "The objective of this master's degree is to develop tomorrow's leaders and equip them with strategic thinking competencies, help them drive compelling visions and acquire competitive leadership traits. This program will give students a unique academic experience, positioning them at the forefront of the hospitality industry. We will encourage them to develop new learning approaches and adapt to a global business environment in the hospitality sector."

This new Master of Science in Hospitality Leadership is aligned with Les Roches' commitment to prepare students for a range of multicultural and diverse careers in hospitality management.

According to the World Travel and Tourism Council (WTTTC), international tourism expenditure exceeded WTTTC expectations, with an estimated growth of 4.0% in 2013. By 2023, travel and tourism are expected to increase the GDP contribution from US\$6.9 trillion in 2013 to US\$10.4 trillion in 2023. In the same time frame, the industry will grow to contribute nearly 72 million



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additional jobs, supporting a total of 338 million jobs around the world. As new high-end hotels are built, they will need to recruit leaders whose talents are unmatched.

“In all international companies, leadership skills are critical for success,” said Perks, who is the author of *Inspiring Leadership* and a frequent motivational speaker. “Leadership is about translating vision into reality and it is something you can learn over time. This new master’s program should definitely help students strengthen this skill.”

For more information about the new Master of Science in Hospitality Leadership, please visit www.lesroches.edu.

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 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. Les Roches is part of Laureate Hospitality Education, a leading hospitality management education group (www.laureatehospitality.com).

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