

## **Laureate Hospitality Education Participates in Arabian Travel Market 2013**

*Top schools Glion Institute of Higher Education and Les Roches International School of Hospitality Management will showcase their programs and employment opportunities in the hospitality industry*

**Dubai, UAE; May 05, 2013:** [Laureate Hospitality Education](#), a leading global education group in hospitality management, will participate in Arabian Travel Market 2013, one of the most important travel and tourism events in the Middle East for inbound and outbound tourism professionals. The event will take place May 6 through 9 at the Dubai International Convention and Exhibition Centre. Laureate Hospitality Education will showcase academic programs at [Glion Institute of Higher Education](#) and [Les Roches International School of Hotel Management](#) in Switzerland, two of the top three hotel management schools in the world, which provide students with the skills and training needed in the growing hospitality industry.

*“The hospitality industry in the Middle East has gained traction with a growing demand from tourism, leisure and MICE sectors,”* said Fabienne Rollandin, director of industry relations, Laureate Hospitality Education. *“This growing trend translates into higher demand for skilled hospitality professionals, and our schools are strongly positioned to support the industry with the right talent.”*

According to the [World Trade and Tourism Council](#), In the Middle East region, the direct contribution of Travel & Tourism to GDP was USD76.6bn (3.0% of total GDP) in 2012, and is forecast to rise by 4.2% in 2013, and to rise by 4.8% pa, from 2013-2023, to USD128.1bn in 2023 (in constant 2012 prices). The industry directly supported over 1.67 million jobs or 2.6% of total employment. This is expected to rise by 2.5% in 2013 and rise by 3.4% pa to 2,399,000 jobs (2.7% of total employment) in 2023.

Students at Laureate Hospitality Education schools undergo intensive training tailor-made to industry-specific requirements. Glion and Les Roches follow an innovative Swiss hospitality education model that balances theoretical classes with craft-based learning on campus along with their 1-year cumulative internships, allowing them to develop concrete skills honed in real-world situations. GIHE also offers an online MBA program for working professionals.

*“The advantage of such an education is that it broadens employment opportunities in the hotel industry, tourism, event management and any service sector, because the candidates will have acquired global business and entrepreneurial competencies by the end of the program,”* said Rollandin.

In a recent decision, the Ministry of Higher Education and Scientific Research (MOHESR) of the UAE has added Glion Institute of Higher Education and Les Roches International School of Hotel Management to its global list of recommended higher education institutions. Emirati students accepted into Glion or Les Roches can now apply for UAE scholarships to complete their

studies. A similar scholarship program also exists for Saudi nationals who want to further their career opportunities through undergraduate programs at Glion.

Highly reputed brands such as Mandarin Oriental Hotel Group, Starwood Hotels and Resorts Worldwide, InterContinental Hotels Group, Four Seasons Hotels and Resorts, Hilton Worldwide, Marriott International and Hyatt, visit Glion and Les Roches every year to recruit students. Both institutes have a strong record of students' employability of students. In 2012, for example, all Glion's graduates wishing to enter the workforce, or 86% of the class, received one or more job offers even before graduation. The remaining 14% chose to either continue their education by pursuing a graduate degree or to take a year off. Similar percentages apply to Les Roches' graduates and data confirms previous trends of high employability for Glion and Les Roches alumni.

For more information about the schools, please visit [www.glion.edu](http://www.glion.edu) and [www.lesroches.edu](http://www.lesroches.edu)

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#### **About Glion Institute of Higher Education**

Glion Institute of Higher Education is a private Swiss institute that offers undergraduate, graduate and post-graduate programmes in Switzerland (Glion and Bulle campuses) and in United Kingdom (London). Glion London is a branch campus with the same program structure and ethos as Glion Switzerland. Glion is accredited at the university level by the New England Association of Schools and Colleges, Inc. ([www.neasc.org](http://www.neasc.org)) through its Commission on Institutions of Higher Education, and offers programmes in the fields of hospitality, tourism, events, sports and entertainment management. The campus-based student body comprises more than 1,600 students representing more than 90 nationalities. There are 85 faculty members including full- and part-time equivalent lecturers as well as visiting lecturers. For more information, please visit [www.glion.edu](http://www.glion.edu). Glion is part of Laureate Hospitality Education, a leading hospitality management education group ([www.laureatehospitality.com](http://www.laureatehospitality.com))

#### **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 post-graduate programs. Les Roches is accredited at the 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, and 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 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)).