

Media *pack*



# Les Roches

Global Hospitality Management Education

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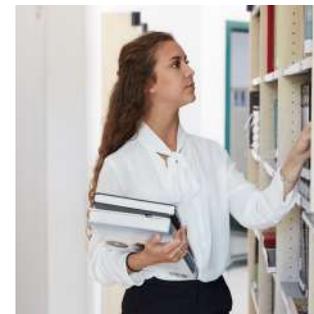
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One of the world's  
*leading hospitality  
business schools*

For those with big  
*dreams and even  
bigger plans*





## About *Les Roches*

Founded in 1954, Les Roches is a private institution based on the Swiss model of experiential learning, offering undergraduate and graduate degrees in the fields of hospitality, tourism and event management. Les Roches prepares entrepreneurial and innovative graduates across global campuses in Switzerland and Spain.



### Accreditation

Les Roches is accredited by the New England Commission of Higher Education.



### Ranking

According to the QS World University Rankings by Subject 2022, Les Roches is ranked number five of the world's top institutions for hospitality and leisure management and number three worldwide for employer reputation.



# Les Roches in *numbers*

These are the important numbers. Some are big, including the number of nationalities we're delighted to host on campus. Others are small, like the number of students per faculty member. Together they add up to the unique Les Roches offer.

**1,980**  
Total student population\*

**16:1**  
Student to faculty ratio\*\*

**50%**  
Male

**50%**  
Female

**3**  
Average internship opportunities per student each semester

**94%**  
Career-seeking students have one or more job offers on graduation day

**13k**  
Alumni worldwide

**100+**  
Number of nationalities

**1/3**  
Les Roches alumni become entrepreneurs

**112**  
Faculty members

**51%**  
Europe

Les Roches Crans-Montana  
Les Roches Marbella

**10%**  
Americas

**11%**  
Middle East and Africa

**28%**  
Asia Pacific

\*Students on campus plus students on internship

\*\*Ratio based on students on campus

# Locations



## Crans-Montana Switzerland

Founded in 1954, Les Roches' flagship campus is located in the Swiss Alps, a trendy world-renowned ski resort.



## Marbella Spain

Opened in 1995, Les Roches Marbella is located in the beautiful Costa del Sol region, one of Europe's premier destinations for luxury tourism.

# Academic *programs*

Les Roches offers academic programs in Global Hospitality Management at undergraduate and graduate levels, across campus locations in Switzerland and Spain. Intakes are every February and September.

## Swiss Model of Education

The curriculum at Les Roches follows the Swiss model of hospitality education, combining practical instruction in kitchen, service and rooms operations with theoretical and general management courses.

The first academic semester focuses on Practical Arts. As students deepen their knowledge of hospitality operations, they also gain exposure to key industry trends and concepts, such as farm-to-table dining, hospitality innovation and entrepreneurship, and principles of resort management.

Students are supervised by experienced instructors and industry experts, while internships enable students to reinforce their learning in a professional context.

## Innovation

Advances in technology and the rise of the sharing economy have ushered in a new era for hospitality and tourism. It is one where an innovative mindset is a prized asset and a vital part of the leadership toolkit. Les Roches students have the opportunity to see innovation up close, not just within the Spark global innovation sphere (see opposite), but also via the thread of innovation which runs through all academic programs, from Bachelor's to MBA.

Guided by faculty members, Les Roches students are encouraged to propose innovative hospitality solutions and to present their ideas at international competitions.

Meanwhile, the annual student-run Future of Hospitality Summit at Les Roches provides an opportunity for students to connect with industry leaders and learn about upcoming trends in technology and hospitality.

# SPARK

## Spark Innovation Sphere by Les Roches

Launched by Les Roches in 2020, Spark is a global network for hospitality innovation. This cross-campus initiative incorporates pre-incubation and incubation services for startups, a living laboratory for testing new hospitality solutions, plus a year-round program of events, conferences, guest lectures and other opportunities for students to rub shoulders with some of the most innovative minds in the industry.

Spark activities are focused on the key areas that will dictate the future direction of hospitality innovation. They are: AI and face recognition, Robotics, WebApp/ecommerce, AV/VR/XR, Internet of things (IoT), Blockchain, Product technology and Big Data. The goal is to ignite the students' passion for innovation and entrepreneurship, by presenting them with direct opportunities to work on real-life business consultancy and academic challenges that use genuine commercial cases provided by industry partners.

## Entrepreneurship

At Les Roches, students have many opportunities to develop their own business ideas. The Hospitality Entrepreneurship specialization encourages undergraduate students to create innovative solutions to industry needs. Working individually and in teams, students receive coaching and support on how to research, pitch and plan for a business launch.

Les Roches regularly invites entrepreneurs to share their experiences with students as guest speakers on campus. In addition, Les Roches has partnered with talent incubator Seedstars to hold an annual startup "bootcamp" in which students are asked to build a business plan from scratch. Many Les Roches alumni go on to lead their own business ventures in a wide range of industries.

## Some of Les Roches' alumni entrepreneurs:

- Aditya Sawant  
Class of 2013  
Founder, Vedge
- 
- Philip Kuchelmeister  
Class of 2009  
CEO and Founder, Hotellistat
- 
- Thanyathorn Chatlaong  
Class of 2014  
Co-owner, Chew Green
- 
- Gerardo Salgado  
Class of 2005  
Founder, Loop Tonic

# Undergraduate *programs*

## Bachelor of Business Administration (BBA) in Global Hospitality Management

The Bachelor of Business Administration (BBA) in Global Hospitality Management takes three and a half years to complete, including five academic semesters and two internships. Semester 1 is 20 weeks. All other semesters are 15 teaching weeks and 2 exam weeks.



## Remote study options

Bachelor students can opt to study all or part of their 20-week Practical Arts semester remotely, using a bespoke platform named Les Roches Connect.

Both the “BBA 10+10” (10 weeks remote, then 10 weeks on campus) and the “BBA20” (fully remote) options deliver the same learning outcomes as a full semester taught on campus.

## Practical Arts

The first semester focuses on the Practical Arts of hospitality: students attend workshops in fine dining, kitchen and restaurant, pastry and bakery, reception, and housekeeping, gaining exposure to the latest trends in hospitality and food and beverage.

## Internships

The Bachelor program requires students to complete two semester-long internships to apply their acquired skills in a real-world professional setting. Students gain confidence and valuable work experience, making them career-ready upon graduation.

## Specializations

During their last semester, students can choose to specialize and gain in-depth knowledge in the following fields:

Hospitality Entrepreneurship (Switzerland/Spain)

Digital Marketing Strategies (Switzerland/Spain)

Hotel Financial Performance Management (Switzerland)

Resort Development and Management (Spain)

Sustainable Developments and Practices (Switzerland)

## Study Abroad

During semesters 3 and 4, students can apply to study abroad at Les Roches campuses in Switzerland (Crans-Montana), and Spain (Marbella), or at the campus of Les Roches' partner institution Glion Institute of Higher Education in London, UK.

## Locations

The complete BBA curriculum is offered in Crans-Montana, Switzerland and Marbella, Spain.

## Entry requirements

Minimum age: 17.5 years

Qualifications: IB Diploma, Maturité, Abitur, French Baccalaureate, 2 A-levels, high school diploma or equivalent qualification

English level: IELTS 5.5 overall (minimum 5.0 in each subcomponent), TOEFL internet-based 70, TOEFL paper-based 525, or Cambridge FCE grade C



# Graduate *programs*

## Master's in Hospitality Strategy and Digital Transformation

This Master's is for the innovators of tomorrow, preparing you for a leadership career in hospitality strategy, entrepreneurship, revenue optimization and digital transformation.

Location:  
Crans-Montana, Switzerland  
1 Business Field Trip



## Master of Business Administration (MBA) in Hospitality Management

Designed for students with prior professional experience, the one-year Master of Business Administration (MBA) in Global Hospitality Management consists of two semesters taught on campus.

Location:  
Crans-Montana, Switzerland  
2 Business Field Trips

Only for students without a hospitality degree



## Postgraduate Diploma in International Hospitality Management

Designed for recent graduates and career changers, the Postgraduate Diploma in International Hospitality Management takes one year to complete, including one semester taught on campus and one internship.

Location:  
Crans-Montana, Switzerland or Marbella, Spain  
1 Business Field Trip

Only for students without a hospitality degree



Students who complete the Postgraduate Diploma can continue their studies in Switzerland to earn the MBA degree



## Master's in International Hotel Management

Designed for career changers, the Master in International Hotel Management offers a fast-track curriculum to prepare students for hotel management positions. The program consists of nine months on campus followed by a six-month internship.

Location:  
Marbella, Spain  
1 Business Field Trip



## Master's in Marketing and Management for Luxury Tourism

The Master's Diploma in Marketing Management for Luxury Tourism prepares graduates and professionals for marketing management roles in the luxury hospitality industry.

Location:  
Marbella, Spain

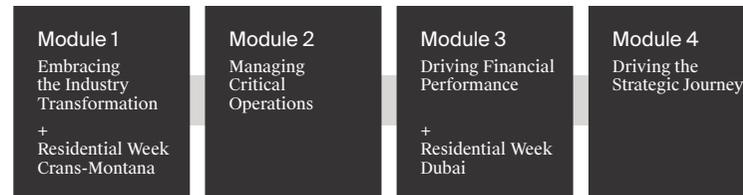


# Executive *programs*

## Executive Master of Business Administration (MBA) in Global Hospitality Management

For established professionals seeking to acquire high level business and leadership knowledge without leaving their current professional role.

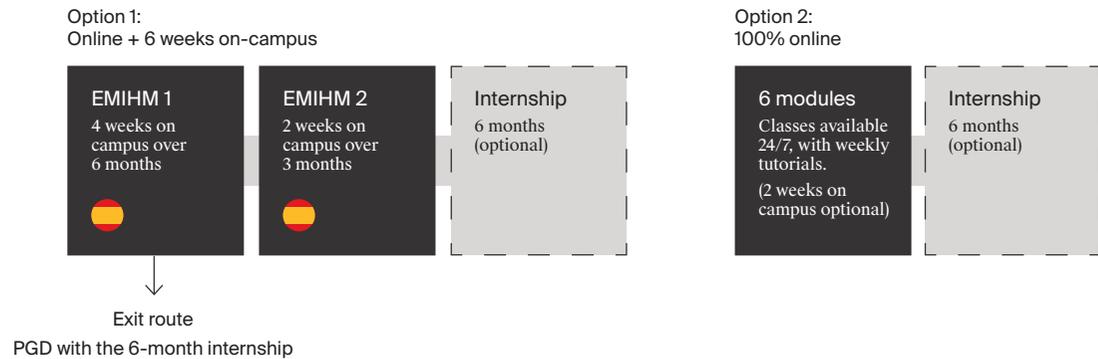
Location:  
Online with two Residential Weeks in Crans-Montana, Switzerland and Dubai, UAE



## Executive Master's in International Hotel Management

For those who wish to gain expertise in hotel management while continuing in their current role, by choosing from flexible study plans that include a 100% online option.

Location:  
Online with 6-weeks on campus in Marbella, Spain or 100% online



# Short *programs*

## Intensive Hospitality and English Language Program (IHELP)

For students who need to improve their English skills, Les Roches offers English language programs composed of intensive courses combined with hospitality-related activities.

## Summer Program

Offered in Switzerland and Spain, Les Roches Summer Programs are an ideal way for interested students to discover hospitality and events management in a program that combines fun with learning. Separate programs are available for minors and for those aged 18 and up.



# Life *on campus*

Across its different campus locations, Les Roches provides a unique learning environment to a diverse student body, with modern classrooms and learning facilities, gastronomic restaurants and furnished accommodation available on every campus.



Media pack

Students have the opportunity to spend an exchange semester on Les Roches campuses in Switzerland and Spain as well as the UK campus of sister school Glion Institute of Higher Education.

At Les Roches, students have the chance to try many new things. Through the Student Government Association, students can make their voice heard, organize committees and events, and take part in the leadership of the school.



Every semester, the campuses are buzzing with events and activities:

One-day excursions to different cities, cultural sites and events, natural attractions and more.

Sports including skiing, mountain walks, rock climbing, yoga, soccer, golf, rugby, dance and volleyball.

Clubs including Les Roches Wine Club, Green Club (sustainability), Les Roches Gives Back (charity), SharpSpeakers (public speaking), Art Society and more.

Student-led events such as the Future of Hospitality Summit (FHS), World of Wines Expo (WOWExpo), charity dinners and talent shows.

Cultural fair where students present their cultures, gastronomy and traditions through different stands and performances.

# Crans Montana

Located in the French-speaking area of Valais, Les Roches' flagship campus is nestled in the Swiss Alps and well connected by public transportation to the rest of Switzerland and Europe. The fashionable ski and golf resort of Crans-Montana offers culture, sports, gastronomy and shopping.

## Campus facts & figures

35 faculty members and +800 students population

Single and double rooms in chalet-style apartments

6 bars and restaurants

Innovation Lab (3D printing), Mac Labs, extensive library

Professional kitchens and demonstration areas

Spark innovation sphere



# Marbella

Les Roches Marbella is located in the heart of Spain's Costa del Sol, a dynamic region with a thriving luxury tourism industry. Marbella offers year-round warm weather, cultural attractions, beaches and golf resorts. The campus is between the city center and the upscale marina and luxury shopping area of Puerto Banus.



## Campus facts & figures

77 faculty members and +1,000 students

Single and double rooms in a modern residence

4 bars and restaurants

Mac Lab, Language Lab, extensive library

Professional kitchens and demonstration areas

Spark innovation sphere

# Bahía residence.

## *The inspiration behind the name*

### *Bahía*

1. English for bay, a broad inlet of of the sea where land curves inward.

2. The new student residence at Les Roches Marbella, inaugurated on Sept. 8th, 2022

Bays have historically been a place of calm waters. An ideal place where people of all nations come together for commerce and development.

Bahía, our new Mediterranean style student residence, will be a place where students of all nations come together to develop themselves professionally, and to create life-long friendships.

Benefiting from a modern campus with hi-tech teaching, students have the opportunity of growing in an outstanding environment that guarantees excellence. Four restaurants are available to ensure a healthy, tasty diet on a daily basis.



# General information

## *about Bahía*

Located in the direct vicinity of the campus, the + 5,500 m2 new Bahía residence offer students a wide choice of rooms and appartements: individual or double rooms, junior and superior suites with en-suite bathrooms and technological amenities such as mini-bar, audiovisual connections or coffee machines. Available also 34 apartments with fully fitted kitchens, air-conditionning, state-of-the-art smart TVs.

212 beds

Charging stations for electric cars (5 units)

Transfer service to Les Roches Marbella campus

24h campus security

Reception service

Cleaning service

Study and teamworking spaces

Smart TV in every apartment

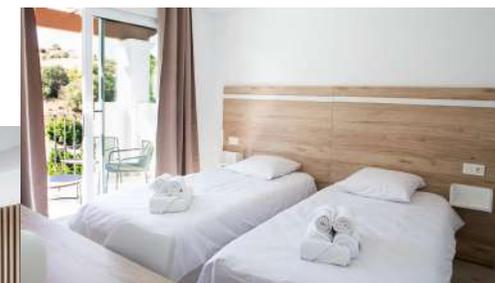
Cinema/Entertainment room (available in 2023)

Gym, spa and sauna (available in 2023)

Soon we will see the opening of a fully operational restaurant opened to the public, the finalization of co-working areas, individual meeting rooms and common study areas as well as the completion of a fully equipped gym and spa with sauna and heated pool.

All students enrolled in Les Roches Marbella will be able to enjoy free access to Bahía common facilities.

Les Roches Marbella offers its students a truly dynamic and enriching life experience in an exceptional setting. This ideal place to embark hospitality undergraduate, graduate or professional development programs.



The new Bahía residence is located at luxurious are in Nueva Andalucía - just a short 5-minute drive from the Les Roches Marbella campus.

# Transformative *education*

At Les Roches, we believe that a combination of academic and real-world learning, paired with personal development, best prepares our graduates for their professional futures. Campus-based learning, both theoretical and practical, is followed by internships where students apply and deepen their acquired skills. This experience enables graduates to step straight into a responsible position upon graduation and start work immediately at a professional level. The balance of practice and theory nurtures professional and personal development and provides the combination of soft skills that the industry demands. We refer to this as the transformative education process.

The transformative education process consists of developing the full personal and professional potential of students, and involves addressing six key areas of development. These are internationality, guided hands-on learning, professionalism in the workplace, progressive learning principles, soft skills and employability.



## From student to young professional

- Empathy
- Emotional intelligence
- 
- Self-confidence/leadership
- Professional attitude & presentation
- 
- Sense of service
- Customer focus & understanding
- 
- Sense of detail
- Anticipation, precision, rigor
- 
- Open-mindedness
- General education, multiculturalism
- 
- Team spirit
- Group work, common objectives

### 6 key areas of development

Internationality

-----  
Guided hands-on learning

-----  
Professionalism in the work place

-----  
Progressive learning principle

-----  
Soft skills

-----  
Employability

# Career *opportunities*

According to the World Travel & Tourism Council (WTTC), the global travel and tourism industry is estimated to create an additional 100 million jobs by 2028. Although the industry has been impacted by Covid-19, consultants Oliver Wyman forecast that global travel and tourism will exceed pre-pandemic levels before the end of 2023.

Throughout its more than 65-year history, Les Roches has established close relationships with the world's leading hospitality and travel companies in order to ensure career opportunities for students. Additionally, a constant exchange with industry leaders enables Les Roches to anticipate industry developments and adapt its curriculum to best prepare graduates for a dynamic global industry.

In 2018:

# #1

Travel & tourism is the world's fastest-growing economic sector

# 1.4bn

People traveled to a foreign country

# 313m

Jobs worldwide represented by hospitality

By 2028:

# 1 in 9

Jobs worldwide will be in travel and tourism

# 100m

New hospitality jobs will be created



# Internships



During their Bachelor's degree, Les Roches students reinforce and apply their knowledge and skills during two semester-long internships. This combination of practical, academic and real-world learning enables Les Roches students to take on a responsible position and launch their careers upon graduation. Most graduate programs also feature internship opportunities.

“For my second internship, I was more focused in terms of where I wanted to work. I only sent out a few applications, with The Alpina Gstaad getting back to me. After being sent the contract, I had help from Les Roches' Careers department to ensure everything was in line with the requirements issued by the school.”

- 

Johan Friberg  
Sales and Marketing Trainee  
The Alpina Gstaad hotel, Switzerland

“People may say IT seems boring, but if you look around, it's 2019 and we are all surrounded by technology. It is time to jump ahead of others and start looking at what's in your palm now. Having the privilege to be at a company like this, I am more than lucky. Being able to implement the knowledge that I learn at Les Roches within a different business environment; this is what Les Roches is able to offer me.”

- 

Mandy Lin  
Field Marketing Trainee  
Fujitsu Belgium



# Recruitment

Approximately 300 recruitment visits take place across Les Roches campuses every year. Representatives from international hospitality and related companies visit Les Roches to introduce their industry and recruit interns and graduates. Over the years, an increasing number of service companies in tourism, finance, entertainment, events, wellness and luxury are hiring hospitality graduates for their general management competencies, professionalism and wide range of soft skills.

“Les Roches graduates offer professionalism, multicultural awareness and practical knowledge – the key components of industry success. They have the skills and experience to deliver at the highest standards.”

- Rami Sayess  
Class of 1989  
Regional Vice President and General Manager Four Seasons Hotels and Resorts



## Alumni *network*

All Les Roches graduates automatically become part of an extensive alumni network with over 13,000 members in 130 countries around the world.

Les Roches commits to staying by the side of alumni as they build their careers after graduation. The aim is to keep the alumni community connected, inspire conversations, provide career support & development resources, and offer exclusive benefits.

Through the Les Roches Alumni Association, graduates can continue to develop both personal and professional relationships and exchange new ideas with fellow alumni. The Alumni Association also helps new graduates enter the professional world through its executive search and placement service, which matches job-seekers with open positions.

Les Roches prides itself on the passion, enthusiasm and strong work ethic that students and graduates develop for the industry and carry into their careers – an attitude reflected in the Les Roches slogan, “It’s not just a school – it’s a way of life.”

“Les Roches is a kaleidoscope of different cultures. The cross-culture influence of language, food and lifestyle at Les Roches was highly enriching. My love affair with wine began thanks to my teacher, who introduced us to this intriguing subject. In this way, Les Roches laid the foundation for so many passions that would later influence my career.”

•

Shagun Mehra

Postgraduate Diploma in Hotel Management, 2001

Chef, TV host and Founder of Food Design Studio, Director of Cuisine & Wine, Coco Shambala Villas, Goa

## Alumni *facts*

13k+

global alumni family

67%

secured their first role through the Les Roches career services team and contacts made while at Les Roches

35%

of recent graduates went to work in non-hospitality sectors (2019-2021 graduates)

24%

of alumni wish to start their own business in the next 2 years



75%

of recent graduates went to work in non-operational roles (2019-2021 graduates)

98%

agree that Les Roches provided them with a strong network

54%

of Les Roches Alumni work in hospitality

3x

their starting salary 12 years after graduation

82%

of alumni want to be active in the community

95%

of Alumni are in touch with another Les Roches Alumni at least once a month

# Alumni profiles



“In hospitality there are no limits, you can go as far as you want, as far as you are prepared for through education.”

- 

Javier Martinez Luna  
Cluster General Manager, Palmaia  
- The House of AiA  
BBA, 2009, Spanish



“My classmates had all kinds of professional backgrounds, some had studied Architecture, some ran their own companies based on the family business.”

- 

Johnny Qin  
Regional Quality Training Specialist,  
Millennium Hotels MBA, 2020, Chinese



“During my Bachelor’s internship in the Seychelles, the owner invited me to help interview potential operators - including Mandarin Oriental - for a new private island resort. That went well and I ended up travelling the world as part of their global development team. I was just 20!”

- 

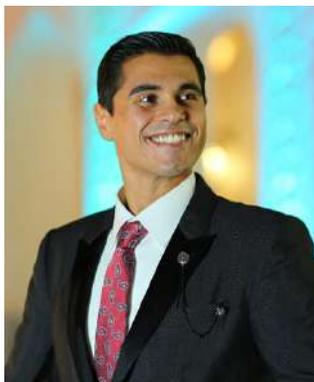
Salma Miss  
Founder & Managing Director, Disrupt.  
BBA, 2012, Moroccan



“You learn to interact with other cultures, to work with them, to know their customs, and this brings incalculable value at a cultural level both personally and professionally. You find a network of contacts of friends and colleagues, where many of them have grown in their companies and are also holding positions of responsibility.”

- 

Inmaculada Muñoz  
General Manager, Iberostar Grand Portal Nous  
PGD, 2013, Spanish



“My goal is to lead the hospitality industry across my country and take my expertise and our brand to all corners of the world. I want to build a legacy and an example to inspire others.”

- 

Ashraf Fala  
Founder & CEO, O-Roots Organic Goods  
BBA, 2013, Egyptian



“I wanted something different, I wanted my life to be dynamic, challenging and changing. That’s why I chose the hospitality industry. And I wanted excellence. That’s why I chose Les Roches.”

- 

Alexandra Jourdan-Astruc  
Product Manager, GuestReady Group  
PGD, 2016, French

# A history of *Les Roches*



## 1954

“L’Ecole des Roches” is founded as an international school in Switzerland.

## 1979

The international school becomes a hotel and tourism school, with instruction in English.



## 1995

Les Roches Marbella opens in Spain.



## 2006

Les Roches is accredited by the New England Commission of Higher Education.



## 2006

Les Roches Switzerland introduces a new MBA in Hospitality Management.

## 2016

Leading European investment company Eurazeo acquires Les Roches and Glion under the newly formed group Sommet Education.



# A history of *Les Roches*



## 2020

Les Roches Switzerland introduces a new Master's in Hospitality Strategy and Digital Transformation.



## 2018

Les Roches introduces Bachelor's specializations in Entrepreneurship, Digital Marketing, Finance and Resort Management.

## 2019

Les Roches Marbella introduces a new Master's in International Hotel Management.



## 2021

Partnership with the Indian School of Hospitality.



## 2020

Launch of Spark global innovation sphere in Switzerland and Spain.



## 2022

Les Roches Switzerland introduces a new Executive MBA in Global Hospitality Management

# Where will Les Roches *take you?*



Facebook  
Les Roches

Facebook  
Les Roches Marbella  
FanPage

Instagram  
@lesrochesswitzerland

Instagram  
@lesrochesspain

Twitter  
@lesorchesnews

Twitter  
@lesorches\_en

LinkedIn  
Les Roches Crans-Montana  
Global Hospitality

LinkedIn  
Les Roches Marbella  
Global Hospitality

YouTube  
Les Roches Crans-Montana  
Switzerland

YouTube  
Les Roches  
Marbella

TikTok  
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TikTok  
@lesroches.edu



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For more information,  
follow the QR code and  
speak with us on WeChat

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