

A very warm welcome  
to the



- SHL is the unique competency center for application- and practiceoriented Hospitality Management Education that is nationally and internationally renowned.



HOTEL & GASTRO  
**UNION**  
seit 1886

- Swiss Chefs Association
- Swiss Gastronomy Association
- Swiss Housekeeping Association
- Swiss Front-Office & Management Association
- Swiss Bakery & Pastry Association



**form**



**accompany**



**influence**

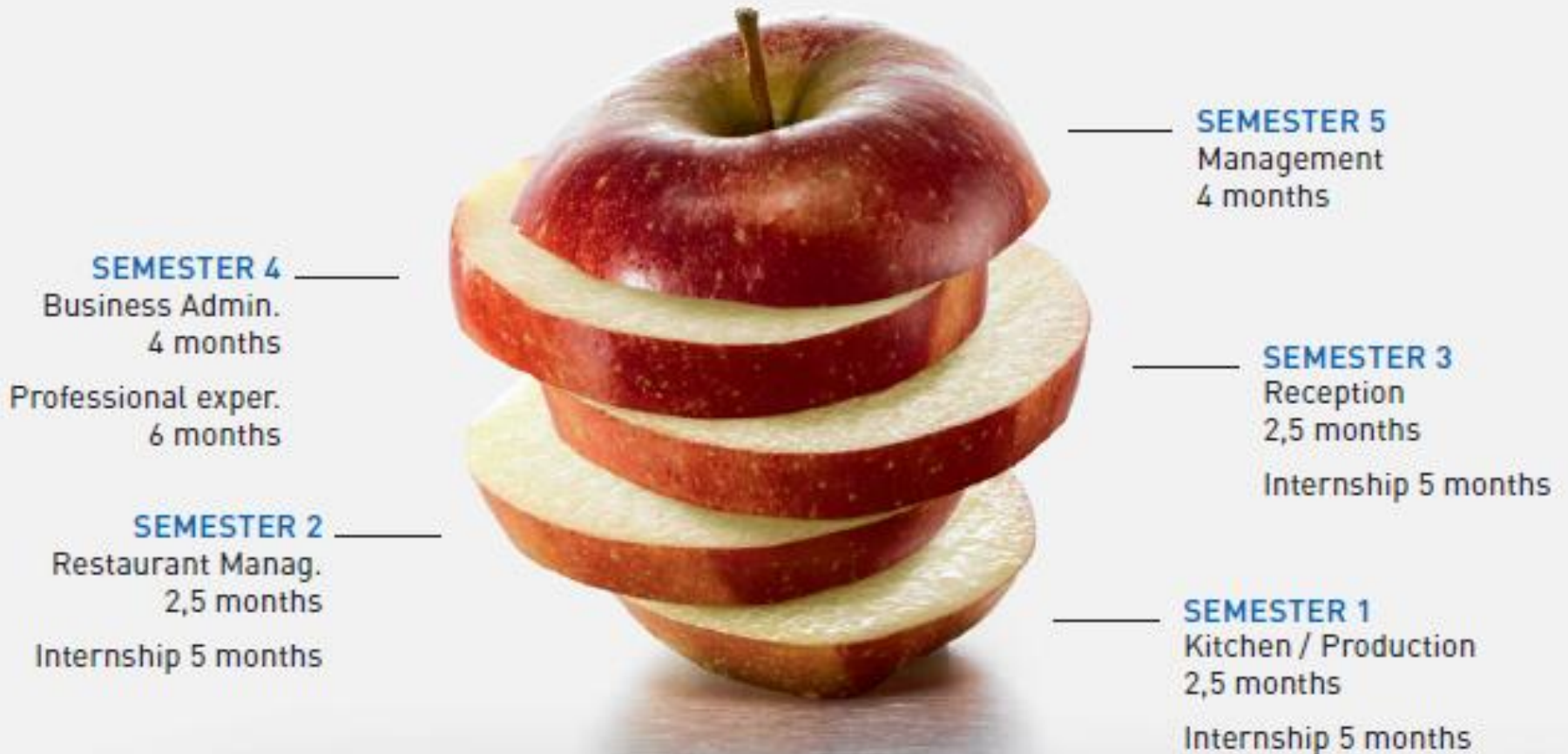


- ▀ Basic concept of the SHL course:

**A Hotelier must be aware of all areas of operations in the company, so that he or she is able to be a comprehensive, far-sighted and competent leader.**

# The education path way

We educate!



We accompany!

- ▀ Students choose their own internship location
- ▀ Job-Website with hundreds of internship offers and management positions.



We form you!

- ▶ **dipl. Hotelier/Restaurateur HF**
- ▶ **dipl. Hôtelière/Restauratrice HF**
- ▶ The diploma from the «Schweizerische Hotelfachschule Luzern» is officially recognised by the Swiss federation
- ▶ Internationally highly renowned and the base for many international careers



For example



**Brigitte & Christian Höfliger – von Siebenthal**

Host and owner

Chalet Hotel Hornberg / Saanenmöser

Graduation 2002



**Aline Tschöpät**

Director Projects & Product Development

Onyx Group / Bangkok

Graduation 2009

For example



## **Bruno Marti**

Head of Brand & Communications  
Marke 25hours / Hamburg / Zürich  
Graduation 2007



## **Valérie Karlen**

Managing Partner STH  
Schweizerische Hotel Treuhand AG  
Graduation 2007

For example



**Nadine Kaiser**

Teamleader Hotelservice/Ökonomie  
Hirslanden Klinik / Zürich  
Graduation 2008



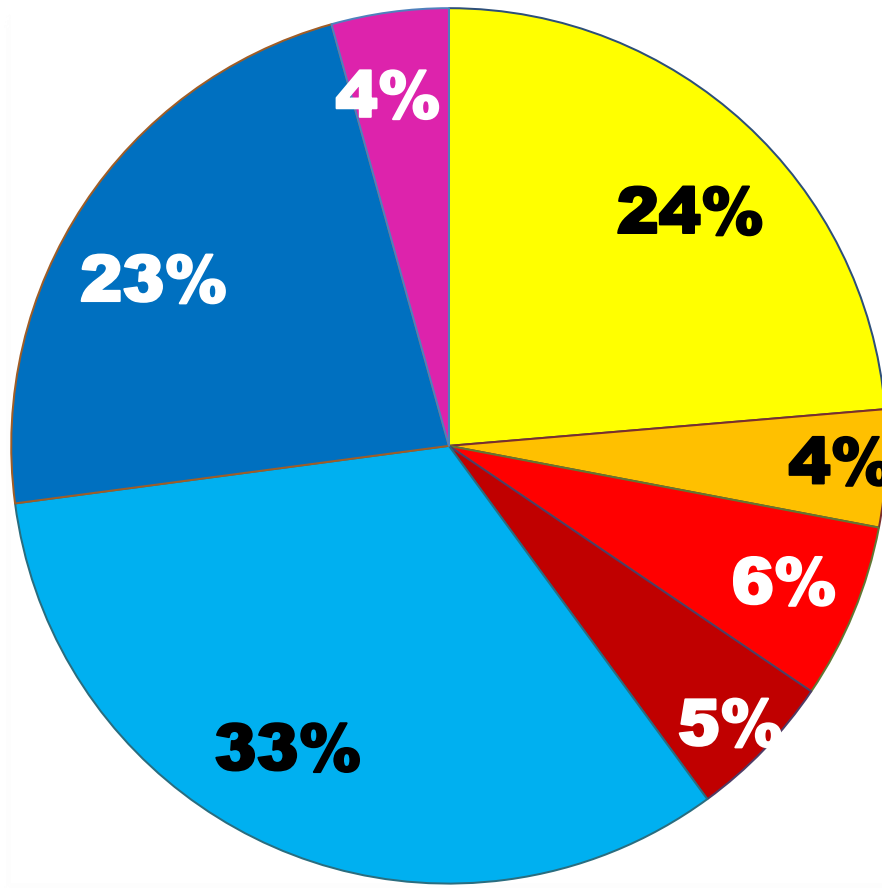
**Dany Lützel**








Resident Manager  
Kempinski Hotel Chongqing / China  
Graduation 2005

Course HF/SHL	CHF	49'795.00
<i>*without optional extras</i>		
- Subsidy Canton	CHF	- 20'000.00
<b>= School fees</b>	<b>CHF</b>	<b>29'795.00</b>



## Entrance Profession 2014



-  Cooks
-  Waiter
-  Commercial Assistant «Hospitality»
-  Others Hospitality
-  International Bacalaureat
-  Commercial Assistant
-  others

▀ 56% female



▀ 44% male



# Questions?





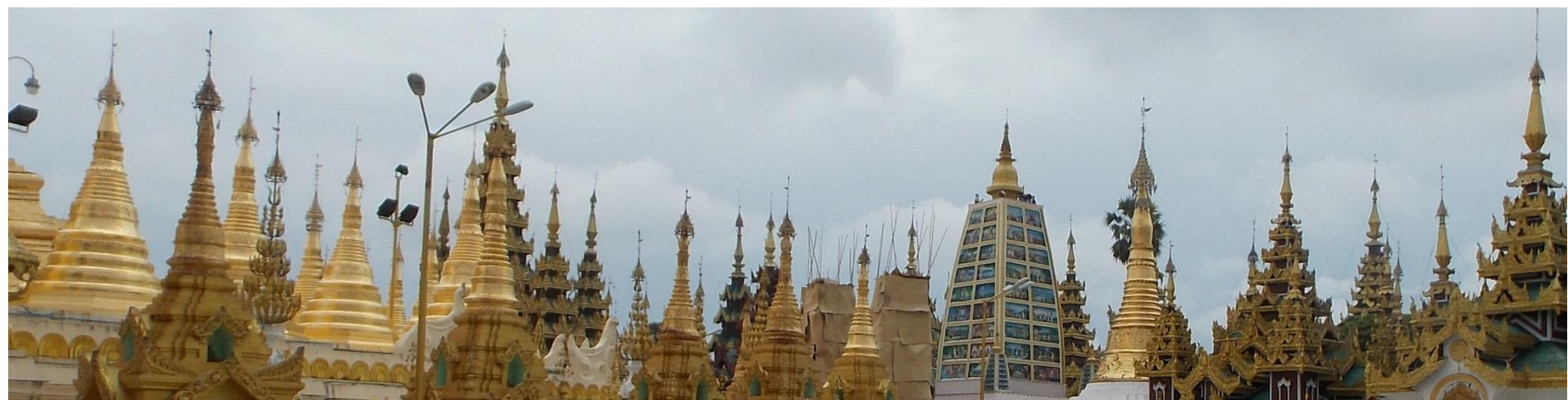
Swiss  
**Hotel Management Academy**  
Lucerne SHL 

SHL involvement in the  
VSDP in Myanmar





- ▶ SHL is a subcontractor of Swisscontact
- ▶ No direct communication between SHL and SDC
- ▶ Output based contract
- ▶ Until 31 December 2015



# Hospitality Training Initiative

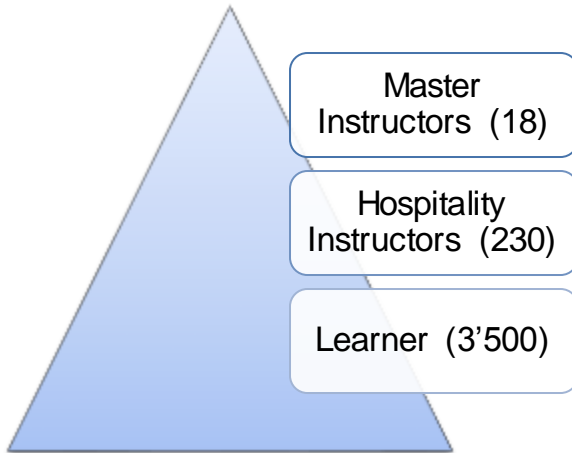


Master  
Instructors (18)

Hospitality  
Instructors (230)

Learner (3'500)





## Master Instructors

- ▀ Curriculum
- ▀ Training
- ▀ Quality according to SHL standards
- ▀ **SHL Certification (Certified SHL Master Instructor)**

## Hospitality Instructors

- ▀ Curriculum
- ▀ Coaching & Monitoring the Master Instructors

## Learner

### **One week preparation course**

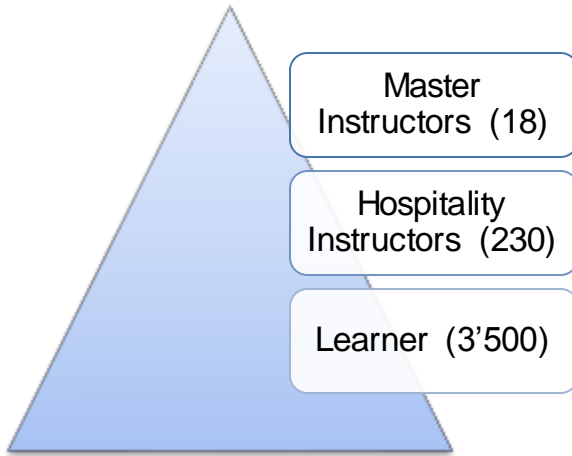
- ▀ Coaching & Monitoring the Master Instructors

### **Seven weeks attachment to a Hotel**

- ▀ Curriculum
- ▀ Coaching & Monitoring the Master Instructors



# Entry requirements



## Master Instructors

- ◆ Entry requirements proposed by SHL
- ◆ Recruiting by Swisscontact in cooperation with SHL
- ◆ Certificate from SHL

## Hospitality Instructors

- ◆ Entry requirements proposed by SHL
- ◆ Selection by Swisscontact
- ◆ Certificate from Swisscontact

## Learner

- ◆ Entry requirements proposed by SHL
- ◆ Selection by Swisscontact
- ◆ Certificate from Swisscontact

## Entry requirements

Recommendation SHL

- ▀ English language knowledge (C1 / proficiency level)
- ▀ Min. 5 years working experience in either FO, F&B or HK at supervisory / management level
- ▀ IT skills
- ▀ International hotel experience is an advantage
- ▀ ...



# Hospitality Instructor Course



# Hospitality Instructor Course

## Entry requirements

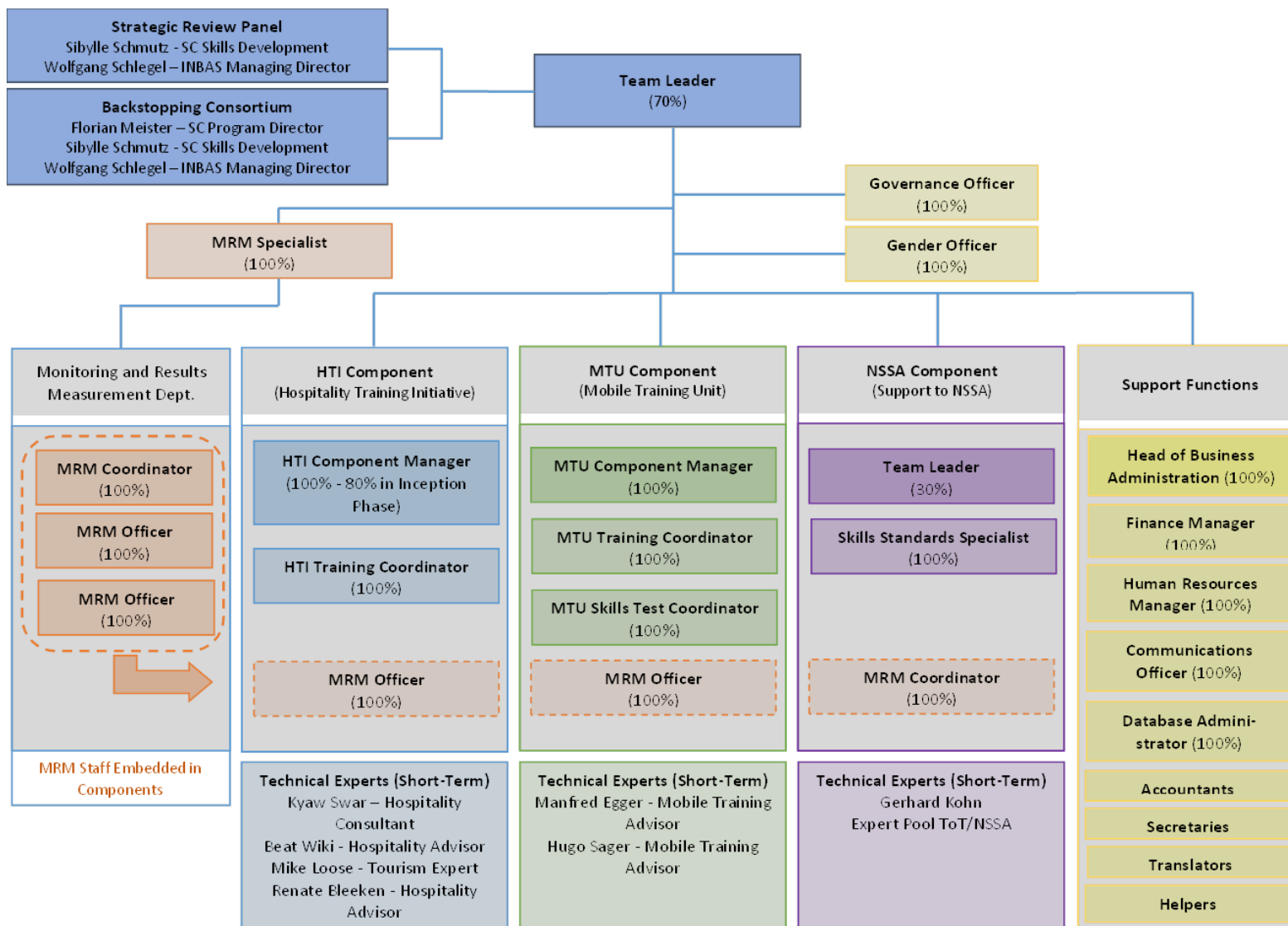
Recommendation SHL

- English language knowledge (B2 / Cambridge First level)
- Min. 5 years working experience in either FO, F&B or HK
- IT skills
- ...





**Figure 14: VSDP Organisational Chart**



# Questions?

