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# International@SHA

experiences – purposes – outlook

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## Long-term experience in Hotel Industry and Education

- Swiss Hotel Association (SHA – [www.hotelleriesuisse.ch](http://www.hotelleriesuisse.ch)) as centre of excellence for the Swiss hotel industry
- Represents the interests of the nationally and internationally oriented hotel establishments
- Long tradition
- Extensive experience in hospitality industry
- Worldwide leader with high quality standards in the hospitality education

## Swiss Hotel Association Education Standards (SHAES)

- Market survey in 2011 has shown a significant global market potential for auditing and certification in the area of hotel management schools
- Need of quality in vocational education institutions
- Relevant and rigorous education to young people to enter in the hospitality industry
- Existing professionals who have been poorly trained
- SHA has set up international standards and requirements for hotel management schools and applying auditing tools and processes
- SHAES give accredited schools and programs more visibility
- Provide an approach to the development and/or improvement of hospitality education skills

## Edu@SHA – national and international partnership

- SHA founded the Ecole hôtelière de Lausanne 1893
- SHA founded the Hotel Management School in Thun 1987
- Affiliated partnership with International College of Hotel Management in Adelaide since 2003



Dr. Alex Angehrn, Head of Further Education

## What's next?

- Set up relationship to in-between partners
- Set up relationship to more suitable international hotel management schools



## Summary

SHA accredits schools and programs which meet Swiss Hotel Association Education Standards (SHAES) and license them to use SHA brand.