



LES ROCHES-GRUYÈRE
UNIVERSITY OF APPLIED SCIENCES
SWITZERLAND

Press Release

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FOR IMMEDIATE RELEASE
11 A.M. GT,
July 4, 2008

Les Roches-Gruyère, University of Applied Sciences receives Official Federal Recognition from Swiss Authorities

July 4th, 2008, Clarens, Switzerland - Les Roches-Gruyère University of Applied Sciences has received official Swiss federal recognition from the Swiss government. This new institution is only the second private University of Applied Sciences ever approved in Switzerland, and is the first private UAS in the hotel management field.

Les Roches-Gruyère University of Applied Sciences is launching a new Bachelor of Science degree in Hospitality Management. Students can choose specializations focusing on either international hospitality management or food, beverage and operations management. These programmes will be taught in Bulle, in the canton of Fribourg, and Bluche, in the canton of Valais.

Dr. Deborah Prince, the newly appointed Director General of Les Roches-Gruyère University of Applied Sciences, said "Students from around the world will be able to study for a Swiss-recognised degree which meets Bologna Accord criteria. Creating a new Swiss institution which benefits from Federal recognition is a significant decision for our institution and the reputation of Swiss hospitality education. We are indebted to the support of many individuals in the Swiss government who provided guidance along the way."

Dr. Prince also emphasised the importance of academic quality. "Les Roches-Gruyère University of Applied Sciences will focus on delivering the highest quality university-level hospitality education, meeting all academic standards of Switzerland and Europe. Students will gain leadership and managerial competencies to enable them to meet the challenges of a diverse and rapidly-changing global tourism and hospitality industry."

The new Les Roches-Gruyère UAS will conduct its first courses utilizing the full resources of the highly-reputed Swiss institutions of Glion Institute of Higher Education* and Les Roches International School of Hotel Management. Both of these institutions were recently ranked in a worldwide industry survey to be among the top hospitality management schools for an international career. *(TNS, U.K, Global Survey, September 2007)*

* GIHE is our sister school which is accredited by the New England Association of Schools and Colleges (NEASC) in the USA and is not part of LRG University of Applied Sciences. It is the location where the non degree preparatory semester is delivered for the "International Hospitality Management" specialisation.

Mr. David Graves, president of a global group of hospitality schools including the new Les Roches-Gruyère UAS said, "Students studying at Les Roches-Gruyère UAS will have the opportunity to choose from a large range of international internships that allow them to work on more than one continent during their studies. Our schools arrange interviews with the leading hospitality organisations prior to graduation in order to gain permanent positions. Most students will have the luxury of choosing from among several job offers upon graduation, often including formal management training programs with the most famous hotel companies."

The Les Roches-Gruyère UAS is uniquely positioned to begin immediately investing in research, faculty development, and collaborations with other

institutions. Its mission includes contributing significantly to the Swiss and European academic communities through academic co-operations and leveraging alliances with the hospitality industry promote understanding of industry trends and needs.

Globally, the hospitality sector is expected to continue growing at more than 5% each year, according to the WTTC. It is thought to contribute more than 10% of global GDP. Well-educated management personnel will be crucial for supporting the continued expansion of the hospitality and tourism sectors worldwide.

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