

SWITZERLAND AS THE HOME OF HOSPITALITY EDUCATION
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Abstract: the article examines Switzerland as the home of hospitality education. In the global world where everything is comprehensive and develops day by day, to be one step ahead and excel among competitors should be the number one strategy for all industries, especially, for hospitality sphere. Tourism is mainly connected with delivering services and by expecting customer needs we can easily enhance our service quality as well as their loyalty. Being online is also one positive side of the program which enables career professionals from abroad to enhance their knowledge and skill.

Keywords: hospitality education, foreign experience, university rankings, training.

ШВЕЙЦАРИЯ КАК РОДИНА ГОСТИНИЧНОГО ОБРАЗОВАНИЯ
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Аннотация: в статье рассматривается Швейцария как родина гостиничного образования. В глобальном мире, где все комплексно и развивается день ото дня, быть на шаг впереди и выделяться среди конкурентов должно быть стратегией номер один для всех отраслей, особенно для сферы гостеприимства. Туризм в основном связан с предоставлением услуг, и, ожидая потребностей клиентов, мы можем легко улучшить качество наших услуг, а также их лояльность. Интернет - также одна из положительных сторон программы, которая позволяет профессионалам из-за рубежа повышать свои знания и навыки.

Ключевые слова: гостиничное образование, зарубежный опыт, рейтинги вузов, обучение.

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In our country, learning from foreign experience can be a key result that we ought to utilize to answer world standards. The first thing that should be done is learning top university ranks that teach tourism for learners, especially, that one's which organizes short career enhancement courses for sphere professionals.

Table 1. QS World university rankings by subject

Rank#	University	Location
1	EHL - Ecole hoteliere de Lausanne	Switzerland
2	University of Nevada – Las Vegas	United States
=3	Glion Institute of Higher Education	Switzerland
=3	Les Roches Global Hospitality Education	Switzerland
5	Swiss Hotel Management School	Switzerland
6	Hotel School The Hague	Netherlands
7	The Hong Kong Polytechnic University	Hong Kong SAR

8	The University of Surrey	United Kingdom
9	Oxford Brookes University	United Kingdom
10	Bournemouth University	United Kingdom
11	International Management Institute Switzerland	Switzerland
12	Cornell University	United States
13	Cesar Ritz Colleges Switzerland	Switzerland
14	Macao Institute for Tourism Studies(IFTM)	Macao SAR
15	Griffith University	Australia
16	Taylor's University	Malaysia
17	HTMi Hotel and Tourism Management Institute Switzerland	Switzerland
18	Vatel, Hotel and Tourism Business school	France
19	Blue Mountains International Hotel Management School(BMIHMS)	Australia
20	Pennsylvania State University	United States
21	Culinary Arts Academy Switzerland	Switzerland
22	Virginia Polytechnic Institute and State University	United States
23	The University of Queensland	Australia
24	Hotel Institute Montreux	Switzerland
25	University of Florida	United States

Source: done by authors depending on the information from -<https://www.topuniversities.com/university-rankings/university-subject-rankings/2020/hospitality-leisure-management>.

The table illustrates the QS World University Rankings by subject and this subject is Hospitality and Leisure management. As, the home of Hospitality education is considered to be Switzerland, the top university in teaching hospitality is also situated in this country, namely, EHL-Ecole hoteliere de Lausanne. For the second year in a row EHL has been ranked at the top position by QS World University Ranking and by CEO World ranking. EHL has also received the award for “best innovation in education” at the Worldwide Hospitality Awards 2019 for the Bachelor in International Hospitality Management program, following a multi-campus study options and the entrepreneurial support provided to the students. This international distinction confirms the strong recognition of EHL by the hospitality industry.

Founded in 1893 by Jacques Tschumi, Ecole hôtelière de Lausanne is the oldest and first hotel school in the world. It opened during the tourism boom in Switzerland in the late 19th century in response to high demand for skilled and qualified personnel. In 1994, EHL launched its new Bachelor of Science in International Hospitality Management in 2001; EHL launched an EMBA (Executive Master in Hospitality Administration) program, a graduate degree in hospitality management from the University of Applied Sciences and Arts of Western Switzerland (HES-SO).

Programs:

- EHL's four-year undergraduate program, the Bachelor of Science in International Hospitality Management, starts with a practical year that focuses on hospitality industry practices, followed by three years of university level management courses, culminating in a real-life consulting project.

- The MBA in Hospitality is a blended MBA (80% online and 20% face to face) that enables hospitality professionals to continue to meet their professional and personal obligations while participating in this flexible 24-48-month program.

- The Hospitality EMBA (HEMBA) is a part-time, 18-month program in partnership with the China Europe International Business School (CEIBS). This project is designed joint-degree program for professionals in the Asia-Pacific hospitality industry who seek to take the next step in their careers.

- The MBA in Hospitality is delivered 80% online and 20% on campus; it offers a balanced learning experience with the freedom of online courses, and the support and interaction with faculty on campus.

There are also short programs which are designed for students and professionals who want to develop new skills and enhance their knowledge with hospitality training or executive certificate courses recognized by industry professionals. The programs are hold on four directions:

- Culinary & Restaurant Management Certificate
- *Online Hospitality Certificates*
- *EHL Junior Academy*
- *Luxury Brand Management Short Course in Singapore*

If we look at online hospitality certificates, it is designed for hospitality professionals to build and strengthen management skills in order to perform in today's hospitality industry. It's composed of 16 courses and divided into four core subjects, each course is delivered online allowing you to work and study at the same time.

All these programs are extremely useful to encourage the skills quality of professionals of the sphere and for those who only start their first step in hospitality and want to flourish as well as be the part of it. Especially, short programs designed for industry professionals are very comprehensive and covered whole industry needs.

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