Minor Hotels Establishes Asian Institute of Hospitality Management in Academic Association with Les Roches Global Hospitality Education





Minor Hotels Establishes Asian Institute of Hospitality Management in Academic Association with Les Roches Global Hospitality Education

Collaboration agreement with hospitality industry leaders Minor Hotels and Les Roches will set the standard for hospitality management in Asia

Minor Hotels is delighted to announce the establishment of the Asian Institute of Hospitality Management in academic association with Les Roches Global Hospitality Education, ranked among the world's top three higher education institutions for hospitality and leisure management.
Set to launch in September 2020, with campuses in Bangkok and Chonburi in Thailand, the institute is poised to become the leading hospitality education facility in Southeast Asia and will offer certificates, diplomas and bachelor degrees in hospitality management in academic association with Les Roches. Les Roches follows the exceptional Swiss model of education and operates under the umbrella of Sommet Education, a hospitality education leader committed to delivering exceptional student experiences and developing the leaders of tomorrow.

The Asian Institute of Hospitality Bachelor degree will be modelled after the Swiss education system and can be completed in seven semesters, or 3.5 years, combining classroom studies and practical training. Students who qualify will be offered opportunities to transfer to Les Roches campuses in Bluche, Switzerland and Marbella, Spain.

The strategic decision to open campuses in both Bangkok and Chonburi, a coastal area lined with popular beaches, means the institute is well placed to support the needs of Thailand's fast-growing tourism industry, particularly that of the Eastern Economic Corridor.

Bridging the gap between an ever-increasing demand for experienced hospitality leaders and limited domestic supply, the institute will also be offering development training for hotel industry professionals.

"Our decision to partner with Les Roches stems partly from Minor Hotels' rapid expansion, both domestically in Thailand and internationally – a growth spurt that sees us recruit over 6,000 additional staff members every year just to keep up with our expansion plan," commented Dillip Rajakarier, CEO of Minor Hotels.

"It also ties in with our vision to set up a world-class Thai hospitality institute independent of any hotel brand to provide best-in-class bachelor's degree education for real-world application, in the context of a fast-evolving business environment," Rajakarier continued.

"We are happy to support Minor Hotels in addressing the regional need for specialised talent and expertise in the field of hotel management. Thailand is ranked in the top five global tourism

destinations alongside France, Spain, Italy and the US, an ideal location for a hospitality education center," said Benoit-Etienne Domenget, CEO of Sommet Education. "Future students will benefit from the extensive expertise and knowledge of two renowned leaders in the industry. We are very excited to embark on this partnership."

About Les Roches
Founded in 1954, Les Roches Global Hospitality Education 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 a global network of campuses in Switzerland, Spain and China.

Part of Sommet Education, Les Roches is accredited by the New England Commission of Higher Education (NECHE). Les Roches is ranked number three of the world's top institutions for hospitality and leisure management and number three worldwide for employer reputation (QS World University Rankings by Subject 2019).

For more information, visit www.lesroches.edu

About Sommet Education
Sommet Education is a hospitality education group committed to delivering an exceptional student experience and developing the leaders of tomorrow. Its institutions Glion and Les Roches serve undergraduate and graduate students from more than 100 countries, providing an education built on academic rigour, skills-based learning and dynamic multicultural exposure.
Sommet Education is the only education network with two hospitality institutions ranked among the world's top four for hospitality education and among the world's top three for employer reputation (QS World University Rankings by Subject 2019).

For more information, visit www.sommet-education.com

About Minor Hotels
Minor Hotels is an international hotel owner, operator and investor currently with 518 hotels in operation. Minor Hotels passionately explores new possibilities in hospitality with a diverse portfolio of properties designed intelligently to appeal to different kinds of travellers, serving new passions as well as personal needs. Through our Anantara, AVANI, Oaks, Tivoli, M Collection, NH Collection, NH Hotels, nhow, Elewana, Marriott, Four Seasons, St. Regis, Radisson Blu and Minor International properties, Minor Hotels operates in 52 countries across Asia Pacific, the Middle East, Africa, the Indian Ocean, Europe, South America and North America.

With dynamic plans to expand existing brands and explore strategic acquisitions throughout opportunistic markets, Minor Hotels pursues a vision of a more passionate and interconnected world.

For more information, please visit www.minorhotels.com