

*César Ritz*

COLLEGES SWITZERLAND 

Excellence in International Hotel and Tourism Management Education



**BE INSPIRED  
BY THE  
KING OF HOTELIERS**

[www.ritz.edu](http://www.ritz.edu)



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## MISSION STATEMENT

César Ritz Colleges Switzerland offers world-class hospitality business education. Our priorities are academic rigour, Swiss professional training, multicultural awareness and a caring approach to the personal development of our students. We are proud of our worldwide network of hospitality employers and alumni. Our graduates are industry professionals and leaders who exceed customer and employer expectations through their persistent dedication to excellence.

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# BE INSPIRED... BY CÉSAR RITZ

*The education at César Ritz Colleges is based on the philosophy of César Ritz, founder of the famous Ritz hotels, who is widely recognised as the pioneer of luxury hotels.*



## ENTREPRENEURSHIP

With hard work, innovation, flair and a touch of class, César Ritz accomplished an unprecedented career in the hospitality industry and rose to legendary status.

4 Before becoming “The King of Hoteliers and The Hotelier of Kings” César Ritz chose to leave his home in the Swiss mountains, just a few kilometers away from Brig, to travel abroad to gain international knowledge and experience. César Ritz returned to Switzerland and took over the management of the now famous Hotel National in Lucerne. It is César Ritz’s passion for luxury, excellence and service that has set the standard for hotels and restaurants throughout the world.

Just like César Ritz, students leave their home to gain knowledge and experience in the international world of hospitality and tourism, taking inspiration from this famous hotelier.

## CORE VALUES

Throughout the brochure, the César Ritz Colleges stamp is shown to represent the combination of core values and the career journey of its students.

**Excellence** embodies passion for academic rigour and excellence in the quality of the education provided. Excellence is a quality that César Ritz Colleges students continue to seek throughout their career.

**Service** represents the desire instilled in students to give consistently good service in everything they do. Students learn the importance of customer service in their professional life and strive to always exceed customer expectations.

**Leadership** is a life-long skill that ensures success in student’s personal and professional development. Leadership skills are encouraged so that students can inspire those around them and equip themselves with a range of transferable skills.

**Care** plays a vital role in all activities; the faculty care about the student body and provide a healthy and nurturing environment so that students can maximise their potential.

**Innovation** involves constant review of existing activities and exploration of ways to improve and offer exciting new services and study options. Inspiring innovation in students work environment guarantees positive results.



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César Ritz Colleges trusts that its students will continue to live by these core values throughout their personal and professional life, thus ensuring a happy and successful future.

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# WHY STUDY IN SWITZERLAND?

*Switzerland offers students the very best in education and lifestyle. It is the ideal location for international students, renowned for its high quality of life, its central European location and its reputation as the birth place of hospitality.*



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## IN THE HEART OF EUROPE

Tourism is a very important economic activity in Switzerland. The transport and tourism infrastructure is among the best in the world making it very easy and comfortable to travel around the country. Major Swiss cities are situated within a one to three-hour journey by train, car or boat. Centrally located in Europe, Switzerland gives students the opportunity to visit and experience other European cities, such as Paris, London and Milan.

## SWISS QUALITY OF LIFE

Switzerland is an extremely safe country with a high-level living standard. Not only renowned for chocolate and cheese, private banking and luxury watch making; its natural beauty, cultural and linguistic diversity and the Swiss reputation for excellence and professionalism all add to its attributes.

Switzerland has an international reputation as a provider of world-class education. In particular, Swiss hotel management programmes are recognised by the industry as being of exceptional quality and have a long-standing tradition and reputation for educational excellence.

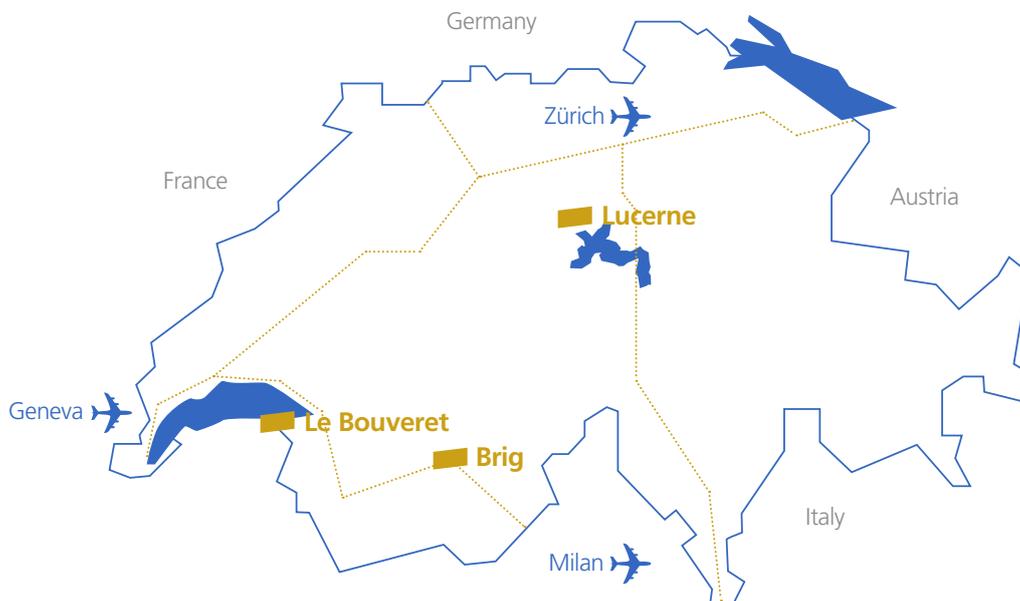


# A TRULY SWISS JOURNEY

*César Ritz Colleges is a school with three fantastic locations throughout Switzerland.*

Bachelor students can choose to start their studies in either French-speaking Le Bouveret or German-speaking Lucerne, where the emphasis is on practical skills and premium customer service. During the final year all students are located in German-speaking Brig, where studies focus on the managerial and strategic aspects of international business.

All Postgraduate and Master courses are held in Brig and are designed for university graduates or candidates with extensive work experience, who seek a career change or wish to advance their existing career in the global hospitality and tourism industry.



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## ACADEMIC FACILITIES

The multi-campus approach balances theoretical and practical learning resources through a combination of traditional and state-of-the-art facilities. Students use the latest computers, projectors and electronic whiteboards in the classrooms and learn in lecture theatres, production kitchens and formal dining rooms that are as inspiring as the campus buildings themselves.

Each campus has its own modern library providing access to a specialised collection of books and research materials. An innovative online facility allows students to search for and reserve materials and also offers access to an extensive collection of electronic resources.

**All students receive an iPad on arrival, which they will use throughout their studies and is theirs to keep after graduation. César Ritz Colleges is committed to using the latest technologies to aid students in their studies.**





## LE BOUVERET CAMPUS

Le Bouveret is a small charismatic French-speaking town nestled on the shores of Lake Geneva just a five-minute drive to neighbouring France. Known for its beautiful beach and many outdoor attractions, Le Bouveret is a popular summer resort. Conveniently located near the vibrant towns of Montreux and Lausanne, the nearest airport is Geneva International Airport.

The campus has its own private fitness centre and football field where students can unwind after a hard day of studying. During the summer months Le Bouveret is a watersports haven: paddle boarding, waterskiing, sailing, windsurfing and motor boating are just some of the activities available to students. There are also facilities for beach volleyball and a skate and bike park available. Free outdoor concerts are held weekly during summer along with the charming lakeside markets. For winter sports enthusiasts the prestigious ski resorts of Gstaad and Verbier are less than an hour's drive away.

### BEAUTIFUL LAKESIDE SETTING

Located in a magnificent former hotel dating back to the early 1900s, the campus is just minutes from the town centre. The new campus extension, finished in 2012, provides 100 fully equipped single superior deluxe rooms and state-of-the-art kitchen facilities in collaboration with the Culinary Arts Academy (see page 25).

Student accommodation is designed to offer the comfort and privacy needed in which to study or relax. Bedrooms are spacious, modern and comfortable; all are en-suite with showers and are furnished with a desk, office chair, ample storage and wardrobe space.

Double standard rooms are included in the fees. Brand new single superior deluxe rooms are available at an additional charge.





## LUCERNE CAMPUS

Lucerne, the gateway to central Switzerland is a beautiful German-speaking city, with a thriving tourism industry located just 45 minutes from Zurich International Airport. Situated on the shores of beautiful Lake Lucerne, the city offers the perfect combination of tradition and modernity.

Known for its culture and modern convention centre, Lucerne has a large selection of shops, cinemas, museums, theatres, restaurants, bars and clubs. For students interested in sport there is a multitude of activities available: mountain biking, golf, ice-skating and tennis just to name a few. In the summer months the magnificent Lake Lucerne is home to many watersports, which include: dragon boat racing, canyoning, kayaking, wakeboarding and windsurfing. Students also have access to a fully equipped fitness centre. For the winter months the campus is located within a one-hour drive from many ski

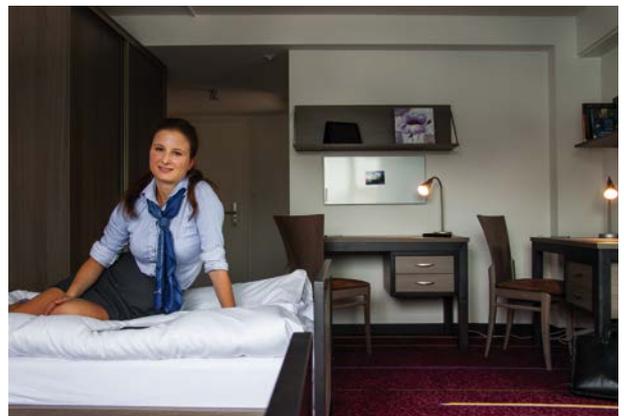
resorts situated in the Swiss Alps for students to enjoy during their free time.

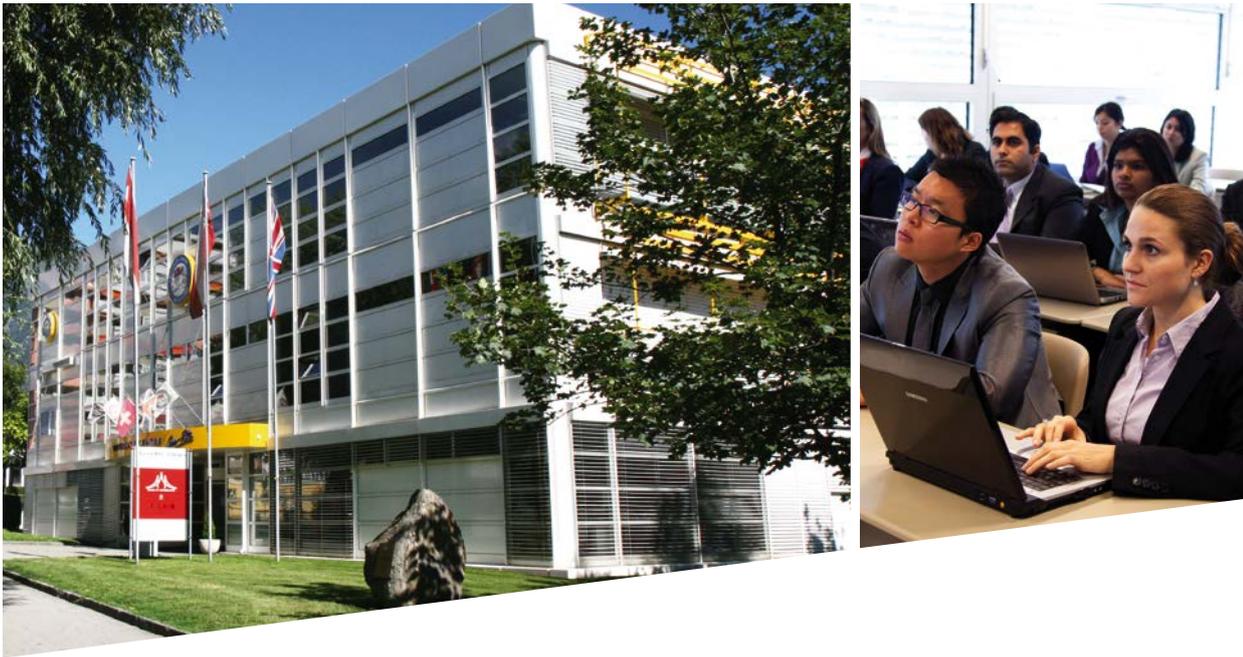
### CITY CENTRE LOCATION

The campus is located in the city centre in the magnificent 'Union' building that was built in the 1900s and underwent major renovations in 2012 to welcome students in modern facilities.

All accommodation in Lucerne includes private en-suite bathrooms and individual study areas, as well as ample storage and wardrobe space. The accommodation is modern, comfortable and spacious to enable students to feel at home.

Double standard rooms are included in the fees, deluxe and superior rooms are available at an additional charge.





## BRIG CAMPUS

The University Centre César Ritz is situated in the town of Brig-Glis, the largest German-speaking town in the Valais region. Brig's charming cobble-stoned centre is located within walking distance to the central train station where trains can take students to Bern in one hour or to Milan in less than two.

With a bustling shopping area and local markets, Brig is a great location to spend the evenings or weekends unwinding in some of the different restaurants and bars.

The campus is located within a one-hour drive from the famous ski resorts of Saas-Fee and Zermatt where students can enjoy a vast array of winter sports. During the summer there is glacier skiing, horse riding, river rafting, tennis and an outdoor swimming centre for students to enjoy. The campus has its own private multi-use sports court where football, volleyball, basketball and badminton can all be played, as well as a pri-

vate fitness centre. Students also have free access to the local indoor swimming pool and the golf driving range.

### THEMIS & XENIUS

In Brig, all students have single en-suite rooms for ultimate privacy. All rooms are equipped with modern furniture including a 120cm wide bed, desk, chair, ample storage and wardrobe space, along with a flat screen television, fridge and safe. Themis & Xenius is the environmentally friendly student lodging with 216 single deluxe rooms (included in the fees in Brig). Single superior deluxe rooms are available at an additional charge.

Fully equipped kitchens are available in the accommodation buildings to enable students to cook and dine with friends at the weekends.



# PROGRAMME OVERVIEW

## BACHELOR PROGRAMME

*César Ritz Colleges offers a double Bachelor degree in partnership with Washington State University, which includes a range of specialisations in International Business, Tourism and Hospitality Management. This unique Bachelor programme emphasises practical and managerial skills with strategic knowledge.*

YEAR 1		YEAR 2		YEAR 3	
<b>Food and Beverage Management</b>		<b>Rooms Division and Hospitality Business</b>		<b>International Business, Business Plan and Specialisations</b>	
<b>Le Bouveret or Lucerne Campus</b> 2 academic terms (1 term: 11 weeks)	<b>Paid internship</b> in Switzerland (4-6 months)	<b>Le Bouveret or Lucerne Campus</b> 3 academic terms (1 term: 11 weeks)	<b>Paid internship</b> in Switzerland or worldwide (4-6 months)	<b>Brig Campus</b> 3 academic terms (1 term: 11 weeks)	<b>Optional paid internship</b> in Switzerland or worldwide (4-6 months)
<b>Bachelor of International Business in Hotel &amp; Tourism Management</b> <b>WSU Bachelor of Arts in Hospitality Business Management</b>					

## MASTER PROGRAMMES

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*These programmes are designed for university graduates or candidates with extensive work experience who seek a career change or to advance in their existing career in the global hospitality and tourism industry.*

9 MONTHS	4-6 MONTHS (OPTIONAL)	3 MONTHS
<b>Food and Beverage and Tourism Business Management</b>	<b>Paid internship</b>	<b>Hospitality Business Plan Project</b>
3 academic terms (1 term: 11 weeks)	In Switzerland or worldwide	1 academic term (11 weeks)
<b>Master of Arts in International Business in Hotel and Tourism Management</b>		

9 MONTHS	4-6 MONTHS (OPTIONAL)	6 MONTHS
<b>Hospitality and E-Business Management</b>	<b>Paid internship</b>	<b>Dissertation</b>
3 academic terms (1 term: 11 weeks)	In Switzerland or worldwide	2 academic terms (1 term: 11 weeks)
<b>Master of Science in International Hospitality Management</b>		

The minimum gross monthly salary for an internship position in Switzerland is CHF 2,172.–

For detailed information on all the academic programmes at César Ritz Colleges please refer to the Programme Guide.



# CHALLENGE YOUR MANAGEMENT METHODS AND CRITICAL THINKING

*“My first experience as a General Manager  
and I was only 28 years old!”*

**Eva Codina Candelich** (Spain) – General Manager  
Relais Villa d'Amelia, Piedmont, Italy





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## IMAGINE A CAREER THAT TAKES YOU ALL OVER THE WORLD

*“César Ritz Colleges’ alumni network was extremely helpful to me at the start of my career and remains very enjoyable to this date.”*

**Tuomas Laakso** (Finland) – Vice President, International Hotel Development  
Marriott International & The Ritz-Carlton Hotel Company, Zurich, Switzerland

# QUALITY AND EXCELLENCE IN EDUCATION

*César Ritz Colleges has a global reputation for quality and excellence in education spanning more than 30 years.*

## MAXIMISE YOUR LEARNING EXPERIENCE

A wide range of subjects are available supported by industry specific specialisations, guest seminars and educational field trips to hotels, trade fairs and international corporate headquarters.

## SPECIALISATIONS

Students will be able to specialise in a number of exciting fields: International Business, Culinary Trends, Business Start-Up and Tourism. Wide ranges of specialised courses are delivered each term to tailor the course to each individual's aspirations.

## PREPARE TO BE INSPIRED

The faculty includes published authors and researchers, internationally recognised professors and experienced professional instructors. These inspiring and dedicated tutors bring a wealth of experience from many specialist areas of the tourism and hospitality sector, including five-star luxury hotel management, cruise ship operations, professional chefs, human resources, marketing and environmental tourism.

High-profile guest lecturers are regularly invited to give courses and seminars on their specialised subjects. These guests provide valuable links to other educational establishments and ensure that programmes are up-to-date with industry trends and requirements. For Bachelor students, the Washington State University faculty, composed of professors and those with doctorates, teach terms seven and eight of the Bachelor degree, bringing American business and research expertise to the programme.

## INTERNATIONALLY RECOGNISED

Over the last 30 years, César Ritz Colleges has developed a worldwide network of prestigious partner universities with qualifications offered in partnership with renowned international institutions. Graduates of the Bachelor programme will earn both a César Ritz Colleges International Business degree and the Washington State University (USA) Hospitality Business Management degree. Master degrees are awarded in partnership with the University of Derby (UK).

## BACHELOR AND MASTER DEGREE IN FOUR YEARS

The three-year Bachelor programme has been developed so that graduates are eligible for several accelerated Master degree programmes, offering the opportunity to complete both a Bachelor and Master degree in four years.

## FOUR INTAKES PER YEAR

Students can choose to start their academic studies in January, April, July or October allowing flexibility to students of all nationalities.



*“The learning environment at César Ritz Colleges is ideal. The international faculty bring a wealth of knowledge to the students and the small classes guarantee them individual attention.”*

**Birgit Black** – Academic Dean

Lucerne Campus, César Ritz Colleges Switzerland

# BUSINESS PLANNING FOR FUTURE ENTREPRENEURS

*César Ritz Colleges has developed a business plan course, which takes place over the final three terms of study at the University Centre in Brig. During this course, students develop their own business plan, individually or within a group and graduate with a real business plan ready to implement.*



To enhance this innovative programme, César Ritz Colleges is privileged to work with its prestigious university partner, Washington State University, participating in their global Business Plan Competition. Every year, a team from César Ritz Colleges travels to the United States, where they get to compete in the final stages of the competition. Teams from around the world present their project to a panel of 50 judges, which includes entrepreneurs, venture capitalists and bankers.

In 2013, the team from César Ritz Colleges Switzerland won this great competition! The team was awarded cash and consultancy prizes to the value of \$35,000 USD that they will use to continue to develop their plan and make their dream a reality.

The Business Plan Competition is an integral part of the double Bachelor degree programme. With an emphasis on entrepreneurship in the hospitality and tourism sector, the reality of the business world is brought into the classroom allowing students to graduate ready for career success.

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# INTERNATIONAL CAREER TRIPS

Each year international career trips are organised so that students can really experience the hotspots of the hotel and tourism industry. Designed to inform and inspire career choices, each tour combines a number of behind-the-scenes hotel visits, presentations and interviews with human resource personnel, alumni meetings and educational trips to tourist attractions. It is a great way of getting first-hand experience

of what it would be like to live and work overseas, and an invaluable indicator of whether a particular location is the right place for students to succeed professionally.

Successful trips have been made to: Beijing, Dubai/Abu Dhabi, Miami/Fort Lauderdale, Panama, Hong Kong/Guangzhou/Macao and New York/Washington D.C.





## DEVELOP YOUR PASSION FOR MANAGEMENT

*“I learned people skills; an ability to understand different cultures and their ways of doing things. I really gained an open-mind at César Ritz Colleges.”*

**Grace Xiang** (China) – Director of Human Resources  
Accor Greater China, Shanghai, China

# UNIVERSITY PARTNERS

## WASHINGTON STATE UNIVERSITY

The joint Bachelor programme in partnership with Washington State University offers students the fantastic opportunity to graduate with both a César Ritz Colleges Bachelor degree in Hotel and Tourism Management and a Washington State University Bachelor degree in Hospitality Business Management.

From the first day at César Ritz Colleges, students will study for both the César Ritz Colleges and Washington State University Bachelor degree.

- › Three locations
- › Two degrees
- › One curriculum

Washington State University (WSU) was established in 1890 and is now ranked among the top 60 public research universities in the United States with a student body of more than 25,000. The academic partnership between César Ritz Colleges and Washington State University has existed since 1985 and is a collaboration with the College of Business School of Hospitality Business Management. Offering one of the leading American hospitality management programmes, WSU and the College of Business are accredited by the Northwest Commission on Colleges and Universities (NWCCU) and the Association to Advance Collegiate Schools of Business (AACSB).

The renowned WSU faculty deliver WSU curriculum using on-site and online courses, focusing on senior-level hospitality and business management topics.

The WSU degree in Hospitality Business Management is ranked 9th in the USA in hospitality research productivity (11<sup>th</sup> worldwide).

To learn more visit [www.business.wsu.edu/WSU-CR](http://www.business.wsu.edu/WSU-CR)



## UNIVERSITY OF DERBY

Students studying both the Master of Arts in International Business in Hotel and Tourism Management and the Master of Science in International Hospitality Management, are able to achieve both Swiss and British qualifications through the important partnership shared with the University of Derby.

The University of Derby and César Ritz Colleges have many shared values making them ideal academic partners. Like César Ritz Colleges, the University of Derby is committed to providing a student-focused learning experience through programmes designed to enhance students' future employability.

The 2014 Guardian University Guide, the UK's comprehensive guide to British Universities, ranks the University of Derby 5th, in the fields of tourism, transport and travel.



# REPUTATION AND INDUSTRY RECOGNITION

*César Ritz Colleges Switzerland has a reputation for providing quality and excellence in hotel and tourism management education. The world-class academic partnerships guarantee academic rigour and the international certifications ensure programmes are up-to-date with industry trends and requirements.*

The qualifications awarded by César Ritz Colleges are accredited and recognised in Switzerland and worldwide.

## ACADEMIC RECOGNITION

The Higher Diploma and the Bachelor of International Business in Hotel and Tourism Management are recognised by the State of Valais. The accreditation authority is the 'Conseil de la Formation et de la Recherche Universitaires (CoFRU)', established under the auspices of the State of Valais Department of Education, Culture and Sport, Switzerland.



## PROFESSIONAL AND ACADEMIC QUALITY STANDARDS ASSURED

César Ritz Colleges is recognised by the Swiss Hotel School Association (ASEH). It is the only association in Switzerland that evaluates and recognises hotel schools and imposes strict eligibility requirements.



## QUALITY OF EDUCATION CERTIFIED

EduQua ensures the quality of educational institutions by setting minimum standards and supports quality improvements in its certified institutions.



## UNITED NATIONS WORLD TOURISM ORGANIZATION CERTIFIED

César Ritz Colleges is the only Swiss hotel school to receive the prestigious TedQual certification from the United Nations World Tourism Organization (UNWTO).



## INTERNATIONAL CHRIE MEMBERSHIP

The International Council on Hotel, Restaurant and Institutional Education is the global advocate of hospitality and tourism education for schools, colleges, and universities offering programmes in hotel and restaurant management, food service management and culinary arts.



## UNITED NATIONS WORLD TOURISM ORGANIZATION

UNWTO has developed the TedQual certification system to establish a quality standard for tourism education and training systems, and has smoothed the way towards greater pedagogic productivity in tourism.

# INTERNSHIPS... PUTTING THEORY INTO PRACTICE

*A successful manager needs to be able to understand the role of every employee within a hotel; a great way to gain this knowledge is through internship experience. Upon graduation, students will have completed at least two six-month internships, which allows students to be recruited into a permanent role of management.*

## PREPARATION

Students will be guided through every aspect of the employment process to develop the necessary skills to succeed in the workplace. Students develop interview, job search and communication skills, build self-confidence, and learn to conduct themselves in a professional manner appropriate to hospitality industry standards. Students are prepared to optimise their internships, in Switzerland or abroad, as well as to foster their future career advancement, development and self-improvement.

Thanks to César Ritz Colleges' strong industry links, the internship office works diligently to place students in a variety of different establishments throughout the world.



*“Internships are an integral part of the programmes at César Ritz Colleges. Students really benefit from transferring the skills they have learned in the classroom into a real life working environment. This also ensures that students are well prepared to find a suitable position of employment after graduation.”*

**Tanja Florenthal** – Academic Dean  
Le Bouveret Campus, César Ritz Colleges Switzerland

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## PAID INTERNSHIPS IN SWITZERLAND

Students' first internship will be in Switzerland; from international five-star hotel chains in major cities such as Geneva and Zurich to family-owned boutique hotels in prestigious ski resorts such as Zermatt and St. Moritz. First internship experiences are generally in the area of Food and Beverage.

**Internships in Switzerland really reinforce the message of Swiss quality, a learning experience that students take with them to all their future positions.**

## WORLDWIDE INTERNSHIPS

For students who dream of travelling the world and experiencing different cultures, placements are available in rapidly developing cities such as Dubai and Shanghai and in more traditional destinations including London and Paris, or even exotic resorts like Tanzania. The second internship experience can be taken any where in the world and is usually in the departments of Front Office, Food and Beverage, Housekeeping, Administration or Sales and Marketing.

Prepare to live the dream !



## INTERNSHIP EXPERIENCES IN SWITZERLAND

César Ritz Colleges has a 100% success rate in Switzerland for finding students appropriate internships in the hotel and tourism industry with more than 80% of students placed in four- and five-star hotels.



*“After my internship I realised why I loved hospitality. I learned to be responsible, to multi-task and most importantly how to communicate with the customers; in French!”*  
**Alice Zhou** (China) – Internship:  
 Restaurant Je de l’Arc, Geneva



*“Service was the best starting point for me and during my internship I really had the feeling of being a valuable team member. I learned all the skills that I will need to manage in my future career.”*  
**Ivan Lazorko** (Ukraine) – Internship:  
 Restaurant La Bergerie, Les Bains du Val-d’Illiez



*“I learned so much in only 6-months and it has given me confidence in myself and my abilities. Not only has my French improved, I have learned the in’s and out’s of hotel life.”*  
**Alexandra Moreton** (South Africa) – Internship:  
 5\* Grand Hotel du Lac, Vevey



*“Food and Beverage is one of the biggest revenue centres for hotels and I think that everyone should experience this and know what it is all about.”*  
**Stefan Schmied** (Germany) – Internship:  
 5\* Baur au Lac Hotel, Zurich (The Leading Hotels of the World)



*“I felt like a respected professional, which was a new and incredible sensation for me. Now my dream is to become a Senior Rooms Division Manager.”*  
**Liseth Membora** (Panama) – Internship:  
 Clinique La Prairie, Montreux



*“The best part of my experience was learning how to deal with the clientele of a 5\* hotel, which enhanced my communication skills and offered me an extraordinary learning experience.”*  
**Radu Dolghi** (Romania) - Internship:  
 5\* Le Mirador Kempinski, Lake Geneva

# INTERNATIONAL RECRUITMENT FORUM

*Twice a year students are given the opportunity to meet with hospitality industry leaders from around the world at the International Recruitment Forum.*



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The International Recruitment Forum, organised by the Swiss Education Group, takes place each year in March and October and welcomes hotel groups, boutique hotels, resorts, airlines, cruise lines and many other hospitality industry groups. With over 60 organisations selected to attend each forum, representing over 100 companies each year; this two-day event is the perfect opportunity for students to develop their career choices.

At this important event, students attend presentations, meet with industry representatives and are interviewed and recruited for:

- › Full-time employment
- › Executive positions
- › Management training
- › Corporate training
- › Internship positions

The Swiss Education Group has created this major event after considering industry recommendations, which is one of the reasons the world's largest hospitality employers do not miss this unique opportunity to come to Montreux and meet the managers of tomorrow.

**The participation of employers from around the world highlights the reputation and recognition of César Ritz Colleges by industry leaders.**



*"I've had two interviews so far and two more coming up, so it has been a great day so far. The first two were very positive. I think definitely one went very well and I believe that I will have future contact with this hotel for my career."*

**Alistair Peckham** (Great Britain)

César Ritz Colleges student at the International Recruitment Forum


# A WORLD OF OPPORTUNITIES

*Today's global business environment requires highly qualified managers and leaders who can process complex services in a multicultural and international environment.*

César Ritz Colleges understands the needs of the hospitality and tourism industry, and prepares students using the latest research and training methods to lead the way in this fast-growing sector.

The hospitality industry is an exciting, dynamic and international industry with many employment opportunities for graduates with the right qualifications. César Ritz Colleges provides exactly the type of education and skills that future hospitality managers require to succeed.

## INTERNATIONAL CAREER OPTIONS

The practical experience gained during the periods of internship in Switzerland and abroad will open the doors to outstanding career opportunities.

The Career Services team meets with students to discuss individual career aspirations. Taking into consideration academic strengths and previous work experience, the dedicated coordinator will give career advice and guidance giving access to the best possible opportunities within the hospitality industry.

César Ritz Colleges has developed an innovative online recruitment platform, which connects worldwide recruiters with the managers of tomorrow; the aim is to find the perfect match!

The skills learned at César Ritz Colleges are applicable not just in hotel management, but also to an entire industry of hospitality and business-related enterprises.

Explore a wealth of career options in an industry that is right for you.

### HOTEL OPERATIONS

- › Banquets and Conferences
- › Culinary
- › Food and Beverage Management
- › Front Office
- › Housekeeping
- › Restaurant

### TOURISM

- › Airlines
- › Casinos
- › Cruises
- › Leisure and Entertainment
- › Spa and Wellness
- › Travel

### MANAGEMENT

- › Corporate Headquarters
- › Finance
- › General Management
- › Human Resources
- › Public Relations
- › Sales and Marketing

### FURTHER OPPORTUNITIES

- › Catering
- › Consulting
- › Education
- › Entrepreneur
- › Event Management
- › Information Technology
- › Non-profit Organisation
- › Real Estate

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## A BRIGHT FUTURE FOR HOSPITALITY AND TOURISM CAREERS

The hotel and tourism industry is the largest employer in the world. The World Travel and Tourism Council has forecast 325 million jobs by 2021.

(Figures from the World Travel & Tourism Council, [www.wttc.org](http://www.wttc.org))

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# STUDENT LIFE

*At César Ritz Colleges, learning continues beyond the classroom walls. There are excellent opportunities to participate in social and sporting activities throughout Switzerland and Europe. Many of these activities are organised by the Student Committee and the Student Activities Coordinator.*

Within walking distance from all campuses, there are a variety of local restaurants, bars and interesting shops. All students are encouraged to get out and experience local culture, participate in traditional celebrations and become part of the local community.



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## SOCIAL ACTIVITIES

Everyone needs to unwind after a busy study schedule and each campus has areas to meet fellow students and relax; from coffee lounges to entertainment areas and private student bars.

Social activities provide an opportunity to get to know fellow students away from the campus environment and can often develop professional knowledge. The Student Committee organises events such as weekly theme nights and excursions to tourist attractions, visits to famous cities, exhibitions and industry trade shows in Switzerland and beyond.

## SPORTING ACTIVITIES

Sport and physical activity play an important role in the overall health and well-being of students. All students have access to fully equipped fitness rooms and outdoor sports facilities. Joining a sports team helps to create lasting friendships, develop team-spirit skills and keep a good level of fitness.

Switzerland is famous for its beautiful natural sports playgrounds, all of which are easily accessible from each campus. Its famous mountains, valleys and lakes offer year-round opportunities for individual and team sporting activities.



# CULINARY ARTS ACADEMY SWITZERLAND

*The Culinary Arts Academy is located on the campuses of Le Bouveret and Lucerne. This unique partnership allows students of César Ritz Colleges to have real-life experiences with the culinary area of the hospitality world.*



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The Culinary Arts Academy provides a truly hands-on experience for students who aspire to a career in the culinary field. The academy welcomes students starting out in the industry or experienced chefs wanting an internationally recognised qualification.

The restaurant is often the main profit centre in a hotel and therefore hospitality students who study alongside chefs and kitchen staff are put at an enormous advantage. This is a great opportunity to see how a professional kitchen is run and prepares students for their future career, where they may find themselves managing a kitchen team.

Just as the name of the famous hotelier César Ritz is linked to that of his chef Auguste Escoffier, the names of César Ritz Colleges and the Culinary Arts Academy are intrinsically con-

nected. Sharing magnificent campus facilities and educational know-how, the two schools work together for the success of its students and graduates alike.

## STATE-OF-THE-ART FACILITIES

Both campuses have brand new facilities and internationally experienced chef instructors to ensure culinary students get the most out of their studies. The academy chefs are passionate professionals with experience gathered from their work in renowned Michelin-starred restaurants and five-star hotels from around the world.

This great alliance is a recipe for success !

[www.culinaryarts.ch](http://www.culinaryarts.ch)



# WORLDWIDE ALUMNI NETWORK

*The time spent at César Ritz Colleges holds a special place in the hearts of all graduates. They leave with both the skills for a successful career and many memories and friendships from their time in Switzerland.*



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After graduation, students become part of the Swiss Education Group alumni network, a group that currently counts 28 chapters worldwide and over 20,000 alumni. The alumni hold prestigious positions in a variety of industries across the globe and many are active in the group's worldwide alumni chapters.

The Swiss Education Group alumni network brings graduates together, providing a social and professional framework for networking and maintaining friendships that flourished on campus. Wherever students end up in the world, they are sure to find a member of the alumni network to welcome them with open arms and fond memories of their time in Switzerland.

## **BOOST YOUR PROSPECTS**

The extensive alumni association provides networking opportunities for all current and former students, opening the doors to the employment market. As many alumni are already in positions of power within the hotel and tourism industry, these high-ranking professionals are potential employers for graduating students. They understand the quality of the education, experiences and life skills gained at César Ritz Colleges, and the valuable assets that a fellow graduate can bring to their team and business.

*The alumni data is correct at the time of printing, please refer to [www.konnect.ch](http://www.konnect.ch) for all current information on alumni.*

## WHERE ARE THEY NOW?

César Ritz Colleges is proud to present a selection of its successful alumni from around the globe.



Duncan O'Rourke (Ireland)  
**Chief Operations Officer,**  
Kempinski Hotels, Geneva,  
Switzerland



Fernanda Montenegro (Brazil)  
**Assistant Director of**  
**Human Resources,** Grand  
Hyatt, São Paulo, Brazil



Samir Baidas (Jordan)  
**Senior Vice President,**  
Development Middle East,  
Marriott International, Dubai,  
United Arab Emirates



Fay-Linn Yeoh (Malaysia)  
**Brand Director,** St. Regis &  
Luxury Collection, Starwood  
Asia Pacific Hotels & Resorts,  
Singapore

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Jay Rathore (India)  
**Vice President & General**  
**Manager,** The Oberoi,  
New Delhi, India



Marinella Ricciardello (Italy)  
**General Manager,** Hotel  
Costa Azzurra, Sicily, Italy



Alexey Korobkin (Russia)  
**Associate Director,**  
HVS Global Hospitality  
Services, Moscow, Russia



Roland Duerr (Germany)  
**Hotel Manager,**  
Carlyle Hotel, New York,  
USA



## ADVANCE YOUR EXECUTIVE CAREER IN THE INTERNATIONAL BUSINESS ARENA

*“I recruit people for the entire hospitality industry for Vietnam.”*

**Son Xuan Nguyen** (Vietnam) – Consultant Sales and Marketing,  
Manpower, Hanoi/Ho Chi Minh City, Vietnam

# SWISS EDUCATION GROUP

*César Ritz Colleges is a member of the Swiss Education Group, a network of Switzerland's leading hospitality management schools.*



Students benefit from the six advantages that make the schools of the group the ultimate choice for students seeking a career in hotel and hospitality management.

## 1 AN EDUCATION BASED ON SWISS HOSPITALITY TRADITIONS

All Swiss Education Group schools are located in Switzerland. The country is known as the birthplace of hospitality and the education offered draws on these traditions. Graduates of the Swiss Education Group are in high demand worldwide.

## 2 CAREER AND NETWORKING OPPORTUNITIES

With more than 60 companies from around the world coming to recruit students from all schools of the Swiss Education Group twice a year, the International Recruitment Forum gives students access to the best career opportunities. The Career Services team on campus will assist students to give their career a head start.

## 3 QUALITY ACADEMIC PROGRAMMES

All schools are subject to stringent academic quality standards expected of Swiss institutions. Close ties to leading hospitality companies ensure that the academic programmes meet the needs of the industry and partnerships with other universities allow students to earn British or American, along with a Swiss qualification.

## 4 INSPIRING LEARNING ENVIRONMENT

Each school is based in a former hotel, which has been modernised to provide the best facilities for hotel management

and culinary studies in Switzerland. The alpine or city centre locations offer an unparalleled Swiss experience for the international student body.

## 5 EXCEPTIONAL QUALITY OF LIFE

Each school takes care of their students by offering academic support as well as organising social and sporting activities on campus and throughout Switzerland and Europe. While studying in Switzerland, students will also enjoy the safe surroundings of the country.

## 6 GLOBAL ALUMNI NETWORK

After graduation, students are welcomed into the alumni network with over 20,000 graduates located worldwide. Alumni groups around the world help graduates stay in touch and expand their networking opportunities.

### SOCIAL AWARENESS

The Swiss Education Group is proud to partner with The Mercury Phoenix Trust in their fight to raise awareness and educate the underprivileged about infectious diseases. [www.mercuryphoenixtrust.com](http://www.mercuryphoenixtrust.com)



# JOIN THE CÉSAR RITZ FAMILY

*We trust that reading this brochure has inspired you, whether you are leaving school and exploring your career options or already employed and seeking to improve your career prospects.*



César Ritz Colleges offers you the unique chance to embark on a Swiss journey. With three campuses located in Le Bouveret, Lucerne and Brig, your experience will be truly Swiss, allowing you to discover different aspects of the famous Swiss hospitality culture. This Swiss journey, combined with the multicultural setting on campus will prepare you for an international career.

In only three years, you will be able to earn a Swiss Bachelor degree, awarded by César Ritz Colleges and an American Bachelor degree, awarded by Washington State University (USA). Master students will be awarded qualifications by the University of Derby (UK).

Take the time to find the right programme for you. Talk to our competent admissions team and arrange a time to come and visit. Experience for yourself the friendly César Ritz family spirit and get a taste of what your career could be.

We look forward to welcoming you and helping you make the most out of your future.

**Dolunay Süess** – Academic Director  
César Ritz Colleges Switzerland



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Search keyword: barcode reader



César Ritz Colleges  
Youtube Channel



Become a fan on  
Facebook



Follow us on  
Twitter



Join our circle on  
Google+





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We encourage you to be outgoing and at the same time have a good knowledge of human nature, speak a number of foreign languages and be capable of foreseeing, adjusting to and preparing for possible developments in your career. We expect you to be a good organiser and an excellent manager of people.

We will encourage you to grasp new and sometimes difficult situations quickly and we will help you choose the right course of action. Above all, we will inspire you to be passionate about what you do.

These values are based on the philosophy of César Ritz (1850-1918) founder of the Ritz hotels and widely recognised as the pioneer of luxury hotels.

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### ARRANGE A VISIT

Open House events for interested students and their parents are arranged monthly. Please check the website for dates and further information. Alternatively, César Ritz Colleges welcomes individual visits. Please contact [visit@ritz.edu](mailto:visit@ritz.edu)

### CONTACT

Tel. +41 21 965 40 20

Fax +41 21 965 40 30

[info@ritz.edu](mailto:info@ritz.edu)

[www.ritz.edu](http://www.ritz.edu)

