



International Hospitality Management Schools: 2013 Worldwide Industry Ranking Survey

Project Summary
October 2013

Background and Survey Details

Taylor Nelson Sofres (TNS), the world's largest provider of custom research and analysis, has completed a broad industry survey amongst a large sample of senior managers from luxury hotels around the world. This survey was conducted in May and June, 2013.

TNS executed similar surveys in 2007 and 2010. The 2013 survey updates the results obtained previously. Laureate Hospitality Education, a division of Laureate Education Inc, commissioned TNS to conduct each of these surveys.

The primary purpose of the 2013 survey was to establish the relative ranking of the various international hospitality management schools providing university-level programmes from which employers are likely to recruit staff for luxury international hotel companies.

A total of 232 questionnaires from 63 different countries were received. Over half of respondents (54%) had recruited graduates from at least two and up to five different hospitality management schools for their organizations. Three quarters (75%) of respondents were human resources managers or hotel general managers with primary responsibility for hiring decisions. The respondents came from a broad range of hotel companies.

Key Findings

Respondents were asked to respond to the following question: *'Thinking about the hiring of graduates for an international career in the hospitality industry, from the following list of international hospitality management schools, please select the ones you would consider to be among the best in the world.'*

A list of 86 hospitality management schools located around the world was presented to respondents. The list was generated from a worldwide search of schools providing international education focused on hospitality management. Provision of instruction in English was a requirement for inclusion in the list of international hospitality management schools. In addition to this list, respondents were invited to add any other schools in their ranking which might not have appeared in the pre-selected list. The list of schools was presented in a different random order for each respondent to ensure that there was no influence on their selection as a result of their position on the list.

The following table presents the survey ranking results. All surveys are statistically reliable at a 95% confidence level.

Top 10 International Hospitality Management Schools in the World for an International Career in Luxury Hotels

Based on frequency of school selection by luxury hotel managers
Sample Size =232 respondents

	Institution	Country	% of Respondents that Ranked School in Top 10 Worldwide
1	Ecole Hôtelière de Lausanne	Switzerland	67%
2	Glion Institute of Higher Education, Glion & Bulle	Switzerland	61%
3	Les Roches, International School of Hotel Management, Bluche	Switzerland	59%
4	Cornell University	USA	53%
5	Hotel School The Hague	Netherlands	40%
6	Les Roches International School of Hotel Management, Marbella	Spain	28%
7	Oxford Brookes University	United Kingdom	23%
8	Blue Mountain International Hotel Management School, Leura	Australia	21%
9	Hotel School Vatel	France	20%
10	César Ritz Colleges, Le Bouveret, Brig	Switzerland	19%

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Preference for hospitality graduates who have trained in more than one country

Respondents were asked the following question: *'Some students study in several countries and campuses to complete their hospitality degree program. With this in mind and when hiring a graduate, would you prefer a candidate who has studied in more than one country and campus rather than one who only studied in one single country?'*

More than half (56%) of respondents from Luxury hotels indicated that they would prefer graduates with international experience whilst only one in five (21%) stated that it would have no influence on their decision.

Conclusions

Key conclusions to be highlighted from the survey results include:

- The evident hierarchy of schools.
- The Top 3 schools as rated by industry managers are Ecole Hôtelière de Lausanne, Glion Institute of Higher Education and Les Roches International School of Hotel Management. This result is different to the findings of the TNS survey conducted in 2010 in Glion Institute of Higher Education has risen above Cornell University. These two schools had the same score in the last study in 2010.
- Particularly of note is that the three top schools are Swiss hospitality management institutes. Switzerland remains the worldwide leader in international hospitality management education.
- Just over half (56%) industry managers based in luxury hotels prefer graduates who have trained in more than a single country. Graduates with an international education have a significant advantage in the jobs market.

Profile of the sample

The profile of the respondents in terms of their position in the various luxury hotels was:

- 56% work in Human Resources team or division in a hotel
- 19% work as General Manager of a hotel
- 16% work in Food & Beverage, Sales & Marketing, Rooms Division or Finance & Accounting in a hotel
- 9% have other position titles

The geographical distribution of the respondents was as follows:

- 32% Europe
- 36% China and Asia Pacific
- 12% North and South America
- 13% Africa / Middle East
- 7% Australasia

The sample from the research included respondents from the following 28 luxury hotel chains.

Accor (corporate)	Aman Resorts
Banyan Tree	Dusit Thani
Fairmont Hotels	Four Points by Sheraton
Four Seasons	Hyatt
Hilton	Kempinski
Intercontinental	Mandarin Oriental
Le Meridien	Radisson
Marriott	Renaissance
Raffles	Shangri-La
Ritz Carlton	Sofitel
Sheraton	Starwood
Sol Melia	Taj
Swissôtel	Westin
W Hotels	

Methodology

In the spring/summer of 2013, an online survey was delivered to an extensive worldwide employer database. The potential respondent database is comprised of more than 50,000 hospitality professionals working in more than 80 countries. The potential respondents received an email from TNS inviting them to participate in this survey, which was then accessed by a link to a questionnaire which was hosted on a secure site by TNS. To maintain objectivity, the name of Laureate/LHE was not revealed to respondents.

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