

César Ritz

COLLEGES SWITZERLAND 

Excellence in International Hotel and Tourism Management Education

Your Future in Hotel Management

www.ritz.edu

Career Opportunities

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The hotel and tourism industry is the largest employer in the world. Worldwide tourism numbers are rapidly increasing every year as more and more people travel for business or leisure.

Worldwide Hotel & Tourism Industry

2008 238 million jobs (8.4% of total employment)
2018 Estimated 296 million jobs (9.2% of total employment)

Figures from the World Travel & Tourism Council (www.wttc.travel)

Professional Futures in a Variety of Fields

Hotels & Restaurants - Resorts & Spas - Catering & Events Management - Cruise Lines - Airlines - Project Development & Management - International Business - Consulting - Education - Human Resources.

Positions in these exciting fields require professionals with the appropriate educational background and international experience. Graduates from “César Ritz” Colleges Switzerland are well prepared for this demanding industry.

There is a bright future for “César Ritz” Colleges Switzerland students.



So that you can become a professional manager in hotel and tourism, “César Ritz” Colleges Switzerland offers a range of services to assist you in developing your career.

Annual Career Development Conference

Each year, a Career Development Conference is organized in Switzerland. Managers from more than 20 international hotel companies attend this event to interview “César Ritz” students. This leads to offers and positions from hundreds of hotels, and **most of the students participating will receive three to four offers.**

International Career Trips to Major Destinations

During the year, we show our students what is happening around the world and take them to the “hotspots” of the hotel and tourism industry. We organize visits, meetings and interviews with representatives of major hotels to help them find the perfect position for their future.

2008
Miami & Panama
 2007
Dubai & Beijing
 2006
Beijing
 2005
Hong Kong



A selection of
 the hotels visited

Jumeirah Burj Al Arab (UAE)
 Kempinski Emirates Palace (UAE)
 China World Shangri-La (China)
 Mandarin Oriental (USA)



I'm extremely happy and excited because I've got three job offers from the career trip to Miami and have decided to accept the offer from the Hilton Fort Lauderdale Beach Resort.



Lourdes Ecker, Panama, MBA, 2004

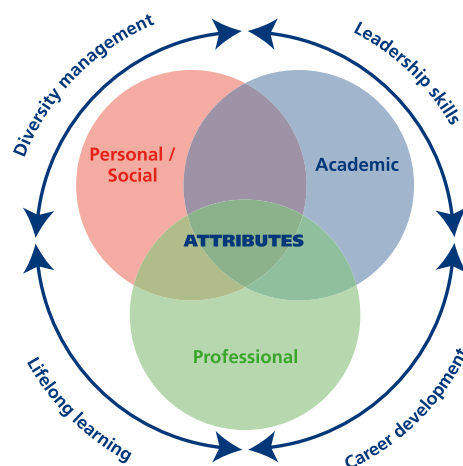


Leadership Programme

"César Ritz" Colleges Switzerland insists on the academic, professional and personal/social development of its students.

We provide personal attention. Examples of our approach are:

- Small class sizes with a student/teacher ratio of 13:1
- Supervised study hall with access to a personal tutor
- "Be Professional" workshops to prepare you for interviews and to help you "dress for success"
- A range of tests and workshops including on personality and emotional intelligence to enable you to identify your strengths and focus on areas for improvement
- A personal adviser to coach and guide you



Career Development



- Learn how to write a professional CV and prepare an application letter
- Master job-search methods and interview techniques
- 4 staff members are available to assist in finding paid internships in Switzerland and around the world
- Annual Career Development Conference in Switzerland
- Career trips around the world
- Frequent industry visits (campus recruitment)

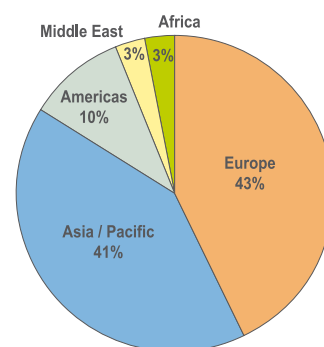
Active International Alumni Network

"César Ritz" Colleges Switzerland has over 10,000 graduates from 65 different countries. Our free Alumni Association provides a worldwide platform for exchanges among our current and former "César Ritz" students, and for bringing to light career opportunities in the hotel and tourism industry.

- 30 active chapters in 26 countries
- 63 reunions worldwide in 2007 in which 2,700 alumni participated
- Annual Alumni Reunion organized in Switzerland
- Free bi-annual alumni magazine

Cultural Diversity

Just like the hotel and tourism industry, "César Ritz" Colleges Switzerland values its international environment. The student body consists of approximately 500 students of over 60 nationalities. This offers a unique learning atmosphere and gives multicultural experience.



Swiss Quality of Life

Switzerland is the ideal option for international students who wish to study abroad. The safe environment, natural beauty, cultural and linguistic diversity, and Swiss reputation for excellence and professionalism add to the experience. Switzerland is located centrally in Europe, giving students the opportunity to travel and experience other European countries.



A Pioneer in Hotel Management Education

“César Ritz” Colleges Switzerland was the first institution to combine the art of Swiss hotel tradition with the American science of management.

We are responsible for a few of the milestones in hospitality education in Switzerland:

- in 1985, the first Bachelor's Degree in Hotel Management in cooperation with Washington State University, USA
- in 1991, the first Postgraduate Diploma Programme in Hotel Management
- in 2000, the first Master's Degree in International Hospitality Management in Switzerland, in conjunction with Manchester Metropolitan University, UK

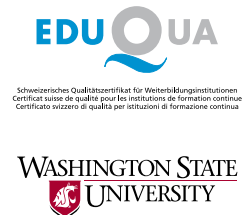


Accreditation & Recognition

The degrees/diplomas awarded by “César Ritz” Colleges Switzerland are accredited and recognized in Switzerland and worldwide.

ASEH (Swiss Hotel School Association) accreditation ensures professional and academic quality standards for Swiss hotel schools. It is the only association in Switzerland **to recognize hotel schools and impose strict entry conditions.**

“César Ritz” Colleges Switzerland is **the first and at present only Swiss hotel management school to receive the prestigious tedQual certification** for quality tourism education, awarded by the World Tourism Organisation (WTO) which is part of the United Nations.



Myth of Rankings

There is no official and recognized ranking of Swiss hotel schools available

Rankings can be a good starting point to compare schools. However, rankings may hide a more devious approach to marketing and promotion rather than reflect an honest comparative study. Check who has sponsored the ranking.

When you choose your hotel management school, you should take into consideration what is important for you:

- Admissions criteria (selective admissions or not)
 - Quality of facilities
- Career opportunities and career services
- Reputation within the industry and partner networks
 - Quality of the faculties
 - Class size and personal advising
 - Alumni network
 - Research and publications
- Number of students/faculties/alumni

We find that graduates of “César Ritz” bring a high level of theoretical knowledge and practical experience to our hotels, as well as a passion for the industry.

Christine Flaschner, Director of Human Resources, Grand Hyatt, Atlanta, USA

SUCCESS STORIES

JENS THRAENHART

Nationality: German and Canadian
 Graduation: 1995, Bachelor of Science, UCCR
 2000, MBA, Cornell University



2008-Present
 President of August Hotels & Properties, Managing Director of Chameleon Strategies (consultant), Vancouver, Canada.

- 2005-2008** Executive Director of Marketing Strategy & Customer Relationship Management, Canadian Tourism Commission, Vancouver.
- 2001-2005** Director of Internet Strategy & Executive Director of Marketing & Owner Relations, Fairmont Hotels & Resorts/Residences, Toronto, Canada.
- 2000-2001** Executive Vice President, MyLeisureTime.com, New York, USA.
- 1998-2000** Hospitality Consultant, Success Hotel Management, Stuttgart, Germany.
- 1997-1998** Revenue Manager & Front Office Manager, Fairmont Copley Plaza Hotel, Boston, USA.
- 1996** Director of Sales & Marketing, Golf Hotel Fahrenbach, Troestau, Germany.
- 1995** Sales Manager, Kempinski Hotel Vier Jahreszeiten, Munich, Germany.

CONNIE SUE

Nationality: Malaysian
 Graduation: 1986, Hotel Management Diploma, "César Ritz" Lax



2000-Present
 Co-founder / General Manager Penang Village Group of Restaurants, Kuala Lumpur, Malaysia.

- 1993-2000** Crew member of Air New Zealand (pioneer Asian crew).
- 1989-1992** Maitre d' to Restaurant Operation In Charge, Tonci's Italian Restaurant in Auckland, New Zealand.
- 1987-1988** Front Office Receptionist (pioneer opening staff) at City Bayview Hotel, Penang, Malaysia.

PABLO BAZZE

Nationality: Argentinean and Italian
 Graduation: 1999, Postgraduate Diploma, UCCR
 2003, MMU Master of Science, UCCR



2005-Present
 General Manager at the five-star property Los Cauquenes Resort and Spa in Ushuaia, Argentina.

- 2007** Lecturer for masters-level hospitality management at La Plata University Buenos Aires.
- 2006** External Consultant for Village de Las Pampas Apart Hotel, Buenos Aires.
- 2003-2005** General Manager of Fitness First in Majorca, Spain.
- 2002-2003** Management trainee at La Casa del Zorro, in California, USA, after having participated in a career fair organized by "César Ritz" Colleges Switzerland in Washington, USA.
- 2001** General Manager, Benvento Boutique Hotel in Argentina.
- 1999-2000** VIP services at Opryland Hotel, Nashville, USA.

EVA CODINA CANDELICH

Nationality: Spanish
 Graduation: 2001, Postgraduate Diploma, UCCR



2008-Present
 Deputy General Manager, Relais Villa d'Amelia, member of Small Luxury Hotels of the World, in Piedmont, Italy.

- 2007** General Manager of the four-star AC Hotel Arezzo, Tuscany, Italy.
- 2006** General Manager, AC Hotel Vicenza, Italy.
- 2003-2005** Front Office Manager at Express By Holiday Inn and at AC Hotel Turin, Italy.
- 2001-2003** 18-month management trainee at Dolce's Tarrytown House, New York, USA; started as Junior Conference Planner, continued as Front Office Supervisor, Dining Room Manager, Housekeeping Manager and finished as Junior Sales Manager.

My time at "César Ritz" Colleges Switzerland helped me develop all the important skills that I use every day in the hospitality business. It is important to be hard-working, organized and to strive for excellence.

Eva Codina Candelich, Deputy General Manager, Relais Villa d'Amelia, Italy

4 intakes/year
January/April/
July/October

PROGRAMMES



Swiss Higher Diploma in Hotel & Restaurant Management

- Practical training and theory classes in hotel operations management and CRCS Leadership Programme
 - 2-year programme including two periods of 6 months' paid internship
- Eligible for entry positions at a supervisory level in larger-scale hotel operations

Bachelor of International Business in Hotel & Tourism Management*

- International business management with CRCS Leadership Programme incorporated
 - 3-year programme including two periods of 6 months' paid internship
- Access to the accelerated MBA programme at Washington State University in Pullman, USA

** International transfer opportunities available with our global partners in Australia or New Zealand*

Postgraduate Diploma in International Hospitality Management

- Intensive programme aimed at a career change or advancement
- Dual Diploma from Switzerland and Manchester Metropolitan University, UK

Master of Science in International Hospitality Management

- Academic programme for management positions, consulting, training and academia
- Research dissertation completed either full or part time
- Awarded by Manchester Metropolitan University, UK

Master of International Business in Hotel & Tourism Management

- Business-oriented courses for international management careers
- Business plan project

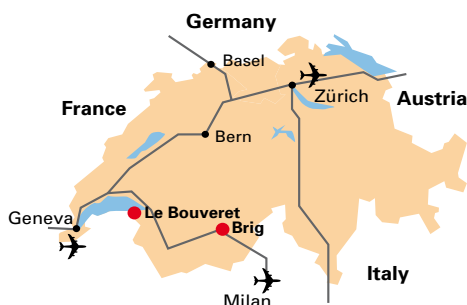
Advanced Certificate in Culinary Arts

- Balance of practical and theory classes in both traditional culinary practice and international cuisine
- 1 ½-year programme including 6 months' paid internship in a Swiss restaurant or hotel kitchen operation

Swiss Higher Diploma in Culinary Studies

- Advanced cooking skills combined with a managerial hands-on approach to culinary operations
- 2 ½-year programme including two periods of 6 months' paid internship

Institut Hôtelier "César Ritz"
1897 Le Bouveret, Switzerland



University Centre "César Ritz"
3900 Brig, Switzerland



Come and visit us for 2 or 3 days.
Experience student life and be part of the "César Ritz" family!



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