

SHA Education Standards (SHAES), Diploma Level

The detailed SHAES are handed over to the applicant hotel management school when the Memorandum of Understanding (MoU) is signed and the SHAES fee has been paid. The SHAES comprise six categories that ensure high quality in education as well as good governance:

The Institution

- has defined a mission statement according to or at least not conflicting with the Swiss Core Values
- has implemented a strategy to achieve its mission
- has a business plan which underlines financial stability
- provides resources/facilities to ensure a successful learning experience
- cooperates with local and international industry partners and other hospitality educational institutions
- ensures academic independence and integrity.

Good governance and quality management

- enables modern and transparent leadership principles, and commits to excellent services
- promotes the school as a learning organisation, and encourages creativity and innovation, demonstrating cross cultural awareness as well as team spirit
- ensures an effective quality management system to foster high quality education.

The teaching staff

- possesses sufficient professional knowledge and experience in the relevant specific areas
- has adequate teaching qualifications and pedagogical backgrounds
- ensures process-oriented learning.

Students

- have suitable language and communication skills
- have hospitality at the heart of their personal values
- receive and are able to give effective feedback.

Industry relationships

- provide a suitable and reputable network related to the hospitality industry
- provide a suitable professional training environment in which students are able to get real life exposure to and/or experience of guest service, and are able to learn from and reflect on practical experience.

The curriculum

- fosters practice-based training and complementary theory
- is aligned with the framework curriculum of the Swiss hotel schools within the scope of local conditions and specialities
- defines the learning outcomes.

SHAES have been developed with the support of:

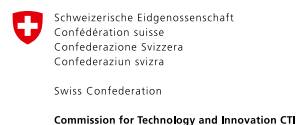
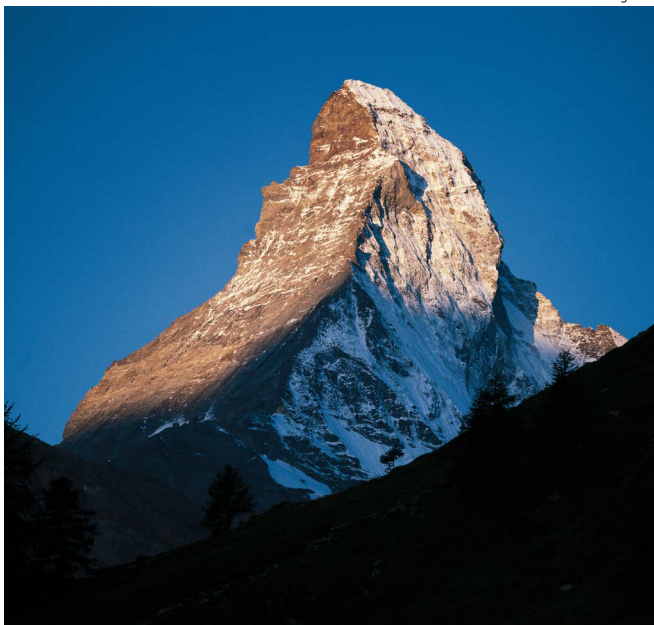


Photo: Matterhorn Zermatt / Lucia Degonda



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