



**‘I used to go to school,  
now I live this school’**

**Press file Hotelschool The Hague**

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*Leading*  
HOTEL SCHOOLS  
OF THE WORLD

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# Contents

<b>1</b>	<b>Hotelschool The Hague</b>	<b>4</b>
1.1	Introduction	4
1.2	What makes this school special?	4
1.3	Facilities	8
1.4	Selection	9
1.5	Alumni Association	9
1.6	Student Clubs	9
<b>2</b>	<b>Degree Courses</b>	<b>10</b>
2.1	Bachelor of Business Administration in Hotel Management	10
2.2	International Fast Track Programme	11
2.3	Master in Hospitality Management	11
<b>3</b>	<b>Mission and strategy</b>	<b>11</b>
3.1	Mission	11
3.2	Goals	11
3.3	Strategy: Focus on strategy	11
	<b>Colophon</b>	<b>12</b>



# 1 Hotelschool The Hague

## 1.1 Introduction

Hotelschool The Hague has gained a unique position in the realm of education as well as in the international hospitality sector.

Hotelschool The Hague was founded in 1929 by HORECAF, the employers' organisation in the hotel and catering industry. Since its foundation, the Hotelschool has become an international school specialised in hotel management with a 4-year international Bachelor degree course. This degree course is also offered as a 2-year International Fast Track programme. Since October 2001, Hotelschool The Hague offers a one-year Masters programme in Hospitality Management in collaboration with Rotterdam School of Management Erasmus University. In July 2002 Hotelschool The Hague became a member of 'The Leading Hotel schools of The World' (LSHW). Moreover, since September 2002 the Hotelschool has started a campus in Amsterdam.

The Bachelor degree course has been accredited by the Dutch Flemish Accreditation Organization (Nederlands Vlaamse Accreditatie Organisatie – NVAO). Graduates of Hotelschool The Hague have careers in hospitality companies around the world. The Hotelschool is a small educational institute with approximately 1900 students and 200 staff members. The Hotelschool is an autonomous and independent institute which trains young people to become managers in the hospitality industry. About 100 lecturers and instructors, from The Netherlands and abroad, are responsible for teaching and training the students.

Since September 2002 Hotelschool The Hague has started a campus in Amsterdam that offers exactly the same curriculum.

## 1.2 What makes this school special?

### **Business-oriented**

#### *Placement companies*

Hotelschool The Hague is very business-oriented. A degree from Hotelschool The Hague provides the student with a passport to the world. Many former students occupy top positions in the international business world, especially in the hospitality industry. Over the past 79 years this has created an excellent network for students, graduates and the Hotelschool. Furthermore, the school has a worldwide network of more than 200 placement companies.

#### *Guest speakers & Dynamic courses*

The Hotelschool strives for a perfect connection with the labour market and therefore consults regularly with leading companies in the hospitality branch. Speakers from the business world come and share their knowledge via regular guest lectures. In this way the most recent developments in the industry can be followed carefully. It is precisely due to the Hotelschool's ability to incorporate this up-to-date knowledge into its study package that the qualities of the graduates correspond so well with the wishes of the industry. Moreover, in cooperation with several companies the Hotelschool has integrated real life cases into the study programme.



This has made Hotelschool The Hague one of the most attractive and respected suppliers of hospitality managers.

#### *Case companies*

During the third stage of the course, which focuses on strategic hospitality management, students follow the MoSaC Module. MoSaC stands for "Management of Strategy and Change". The students must, after a thorough investigation of the environment based on a planning model, formulate three strategic plans of action for the case company with which the company can improve its competitive position in the future. Subsequently, after consultation with the case company, one of these plans of action is elaborated upon in a plan of implementation. For instance, prominent companies in the hospitality industry, sometimes members of an (international) chain, either a hotel or a resort, function as case companies in this module.

#### *Industrial Advisory Board*

A perfect connection with the labour market is one of the main areas to which Hotelschool The Hague pays special attention. In addition to closely following the newest developments within the hospitality branch and its intensive contact with leading companies in the branch, the 'Industrial Advisory Board' was created. The Industrial Advisory Board consists of representatives from the (inter)national business world and its mandate is, either at the request of the Board of Directors of the Hotelschool The Hague or of its own accord, to give advice on the development of the school's educational programmes from the viewpoint of the developments in the industry. Furthermore, the members of the board must also promote fruitful relations with the school's outlets/markets.

#### *HMC*

The Hospitality Management Club (HMC) is a platform, founded in 1994, in which a number of professionals from the hospitality industry and related sectors are united. The common factor between all of these members is the fact that they are all graduates of Hotelschool The Hague. Partly due to the common educational background of its members, the HMC has close ties with Hotelschool The Hague. In this way information is exchanged about the most recent developments in the area of management and hospitality. Generally speaking, the members of the Hospitality Management Club hold executive positions in the organisations where they are employed.

## **International focus**

#### *Foreign students*

Hotelschool The Hague owes its international character to its many foreign students. Foreign students comprise around 50% of the intake of new students in The Hague and 35% in Amsterdam. The school considers this contact with students from other countries and cultures to be of great value.

The hospitality industry is probably the most international of industries; therefore a mixture of nationalities during the course is an advantage.

#### *Placements abroad*

Students complete two placements during the course, usually abroad, with well-established companies in the hospitality industry. A large number of international placement companies and other hospitality companies come to the school to give presentations and recruit students for their internships.



### *Foreign employees*

Moreover, about 30 percent of the employees at Hotelschool The Hague are from abroad.

## **Small-scaled**

The Hotelschool is a relatively small-scaled institution where everyone knows each other. The student has intensive contact with fellow students, lecturers and instructors during the study; the approach is personal and individual and is therefore focused on quality. The Skotel, the training and study hotel of the school and the various student clubs also contribute to the pleasant and sociable working, living and study environment. To quote one of the students: 'I used to go to school, now I *live* this school'.

## **Competences on solving skills and personal development**

### *Entrepreneurial learning*

The Hotelschool's system of learning is called 'entrepreneurial learning'. This system of learning stimulates the students to use modern information technology, helps them to become independent and develop their management skills. Practice and theory go hand in hand at the Hotelschool. After all, becoming a manager requires both practical experience and theoretical knowledge. Therefore, Hotelschool is run as a commercial enterprise with for example a hotel, restaurants, kitchens, and a reception. Each student works at operational level and supervisory level in all of these departments. During the course, students work individually as well as in small groups, in order to learn how to interact. The modules Training Management Skills focus on personal development by means of interactive sessions in small groups.

In addition, cooperation is stimulated further during the first year when students are required to live in the Skotel, the study and training hotel, created for the students to learn how to live and work with others.

## **New Curriculum 2008**

As of September 2008, Hotelschool The Hague introduced a new curriculum (study programme). The curriculum outline in brief is:

### **Three key areas**

- International Hospitality
- International Business
- International Management

### **Theory and Practice**

- Theory and practical weeks will be subject to frequent alteration
- Various learning assignments enable the student to integrate theory and practice in the school's practical outlets, like hotels, restaurants and front offices.

### **Real life situations**

In each course the theory is connected to professional situations and reality based cases. In this way, the student can link the learned theory to inspiring and realistic job life situations and is challenged to make applications.



### **Flexibility**

Flexibility will increase as the student progresses through the programme. In Phase 1 the subjects and timetable are fixed, but later phases will allow more flexibility, giving the student an increasing amount of responsibility for planning and selection of courses and areas of interest.

### **International**

The international character of the school offers a perfect starting point for understanding the international hospitality industry. Cross cultural management, dealing with international guests and working together in multinational teams are clear examples throughout the entire programme. Studying among almost forty nationalities will be an inspiring and valuable experience.

### **Personal tutoring**

Throughout the study course, there is careful attention for personal development of the individual student. The personal tutoring system is a balance of intensive structural coaching and the students' own responsibility regarding individual progress.

### **Programme structure**

The following courses are part of phase 1 (the first 1,5 years)

- Checking in: introduction to the school and to the industry;
- Creating Business Value;
- Exploring and Structuring International Hospitality Businesses;
- Running an International Hospitality Business;
- Dealing with your International Guests;
- Languages: English and one of the following foreign languages: Dutch, French, German, Italian, Mandarin, Russian or Spanish;
- Practical outlets: working in the school's practical environment;
- Learning assignments;
- Training Management skills (teamwork, communication etc): integrated in the above mentioned courses;
- Practical Placement

### **Testing**

- Exams are taken in Overall Testing Periods, which take place twice a year;
- Testing of knowledge, skills and professional attitude;
- Limited testing during the courses;
- This stimulates the students to retain the acquired knowledge and skills;
- During the courses the students will be provided with diagnostics tests (examples) in order to track personal progress.

### **English**

In general: all courses are in English. Written documents, papers, exams etcetera are in English. This implicates that students are faced with the international character of the school directly from the start.

Please note that all the above mentioned might be subject to changes, therefore no rights can be derived.



## 1.3 Facilities

### Skotel, the training and study hotel

The Skotel, the training and study hotel of Hotelschool The Hague, is a hotel complex where first-year students live and work. The Skotel in The Hague and Amsterdam are both within walking distance of the main school building. The students live in 'residential units' and share a room with (an) other student(s). In The Hague 21 Skotel rooms have been decorated in the style of a number of well-known hotel chains like Marriott, Hyatt, Sheraton, Westin, Radisson SAS, Golden Tulip, Tulip Inn, Okura, Sofitel, Novotel, Van der Valk, Center Parcs and Disney, and are rented out.

### Restaurants

There are three different restaurants, all of which are run by students under the supervision of instructors.

#### In *The Hague*:

- ***La Mangerie***, a buffet restaurant where daily meals are being served;
- ***Brasserie Zinq***, a brasserie where drinks, lunch and diner is served in a relaxed atmosphere;
- ***Le Début***, a fine dining à la carte restaurant where guests from inside and outside the school can enjoy dinner.

#### In *Amsterdam*:

- ***The Lounge***, a restaurant where breakfast is being served in the Skotel building;
- ***Le Début***, a fine dining à la carte restaurant where guests from inside and outside the school can have dinner.
- ***Le Mangerie***, a buffet restaurant for the students and employees for daily meals located in the school building.

Both internal (staff and students) as well as external guests make use of the restaurants to meet with colleagues, family and friends. Students following practical lessons work in the kitchen as well as in the restaurants itself.

### Media centre

The Hotelschool has two Media Centres, one in The Hague and one in Amsterdam, open to everyone who is involved in the course and to outside guests on appointment.

The specialized collection comprises various media. In the Media Centres in The Hague and Amsterdam are approximately 80 computers and 110 laptop connection points, which are connected to the student network.

### Wine tasting

The Hotelschool has a professional wine tasting classroom equipped with ultramodern equipment where 24 persons can be seated. The classroom is meant for teaching purposes; however it can be used for (evening) courses/demonstrations as well.



## 1.4 Selection

Candidates who meet the admission requirements are invited to participate in a selection day. A selection day entails an assessment. It consists of the following parts:

- Interview with a lecturer
- Interview with a representative of the industry
- Interview with a student
- Group assignment
- If necessary; English language test.

The selection procedure is focused on the candidates' motivation and ability to live and study in the environment of the Hotelschool and whether the candidate is suitable and motivated enough to fulfil a managerial position in the service industry. More than a 1400 candidates take part in the many selection days which are held each year.

## 1.5 Alumni Association

The Hotelschool currently has more than 4.500 graduates, of which more than 1400 are member of the Alumni Association. The Alumni Association organises a number of events each year, such as an annual reunion.

The Alma, its very own alumni magazine, is published digitally five times yearly. In addition to these activities, the Hotelschool is responsible for the organisation of Alumni meetings in one of the major cities abroad on a regular basis.

## 1.6 Student Association

Hotelschool The Hague has three student associations: La Confrérie, Senti Questo and Comitas.

La Confrérie was founded in 1957 and currently has more than 550 active members and more than 2500 former members in the business world. Senti Questo is the Hotelschool's student association for internationals, founded in 2000. Comitas is the most recently founded of the three, created in November 2002 especially for the Amsterdam students and is entirely run by them. All three student associations organise many social, cultural and sports events each year.



## 2 Degree Courses

### 2.1 Bachelor of Business Administration in Hotel Management

The 4-year Bachelor degree course in Hospitality Management leads to the title of 'Bachelor of Business Administration in Hospitality Management' (BBA.HM). Since 2008, Hotelschool The Hague offers its programme for Dutch and international students only in English.

The course is a combination of theory and practical training and consists of three stages:

#### *Stage 1: Hospitality Performance*

*'Doing the existing well'*. The student learns the right attitude: a hospitable attitude, how to collaborate, how to gather information and take responsibility for his own learning process. Subsequently the student is trained in basic operational skills necessary for working in hotels and restaurants. This stage lasts approximately 18 months, including an international craft level placement period of about 20 weeks. Furthermore the student is introduced to the basic theories of hospitality management and learns how to apply them in practice.

#### *Stage 2: Tactical Hospitality Management*

*'Improving the existing'*. This stage concentrates on the various management domains: Marketing Management, Financial Management, Operations Management, Information & Communication Management and Human Resource Management. The student learns to understand the theories and models which these domains comprise, and how to apply them to solve managerial problems: how to achieve better quality; how to work more efficiently, how to increase guest satisfaction etc. During this stage practical lessons also take place to help develop the student's leadership skills. This stage lasts 12 months.

#### *Stage 3: Strategic Hospitality Management*

*'Looking for new combinations'*. The world around us is constantly changing. In this stage of the course the student is challenged to deal with change and find creative solutions to future problems. Innovative thought and creativity are key words in this process. The management domains of Marketing Management, Financial Management, Operations Management, Information & Communication Management, and Human Resource Management are dealt with again, not as separate subjects but integrated into the modules. This stage lasts 18 months, including a management placement of about 20 weeks, which is completed at well-established hospitality companies all over the world.

#### *Placements*

As part of the curriculum of the 4-year course, two placements are completed which together form an important part of the course. One quarter of the 4-year course is spent on placements.

The primary goal of the craft level placement is to gain experience at operational level in the hospitality industry. The placements take place mainly in 4 and 5-star hotels in Europe. This gives the students the opportunity to improve their foreign language skills and broadening their horizons with regard to experience with other cultures.

The object of the management placement is to give the students the opportunity to develop



their professional skills further in real life situations under supervision and coaching. As a result, at the end of the management placement they are able to function as an (assistant) manager.

## 2.2 International Fast Track Programme

The International Fast Track (IFT) programme allows students with a previous qualification in hospitality studies to follow a short two-year version of the Bachelors' programme, enabling them to build on and enhance their management skills.

## 2.3 Master in Hospitality Management

In collaboration with Rotterdam School of Management (RSM) Erasmus University, Hotelschool The Hague offers a one-year Master Degree programme in Hospitality Management. The programme is open to those who have a Bachelors' Degree in Hotel Management. Graduates receive a Master Degree in Hospitality Management (M.HM.) recognized by Erasmus University Rotterdam. A great deal of the course work is conducted in teams through which participants share their experiences and pursue their personal goals.

# 3 Mission and strategy

## 3.1 Mission

'Hotelschool The Hague is for (potential) students, its staff and international industry one of the leading and most innovative international business schools in the world, specialized in the hospitality industry'.

Hotelschool The Hague seeks to maintain and expand the unique position that it has built up in its (almost) 80-years history. The autonomous position of the school is a basic principle that must be protected for future years. The Hotelschool is an independent (inter)national institute of learning and knowledge in the field of management of hospitality. The Hotelschool is a niche player and concentrates on supplying quality within the main field of its expertise: developing and making accessible and applicable the knowledge, learning and skills relevant to the management of (inter)national hospitality companies.

## 3.2 Goals

The goal is to maintain the top 3 position of hotel schools in the world. To quote *'Caterer and Hotelkeeper'*, the 10<sup>th</sup> of August 2006; "The Hotelschool, along with the Ecole Hôtelière de Lausanne (EHL) in Switzerland and the school of Hotel Administration at Cornell University in the USA, make up the big three international centres of hotel education. All three are recognised around the world as beacons of excellence and have turned out many of the world's top-level hotel managers".

## 3.3 Strategy: Focus on strategy

In short, the strategy of Hotelschool The Hague focuses on the quality of the following:



- Curriculum
- Students
- Staff
- Facilities
- Image of the school
- The market

For more information, contact the marketing & communications department, see next page for details.

## Colophon

This press file is published by:

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