



Hospitality Education School-Rankings Survey

Project Summary September 2007

Background and Survey Details

Laureate Hospitality Education commissioned Taylor Nelson Sofres (TNS) Travel & Tourism (U.K.), the world's largest provider of custom research and analysis, to conduct a broad industry survey amongst a large sample of hiring managers from leading international hospitality organisations around the world. The primary purpose of this survey was to establish the relative 'ranking' of the various international hospitality management schools providing university-level programmes from which these employers are likely to recruit staff.

During a three-week period in late May and early June 2007, a global online survey was conducted amongst a sample of almost 1400 hiring managers – selected to be as representative as possible of potential employers of hospitality management graduates within the leading hospitality organisations. The sample included hotels and other establishments from the major geographical regions. The sample of contacts received an email from TNS inviting them to participate in this survey which was then accessed by a link to the questionnaire which was hosted on a secure site by TNS. At no point in the email or indeed in the questionnaire was the name of the survey client revealed to respondents, as this may have influenced their responses to some of the questions.

At the end of the fieldwork period, a total of 275 respondents from 52 countries and 39 leading international organisations provided a response to the questions – a statistically reliable response rate of 20%.

Key Findings

The respondents were initially asked the following question – “*Thinking about the hiring of graduates for an international career in the hospitality industry, from the following list of hospitality management schools, please select the ones you would consider to be in your Top 10?*” A list of 40 schools located around the world was presented to respondents for selection as well as the possibility to include other

hospitality management schools in the ranking that may not have been listed. All schools were automatically randomized geographically for each respondent to ensure that there was no influence on their selection as a result of their position on the page. The following table presents those schools which were included in their 'Top 10'. Following on from this initial rating question based on the frequency with which an individual school was selected in the 'Top 10', the respondents were then asked to consider their selected 'Top 10' schools and choose their 'Top 5' in order.

**Table 1:
Top Five International Hospitality Management Schools in the World
for an International Career**

Based on frequency of school selection by hospitality industry hiring managers
Sample Size = 275 respondents

Institution	Country	% of Respondents that Ranked School in Top 5 Worldwide
TIER 1		
Ecole Hôtelière de Lausanne	Switzerland	50%
Glion Institute of Higher Education	Switzerland	50%
Les Roches International School of Hotel Management	Switzerland	48%
TIER 2		
Cornell University	U.S.A.	35%
Hotelschool, The Hague	Netherlands	28%
TIER 3		
Oxford Brooks University	United Kingdom	14%
Swiss Hotel Management School	Switzerland	11%
Hogere Hotel School Maastricht	Netherlands	11%
Institut Hôtelière 'César Ritz'	Switzerland	9%
ESSEC Hospitality Business School	France	9%

Note : Each tier represents a cluster statistically different from other tiers at a 95% confidence level.



There are some key conclusions to be highlighted from these analyses including:

- The evident hierarchy of schools
- The Top 3, comprising the three Swiss schools of Lausanne, Glion and Les Roches
- A statistically significant difference between Tier 1, Tier 2 and Tier 3 at the 95% confidence interval.

Profile of the sample

The profile of respondents in terms of their positions within the various hospitality organisations:

- 58% worked in Human Resources departments at a local level;
- 18% were employed in Human Resources departments at a corporate level;
- 12% were departmental heads within hotel companies;
- 9% were hotel general managers;
- 3% had 'other titles' not covered by those featured above.

On average, these respondents recruited graduates from four or five different hospitality management schools – indeed, of those who indicated the number of schools from which they recruited, 66% did so from four or more schools.

The geographical distribution of the respondents was as follows:

- 22% from hotels mainly operating in Europe
- 26% from hotels mainly operating in Asia Pacific
- 20% from hotels mainly operating in Africa and the Middle East
- 10% from hotels operating mainly in the Americas
- 25% from hotels who operated throughout the world.

Note: These percentages do not total 100% as a respondent could select more than one geographical region of operation.



The vast majority of respondents worked for hotel companies with 5 star properties (80%) and a further 18% in operations with 4 star properties. The sample included respondents from the following hospitality organisations :

Accor	Hyatt	Relais & Châteaux
Banyan Tree	Intercontinental Hotels	Renaissance
Club Mediterranean	Jumeirah	Rezidor
Courtyard	Le Meridien	Rocco Forte Hotels
Crowne Plaza	Mandarin Oriental	Rotana
Disney Resorts	Manotel	Sandals
Dusit	Marco Polo	SAS Radisson
Fairmont	Marriott	Shangri-La
Four Seasons	Moevenpick	Sheraton
Golden Tulip	Oberoi	Sofitel
Hilton	Peninsula	Swissôtel
Holiday Inn	Raffles	Taj
HRC Hotels	Ramada	The Landmark

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