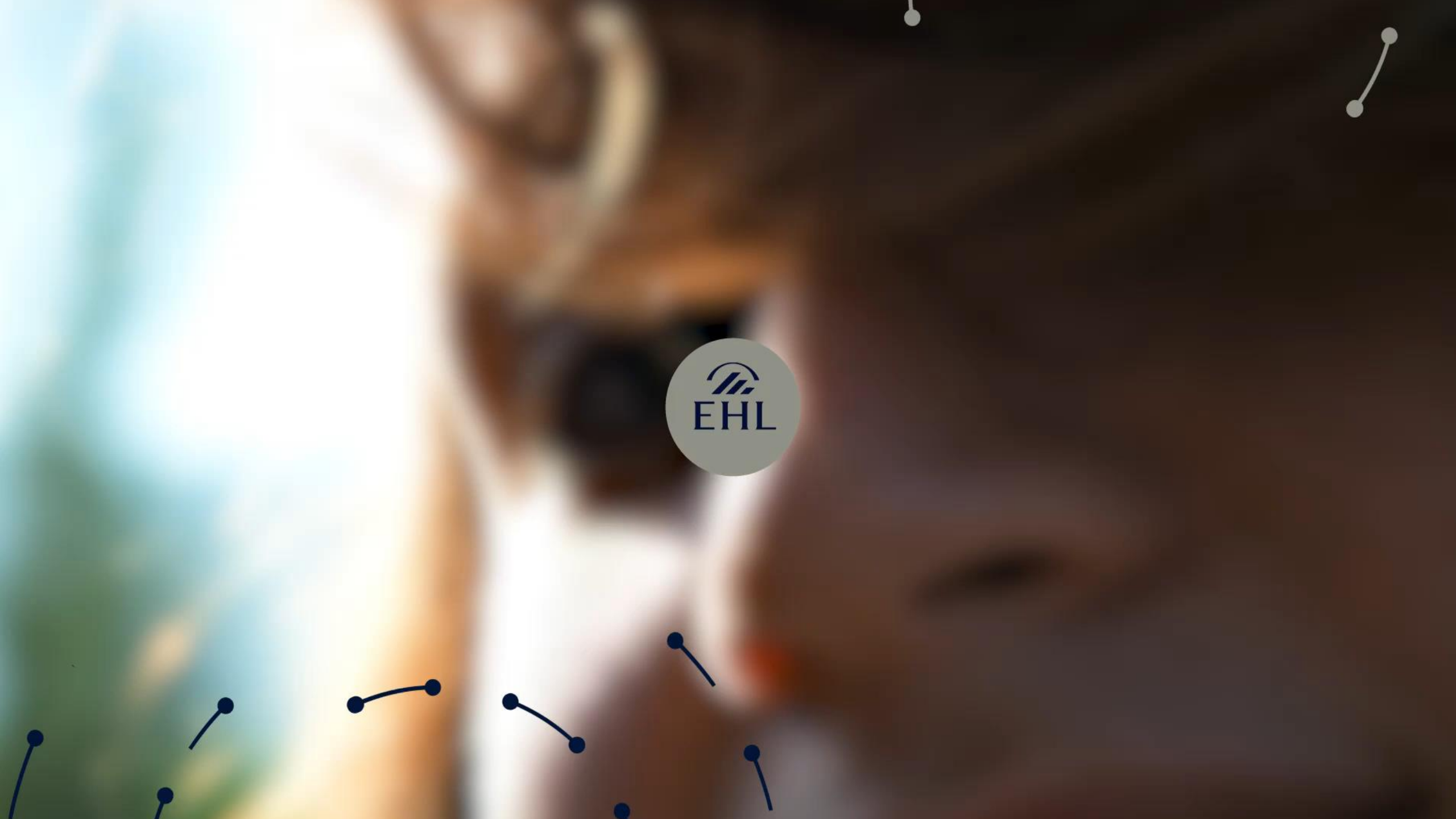
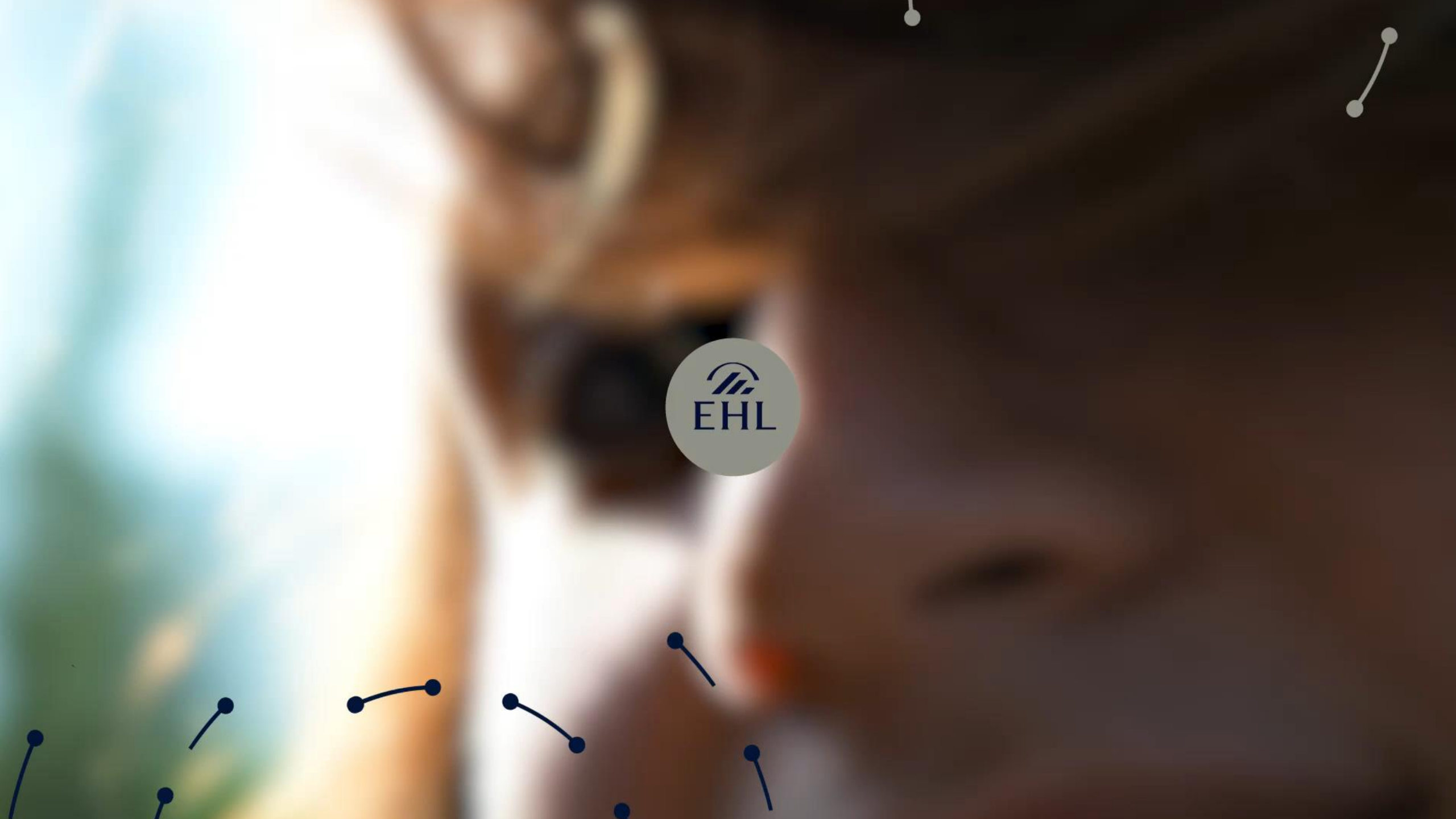




# The Future of Hospitality Education & Training

**Bao Chen**

**24 September 2024**



An aerial photograph of terraced rice fields in a tropical setting. The terraces are filled with water, reflecting the sky, and are surrounded by lush greenery and numerous palm trees. The overall scene is serene and picturesque, typical of a rural agricultural landscape in Southeast Asia.

**Travel and tourism will add more than 100 million  
new jobs globally by 2033**

**Source: World Economic Forum**

# Top 10 skills of 2023

1. Analytical Thinking ●
2. Creative Thinking ●
3. Resilience, Flexibility & Agility ●
4. Motivation & Self-awareness ●
5. Curiosity & Life-long Learning ●
6. Technology Literacy ○
7. Dependability & Attention to Detail ●
8. Empathy & Active Listening ●
9. Leadership & Social Influence ●
10. Quality Control ●

## Type de competencies:

● Cognitive Skills   ● Self-efficacy   ● Management Skills   ○ Technology Skills   ● Working with others

Source  
World Economic Forum, Future of Jobs report 2023

Note  
The skills judged to be of greatest importance to workers at the time of the survey

# The growing skills gap



**Digital literacy & technological skills**

**Sustainable practices**

**Marketing & Digital Engagement**

**Empathy**

**Agile leadership & Crisis Management**

**Soft Skills**



# The growing skills gap in operation

- Customer service skills
  - Mindset & attitude
  - Teamwork and collaboration
  - Communication
  - Adaptability & flexibility
  - Operational techniques and knowledge
  - Time/stress management
-

A woman with long dark hair, wearing a dark blazer over a light blue shirt, is smiling and gesturing with her hands as if in conversation. She is looking towards a man whose back is to the camera. He is wearing a dark suit and a white shirt. The background is a blurred office setting with a bookshelf on the left and a patterned curtain on the right. The overall lighting is soft and professional.

**How can we equip the workforce of tomorrow to meet the evolving demands of our industry?**

# Key Trends in Hospitality Education



**1. Digital Transformation and Technology Integration**



**4. Lifelong Learning Pathways & Micro-Credentials**



**2. Experiential and Immersive Learning**



**5. Equitable & Sustainability-focused Education**



**3. Education for Global Competence and Cross-Cultural Agility**



# 1. Digital Transformation and Technology Integration

In 2022, about 10 million college students took at least one class online.

The e-learning market is projected to grow by 20.5% from 2022–30.

Students within Hospitality saw mobile learning as more useful for academic subjects.



**Source: Forbes 2024**

# Blended & Self-Directed Learning Models



"Students participating in the blended-experiential learning course design indicated a greater acquisition of real-life business context compared to the traditional classroom-based course design and delivery."

# 2. Experiential and Immersive Learning

Feel Professional From Day One...





# Apprenticeship model programs



**Hands-On Experience**



**Structured progression**



**Job Readiness**



**Inclusivity**

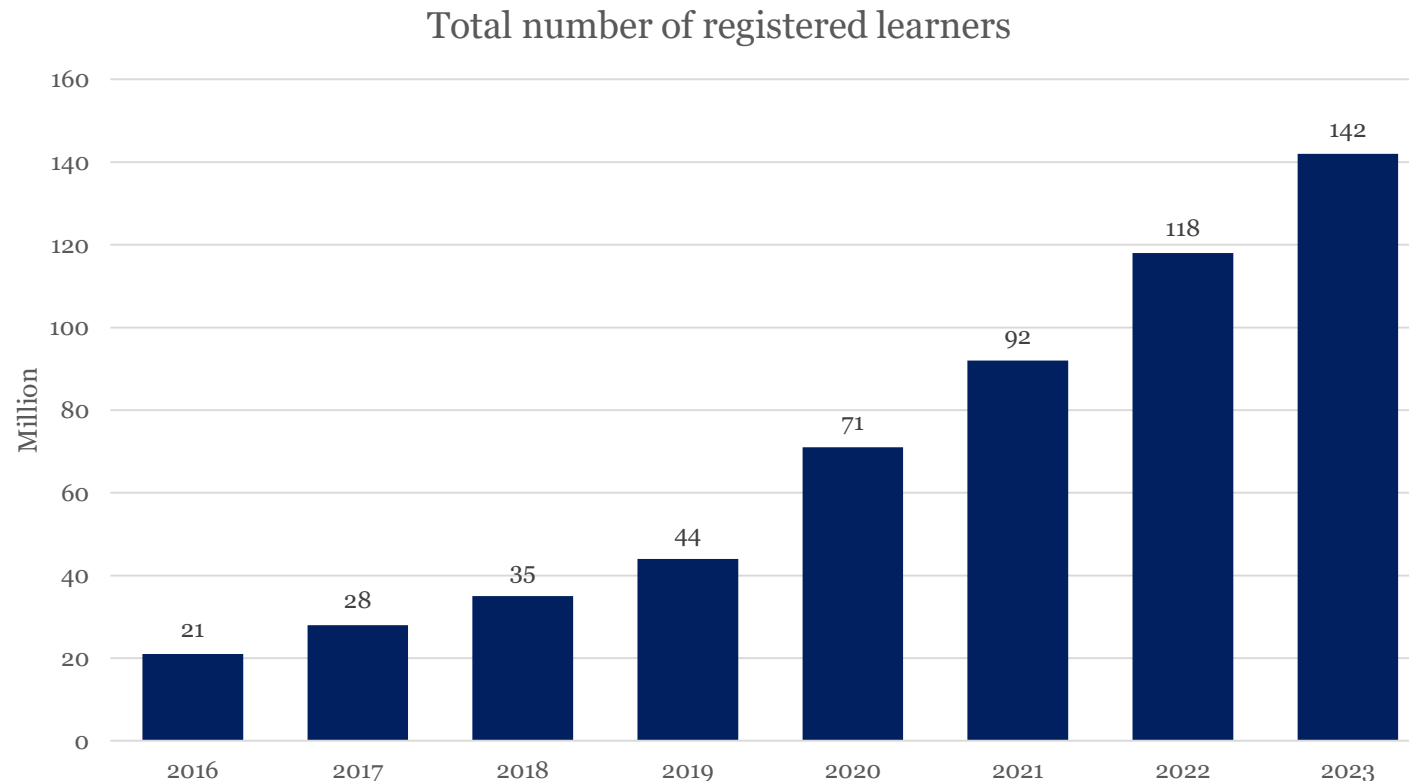
# 3. Education for Global Competence and Cross-Cultural Agility

Developing a global and intercultural outlook is a process – a lifelong process – that education can shape.



# 4. Lifelong learning pathways & micro credentials

The demand for online learning on Coursera continues to outpace every year since post pandemic...



Source: Coursera Impact Report



# Lifelong learning for professionals



**“The soft skills are the  
hard skills”**

**Amy Edmondson**

Professor of Leadership and Management

Harvard Business School



Immersive, experiential, hands-on learning



Role playing, empathetic leadership and soft skills



Personalised courses and micro-learning



Celebrating creativity and divergent thinking





## 5. Equitable & sustainability focused Education

- Empowering a Diverse, Inclusive, and Sustainable Future
  - Waste management
  - Energy and water conservation
  - ESG
  - CSR
-



# EDUCATIONAL SOLUTIONS

1. EHL Certification
2. VET by EHL
3. Executive Education

# Long-Term collaborations



## Vocational Education & Training (VET) by EHL

Designed as Private education Licensing Model, VET by EHL provides SOPs, branding, content, & certificates to partners from education, industry & governments

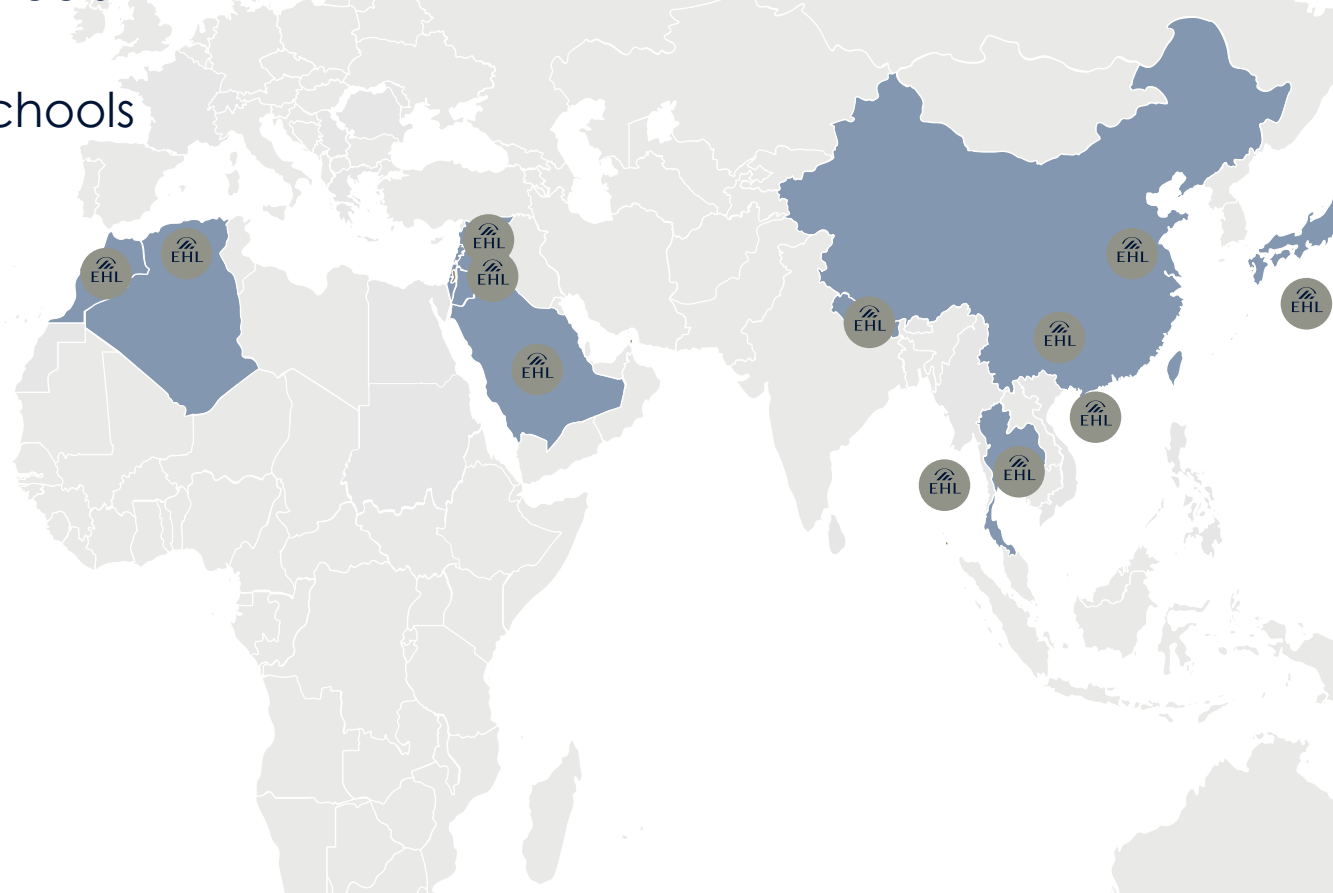
### EHL Certification

Our certification process enables professional and higher education Institutes to achieve a successful balance between academic quality, hospitality relevance

# Higher Education Projects Footprint

 7 EHL Certified Schools

 5 EHL Associate Schools



- Association – JAPAN – Jikei
- Certification – CHINA – HIS, Sanya
- Certification – CHINA – Guilin Tourism University
- Association – CHINA – Shanghai Business School
- Certification – NEPAL – GATE
- Certification – THAILAND – Dusit Thani College
- Association – SAUDI ARABIA – UPM
- Certification – ALGERIA – ESHRA
- Association – MOROCCO – UM6P
- Certification – LEBANON – SAGESSE University
- Certification – JORDAN – RACA
- Association – MALDIVES – MNU



# TVET Education Projects Footprint

**VET** BY EHL  
**28** Licensed  
VET by EHL  
Centers



For a list of  
all active  
centers,  
please scan  
the QR code



# Executive Education

## Our Teaching Philosophy

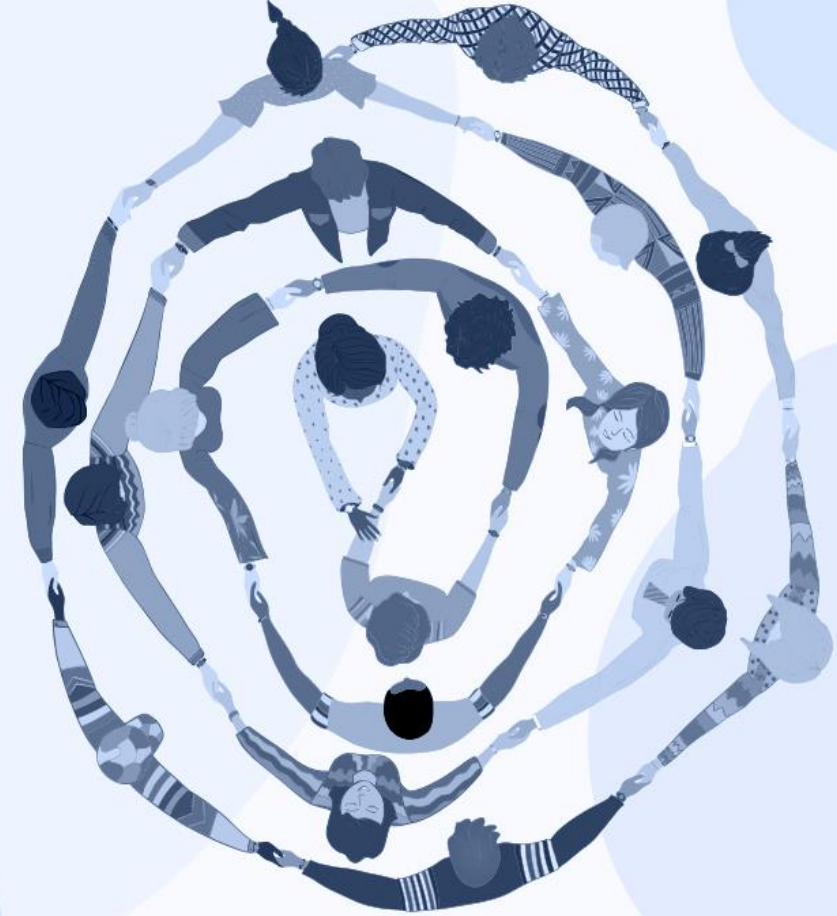
### Human-centric management

Our education focuses on the way people engage their cognitive, emotional and social competences and orchestrate human-centric strategies across all organizational layers to create, capture, and share value.

Being human-centric means prioritizing not only customers and consumers, but also the people - the leaders and employees - at the heart of organizations, as well as society at large. Those subscribing to this philosophy acknowledge the power of people in maximizing an organization's competitive advantage, performance, and innovation potential.

### Applied sensory & experiential learning

**Based on the belief that we learn better through concrete hands-on experience, our teaching approach is firmly anchored in business realities and enhanced with sensory, experiential, and social learning methods for real-world impact.**



Scan here for  
**Full Course list**

