



HOSPITALITY
UNLOCKED

AN HGMAL EUROPE STUDENT COUNCIL EVENT

ANNUAL REPORT

2022 / 2023

FOREWORD

DEAR READER

Due to the new framework curriculum for the hotel and catering industry, SHL started the 2022/2023 school year with a lot of new content and changes. Students now begin their HF training twice a year with the gastronomy semester, whereby they spend 10 weeks in the kitchen and 10 weeks in the restaurant. The remaining semesters will start three times a year and last 14 weeks.

The above-mentioned reorganisation has created more space for new content, particularly in Semester 3 Hotellerie. The spiral learning themes in the areas of sustainability, innovation & digitalisation, quality management and information systems are particularly worth mentioning as true innovations. Spiral learning themes stand for topics that are followed up in all semesters and analysed from different angles. Please refer to SHL Student Life to find out which other innovations have been implemented in the «Dipl. Hotelier(e)-Gastronom(in) HF» and «Bachelor of Science in Hospitality Management» programmes.

Orientation for the future

Initiated by the first SHL International Advisory Board workshops, the Foundation Board and the operational management have defined the strategic direction of SHL for the future.

In doing so, the international orientation will be further advanced and networking with the SHL alumni community intensified and diversified. In future, SHL graduates will be able to benefit from a range of training and further education opportunities, social events and mutual cooperation services such as coaching and mentoring.

In addition to an updated vision, mission and redefined values, SHL is also repositioning itself organisationally. With clearly defined products, connections and services, decision-making paths will be shortened, responsibility and competences will be more broadly based, and we will be able to react more quickly to the challenges of today. Read more about this under SHL Campus Life.

Haldenstrasse new building project

We are also on the move in terms of infrastructure. The new building project on Haldenstrasse has been relaunched and the preliminary project has been brought to a promising conclusion in close collaboration with the city of Lucerne.

We are confident that in the 2022/23 school year, we will have created the best conditions to continue writing the traditional and successful history of SHL in the future, thanks to the new content, strategic and organisational developments and the relaunch of the new building. Nevertheless, it is important not to

forget the people behind these dynamics and to express our sincere thanks to them. With great vigour, energy and professionalism, SHL employees and lecturers prove that they can make a difference, that they want to help shape the future and be part of SHL's history - thank you very much for your dedication and commitment.

Christa Augsburg
Directorate



Note

You can read about the activities of SHL Business Areas AG in the annual report, which you can view using this QR code.

SHL STUDENT LIFE

SHL opened the 2022/23 academic year on 29 August 2022 with 292 students on the «Dipl. Hotelier(e)-Gastronom(in) HF» and «Bachelor of Science in Hospitality Management» courses. Here's a look at what happened.

NEWS FROM THE EDUCATIONAL PROGRAMMES

New framework curriculum implemented

Never in the 113-year history of SHL has the school year started with 292 students. Also, for the first time since the hotel management school was founded, all classes in the hotel management, business administration and corporate management semesters were held twice. The lively campus is due to the change in the programme structure as a result of the new «Hospitality and Gastronomy HF» framework curriculum introduced in spring 2022 (see foreword) and the reduction in the long waiting periods until the start of studies in previous years.

Recertification completed

SHL has successfully completed the eduQwa recertification process for the HF training programme. We have also received recognition following a review of the course in accordance with the new «Hospitality and Gastronomy HF» curriculum framework.

Student survey

In order to evaluate and improve the quality of education, we have revised and adapted the student surveys. As a result, the results will provide us with a more detailed basis with greater informative value in future.

Project work

Gastronomy concept, Leistungszentrum Swissvolley, Bern
Gastronomy concept, Globus, Genf
Overall concept, Sierra Haus, Zermatt

Diploma theses

Feasibility study, Nature Home Cabin in der Schweiz
Overall concept, Prätschli Alpine Spa Hotel, Arosa
Overall concept, Hotel Schweizerhof, Zürich

Capstone Project

Kapuzinerkloster Solothurn
BSc Semester 6 Hospitality Management students were given the task by architect Urs Strässle and city and cantonal councillor Markus Schneider to develop a feasibility study and a business plan for the Solothurn Capuchin Monastery as a basis for raising funds for the conversion of the monastery into a holistic hotel & spa concept.

Focus on action competence orientation

The focus of the new framework curriculum is placed on action competence orientation and was evaluated in detail at SHL in the past school year. It was the focus of the May conference, which included an exchange of experts from Pädagogische Hochschule Zürich. We also brought in a specialist, Gregor Thurnherr from the «Bilden und Beraten» institute, to help us draw up an overview and implementation strategy in this regard.

In the coming school year, we will once again attach great importance to the focus on competences and integrate this even more into the didactic school concept. Our implementation system is based on the fact that we are starting with an adapted methodology for the qualification procedures. As a result, the teaching formats and the structure of the learning fields will be adapted to the competence to act.

Insights into the spiral themes

As mentioned in the foreword, the integration of the spiral subjects in both educational programmes have brought new and exciting content. Here are two illustrative examples from the «Sustainability» and «Innovation» modules, which are emblematic of all the spiral themes that were firmly anchored in the timetable in the 2022 / 23 school year.

Semester 1 Gastronomy students took part in the «Soil to Soul» symposium for the first time to address the question of what impact our eating style has on the environment. Furthermore, the students in semester 6 Business Management learnt how to apply the lean start-up concept in the market by means of a business game.



MOVETIA SUPPORT PROGRAMME

In the 2022 / 23 academic year, 43 SHL students took advantage of the Movetia funding programme as part of their internships in the

Erasmus region, but also worldwide. In total, our students travelled to 16 countries.

- | | | | |
|--------------|----------------|-------------|-------------|
| - Costa Rica | - Gran Canaria | - Germany | - Holland |
| - Colombia | - Portugal | - Italy | - Thailand |
| - France | - Denmark | - Hong Kong | - Caribbean |
| - Bali | - Spain | - Mauritius | |

COLLABORATION SHL - GDI

With the Gottlieb Duttweiler Institute, we have gained a new and valuable partner that gives us access to various topics in the areas of retail, food and health. We benefit from studies, trend reports and research findings and are allowed to take part in GDI forums and events

with a quota. In the coming academic year, we will also produce our first scientific paper under the direction of the GDI with SHL students and alumni.

SHL HOTEL CHECKER

Our students were also on the road as hotel checkers in the 2022 / 23 school year. The following companies were awarded the «Certificate for Best Customer Experience» with the rating «outstanding»: (...)

Hotel Schweizerhof Luzern | Walliserhof Grand-Hotel & Spa Saas-Fee | Hotel Grischa Davos | Kartause Ittingen | Schweizerhof Lenzerheide | Bergwelt Grindelwald | 25hours Hotel Zürich West | Cascade Boutique Hotel Luzern | Hotel Krafft Basel | Hotel Allegro Einsiedeln | Hotel Schweizerhof Zürich | Belvédère Strandhotel Spiez | Ameron Luzern | Blausee Hotel und Spa | Hubertus Mountain Refugio Allgäu | Apart Hotel Rotkreuz | Nomad Design & Lifestyle Hotel Basel | Hotel Hermitage Luzern | Deltapark Vitalresort AG Thun | Gurten Park im Grünen Wabern | Hotel Sedartis Thalwil | Der Teufelhof Basel | Hotel Bellinzona Süd | Hotel Bernerhof Kandersteg | Hotel Ucliva Waltensburg | Einstein St. Gallen | Unique Hotel Post Zermatt | Grandhotel Giessbach Brienz | Hotel Edelweiss Sils-Maria | Hotel Eden Spiez | Boutique-Hotel La Rocca Ascona | Hotel Linde Heiden | Hotel Eiger Mürren

STUDENT COMPETITIONS

UNWTO Students League

Our students Emilie Hansen, Lukas Hasler, Chiara Segmüller, Dominik Thomsen and Mirjam Wirz took part in the UNWTO (World Tourism Organisation) Students' League in autumn 2022. They had the challenging task of marketing an «off the beaten track» destination of their choice on Instagram within six weeks. With the @mymuotathal channel, the five not only gained 538 followers in a very short amount of time, but also impressed the jury and won the Swiss final on 8 December 2022. This success entitled the team to represent Switzerland at the world final.

Sölden is looking for the super talent

SHL students Shania Colombo, Gina Grassi, Aamina Mahamed, Andrea Russi, Nicolai Walter and Liane Wey were also crowned winners. They won the newly launched international student competition «Sölden is looking for the Gastro Super Talent» on 29 March 2023. Over the course of two days, the six had to compete against almost 45 tourism students from five European countries in the disciplines of cuisine, service and marketing and show, among other things, how to inspire young people to work for a destination like Sölden.



Congratulations to the successful Student Competitions winning teams!

EVENTS

This section provides a fascinating insight into the diverse and significant events that have taken place over the past year. From inspiring conferences to cultural events, the following pages reflect the dynamic and lively atmosphere that characterises our school.

Hospitality Unlocked

On Tuesday, 23 May 2023, the «Hospitality Unlocked» conference took place at SHL. The interactive event, organised by SHL student Chiara Segmüller and the HSMAl Europe Student Council, attracted hospitality management students from all over Europe to spend an exciting day together.

«Hospitality Unlocked» offered participants the unique opportunity to meet, exchange ideas and expand their network with like-minded people. The conference focused

on the topic of «careers» and showed students how they can find their personal path in the hospitality industry.

Future Day

On the occasion of the Future Day on 11 November 2022, we opened our doors to allow young talents to immerse themselves in the world of hospitality and tourism and experience our diverse industry «live».



In addition to active networking, «Hospitality Unlocked» offered students exciting panel discussions and interactive workshops.

Battle of ZAGG

At the «Battle of Zagg» in October 2022, our kitchen team with Tanja Schwartz, Michael Holdener and Marc-André Dietrich were the winners of the day and were awarded the silver medal for the entire duration of the competition.

Zermatt Unplugged

SHL was back in Zermatt from 11 to 15 April 2023. Marcel Gabriel, Marc-André Dietrich and 16 students and alumni pitched their tents at Zermatt Unplugged and delighted the VIP guests and Wine Lounge visitors with an excellent programme.

ITB

Together with some of our students, some SHL representatives travelled to Berlin in March 2023 to ensure that visitors to the ITB in the «Home of Luxury» felt completely at ease and experienced a feeling of luxury from the service side.

Global Revenue Forum

The Global Revenue Forum under the motto «The age of digital domination», which took place on 31 January 2023 at SHL, was a complete success! The speakers were top class and the live streams from London, Milan and Stockholm provided an international flair.

Mercedes Benz Annual Kick-Off Event

In January 2023, our F&B students played a very important role at the annual kick-off event of Mercedes-Benz Switzerland - they were responsible for first-class service and the well-being of 160 guests. This experience gave them the opportunity to demonstrate their hosting skills and gain a closer insight into the dynamic and lively event industry.



Career Days

The well-established SHL Careers Days were held three times last academic year - three times national and international companies responded to our call and ensured that these valuable events were fully booked within a very short space of time. And with new programme content and ideas, we managed to make the SHL Career Days even more exciting for students and exhibitors. Panel discussions with experts on various topics were held for the first time - and the students voted for the stand they found most attractive.



CAREER DAY DATES

20 October 2022	55 Exhibitors
23 February 2023	42 Exhibitors
16 May 2023	55 Exhibitors

Diploma Ceremonies

In the 2022/23 academic year, 130 students on the HF programme and six students on the BSc programme were awarded the «Dipl. Hotelier(e)-Gastronom(in) HF» diploma by SHL management Christa Augsburger and Timo Albiez. Following the official ceremonies, the guests enjoyed a «Dine Around» - and thus a culinary, convivial evening - on the SHL campus.

Milestone: First Bachelor class receives Bachelor certificates

SHL also saw the graduation of the first ever students from the still developing, international Bachelor of Science in Hospitality Management degree programme, which has been offered in collaboration with the Lucerne School of Business (HSLU) since 2018. At the official graduation ceremony at the KKL Lucerne, the pioneers of our first full-time Bachelor class Giacomo Pedrazzi, Josephine Winkler, Nicolas Heiz and Diana Dubey, as well as the SHL alumni who successfully completed the Top-Up Bachelor at the HSLU, were presented with their Bachelor's certificates by Christa Augsburger.



The diploma students of the three graduations with the highest marks in school:

In 1st place

Elmar Walthert | Simon Neuhaus | Anuschka Stoffel

In 2nd place

Zora Furrer | Ramona Olgiati | Naïma Pfister |
Adriana Wälti

In 3rd place

Nicolas Schmutz | Nicolai Walter

Fireside chats

Every semester, we invite passionate experts from the hotel, gastronomy and related industries to a fireside chat, where they talk about their everyday life in an informal setting and explain the importance of interdisciplinary skills. These informal conversations offer students the opportunity to discuss current topics and exchange ideas with professionals in our industry.

This academic year, we had the pleasure of welcoming the following speakers to SHL as part of the fireside chats:

- Jeroen Achten, Executive Chef Hotel Vitznauerhof, Co-Owner Restaurant Birdy's by Achten
- Mark Arnall, Formel 1 Performance Coach und Therapeut
- André Gammeter, Gesamtleitung Gastronomie Stiftung Lebensart
- Katja Henke, Geschäftsführerin at Lelia Immobilien, Zürich
- Markus Herzberg, CEO Swisswax AG
- Raphael Herzog, General Manager Hotel Vitznauerhof
- Arjan Koelewijn, Chef Investor Relations, Smart Chip AG
- Leo Maissen, Executive Director Tschuggen Group
- Urs Michel, Manager Marketing UK & Ireland Schweiz Tourismus
- Tea Ros, Managing Director Strategic Hotel Consulting, ISHC
- Dr. med. Dieter Steubing, CEO entero Stiftung & Chefarzt entero Klinik
- Hanspeter Vochezer, Managing Director & Founder Swiss Butlers
- Thomas Von Matt, Co-Founder Von Matt Hospitality Group



03 SHL CAMPUS LIFE

STRATEGY AND ORGANISATION

Apart from regular school operations, our particular focus in the 2022/23 school year was on a critical examination and clarification of our vision and mission. We also focused on redefining our values and revising our organisational structure. This important process began with a three-day workshop for the management team on the Weissenstein and was taken up again and again throughout the year. During the team days on Mount Rigi in January 2023: SHL employees in the organisational teams, but also across departments, addressed the vision, mission and values - and practised «team building» in various challenges.



The following provides an insight into the results and progress of this strategic process, which lays the foundations for SHL's future-orientation:

Vision

We are the partner for application-oriented hospitality education.

We accompany students along their path to success, forge connections through our luminance and radiate across borders.

We are the lighthouse. We are SHL.

Mission

We **educate** with personal dedication while also drawing on forward-looking methods and curricula that aid the learning process.

We effectively **accompany** students on their path towards becoming competent, success-oriented and passionate people.

We **form** students and thereby create trust and recognition.



Values

Together, the six SHL values form the so-called SHL «Attitude» - the positive, constructive and supportive attitude with which we approach our goals, tasks, ideas, projects, relationships and challenges.



visionary



confident



agile



passionate



trustworthy



valuable

International SHL Advisory Board

In the 2022/23 academic year, SHL took another significant step towards global networking and strategic orientation by establishing the «International SHL Advisory Board». This body, consisting of experts and visionaries from various areas of the hospitality world, has proven to be an asset to our institution. Its mission is to provide up-to-date knowledge, critical thinking and analyses to help SHL continuously improve and adapt to the changing hospitality landscape.

The International SHL Advisory Board is instrumental in keeping our school on track and ensuring that we provide the best possible education to our students. We appreciate the close collaboration and valuable insights provided and look forward to the ongoing cooperation to positively shape the future of SHL and further develop our excellence in hospitality education.



The International SHL Advisory Board met twice online and once on site at the SHL campus in the 2022/23 academic year.

PERSONAL



Dear Susie - you will always have a place at SHL and in our hearts. Thank you so much for everything you have done for SHL and all of us.

Farewell to Susanne Oswald

In the summer of 2023, we received incredibly sad and unbelievable news. Susanne - for us: Susie - Oswald, Academic Dean BSc, suffered a heart attack at home and passed away shortly afterwards in her husband's arms. Susie leaves a huge gap at SHL. In particular, she shaped our English programme with so much passion and perseverance. We will also miss Susie on a personal level: Her passion, her optimism and her hearty laugh are just some of the qualities that we continue to miss deeply. In memory of Susie, we went on a hike together on her local mountain Pilatus and planted a tree at SHL that will always remind us of her.

Further Education

We would like to congratulate Tanja Schwartz and Beatrix Meinhardt on successfully completing their training programmes. Their commitment is inspiring, and their newly acquired skills and knowledge will undoubtedly contribute to the further development of our company.



Tanja Schwartz (left)

Head chef with professional examination

Beatrix Meinhardt (right)

SVEB I

Company Anniversary

5 anniversaries - 80 years of passion, commitment and loyalty. Years of service are much more than time spent (together) - they are a priceless contribution to our shared journey.

We would like to thank the following five employees and lecturers for being a cornerstone of SHL's success for many years.



SUSTAINABILITY HIGHLIGHTS 2022 / 23

EDUCATE

2

FURTHER EDUCATION

for staff and lecturers enables

IMPORTANCE OF WATER

an integral part of the curriculum from semester 1



VISIT OF THE «SOIL TO SOUL SYMPOSIUMS 2022»

with all 1st semester students



HALF THE ENERGY FOR ALMOST DOUBLE THE ILLUMINANCE

Replacement of conventional lights with LEDs in the classrooms

MEASURES TO REDUCE FOOD WASTE

Salad buffet replaced by portioned salads. Smaller portions, but repeat orders possible

ACCOMPANY

STAFF ANNIVERSARIES

1 x 25th anniversary, 1 x 20th anniversary, 1 x 15th anniversary, 2 x 10th anniversary

3-DAY TEAM-BUILDING EVENT

for employees on Mount Rigi



22

FIRESIDE CHATS

with experts from the industry



NO PET-BOTTLES IN SHL OUTLETS

SUPPORT OF «CUISINE SANS FRONTIÈRES»

durch Mithilfe am Kitchen Battle in Luzern.



FORM



BIKE TO WORK IN MAY & JUNE

235

BEEES IN SHL'S OWN BEEHIVE

KITRO-NUMBERS

- 30% Pasta-Waste
- 11.4% Bread-Waste



CONVERTING OUR USED COOKING OIL INTO BIODIESEL

SUPPORT OF THE FOUNDATION «LUZERN HILFT»

After the Lucerne Festival 2023, the «Luzern hilft» foundation donated a total of CHF 30,000 to three charitable institutions.

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SHL ALUMNI LIFE

EVENTS

Because reunions are fun: we brought our alumni together at seven official events and especially a fantastic SHL alumni party 2023 to rekindle friendships, reminisce and create new memories.

PAST EVENTS

16 September 2022	SHL meets Soil to Soul
10 November 2022	SHL meets Mandarin Oriental Place
31 January 2023	Global Revenue Forum
16 February 2023	ThinkTank @Vergani
15 - 16 April 2023	SHL meets Zermatt Unplugged
4 May 2023	Roundtable Munich
8 - 9 May 2023	SHL meets Eatrenalin by Europa-Park
16 June 2023	SHL Alumni party 2023



Alumni party

The Alumni Party 2023 showed once again why it is worth cultivating the SHL network. We looked back on a wonderful evening that was entirely under the star of «Welcome to St. Tropez» full of glamour, sophistication and an attitude to life inspired by the French Riviera.

Before the party really got swinging, there was an informative input for all those interested: the programme included an exciting keynote speech on the topic of «Digital transformation - also a question of leadership».

Afterwards, we all jetted off to France. Even if not physically, we were definitely there in spirits. The right sound, live music from the band «Brassers», the Mediterranean food on offer, the matching drinks, the talented live caricaturist, the glitter bar, the fantastic weather... and finally, the unbelievably great company. And those who still had energy in supply, they moved on to the afterparty in the penthouse, where the party continued into the early hours of the morning above the rooftops of Lucerne. Thank you very much for a fantastic evening!





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les écoles **supérieures**
le scuole specializzate **superiori**
die **höheren** fachschulen



edu-suisse
für Bildungsvielfalt

Schweiz Tourismus.
Mitglied

