



Advisory Services  
Executive Education  
Learning Centres

An Ecole hôtelière de Lausanne & Swiss  
Hotel Association Company



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Lausanne Hospitality Consulting (LHC) is a Swiss knowledge development and management advisory company with global relevance.

From its birth in 1976, as the internal training department of Ecole hôtelière de Lausanne, to its grown-up avatar as an independent company, the primary focus of LHC has been to source the best available subject experts and employ them to provide innovative, and often revolutionary solutions for our clients.

**Solutions to problems  
or new product development  
– we have the answer**

Clients come to us seeking our knowledge and advice on business issues or for help with development of new product ideas. We always find real solutions to their core problems – not just ‘sticking-plaster’ solutions to hide the symptoms. We often surprise them by coming up with radical new concepts and ideas that may confuse at first, but out of the initial chaos the client organisation will rise up, fresh, vibrant and reinvigorated.

All our recommendations connect strategy to implementable reality: we stick to what is relevant and recommend only those ideas that we ourselves would implement. In addition, we offer support to our clients throughout the entire development and working stage of our recommendations via our human resources support and training, another core LHC product.

**Our employees**

To be the best, you have to employ world champions; and that’s the ideal way to describe LHC team members: multicultural, fine-tuned with diverse experience, like hardworking athletes, who do not cease in their endeavours to be ahead of the game.

**To our potential partners**

Our global offices in Switzerland, China and India are looking forward to connecting with you and providing solutions for your business.

# Advisory Services

*Our focus is our forte  
Solutions for the hospitality industry*

## Our Clients

International organizations  
Hotels and hotel groups  
Government bodies  
Private & institutional investors  
Financial institutions  
Destinations  
Tourism offices  
Healthcare sector  
Restaurants & bars  
Retail & boutiques  
Luxury brands  
FMCG  
Wellness & Spa  
Learning centres



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## Our philosophy and our capabilities

Our consulting services are dedicated to the hospitality industry as well as to any service function within a company. Our focus is our forte, and engineering the customer experience is part of our DNA. We firmly believe that the top line is as important as the bottom line and will therefore develop products, processes and people with the sole aim of boosting your business as a whole.

Our team of advisors has extensive experience in corporate and senior management positions. The team's current fields of expertise cover hotels, restaurants, business clubs, events management and in-flight catering.

Follow us on our website to find out about our latest projects and view our team profiles.

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*"LHC developed our Corporate Book of Hospitality, which defines standards of customer service and full HR cycle to be implemented in all 165 Affidea medical centres. The aim of the project is to emphasize our brand values of professional trust and human empathy and make us stand out on the healthcare market."*

### Dimitris Moulavasilis

CEO  
Affidea  
The Netherlands

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## Our services

### Project planning

- Identification of business opportunities
- Concept definition
- Architect's and interior designer's brief
- Business model development
- Strategic advice

### Project realisation

- Business planning
- Project management
- Team recruitment and training
- Customer service value chain definition
- Definition of operating standards

### Business support

- Customer service advice
- S.E.E. (Service Excellence Evaluation)
- Human capital development programmes
- Asset management
- Owner representation

# Executive Education

*Moving you & your organisation forward  
Great leaders never stop growing*

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## Our Expert Tracks

Customer Service  
Hospitality Operations Management  
People Development  
Leadership  
Creating Value in Hospitality  
Business Development  
Train-The-Trainer



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LHC focuses consistently on the design and delivery of a variety of education programmes for all hospitality and service industries.

Within our portfolio of clients in Executive Education, we service customers from a range of sectors such as international hotel chains and independent hotels, luxury retailers, airlines, banks, insurance companies, FMCG retailers, high-end hospitals, manufacturing companies and hotel associations.

### Our programmes

*"Attending Executive Education at EHL gave me new ideas to develop and update myself to better respond to the current needs of the hospitality industry. What I learnt at EHL was close to practical/professional life and applicable in this field."*

**Amr Lugman Alsunari**  
General Manager  
Makarem Ajyad Makkah Hotel  
Kingdom of Saudi Arabia

#### Career Development Programmes (CDP)

These are designed for managers, executives, career climbers and career movers, and are offered all year round on the EHL Campus. Participants come from around the world to the cradle of hospitality in Lausanne and can design their unique and personal development plan based on a range of modules within a set of programmes.

#### Corporate Management Programme (CMP)

Known as the ultimate learning experience for business leaders and senior executives. A five-day exclusive programme delivered by international experts and advisors.

#### Tailor-Made Programmes

These are designed and delivered to companies, at EHL or all around the world in order to achieve our clients' objectives. Training or coaching from supervisory to top management levels.

#### Youth Programmes

##### · EHL Summer Academy

For young people from 16 to 20 years old who are interested in discovering the World of Hospitality and experiencing EHL during a 7-day programme. For details see: [academy.ehl.edu](https://academy.ehl.edu)

##### · Tailor-Made Youth Programmes

These are offered to hospitality schools around the world that wish to offer the EHL-experience to their students.



# Learning Centres

*Building your future today!*

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## Our Services

- Business case development
- Curriculum design
- Infrastructure and facilities brief
- Marketing & recruitment guidance
- Management & faculty training
- Academic audits
- Linking academic with industry



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With a strong belief in education and training, LHC has been developing hospitality management schools around the world for more than 40 years. We recognise the importance of quality education to feed talent into the fast-paced and diverse hospitality industry, so we employ a structured approach that combines the experience and philosophy of Swiss hospitality education.

*"We have been collaborating with LHC since 2004. LHC's professionalism and practical approach to solutions assisted us in building our hospitality institute from green field to hosting 3,764 students (by 31 March 2015) today. Its commitment to knowledge, hard work and quality inspires us, thus assisting BHI in achieving its goal – to be the reference point of hospitality education in Asia."*

**Dr GAO Songtao**

President  
Beijing Hospitality Institute (BHI)  
China

### **The future of hospitality depends on our talent**

With the vision of sharing **Swiss hospitality excellence**, LHC's approach is carefully modelled based on its education development philosophy. We are committed to delivering **sustainable solutions** to the local geopolitical challenges of the region where each school is located, and in joining forces, through our network of schools, to educate the **next generation of hospitality leaders**.

### **Lausanne approach, global impact!**

We believe that a successful hospitality management institution should balance the arts and sciences of hospitality and management, and we have been applying this philosophy since the founding of Ecole hôtelière de Lausanne in 1893. Our ambition is to gather the best hospitality management institutions around the globe and together ensure global impact through our local partners.

### **Proven expertise and experience**

We are proud to have achieved that ambition in many parts of the world and witnessed the success of our partners and clients. Our unique expertise has allowed us to collaborate with local government departments, such as the Ministry of Education and the Ministry of Tourism, as well as inspirational investors and owners who wish to make a difference and contribute to the future of local young people and the hospitality and tourism industry. These adventures have taken us to Kenya, Mexico, Brazil, China, South Korea, India, Thailand, Dubai, Lebanon, Saudi Arabia and Algeria, to name but a few.

**Achieving results through our passion,  
focus and relentless determination**

- ▲ Disruptive ▲ Listening ▲ Bespoke ▲
- ▲ You ▲ Modular ▲ Advisor ▲ Hospitality ▲
- ▲ Community ▲ Development ▲
- ▲ Life-long learning ▲
- ▲ Knowledge transfer ▲ Attitude ▲
- ▲ Partnership ▲ Competencies ▲ Mindset ▲
- ▲ Graduates ▲ Excellence ▲
- ▲ Network ▲ Education ▲





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