

Blue Mountains ranked number one international hospitality management school in Australasia

Blue Mountains International Hotel Management School (BMIHMS Ltd) in Leura, Australia has been ranked by the Hotel and Tourism industry as the best school in Australasia for preparing students for an international career in international hospitality management.

This is the conclusion of the broad industry survey among a large sample of hiring managers from international hospitality companies around the world, conducted by Taylor Nelson Sofres (TNS) PLC in the United Kingdom, the world's largest provider of custom research and analysis.

The primary purpose of this survey was to establish the relative 'ranking' of the various hospitality management schools providing university-level programs in Australasia from which hiring managers from international hospitality companies are likely to recruit staff and to determine the top international hospitality management school in this region.

The result of the survey showed that Blue Mountains International Hotel Management School, a hospitality management school of Laureate Hospitality Education (LHE), is ranked as the number one school in the Australasia region.

'For Blue Mountains, this is excellent news', Blue Mountains CEO Guy Bentley said. 'Since 1991 Blue Mountains has provided recognized business degree qualifications in hospitality and tourism management to over 2,500 graduates, many now in senior management positions worldwide. Blue Mountains graduates are in great demand in the industry due to the reputation of academic excellence, and strong industry relationships built over 20 years. The approach to learning develops the whole person – their knowledge, their skills and professional development to ensure career success upon graduation. The TNS research shows that we deliver the right graduates to the industry at a global level. Over the past years we have worked hard to become the leading hotel school in the region with recent awards at the Australian Tourism Awards, New South Wales Tourism Awards and the Worldwide Hospitality Awards.'

'The goal of top international hospitality management schools is to prepare managers to compete successfully in a rapidly changing world', said Arie van der Spek, Senior Vice President of Laureate Hospitality Education worldwide. 'This survey confirms that the hospitality industry understands and appreciates the unique nature of the Swiss education model, which combines practical instruction with serious academic studies.'

'Our graduates deliver an outstanding level of performance after graduation and throughout their careers, as evidenced by the many Blue Mountains graduates occupying positions at the top of the world of hospitality', continued Van der Spek. 'Because we work closely with leaders in hospitality we understand their expectations for excellence and quality. In this way, we can prepare our graduates for a successful future in hospitality management, the world's fastest growing industry.'

The survey was conducted in September and October, 2010, and included invitations to more than 50,000 hoteliers in 70 countries to participate in the survey. Laureate Hospitality Education, a division of Laureate Education Inc, commissioned TNS to conduct the survey utilizing "blind" objective techniques. The survey results are statistically reliable at 95% confidence level.

Table 1: Top 3 International Hospitality Management Schools in the Australasia region for an International Career.

Based on frequency of school selection by hospitality industry hiring managers hiring graduates from the Australasia region.

Sample Size = 140 respondents

Rank	Institution	Country	% of Respondents that Ranked School in Top 5
	TIER 1		
1	Blue Mountains International Hotel Management School, Leura	Australia	100%
	TIER 2		
2	Hong Kong Polytechnic University	Hong Kong	84%
3	Le Cordon Blue, Adelaide	Australia	82%

Taylor Nelson Sofres PLC (TNS) is a leading market research and information group and are the world's largest provider of custom research and analysis. TNS operates globally across 70 countries, allowing us to provide internationally consistent, up-to-the-minute and high quality information and analysis. TNS Travel & Tourism is employed by a portfolio of global clients in the leisure, tourism, hospitality and travel industries to undertake a range of research and consultancy projects, designed to provide insight and knowledge.

Laureate Hospitality Education is a unique and global group of institutions that provides hospitality, tourism, event, sport and entertainment management education to students from over 100 countries. It is comprised of 8 premium and leading institutions in 5 countries and 4 continents, thus offering the industry an amazing pool of talents. Schools include Glion Institute of Higher Education, Les Roches International School of Hotel Management and Les Roches-Gruyère University of Applied Sciences in Switzerland, Les Roches International School of Hotel Management in Spain, Les Roches Jin Jiang International Hotel Management College in Shanghai, China, Kendall College in Chicago, USA, Blue Mountains International Hotel Management School and Australian International Hotel School in Australia. For more information, please visit: www.laureatehospitality.com

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