

# Les Roches

CHALLENGES OF TEACHING PRACTICAL SUSTAINABILITY IN  
HOSPITALITY DURING AN ERA OF TRANSFORMATION.

*Jaime Hervás*

Crans-Montana,  
Switzerland

Education shaping your *Future*

Marbella,  
Spain

# What are we going to talk about?

- Brief introduction of Les Roches and our guiding principles
- **PRACTICAL ASPECTS** in teaching Sustainability
- Knowledge
- Experience
- Awareness
- Innovation
- Conclusion



## Awards & Accreditations



Accredited by the New England Commission of Higher Education (NECHE)



Recognized as a degree-awarding institution by the education department of the Canton of Valais (Les Roches Crans-Montana)



Recently, Les Roches has been officially accepted as a candidate for Swiss federal accreditation as a University of Applied Sciences Institute. This is an important step in the process towards Swiss Institutional Accreditation.



Member of AACSB International



Affiliate member of the United Nations World Tourism Organization (UNWTO)



Member of the Council on Hotel Restaurant and Institutional Education (CHRIE) and EUROCHRIE (Europe)

NECHE is the same accrediting body as:



Massachusetts  
Institute of  
Technology



HARVARD  
UNIVERSITY

Yale

## Ranking 2023

Les Roches is among *the world's top 4 higher education institutions in the world* for hospitality industry management by QS World University Rankings, 2023

Les Roches

Our brand guiding principles are at the heart of everything we do and how we bring our *student experience to life*

Community  
mindset



International  
opportunities




Lifelong career  
and personal  
development



Immersive resort  
experience





Practical  
aspects in  
teaching  
Sustainability

• EXPERIENCE

• KNOWLEDGE

**Les  
Roches**

• AWARENESS

• INNOVATION

# Practical aspects in teaching Sustainability

- **KNOWLEDGE**

Sustainable teaching curricula (in crescendo Content)

BACHELOR/ GRADUATE  
BBA1 – BBA2 – BBA3 – BBA4 – BBA5 – BBA6 – BBA7- INTERN

POST-GRADUATE  
PGD'S    MASTERS    INTERN

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# Practical aspects in teaching Sustainability

- **KNOWLEDGE**



## • EXPERIENCE

Immersive resort experience with  
sustainability integrated in operations

Lead with the example

### OPERATIONS

- 60% of our **cleaning product** are **ecological** or biodegradable (100% in the case of the DEMO ROOM)
- Cleaning **items are recycled** as the paper tissues, toilet paper and serviette in restaurants
- We introduce new items such as **coffee spoons that they can eat.**
- Water fountains with **reusable water bottles** sold for **charity**
- **Km 0 local product** in restaurants
- Single use plastic items for **organic product**



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# • AWARENESS

## Environmental, social and governance consciousness and awareness creation

CLOSE TO REAL LIFE SUSTAINABILITY SITUATIONS AND CASE STUDIES FROM THE INDUSTRY

**REAL PROJECTS ON  
Emerging touristic  
destinations such  
as SAUDI ARABIA,  
GEORGIA, JORDAN  
TURKEY , ETC...**

### Need for Destination Profile



1. Define what is local? How close?  
Local suppliers for hotel & F&B items
2. Integrating the Local Community
  - Local workforce, handicrafts, culture, traditions,
  - Interior designs, services & products, guest experiences
3. Identifying local organizations & community support needs
4. Solutions & Local Possibilities to become single use waste free
5. Recommendation to the ESG team of Kerten Hospitality.
  - To be more sustainable
  - To be more locally integrated

 KERTEN  
HOSPITALITY



Practical aspects in  
teaching Sustainability

# • AWARENESS

LA DONAIRA

Guest  
speakers  
experience

FUERTE GRÔUP  
HOTELS  
Sustainability Case Study

Hotel visits-  
Case Study

Field trips

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Practical aspects in  
teaching Sustainability

# • AWARENESS

Practical  
Simulators

GAMING!!!!



SIMULATION BESTSELLER

## Sustainability Management Simulation: Net Zero

By: Tim Rogmans

Expiration Date: Sep 21, 2023

[Product Details](#) ^

Publication Date: Mar 24, 2022

Product Number: FO0007-HTM-ENG

Degree-granting Price: \$15.00

Language: English

Discipline: GENERAL MANAGEMENT Duration: 1 hour



New York



London



Singapore

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## • AWARENESS

Practical events!!

SOCIAL PILLAR!!



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Practical aspects in  
teaching Sustainability

# • AWARENESS



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Practical aspects in  
teaching Sustainability

- **AWARENESS**



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Practical aspects in teaching Sustainability

- **AWARENESS**



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Practical aspects in teaching Sustainability

## • AWARENESS

Baking for charity!!

Run for a good cause!!!

Second-hand Market!!



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Practical aspects in  
teaching Sustainability

- **INNOVATION.**

Practical “hands on “ in sustainable strategies and  
innovation (spark)

TECHNOLOGY AS  
COMPLEMENT

**SPARK**

INNOVATION SPHERE  
BY LES ROCHES

**INSPIRE**

**IGNITE**

**INCUBATE**



# INCUBATION PROGRAM

We are Looking for Entrepreneurs

## Option 1

You already have an idea or business. It is innovative and linked to hospitality. You would like help to develop it.

## Option 2

You know that you want to start a business but you are not sure what it could be. You would like some help to start.

- **LAUNCHING THEIR OWN BUSINESS IDEA**
- **MENTORING COACHING**
- **SPECIALISATION AND DEVELOPMENT WORKSHOPS**



**Testing** cutting edge products and services, helping to **shape the future** of hospitality innovation.

# **SPARK** initiatives already in campus

- **CLASSROOM ATTENDANCE**
- **ALL CAMPUS INFO IN LRM APP  
(inc. academic info)**
- **RESTAURANT BOOKINGS**
- **PAPERLESS EXAMS**
- **CASHLESS LRM**





# X-PERIENCE ROOM



**HOUSEKEEPING  
INNOVATIVE PRODUCTS**

**“The hotel room of the future”**

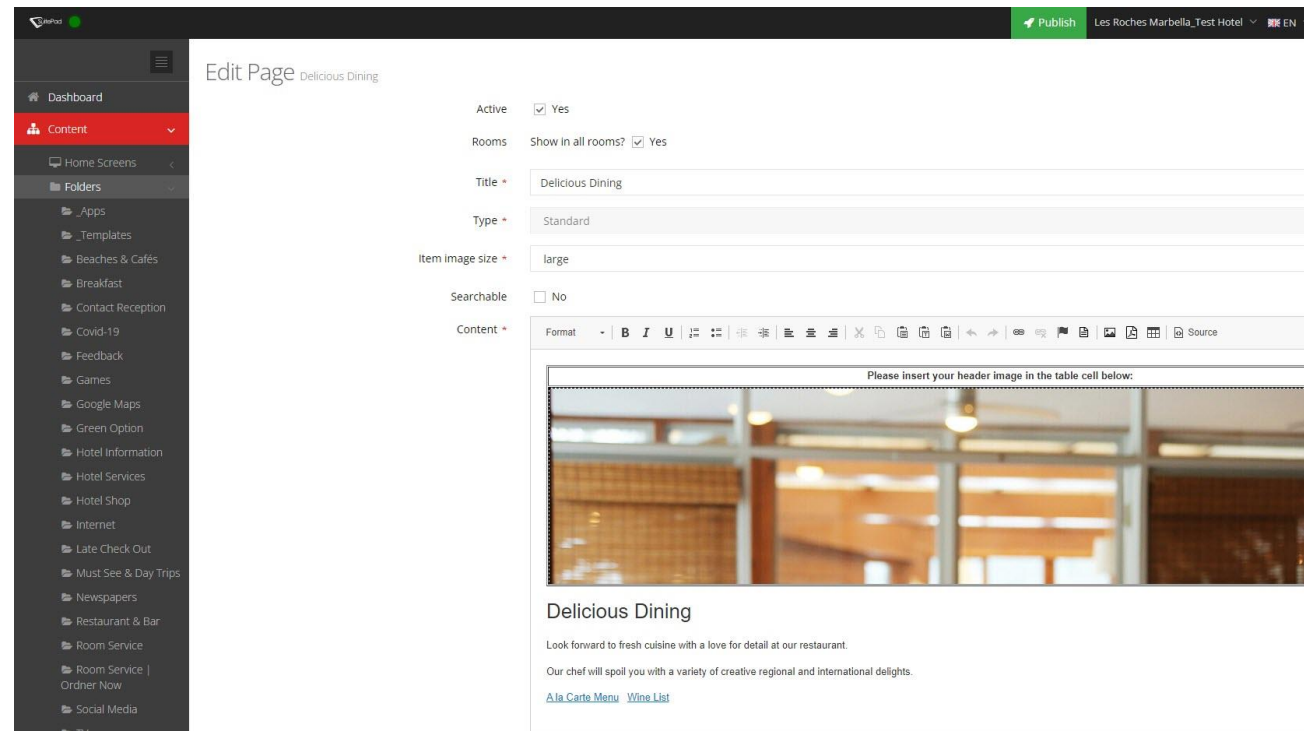


→ Use new platforms with application in the industry





→ Use new platforms with application in the industry





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