



ANNUAL REPORT

2021/2022



FOREWORD

DEAR READER

I would like to take the opportunity of starting this year's annual report of the SHL Schweizerische Hotelfachschule Luzern with a more educationally political approach than usual - with a topic that is of great importance for the future of SHL and for which we have been strongly committed for quite some time: The positioning of the Colleges of Higher Education (HF).

The «Positioning of Colleges of Higher Education» project of SERI, the State Secretariat for Education, Research and Innovation, has been running for over two years. The basis for discussion that has been developed so far is geared towards a gradual and selective improvement of the current situation.

Challenges

An improved positioning of the Colleges of Higher Education must contribute to overcoming the challenges facing society. For example, the shortage of skilled workers can only be effectively combated by significantly upgrading vocational education and training. The diplomas and titles of the Colleges of Higher Education are little known and internationally incomprehensible, so that the graduates are hindered in their professional advancement. The Colleges of Higher Education cannot be federally recognised, and their name cannot be protected, which damages their reputation among interested parties, the economy and society. Additionally, the

education costs compared to universities of applied sciences, for example, make the Colleges of Higher Education increasingly unattractive. Due to these challenges, the following goals must be pursued to improve the positioning of the Colleges of Higher Education:

Goals and demands

Graduates of HF institutions need comprehensible, attractive and connectable titles and degrees. Bachelor titles and ECTS points are the results of the Bologna Process, which position the European Higher Education Area worldwide. Only through affiliation will Colleges of Higher Education be able to use their titles without contradictions and in a way that is comprehensible and understandable both nationally and internationally. Our neighbouring countries Germany and Austria have recognised this and introduced the corresponding «Bachelor Professionals».

A separate legal basis is required for the affi-

liation of the Colleges of Higher Education to the higher education sector. The direct proximity to the economy, which must be preserved at all costs, and the diversity of the courses offered can best be reflected in a separate Vocational Universities Act. The globally unique cooperation of the schools with the organisations of the world of work thus receives a legal anchoring that guarantees the influence of the economy on the educational programmes and allows legal equality with the other actors in the tertiary sector, without losing the typical practice-oriented and application-oriented character of the UAS.

The consequence of the affiliation to the higher education sector is the reduction of study costs to the level of the universities of applied sciences (UAS) and universities. The new financing system leads to a relatively modest additional burden on the public purse compared to the growth in expenditure at UAS and universities and will achieve positive effects in the medium term - by making Col-

leges of Higher Education more attractive and reducing the shortage of skilled workers.

The above Colleges of Higher Education concerns were discussed intensively and controversially in various workshops organised by SERI. The results are now being recorded in a work report and discussed in various committees. In the coming year 2023, SERI will then propose concrete measures to politicians.

It is to be hoped for SHL and all other Colleges of Higher Education that the politicians will agree to the demands and thus strengthen and secure the future of these important, practice-oriented and application-oriented educational programmes.

Christa Augsburger
Director

SHL STUDENT LIFE

SHL Schweizerische Hotelfachschule opened the school year 2021/22 on 30 August 2021 with 238 students. Looking back to....

CORONA TIMELINE

Corona continued to keep us busy this school year. Here's a review of the course of the pandemic and its impact on life at SHL:

- 30.08.2021**

All students of the HF semesters as well as the BSc semesters returned to SHL. Classes were held as certified courses. Due to the use of the COVID certificate, the distance rule and the mask requirement in the classrooms were lifted. Students who could not or did not wish to attend these semesters with a COVID certificate had the option of completing the teaching units digitally or in a designated room at SHL (with capacity restriction, mask requirement and spacing).
- 06.12.2021**

The winter semester also began on site, but in addition to the certificate requirement, masks were made mandatory in all indoor rooms.
- 04.01.2022**

Due to the epidemiological situation and the sharp rise in the number of COVID cases in Switzerland, the decision was made to manage the winter semester after the Christmas holidays - whenever possible and except for the examinations - in distance learning.
- 31.01.2022**

All students returned to on-site classes in compliance with the following measures:

 - ▶ Certified events with obligation to wear masks (vaccinated, recovered, tested plus mask)
 - ▶ Access to SHL gastronomy was restricted to those with a certificate of recovery or vaccination.
- 01.04.2022**

The Federal Council lifted the restrictions and all Corona measures for the general population nationwide.
- 02.05.2022**

There are no longer any states or regions on Switzerland's Corona Risk List.

NEWS FROM THE COURSES

Dipl. Hotelier(e)-Gastronom(in) HF

After being issued by the «RLP HF Hotellerie und Gastronomie» sponsoring body and approved by the State Secretariat for Education, Research and Innovation (SERI), the new framework curriculum for the courses of study at the Colleges of Higher Education for the Hotel and Catering Industry came into force on 19 January 2022. In addition to adapted competences expected of future leaders in the hotel and catering industry, the framework curriculum also defines a new protected title. Thus, HF students in German-speaking Switzerland will graduate from hotel management schools as «Dipl. Hotelier(e)-Gastronom(in) HF» from the school year 2022/23. The introduction of the new framework curriculum will lead to adjustments in the educational programmes of all Swiss hotel management schools that are accredited as Colleges of Higher Education.

Bachelor of Science in Hospitality Management

On 7 July 2022, the pioneer class of the current international course of study was presented with the «Dipl. Hotelier(e)-Gastronom(in) HF» diploma in a ceremonial setting. SHL had launched the English course in August 2019 - and six students were able to celebrate passing the first stage of their training in July 2022. The students have another two semesters to complete before they receive the title «BSc BA, major Hospitality Management».

SPIRAL THEMES

Information systems, innovation & digitalisation, quality management systems and sustainability are essential topics that have become an integral part of the everyday life and decision-making of hoteliers. With the new framework curriculum, these topics are

given more space in the curriculum. Like a spiral, these far-reaching aspects rotate and anchor themselves in all areas of a company and thus accompany SHL students through all semesters.



HSMAI STUDENT COUNCIL

Since September 2021, SHL has been represented on the HSMAI Europe Student Council by a SHL student and an alumni - Neha Sandhu, BSC student and Yannick Wedeking, HF alumnus. We are very proud that two SHL representatives are sitting at the HSMAI table and helping to find an answer to the following central question that is of great concern to our industry: How can young talents be inspired for the hotel, gastronomy and tourism industry?

The members of the HSMAI Student Council - students from seven different countries and three continents - met in June at the HSMAI Europe Commercial Strategy Week 2022 in London. At the conference, they were able to present their results from the survey «What do we expect from our future employers?» to the «Industry Leaders».



STUDENT CLUBS

Valuable experiences and new ideas arise when you share your interests and hobbies with others. With this basic idea in mind, two student clubs were founded this school year: SHL Wine Lovers and Green SHL.

Both clubs staged great events - always according to the principle «by students for students»:

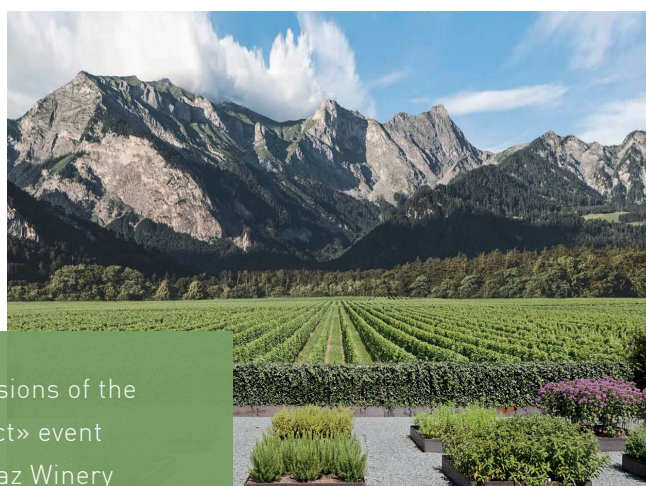
The Green SHL Club passionately planned and executed several flea markets for business clothes and the first hybrid event «Thinkpact» on the topic of «Sustainability in the Hotel Industry» with guest speaker Romy Bacher, Sustainability Project Manager at the STV FST Swiss Tourism Federation and guest speaker Stefan Aerni, Quality & Sustainability Manager at The Dolder Grand.

At the SHL Wine Lovers Club, a wine tasting at the Davaz winery was on the event calendar.

Follow both SHL Student Clubs on Instagram:

[@green_shl](#)

[@shlwinelovers](#)



Left: Impressions of the «Thinkpact» event
Right: Davaz Winery

SHL HOTEL CHECKER

Since 2016, SHL Schweizerische Hotelfachschule Luzern has been offering the «SHL Hotel Checker», during which SHL students visit hotels throughout Switzerland and put their quality and customer experience through their paces. Following the revision and expansion of the programme, which is recognised by HotellerieSuisse as proof of quality for star reclassification, it now offers quality-conscious hoteliers even greater added value. In addition to the detailed report, participating hotels can look forward to a further treat: With an overall rating of 80% and higher, the SHL issues an official quality certificate.

In the school year 2021/22, the SHL Hotel Checker certificate was presented to the following companies:



Baur au Lac | BEAUSiTE Zermatt | Bergwelt Grindelwald | CASCADA Boutique Hotel**** & BOLERO Restaurante Luzern | Der Teufelhof Basel AG | Hotel Belvedere Grindelwald | Hotel Eden Spiez | Hotel Giardino Lago | Hotel Hof Weissbad | Hotel LA VAL | Hotel Rössli Gourmet & Spa | Hotel Schweizerhof Lenzerheide | Hotel Seemöwe | Hotel Villa Honegg | Hotel Vitznauerhof | Maiensässhotel Guarda Val | Nomad Design & Lifestyle Hotel | Schloss Hotel Zermatt | Schweizerhof Zermatt | Unique Hotel Post | Walliserhof Grand-Hotel Spa | Widder Hotel



EVENTS

FCSI Challenge

Corina Laura Biedermann and Elina Lea Jungo represented SHL at the FCSI EAME conference in Chantilly, France (12-15 May 2022). The FCSI Europe, Africa and Middle East (EAME) organised the Student Challenge 2022 under the motto «Together, Action, Change, Transformation» (#TACT2022).

company that feeds 7,200 employees per day. Each team presented their idea to a jury of seven specialists from different sectors and to the conference participants.

Together with students from other hotel management schools, Corina and Elina had to develop a sustainable catering concept for a



The winners were announced at the evening gala, with Elina and the blue team receiving the prize awarded by the audience and Corina and the green team receiving the prize awarded by the jury.

Career Days

Even before the outbreak of the corona-related crisis, shortages of young talent and skilled workers posed major challenges to the hotel and catering industry. Although the pandemic temporarily reversed this trend, the shortage of skilled workers has again come to a head drastically after the revival of the tourism industry. At SHL, we noticed this in the career events, which were fully booked within a very short time.



IMPLEMENTATION DATES

12 October 2021	32 Exhibitors (on site)
25 November 2021	26 Exhibitors (on site)
17 February 2022	37 Exhibitors (on site)
17 May 2022	36 Exhibitors (on site)

Diploma Ceremonies

In the school year 2021/22, a total of 130 young talents from the HF course and six from the BSc course received their SHL diplomas from the hands of Director Christa Augsburger and Deputy Director Timo Albiez. Following the three diploma ceremonies, the guests enjoyed a culinary and convivial evening at the «Dine Around» throughout the building.



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

In 1st place: Köchli Selina | Winkler Josephine | Neuhaus Simon | Le Donne Elia

In 2nd place: Wey Ferri | Pedrazzi Giacomo | Bilgischer Caroline | Nick Daniel Matthias

In 3rd place: Georg Mira | Länzlinger Victoria Margot | Chau Guo Pyng | Schmidt Miriam

Fireside Chats

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

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

- ▀ Arjan Koelewijn, Chef Investor Relations, Smart Chip AG
- ▀ Dr. med. Dieter Steubing, CEO entero Foundation & Head Physician entero Clinic
- ▀ Jörg Arnold, General Manager, Storchen Zurich
- ▀ Kathrin Winkelhausen, Nutrition Coach and Owner, WINKELHAUSEN Beratung
- ▀ Marc Aeberhard, President & Managing Director, Luxury Hotels & Spa Management Ltd.
- ▀ Martin Vossen, CEO, Hera Hospitality Operations AG
- ▀ Raphael Wyniger, CEO, Wyniger Gruppe

Gigathlon

The last Gigathlon in Switzerland took place on the weekend of 2-3 July and SHL was there with a highly motivated team of students, staff and lecturers - the Hospitality Lions: Dario Furger (swimming), Jason Mehaidli (running), Fabienne Witschi (biking) Josef Grüner (racing bike) and Thomas Schumacher (trail run).



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PERSONAL

Further Education

«Leaders must first know who they are and why they exist - only then can they decide what to do.»

This quote by Prof. Charles Handy is emblematic of «effective leadership» training, which some of the SHL employees attended under the guidance of Christina Weigl and

Sven Stecher during three days in the Fischingen monastery. This impressive process had a positive impact on the SHL team and brought them even closer together.



We would like to congratulate the following lecturers on their successful completion of the course «Dipl. Dozent:innen HF im Nebenamt»:

Marc **Aeberhard** | Andrea **Benz** | Marija **Bucher**
| Remo **Burkart** | Marc-André **Dietrich** | Barbara **Egli**
| Marcel **Gabriel** | Michael **Holdener** | Sarah **Jans**
| Josef **Jans** | Andreas **Klar** | Isabelle **Kobau**
| David Andrea **Lanz** | Philipp **Lorentsen**
| Mischa **Pfeuti** | Martin **Schmidli** | Thomas **Schumacher**
| Silvio **Tschudi** | Victoria **Wasner**

Also, the following employees have successfully completed further training - congratulations!

Thomas Schumacher: Master of Advanced Studies in Controlling

Delphine Bosshart: Certificate of Advanced Studies in Online Communication & Marketing

Susanne Oswald: PhD (Doctor of Philosophy) in Applied Linguistics



Company Anniversary

In the school year 2021/22, we were able to congratulate four employees on a round anniversary: Valentino Azevedo and Christa Augsburgger celebrated their 25th anniversary, Sonja Kern her 20th anniversary and Caroline Grüter her 10th anniversary.



f.l.t.r. Sonja Kern, Christa Augsburgger,
Valentino Azevedo, Caroline Grüter



Leadership Team

The SHL management team is responsible for operational management and consists of five members (Christa Augsburgger, Timo Albiez, Josef Jans, Thomas Schumacher and Silvio Tschudi). Nicole Martin, Head of Marketing & Communication, was appointed to the management team as of 6 April 2022.

Foundation Board

The year 2021 also marked the end of a long-standing commitment to SHL: our retiring Foundation Board member Georges

Knecht who helped shape SHL's development since 1987 with a great deal of experience, level-headedness, emotional connection and support.

In addition to the six existing members, Barbara Haller Rupf, Managing Director of Academia Raetica Switzerland, and Christoph Muggli, President of the Professional Association Service Restauration Switzerland, now represent the interests of SHL on the Foundation Board.

INFRASTRUCTURE

Facelift

SHL's famous marble staircase received a fresh look in summer 2021. At the same time, the sanitary facilities on floor 7 were also renovated.

New Website

After intensive preparation, conception and planning with the agency w-vision AG, the new SHL website went online in mid-February 2022. The aim of the relaunch was to improve user-friendliness by means of a simpler and more intuitive navigation structure, faster loading times, more comprehensible content and an optimised presentation on mobile devices.

Another requirement was the full integration of the English Bachelor of Science in Hospitality Management programme on the website. For the website, SHL switched to a new version of the Content Management System (CMS) from Pimcore, which allows for an even more modern web design as well as a modular web architecture. In addition, the content of the pages was fundamentally revised and optimised for SEO.



SUSTAINABILITY HIGHLIGHTS 2021/22

EDUCATE

25

FURTHER EDUCATION

for staff and lecturers enables



WHERE DOES OUR FOOD COME FROM?

During the visit to Salez, the students learn how much manual work is necessary for a high-quality end product

SUSTAINABILITY, INNOVATION & DIGITALISATION, INFORMATION SYSTEMS AND QUALITY MANAGEMENT SYSTEMS

Essential decision-making fields of leaders prominently integrated as spiral subjects in all semesters

FOCUS ON REGIONALITY



Visit to the Culinarium Alpinum - Competence Centre for Culinary Arts in the Alpine Region

FORM

EXTRA CURRICULAR CONCEPT «TIME FOR YOU»

Weekly offer of learning trainings, mental coachings and yoga sessions - now also bookable as one-to-one coaching sessions



4-DAY LEADERSHIP TRAINING IN FISCHINGEN MONASTERY

«Leaders must first know who they are and what they exist for - only then can they decide what to do.»

TEAM-BUILDING AND PERSONALITY DEVELOPMENT DAYS



for students on the Rigi

2 DAYS (AT LEAST) OF HOME OFFICE

possible for employees

ACCOMPANY



«BIKE TO WORK» IN JULY

39 participants - 5,384 kilometres - 11 teams of students, lecturers and employees

235

BEEES IN SHL'S OWN HIVE

CATERING 50% VEGETARIAN



and this resulted in **1.5 tonnes** less meat being consumed in one year



FOUNDATION OF THE SHL GREEN CLUB

by students

OFFICIAL MEMBER OF THE HSM AI STUDENT COUNCIL



GREENOFFICE

New Recycling system on campus

100%

AUTOMATED FOOD WASTE ANALYSIS THANKS TO COLLABORATION WITH KITRO

#FoodWasteWarriors

ONGOING PARTNERSHIP WITH «WASSER FÜR WASSER»



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SHL ALUMNI LIFE

EVENTS

Zermatt Unplugged

Together with SHL students and alumni, Marc-André Dietrich, Culinary Director, and Marcel Gabriel, Head of Catering, organised the pop-up «Wine & Food Unplugged» in the Foyer Tent of Zermatt Unplugged. Unplugged shows in an intimate setting, reduced to the musical essence, promising new talents and hip DJs in front of an incomparable backdrop: That's Zermatt Unplugged!

This cried out for an alumni event, and so on 9 April 2022, music loving SHL alumni gathered for a roundtable in Zermatt. In such a stunning scenery, this event had to be a complete success - and it was!



Alumni Party

In 2020, the alumni party for SHL's 111th anniversary had to be cancelled due to the pandemic. After two years of waiting for a nice get-together, there was great excitement when the date was announced.

Since many of the alumni had not been at SHL for months or even years, the celebration took place on 24 June 2022 in the «halls» of SHL - in keeping with the motto #goodtobeback!

In the first part of the alumni party, participants were able to attend various presentations on the topics of «Food Trends»,

«The Future of Work» and «De Luxe - the understanding of luxury in tourism» as well as the keynote speech «Think Limbic - How (buying) decisions are really made» with Dr. Hans-Georg Häusel. The second part was as usual culinary and entertaining with food (Dine Around throughout the house), drinks, music (MAXiN) and good conversations. The afterparty took place at the LUZ Seebistro, where the alumni continued to party into the small hours to the sound of DJ Paul Eduard (SHL alumnus). The mood among the 359 alumni was great!



OTHER ALUMNI EVENTS

13 December 2021

SHL Roundtable Zurich @The Living Circle

17 March 2022

Online-Tasting «Objective Quality in Wine»

06 IMPRESSIONS

IT WAS GREAT...



Note

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



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les écoles **supérieures**
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Schweiz Tourismus.
Mitglied 