



GLION STUDENTS GET TO GRIPS WITH THE
LATEST TECHNOLOGY IN THE 1970S



FOREWORD

As an institution, we have come a long way in the past 60 years. An anniversary such as this is a perfect opportunity to revisit the past; and when we looked back over six decades, we rediscovered an extraordinary array of personalities who – in their own unique ways – made a mark on Glion.

For this book we have selected just 60 individuals to place in the spotlight. It was a difficult task and there were many others we could have included if we had the space. We also delved into our archives to chronicle the events, investments and developments through which we evolved from welcoming a handful of students in 1962 to becoming a global leader in our field today.

I hope you enjoy reading about our first 60 years. Here's to the next 60!

Georgette Davey
Managing Director
Glion Institute of Higher Education

60 YEARS OF
EXCELLENCE
EST. 1962



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1962

IT WAS THE YEAR WHEN...

... the Glion story began. On February 13th, the Centre International de Formation Hôtelière et Touristique S.A. was incorporated, with a teaching 'campus' up in the hills above Montreux on the site of the former Bellevue & Belvedere Grand Hotel.

The inaugural board of directors comprised Frédéric Tissot, Walter Hunziker, and Hans Raaflaub. In Professor Hunziker's own words, the Institut International de Glion "could be considered as the ideal prototype of a private sector solution in the field of hotel and tourism professional training".

The first academic programs began on October 1st, but as the school opened its doors there was not exactly a flood of students, with just two arriving on opening day! More joined during the semester, so that by the end of the year there were 14 students. All classes were conducted in French, as would be the case until the 1990s.

The celebrated 'Glion Spirit' can also be traced back to these earliest days, when money was tight for the brand new school. Overcoming adversity, the teachers, staff and students worked together to make it the best possible experience, and *l'Esprit de Glion* was born.



THE GLION LEADERSHIP TEAM MEMBERS
ON GLION CAMPUS IN THE 1960S



#1 Walter Hunziker

As a founder of Glion, Walter Hunziker's place in our hall of fame is assured. But his impact on the world of tourism – and particularly the academic field of tourism science – makes him a revered figure well beyond our walls.

Born in Zurich in 1899, Professor Hunziker gained his Doctorate from the city's university and initially worked in industry and journalism, before joining the Swiss Tourist Association in 1936. Then, in 1941, he initiated graduate studies in tourism at the University of St. Gallen, subsequently founding the university's Tourism Research Institute (which exists to this day as part of the Institute for Systemic Management and Public Governance).

Fast-forward to 1962 and he joined with his good friend (and fellow tourism pioneer) Frédéric Tissot to establish Institut

International de Glion, laying the foundation stone for the world-leading hospitality business school we are today.

Professor Hunziker continued teaching right up to the end of his life, having agreed to return to the classrooms at Glion in order to pass on his wealth of knowledge to the next generation.

Writing in tribute after Professor Hunziker's passing in January 1974, Bernard Gehri, our former School Director, noted: "Walter was one of these people who are becoming more and more rare every day – those who fight for the less popular opinions and less 'standard' people around him. With both mental and physical health above the average, he set his own objective of always being present for those who needed his help or skills."



#1 Frédéric Tissot

Perhaps less famous than his friend and fellow founder Walter Hunziker, Frédéric Tissot was nonetheless a key figure in the history of Glion. He remained, until his death in 1972, our most passionate ambassador and loyal friend.

Frédéric was an experienced hotelier and entrepreneur. Working alongside the more academically-focused Professor Hunziker, the two men formed a great team, giving Glion the foundation to instill the blend of

theoretical knowledge and business acumen which sets our students apart to this day.

The Tissot family connection with Glion was retained even after Frédéric's passing, when his son, Dr Pierre Tissot, assumed the presidency of the school. And today, the Tissot name is immortalized on Bulle campus, where not one but two accommodation buildings are named after our founder!

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IT WAS THE YEAR WHEN...

... Glion sowed the seeds of a modern alpine resort in Zinal.

Switzerland is, of course, famous for its ski resorts. But in the winter of 1963-64, there was a hidden jewel of Valais canton which had missed out on the ski tourism boom: Zinal, nestling in the mountainous landscape of the Val d'Anniviers.

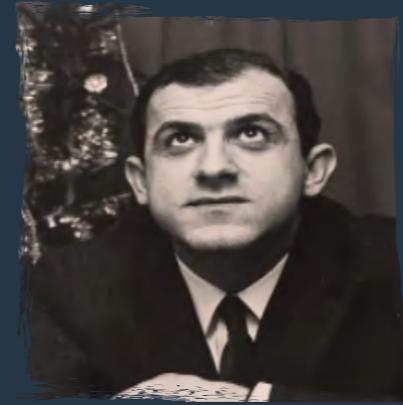
Always with a keen eye on cultivating tourism in their native land, our founders Frédéric Tissot and Walter Hunziker put forward the idea of launching the economic and touristic development of Zinal.

As Frédéric Tissot put it: "During a period of such great prosperity... it is not acceptable that certain regions of our

country should be deprived of the indispensable resources needed for their continued existence. Yet that is the current situation of Zinal, this jewel of the Valaisan Alps."

Ten years later, with the cooperation of the inhabitants, of Gerard Blitz of Club Méditerranée, and of Bernard Gehri and his Glion team, the tourist resort of Zinal – an old-timer with the heart of a youngster – was reborn from its ashes.

Zinal is now established as a mid-sized, family ski resort in winter, and a magnet for climbers, trail walkers and mountain bikers in summer. Another testimony to the vision of Messrs. Tissot and Hunziker!



#2

*Rafic
Kreidi*

Today, the twice-yearly Graduation Day at Glion sees hundreds of students celebrating the successful conclusion of their degree studies. Back in 1963 it would have been an altogether quieter affair for Lebanese-born Rafic Kreidi and the rest of our first graduating cohort.

Having completed a Hotel School Diploma in his native land, Rafic was lured to Europe and, in the winter of 1962, he enrolled at Glion as part of a student cohort he remembers as "18 students from 11 nationalities. By January 1963 the number grew to 23 with 15 nationalities". The Glion Diploma exams took place in June 1963 and the successful students – including Rafic – were then sent to their internships.

Thus began a lifetime in hospitality, which took Rafic to The Ritz in Paris, then to Claridge's of London. And it was in the UK

capital that he opened his own restaurant, Byblos, in 1968. As one of London's pioneering Lebanese restaurants, Byblos became an institution, which he ran for 36 years before selling up and retiring.

Rafic stayed in touch with Glion throughout this time. Now a member of the Alumni Association (AAG), he is helping to locate some of his contemporaries among our early students, with the aim of organizing a reunion.

"The environment in Glion was always most welcoming and warm during my time there. It was no different when I visited subsequently, particularly when I arrived with my then-new wife Maria as part of our honeymoon tour in 1973. To our utter astonishment the school laid on a sumptuous celebration for us!" he recalls.

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IT WAS THE YEAR WHEN...

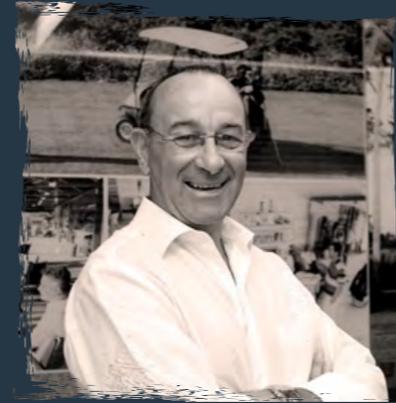
... the seeds of what we know today as the Alumni Association of Glion (AAG) were sown. It was on September 22nd, 1964 that five students – Miss Thanon, Mr Gönen, Mr Abreu, Mr Kardamis, and Mr Kralj – joined with faculty member Mr Boudkov and School Director Bernard Gehri to take part in the first constituent assembly of the Glion Students' Association (AEIG).

After adopting the first statutes, fixing the annual subscription at CHF 12 and the entry fee at CHF 5, the assembly elected Mr Gönen to be the inaugural president of the AEIG. It was a post he held until his departure

for Turkey at the end of the year, with Henry Miguel succeeding him.

As more and more young talents graduated from Glion, the association became focused on our global alumni community, later being renamed as the Alumni Association of Glion (AAG). Today, the Glion Alumni community comprises 15,100 individuals spread across 164 countries.

The presidency of the association remains a coveted post – elected by the members to serve the members. The newest incumbent is Christopher Jones, a class of '91 graduate who was elected in June 2021.



#3

*Jorge
Chaskelmann*

Now the Portugal representative at the Brazil-Portugal Chamber of Commerce in Ceará, Brazil, Jorge Chaskelmann credits his time at Glion with the success he has enjoyed throughout his entire professional career.

Arriving at Glion as a fresh-faced 18-year-old, Jorge was delighted to discover a completely new approach to learning following his conservative, formal education in Portugal, and to be surrounded by students from all nationalities. It's an experience that clearly made a mark as Jorge is fluent in English, Spanish and French as well as his native Portuguese, while also having a working knowledge of Italian and German.

Since graduating with an honorary mention in Hospitality Techniques and Administration, Jorge has had a rewarding international career, spending eight years as Food &

Beverage Manager at the Ritz Carlton in Chicago and the Riviera Hotel Las Vegas before rising to General Manager then Operations Director at two Portuguese hotel groups.

Following a spell as Area Manager in Cuba for LTI Hotels, which included opening hotels in Havana and Varadero, Jorge became CEO of the largest tourist resort in the northeast of Brazil, the Aquiraz Riviera, where he stayed for 12 years until retiring from professional life.

“When I started at Glion, I was the youngest student in my group and I remember it being a real eye-opener and a fantastic experience,” he recalls. “Among many happy memories, I will never forget Monsieur Willy Quenon, a highly gifted teacher who taught me accounting, finance and French literature.”

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IT WAS THE YEAR WHEN...

... our first 'preparatory course' was taught. With student numbers growing all the time, we were finding that an increasing number of applicants to the certificate and diploma programs lacked the required training or experience in kitchen or service. So, the preparatory course was created with the aim of initiating them into the mysteries of these two essential hospitality disciplines.

The five months of preparation – from May to the end of September 1965 – were carried out in the Hôtel Beau Réveil at Leysin, covering basic theory and practice of hospitality.

Today, there's no need for Bachelor students to decamp to a hotel in order to lay the

foundations for their hospitality degree. Our semester-long Practical Arts course takes place in simulated and real-world facilities on Glion campus, including the fine dining restaurant and cocktail bar Maison Décotterd. Master's students can also acquire essential hospitality skills by opting for the four-week Hospitality Immersion Program.

The year 1965 also saw the start of another tradition that has continued to this day, when flagpoles were planted in the terraced area in front of the main entrance to Glion campus. We continue to proudly fly the Swiss flag, that of the canton of Vaud, and our own flag, every day.



#4

Bernard Gehri

Visionary, authoritative, dynamic, charismatic are just some of the superlatives alumni and former colleagues have used to describe Bernard Gehri, Glion's first Director and the man who could lay claim to being the inventor of the 'Glion Spirit'.

Hired by Professor Hunziker, from the outset Bernard had a sense he could create something special at Glion and, in the early days when he had no secretary or office, that was what he set out to achieve.

He defined what became known as the Glion Spirit as everyone being there for each other in difficult times, working hard and with ambition towards improvement. It is this spirit he believed enabled the institution to become a success.

While his decision-making was known to raise eyebrows among colleagues, they still had faith in his vision and more often than not came to realize in time why he had chosen his course of action.

And despite having built an already successful school, Bernard knew he needed external assistance if the school was to develop further, so he went out in search of expertise, in particular from Cornell University, to deliver courses that covered contemporary industry topics.

Outside of Glion, Bernard loved to play football and coached a team of amateurs from Martigny who enjoyed so much success they went on to play at the Amateur Olympic Games. While rumors his tactical know-how was also sought by the Swiss national football coach are unconfirmed, it's clear Bernard was a formidable people manager.

Bernard died at the grand age of 89 in December 2019 and, on hearing the news, many students and alumni sent messages of condolence to his family.

"The big Glion family owes a lot to Bernard Gehri," says former colleague Aldo Moser. "We are extremely thankful for everything he did for our school and we will never forget him."



GLION'S RAPIDLY-GROWING STUDENT
POPULATION IN THE 1960S

“One of the things that has stuck in the memory is Mr. Gehrig gathering all the students – around 160 of us – together to evaluate everyone’s progress and help develop us. Studying at Glion was a wonderful opportunity to find out more about the world at large and to develop friendships that have lasted a lifetime.”

NICOLAS BARDE
GLION GRADUATE 1967

Alumni Association of Glion President from 1974 to 1981

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IT WAS THE YEAR WHEN...

... Glion began to be noticed internationally. In January, Moscow Intourist sent a delegation of its officials to visit. At that time, Intourist was the primary travel agency for foreign tourists in the former Soviet Union, so this was no small matter in terms of our status and prestige.

During the same period, an important Belgrade daily newspaper published an article covering the visit paid by a group of travel agents from what was then Yugoslavia. The piece relates how groups of our students were enthusiastically applauded after performing

dances and songs from their countries. In particular, an unforgettable impression was made by a group of four Thai students dancing in national costume.

Closer to home, the student-led Sport Committee was established on Glion campus. Another early initiative that continues to this day, the committee's responsibility is to promote the playing and supporting of sports across all campuses, championing the Glion Spirit and creating the best teams among all Swiss hospitality schools.



#5 *Michel Rochat*

The music world's loss was Glion's gain in the case of Michel Rochat, who was appointed Assistant Director of the school in 1965 following an eight-year stint in the hospitality industry.

An accomplished pianist, Michel was hired for his entrepreneurial spirit and went on to spend a further 32 years at the school, rising to Director before retiring in 1997. Michel's time at Glion was characterized by innovation, something he credits with the school's success in the early days.

"We didn't have the same budget as other schools," he says. "Nevertheless, thanks to our innovative spirit and ambition, we were able to succeed. Every year, I had the privilege of being involved in a new project. If it wasn't constructing new sites, we were building new programs or working on

projects in different countries: Algeria, Iraq, Argentina."

It was while working in Argentina that Michel met the then President Carlos Menem and was interviewed on the country's national television channel.

On his retirement, Michel reflected that it had been crucial to adapt to changing times throughout his career, something he himself did frequently, including learning to speak English just four years before leaving the school.

"I believe that it's necessary to keep in contact with modern culture," he says. "We have to be acutely aware of the new problems and we have to keep listening to youth to stay in touch and speak the same language."

1961

IT WAS THE YEAR WHEN...

... our students served royalty! The occasion was the inauguration of the Hôtel Fabiola in Leysin, a town just a few kilometers south of our Glion campus. The event's guests of honor were their Majesties King Baudoin and Queen Fabiola of Belgium (the Queen had lived in Switzerland during World War II), with the royal couple received by local, cantonal and federal authorities amid elaborate security precautions.

When lunch was served to the distinguished guests it was our students, under the expert eye of their instructor Mr Antoine Giannoni – “Monsieur Antoine”

– who had the privileged task. As etiquette demanded, it was His Majesty King Baudoin and the federal councilor who were served before Her Majesty Queen Fabiola and the wife of our high official.

Away from their Royal duties, our students of the day forged another lasting institution: The Student Government Association (SGA). Still a core element of life on campus, the SGA officially represents the student body and is a link between the students, senior campus management, faculty, staff and all other student associations.



#6
Nicolas Barde

While many former students stay in touch with the school through the Alumni Association of Glion (AAG), few can claim to have been as active in the former students' network as Nicolas Barde, who graduated in 1967.

Not only did Nicolas become President of the AAG from 1974 to 1981, he was Chairman too, serving on the AAG committee for many years. Nicolas was also President of the Swiss Association of former hotel school students and 1st Vice President of the international union of hotel schools alumni.

Moreover, he became a member of the Glion Board of Directors from 1995 and served on it for several years. All this while launching and running his own business in Geneva – Barde & Cie – which among other things

works to save heritage properties for future generations to enjoy.

Clearly the school and student life made a significant impression on Nicolas and he has fond memories of the study trip Glion organized in the Bordeaux region, where students got the opportunity to visit the wine cellars of Château Haut-Brion.

“One of the things that has stuck in the memory is Mr. Gehrig gathering all the students – around 160 of us – together to evaluate everyone's progress and help develop us,” he recalls. “Studying at Glion was a wonderful opportunity to find out more about the world at large and to develop friendships that have lasted a lifetime.”

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IT WAS THE YEAR WHEN...

... our campus footprint began to expand. With student numbers now well into three figures, the original hotel building we'd inherited was proving too cramped. Thus Frédéric Tissot, our co-founder, decided to construct a second campus building.

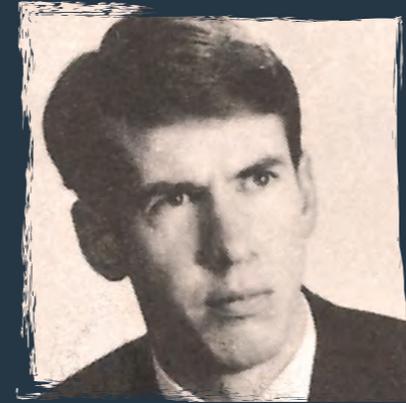
The new facility was inaugurated on December 5th, 1968, at a ceremony attended by the academic commission and faculty, and before an audience which included many journalists.

Speaking at the event, Frédéric Tissot was quick to praise two key figures behind the successful expansion: Raymond Jaussi, president of the School Commission (and at the time, Director of Montreux Tourist

Office) and Bernard Gehri, then director of the Institute.

The new building, with its own classrooms and assembly hall, complemented the successful renovation of the original school premises in the former Bellevue Hotel. It was a milestone in our development; a monument to the hard work and dedication put into the school's early years.

In the following days, the newspaper headlines were flattering: "At the Glion International Institute, hotel management is an exact science"... "At Glion, an institute for doctorate in hotel and tourism management"... "Glion is something else". Those who lived in the school at that time knew the praise was well deserved!



#7

*André
Borgeaud*

It is perhaps fitting that someone passionate about skiing also had a reputation for always being snowed under with work. But as well as being permanently busy, André Borgeaud, who joined the school in 1968, was also known for being a fervent pipe-smoker, which no doubt contributed to his calm demeanor.

Before joining the school, where he worked for many years as the Secretary General and Registrar, André spent time in the import and export department for a large Swiss corporation. A resident of Villeneuve for most of his life, in 1971 he was a founding member of SOCIV (Société coopérative immobilière Villeneuve). This real estate cooperative was dedicated to improving the

availability of low-rent housing in the town by building affordable rental properties and family houses or by selling plots of land.

Sadly André spent the last few years of his life in hospitals and passed away on Christmas Eve 2021 at the age of 80. On hearing the news, some Glion alumni commented: "The soul of the registry from Glion's early days has left the world."

Jurgen Chopard, one of André's ex-colleagues, remembers: "He was an extraordinary person, with whom I had the great pleasure to collaborate, especially when I installed Excel on his first computer to replace his titanic volumes of manual work and calculations. He will forever stay imprinted in my memory."

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IT WAS THE
YEAR WHEN...

... Glion took our expertise out into the world. To the southern-most Caribbean islands of Trinidad and Tobago, more precisely. These two small islands lie just off the coast of Venezuela and are about equal in size to the canton of Vaud and the canton of Geneva, respectively.

Trinidad and Tobago became independent in 1962, and in 1967 it joined the Organization of American States (OAS). At the request of the OAS, and on the recommendation of the

Swiss government, Glion was commissioned to organize the installation of professional hotel and tourism training on the islands. Our School Director, Bernard Gehri, took personal charge of the project, spending several weeks on location.

This high profile commission, one of the earliest entrusted to us by the Swiss agency for technical cooperation, made a significant contribution to our burgeoning international reputation.



#8

Aldo Moser

It's one thing to get Glion students to like accounting; it's quite another to make them feel passionate about it. But such is the measure of Aldo Moser that he was able to inspire many of the school's hospitality students to specialize in finance or accounting after graduation.

This is quite an accomplishment for someone who had initially hoped to become a literature or art teacher. Described by colleagues as a 'natural pedagogue', Aldo's gift for motivating students, getting the best out of them and inspiring trust was clearly effective.

Appreciated for his unique skill set and his entrepreneurial spirit, Aldo became part of the school's general management and kept this position for more than 20 years, ending his career in 2001 as a member of Glion's Board of Directors. In his time working for Glion, he achieved many notable career

successes that have had a long-lasting effect on the school. Perhaps the greatest of these was introducing the Galaxy (Galaxie in French) program structure that introduced specializations in semesters five and six.

Not only that, Aldo devised a program to improve hospitality teaching that was delivered in Switzerland and abroad, created the accountability course that became a reference in Swiss teaching, embarked on a promotional tour of Europe with Francis Scherly to attract more students and even slept on-site for months to follow the progress of the Bulle campus construction before taking the role as its Director.

Outside of Glion, his passion is art, architecture, interior design and decoration and the great outdoors. Now retired, he spends most of his time painting and has shown his work at numerous exhibitions around Switzerland.

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IT WAS THE YEAR WHEN...

... Glion went to work for the World Bank!

A core part of our teaching ethos has always been to break down the barriers between the academic classroom and the 'real world' outside. It's why we include professional internships with all our programs, why we arrange immersive field trips, and why we partner with companies and organizations to work on live projects, not case studies.

After undertaking several independent missions in the 1960s, our faculty and students were entrusted by the World Bank to work on a consulting project related to

the construction of a 2,500 bed hotel and tourism complex in the north of what was then Yugoslavia (today's Slovenia).

Funded by loans from the International Bank for Reconstruction and Development, the Hotel Bernardin took concrete form around five years later. Those who worked on it will never forget the 54 thick files of documents – drawn up in English and Serbo-Croat – relating to the scheme!

As an aside, the main hotel, now renamed Histron, stands to this day. A striking piece of Modernist architecture, it was fully renovated in 2020 under the direction of local consultancy BAAM Architects.



#9 *Gilles Honegger*

Born in July 1944, Gilles Honegger was a well-respected figure in the hotel industry whose stentorian voice is remembered by all those with whom he came into contact.

A graduate of Glion, where he arrived in the late 1960s, Gilles went on to hold a number of positions at the school, culminating in taking on the role of Managing Director towards the end of the 1980s.

Now sadly deceased, Gilles was passionate about the hotel industry and, following extensive travels and the opening of a number of hotels, he dedicated his time to educating and training young people in the industry. As General Manager of HR for the Accor Group, Gilles oversaw the opening of the Accor Academies in France and Brazil and the Accor Hospitality School in Siem Reap, Cambodia.

But however far he traveled, Glion was always close to his heart. Gilles was still in touch with his fellow Glion graduates until his last days and, during his time as an alumnus, visited the school to participate in graduation ceremonies and even hire students for internships.

A lifelong friend of the school, Gilles was delighted when his daughter Zita graduated from Glion in 2006.

“He liked to share his professional experience with young people and guide them in their learning,” remembers Zita. “And he always wanted to stay in touch with Glion because he strongly believed in the education, philosophy and training the school provides.”

IT WAS THE YEAR WHEN...

... we welcomed a celebrated figure from the world of fine art. Austrian-born Oscar Kokoschka was known for his Expressionist portraits and landscapes, as well as his poetry. In 1962, he'd been the subject of a major retrospective at the Tate Gallery in London. Now it was Glion's turn, organizing an exhibition to pay homage to one of the most important painters of the 20th century.

On opening night, the large crowd of students and guests pressed forward to contemplate the collected paintings and drawings, while preparing to welcome the master himself, then aged 85.

Arriving fashionably late, the artist was promptly introduced

to the gathered notables. However, rapidly wearied by this courteous social small talk, Kokoschka turned towards our students and fell into discussion with them instead; making comments on his works accompanied by vigorous gestures and a bubbling sense of fun.

On a more practical note, the further development of Glion campus continued this year, with the renovation and enlargement of the main kitchen in the former hotel Bellevue. It was also the year that Société d'Expansion Touristique S.A. (SET) assumed responsibility for our school administration.



#10 *Bernard Blatter*

A towering figure in every sense (he stood two meters tall), Bernard Blatter became one of our best-loved teachers, in a career that lasted until 1994.

At this early stage in our academic life, the curriculum at Glion covered some topics that you wouldn't directly associate with hospitality business. For example, Bernard taught decoration and the history of civilizations; befitting an aesthete who studied the graphical arts at l'École des Beaux-Arts de Lausanne and the Nissim de Camondo school in Paris.

Students of the time said he was one of those rare people who was always happy. Perhaps this was due to his wealth of interests, which included painting, music,

sport, history, philosophy, economics and decorative arts.

From an early age, Bernard was truly passionate about art, describing it in this way: "Art is the self-interrogation of a man about his passage on the Earth. It represents a connection with the universe that we cannot find anywhere else."

Outside of Glion, Bernard was an interior designer, Vice President of 'La Commission d'Art et Lettres de Vevey', one of the organizers of the famous Fête des Vignerons, and much more. He was also an avid collector – his favorite collection being 20th century books illustrated by world-renowned artists. Bernard sadly passed away in 2009.

1972

IT WAS THE YEAR WHEN...

... our Glion campus was extended again. Constructed during the winter of 1972/73, the new space included two additional floors of student accommodation, to help us cope with steadily increasing student numbers.

It also became our management nerve-center, containing the president's office, the committee room and the development and marketing departments. If those old walls could talk, they would

tell of numerous meetings and momentous choices made by our leadership team of that period!

Last but not least, the new building (Building 3 today) was also home to our sister company, the Société d'Expansion Touristique S.A. (SET) until the early 1980s. SET was later fully integrated within what became known as Centre International de Glion.



#11

*Alexandre A.
Cousin*

When students asked Alexandre Cousin what he might have done if he wasn't a teacher, he answered that he would have probably worked for a publishing house, or he would have a big field in which to grow fruits and vegetables.

But a teacher he became; right from the end of his graduate studies at the Ecole Polytechnique in Vienna. Alexandre arrived at Glion in 1964 as a member of the faculty, subsequently being named Dean in 1968.

As Dean, he was very strict but kind, making him respected and loved by the students. He taught French, German and Sociology,

remarking that he chose teaching because: "When teaching, we can always go back to our young days, to our teenage times. I don't know any other profession, except maybe being a sports coach, where adults and seniors can stay that closely in touch with the young people."

He also wrote many papers for Glion's magazines and was involved in all the major events which took place on campus. Outside of work, his biggest passion was singing classical music, although he also loved reading. He was interested in everything that concerns human nature, but also in literature, theater, music, art and travel.

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IT WAS THE YEAR WHEN...

... the Glion campus library passed a milestone, receiving its 2,000th volume.

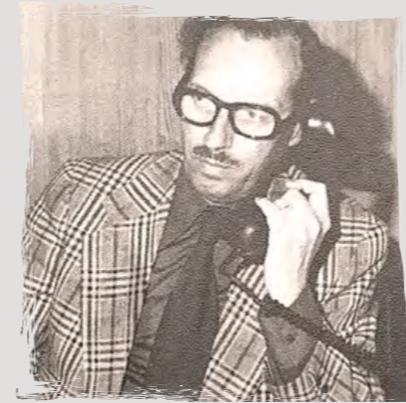
There were no celebrations to mark this event, however. The book was merely part of a new consignment for the library's ever-expanding shelves. No sooner had it arrived than the counter began racing towards 3,000!

The academic library is the heart of any place of learning. Of course, back in 1973 there was

no internet, so every reference volume was in physical form. Today, we've added eBooks to sit alongside a much-expanded catalog of physical books. Indeed, our library today boasts almost 419,000 paper and online resources, made up of:

- 10,308 books
- 356,883 journals in full text
- 51,787 eBooks

On a sadder note, 1973 also saw the death of our co-founder, Frédéric Tissot.



#12

*Willy
Guenon*

A highly gifted teacher and one who instilled in his students and colleagues a sense of how to behave, Willy Guenon was certainly someone who left an impression on those he taught, including two of the personalities included in this commemorative book.

Both Jorge Chaskelmann and Jean-Jacques Poutrieux remember Willy fondly from their time at the school, as did many other students with whom he would spend lots of time despite having the myriad duties of school Director.

He saw his mission as being to educate Glion students to be good humans with great values of mutual respect and responsibility. He would sit with them during lunch, choosing a different table every day so he could hear from all of them.

Willy started out at the school teaching accounting but rose rapidly through the ranks to become Director, serving with Aldo Moser and Michel Rochat as his assistants.

Possibly his finest achievement was instigating the Career & Recruitment Day which saw leading lights of the hospitality industry attend to meet and hire students at the school. This was the forerunner to today's Connect & Recruit event and has been an invaluable part of the student experience since its inception.

Such was his reputation at the school that, when he left to take on another professional challenge, Bernard Gehri contacted him and asked him to return, which he did.

Outside of Glion, Willy loved hiking and would head to the mountains whenever he had a spare moment.

1974

IT WAS THE YEAR WHEN...

... we added a fifth semester of study, bringing our students ever closer to the industry.

A complete departure from the previous four semesters, the new semester introduced in 1974 let students tackle three business case studies. Drawn from the fields of tourism, hotels and hospitality, these cases featured various locations and business types; but all provided exposure to professional management techniques.

As was reported at the time: "The great attraction of this style of teaching is that it abandons the academic's approach in favor of something more akin to that of an entrepreneur. These are business realities presented in the form of a series of case studies, whose solutions are

varied and also international. The fifth semester shows the students the nature of business problems, how to tackle them and how to overcome them efficiently. Everything that has been absorbed in the fifth semester can be put into immediate practice in the profession."

Today, our Bachelor's degree spans seven semesters, including two semesters spent on internship. The former 'fifth semester' is represented by the Applied Business Project (ABP), a capstone project for graduating students, in which they work with 'client' companies on real-world business challenges. As with its predecessor, the ABP provides learning that can be immediately applied when the student enters the world of work.



#13

*Jean-Luc
Péclard*

Teacher and Restaurant Manager Jean-Luc Péclard used to insist on making his students clean the restaurant floor as their first task, something that typified his approach of mixing practical experience with theory. It's a philosophy that is still practiced at Glion to this day.

Jean-Luc joined Glion in 1972 after training as a sommelier in Montreux, Leysin and Lausanne and working his way up from steward to Restaurant Manager on board a cruise ship.

He was the first Maitre d'hotel at Glion, managing the Club, Self-Service and Le Bellevue, and as a teacher was afforded plenty of freedom, which he took advantage of to organize events and banquets with the students. His reasoning was that he did

not just want to teach students in class, he wanted to show them how things were done in the industry; so for example would take them to visit vineyards when giving classes about wine.

Even when in class, Jean-Luc animated his courses with a plethora of information drawn from his wide and varied research so he could explain to students why things were done in a certain way in service and restaurants.

Outside of Glion, Jean-Luc loved cooking, mushroom picking and antique furniture. He was also fond of visiting the mountains, which is why he had a house in the Swiss mountain village of Le Diablerets. Sadly, it was while visiting this house for a vacation that he passed away in 2001.



A GLION CLASS IN THE 1970S

“My time at Glion is emblazoned on my mind and thanks to my success in the UNWTO/Sommet Education Hospitality Challenge, I am back again after more than 45 years. It’s amazing to witness what’s changed, especially the way the school has adapted to changes in the industry. But the quality of education, the dedication of the faculty and the enthusiasm of my fellow students remain the same.”

ROGER OBEID,
FOUNDER, JOIN F&B
Glion graduate 1977 & 2022

57 91

IT WAS THE YEAR WHEN...

... Glion entered the computer age!

Having taken the decision to create an information processing center on campus, by early 1975 a computer room featuring advanced (for the period) IBM System/3 Model 10 configurations was up and running. It meant we could satisfy our evolving educational requirements as well as having the capability to handle outside commissions from the hotel and tourism sectors.

Literature of the time relates: "The provision of highly functional (computer) premises enables the executives and operators to carry out their tasks in the best possible conditions

and facilitates organization of demonstrations and working conditions for student groups."

For the record, the IBM System/3 series was a 'midrange' computer of its time; as such, the entry level models had as little as 4 kilobytes of in-built memory. Contrast this with the latest Apple iPhone 13 carried by many of our students, which offers a base level 128 gigabytes of memory!

There was one other interesting twist to life on campus in 1975 – students and staff had to pay a toll every time they went up the road! The charge was introduced by the commune of Montreux, with the proceeds used for road reconstruction.



#14

*Jan
Huygen*

In an era characterized by war, political upheaval and the first energy crisis, former Chairman and CEO of Glion, Jan Huygen experienced a more peaceful time, while broadening his horizons with fellow students in neutral Switzerland.

It is perhaps appropriate that his career should follow a cosmopolitan, outward-looking and multi-faceted path that took in teaching, front office management, auditing and, at the modest age of 26, Managing Director of a large resort in Tenerife.

Finance skills learnt at Glion helped Jan salvage the loss-making company through its sale, but led to his resignation. That was Glion's gain as Jan then took up a post at the school as Finance Teacher.

Having bought a controlling shareholding in Glion in 1995 and with the help of formidable colleagues such as Aldo Moser, Jürgen Chopard,

John Niser and Jean-Philippe Scalbert, Jan set about redesigning the curriculum, extending the number of semesters and making the school's program compatible for international accreditation. A particular highlight of his time with Glion was the visit of former President of the USSR Mikhail Gorbachev and his wife Raisa in 1995, during which he signed an agreement to establish a 'sustainable tourism' program.

On selling his interest in the school, Jan then pursued a career in the music industry before running two boutique hotels in France and Belgium. Now retired, he still teaches Dutch to schoolchildren in his spare time.

"I was President of the Alumni Association of Glion for six years too," he says. "I have always considered former students are the single most important contribution to Glion's global reputation as one of the finest schools in the world."

1976

IT WAS THE YEAR WHEN...

... our students began to appreciate the career-enhancing value of specialization. Having already introduced the fifth semester of study (see 1974), the curriculum for that semester was tweaked to introduce a choice of four specializations:

- Financial management
- Hospitality management
- Food and beverage
- Business management

On the evening of Friday, December 3rd some 350 people attended the graduation ceremony for the Class of '76. Of the 44 candidates for the full diploma, 27 had successfully accomplished a specialization.

As guests dined on a magnificent buffet, based on the theme of the Fête de Vignerons 1977, they listened to the thoughts of Robert A. Beck, the highly respected Dean of Cornell's School of Hotel Administration (SHA). Professor Beck had personally taken charge of the F&B specialization, as part of what was a long attachment to Glion.

Today, specializations remain a core element of our Bachelor's in International Hospitality Business. As part of their final semester, students have a choice of three career-centric courses: Luxury Brand Strategy, International Event Management, and International Hotel Development and Finance.



#15 *Philippe Valleix*

A financial management graduate, Philippe Valleix emerged from what was then a small but cosmopolitan community at Glion to make his mark in the hotel industry around the world.

Following his years on campus that featured an active social life and memorable football matches in Villeneuve, Philippe embarked on his illustrious career at Hyatt Hotels in Chicago in 1978, before moving on to take up numerous General Manager positions across a number of continents for Hyatt International.

But it was in hotel development that Philippe really found his calling. From 1990, as Vice President of private hotel group Concorde International, Philippe was involved in a series of high-profile developments for some of the world's top hotel brands, including the Park

Hyatt Buenos Aires in Argentina, now a Four Seasons, the Hyatt Regency Santiago, Chile and the Four Seasons Carmelo, Uruguay.

He then became Managing Director of a \$200 million investment fund aimed at developing a portfolio of hotel assets in the Middle East and North Africa for Shaza Hotels, a luxury brand in partnership with Kempinski Hotels.

Now based in Paris and running his own consultancy PJVHC, Philippe spent several years as President of the Alumni Association of Glion.

"I have many happy memories of the school, spending time with my fellow students from all over the world and developing the soft skills Glion is renowned for, such as professionalism, respect and dedication," he says.

7761

IT WAS THE YEAR WHEN...

... we unveiled our new official name: Centre International de Glion.

The francophone spelling is a nod to the fact that we were still a French-language school at this point. But we were very much 'international' in our outlook; notably around our mission to provide professional tourism and hospitality training at many different levels and in many different markets.

Some of the countries we supported included Greece, where we provided training and

professional seminars, while also participating in the pre-openings of hotel complexes.

In Algeria, meanwhile, we were responsible for the installation, organization and launch of the Ecole Nationale Supérieure du Tourisme – El Aurassi. And in Iraq we trained several hundred young people destined for the hospitality business.

A project in Egypt was to follow shortly afterwards, and in the 1980s there were similar ventures in Portugal, Italy, France and others.



#16

Roger Obeid

While studying at Glion is always memorable, for Roger Obeid, who graduated in Hospitality Management in 1977, it was such a life-changing experience he has returned for more.

It's little wonder his time at Glion made such an impression. Roger was immersed in the magic of campus life in peace-loving Switzerland while war ravaged his native Lebanon. He also had a dramatic escape when he was rescued from an avalanche in his final year. On a happier note, he met his future wife at Glion, who he would reconnect and fall in love with 17 years later.

For Roger, Glion was the start of a life-long adventure. Following junior roles in the industry, he established a hospitality design consultancy, became a university lecturer, joined the board of Foodservice Consultants

Society International and volunteered his services for Lebanese charities.

Roger has stayed in regular touch with Glion alumni, advising and recruiting younger graduates when the opportunity arose. Now Roger finds himself back at Glion studying a Master's in Hospitality, Entrepreneurship and Innovation and seeking to develop Join F&B, his new venture that connects hospitality recruiters and people with disabilities.

"My time at Glion is emblazoned on my mind," he recalls. "And thanks to my success in the UNWTO/Sommet Education Hospitality Challenge, I am back again after more than 45 years. It's amazing to witness what's changed, especially the way the school has adapted to changes in the industry. But the quality of education, the dedication of the faculty and the enthusiasm of my fellow students remain the same."

1971

IT WAS THE YEAR WHEN...

... our Glion campus gained another new building, as it began to resemble the size and shape we know today.

The architect of 'Building IV' was also a faculty member, Igor Boudkov, who taught a popular architecture class. He later gave this account: "The work began in mid-March 1978. In organizing the work site, we had to bear in mind the need to lower bulldozers and excavators by mobile crane. These excavations took place entirely in the bedrock and the persistent rain made working conditions particularly arduous and difficult."

The building had multiple floors. At the top, the fourth floor contained a new Student's Club with bar; also classrooms featuring the latest audio-visual

equipment for small group work, as well as a reception lounge for visitors.

Below this was a gymnasium, 25m by 15m, with adjoining changing rooms and showers. The gym hall could be set up for basketball and volleyball. Next came two floors of students' accommodation; then last but not least a typical hotel room, with standard furnishings, was installed for practical lessons in housekeeping.

Perhaps the new building's most striking feature was its lift and stairwell, fully glazed to offer up panoramic views of the Montreux Riviera and Lake Geneva. Still in use today, it has been the scene of countless 'selfies' and has starred in many an Instagram post!



#17 *Pierre Cassagne*

An apprenticeship in rigor and professionalism from Glion equipped Pierre Cassagne, who arrived on campus in 1978, with the discipline he needed to forge a long and successful career in the restaurant business.

Born in Paris in 1956 and standing 1.90 meters tall, Pierre is a huge rugby fan in both senses of the word and it is the teamwork essential for rugby success that has played a leading role in his success since graduation.

What stands out for Pierre about his time at Glion is the camaraderie evident among students and the solidarity they developed despite being drawn from all over the world. But his overriding memory is marrying his wife Patricia at the end of his second year in 1980.

Following graduation, Pierre joined Brasserie Julien, which was part of the Flo Group in which he had spent his internship. After a period as 1st Maitre d'hôtel at Terminus Nord, Pierre joined the Flo holding company as Operations Director, then Financial Director, Secretary General and General Manager.

Now owner of the Vins et Marées group of restaurants in Paris, Pierre has stayed close to Glion throughout his career, hiring and working with alumni and taking on the role of Alumni Association of Glion president for six years.

"It is thanks to my experience at Glion that I wanted to work in this restaurant sector," he says. "And my association with the school has been ever-present since, both professionally and personally."

6761

IT WAS THE YEAR WHEN...

... our flagship diploma program underwent a significant restructuring. As an institution, we've always taken an activist approach to our academic portfolio and curricula. Part of the freedom that comes with independence is that we can react quickly to new trends in the industries we serve, giving our students the most applied – and applicable – learning.

So it was that for the beginning of the 1979-80 school year, we decided to restructure our diploma so that it started with two semesters of a common core curriculum. Then, from the third semester, students could opt to specialize in either hospitality management or

tourism management, following their chosen track all the way to graduation.

Of course, no change of this nature is without risk. However, we were greatly reassured after we let our conclusions and intentions be known at the AMFORHT hospitality and tourism education convention.

In response, numerous then-prominent figures in the hotel and tourism world, including Gian-Luigi Baroncini, head of the ILO Hotel and Tourism department, and Robert C. Lonati, general secretary of the OTM, made a point of endorsing the validity of this approach. An affirmation that we were, yet again, on the right road...



#18

Pierre Salles

There is nothing like walking in someone else's shoes for finding out what makes them tick, which is why Pierre Salles, who graduated in 1979, traveled the world after he left Glion.

A journey that took him from Monte-Carlo's Hotel de Paris and the Regine's Club in Kuala Lumpur, Malaysia, to the Saint-Géran Hotel in Mauritius, Cornell University summer courses, a long stay in the US and finally back to Paris was sufficient to supplement what Pierre had learned at Glion and equip him for a successful career in the hotel industry.

Starting out as General Manager and Owner of Best Western Residence Imperiale Paris, Pierre then took over at Best Western Star Champs Elysées while also retaining the position of President of the Board of Best Western France for three years.

It was when he returned to Paris that he rekindled his relationship with Glion, firstly with the Parisian local alumni association then as President of the French chapter and, in 1999, as president of the Alumni Association of Glion. He also became Chair of the school's Governing Board, a position he still holds to this day.

Glion's Career Week gave him his first break in the industry, but he has other reasons for remembering the school as fondly as he does.

"My personal highlight while studying there was the students' evening show that brought people together from 30 different countries," he says. "But the school means everything to me, because I married an alumna – Catherine Prain."

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IT WAS THE YEAR WHEN...

... our Career Week came of age, with a notably successful edition earning it a permanent place within our school calendar. Recently renamed as Career and Recruitment Day, it takes place once a semester, with literally hundreds (352 at the most recent event in November 2021) of recruiters and industry figures attending – many of them Glion alumni keeping their recruitment ‘in the family’.

Then, as now, the event was all about giving our students the opportunity to meet outstanding practitioners from the fields of hotel management, tourism and hospitality administration. In recent years we’ve added significant representation from

the luxury industry, too. These are privileged moments of dialogue; an opportunity for students to get a true taste of what’s required to succeed, as well as a healthy dose of realism.

As we put it back in the day: “It is an experience which rouses, convinces, assures and gives confidence to young people looking for the professional horizon to become clear, so that they can steer towards it feeling they have chosen the best course. If it is from Glion that the artisans of tomorrow’s success are recruited, Career Week will certainly have played its part.”



#19

*Martine
Charpenet*

Helping young people decide on their career path and guiding them towards their chosen field has always been a passion for Martine Charpenet, who spent 34 years at Glion as Regional Admissions Director for the French-speaking region.

Throughout her time at Glion, Martine took the time to get to know her students so she could advise them on the right internship, job, country or company that suited them best. And it’s thanks to Martine that many students chose Glion for their education and went on to become ambassadors for the school.

“A career is one of the most important choices you make in your lifetime,” she says. “So for me, it was vital I prepared students

for what to expect in their chosen field, how to project themselves into the future, how to select the right career and how to manage it.”

Perhaps unsurprisingly, Martine’s most treasured memories are witnessing the continuing successes of her students, while her personal highlights were the school’s open days, which she saw as extremely important in introducing students to the Glion Spirit.

“Glion is not just a school,” she recalls. “When students arrive at Glion, they enter a large international family that lasts a lifetime. It’s the same for me too. Now I am retired, it is still a great pleasure to follow the progress of the students and their promotions. Their success is my success.”

1981

IT WAS THE YEAR WHEN...

... the United Nations paid us a visit!

Led by Switzerland's Secretary of State, Raymond Probst, some 120 delegates of the United Nations Conference on Namibia visited Glion campus on January 11th. They were welcomed in the Assembly Hall, before moving on to the Students' Club for an aperitif which was followed by a gala dinner.

The particularly congenial atmosphere allowed everyone

present to taste the celebrated Glion Spirit for themselves. And this was reflected in the note we received afterwards, from then Head of the Federal Department of Foreign Affairs, Pierre Aubert, which we reproduce on the opposite page.

Far away from global politics, the year also saw the establishment of the Glion Oenology Club by students Jean-Claude Yorgand and Frédéric Algan.

Dear Sir,

The Secretary of State, Raymond Probst, has told me how successful and cordial was the reception which you organized last Sunday for the delegates to the United Nations Conference on Namibia. In the name of the Federal Council, I would like to thank you most sincerely for your pains and, through you, for the efforts of all your associates and students who sacrificed their weekend to this end.

If, one day, the different parties to the Namibian conflict manage to resolve their antagonisms in the course of a further conference, their excursion to your establishment will certainly have contributed to the result.

With best respects,

Pierre Aubert



THE UNITED NATIONS
VISIT TO GLION IN 1981



STUDENTS ENJOY MAGNIFICENT VIEWS OF
LAKE GENEVA FROM THE CLUB IN THE 1980S



#20

*Claude
Théodore*

Renowned for his meticulous attention to detail and elephant-like memory, Claude Théodore spent 34 years as a teacher at Glion and 30 years as Secretary General of the Alumni Association of Glion (AAG).

A graduate of the Ecole hôtelière de Strasbourg and Institute technique du secrétariat de Lille, Claude learned English at the Ecole anglais de Cliftonville, Bristol, before working his way up through the ranks in the hospitality industry from administration intern to General Manager.

Claude joined Glion in 1964 as professor of Hotel Technology, but was to devote much of his career to developing the alumni community with his wife Michèle, having been asked to take over the AAG in 1968.

He had a unique gift of being able to remember the names of all the alumni he met, some of whom he had not seen for more than 20 years. Asked how he could do this, he replied: “I have a very visual memory

and I connect an idea to each person. For example, Pierre Cassagne eats lots of lasagne!”

Throughout his AAG tenure, Claude retained his teaching role, so often took the time to reacquaint himself with the industry by working in hotels, including a spell at the Waldorf Astoria in 1971.

But for Claude, the most important element of his career was the passing of the Glion Spirit from generation to generation, so he was delighted to be made the 13th honorary life member of the AAG on his retirement.

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IT WAS THE YEAR WHEN...

... a major research paper by Glion shifted perceptions within the hotel industry.

Occupancy rate has been a perennial measure of hotel performance. But a Glion paper entitled ‘*A qualitative assessment of the hotel occupancy rate*’ challenged the prevailing methodology, and in doing so created quite a stir.

The paper, published in 1982, said out loud what many in the industry suspected: that statistics for occupancy, on which so many assessments and reports were founded, had little value in themselves because they focused on purely quantitative data.

The Glion study, built on an examination of the Montreux

hotel marketplace, added a qualitative factor to the analysis of the statistics. In doing so, it clearly demonstrated the contradictory nature of what had been the traditional calculation method, which treated a night’s lodging in the same manner whether recorded in a youth hostel or a 5* luxury hotel.

The report noted: “These published figures, which are usually formally or dramatically communicated, do not stand up under analysis; and they merely result in unmerited self-congratulation or unnecessary alarm.”

Welcomed by the international press, the Glion study also had the effect of highlighting the importance of convention guests to a resort like Montreux.



#21

John
Kioko Mutua

With such an array of memorable moments during his time at Glion, it’s little wonder John Kioko Mutua, who graduated in 1982, has been so involved in the school’s alumni community ever since.

From forming everlasting bonds with classmates on excursions and taking part in exciting internships to graduation and the gala dinner his parents organized for him and 40 friends at the Montreux Palace, student life at Glion was to stay forever in John’s memory.

He also credits the dedicated teaching team and courses that covered everything he would need to pursue excellence in hospitality with his subsequent successes after graduation.

In a dazzling career, John rose through the ranks to assume leadership positions

at some of Africa’s best-known high-end hotels, including Intercontinental Hotels Group Africa Division, Block Hotels Group and Leisure Lodge Beach and Golf Resort, where he was CEO, Executive Director and Board Member.

Now owner of Beagency Hotel Consulting group and Sunshine Beach Hotels Mombasa, John still finds time to visit Glion every two years, attend virtually all the Alumni General Assemblies, recommend Glion to prospective candidates and employ students on internships.

“Glion is in every essence what gave me the confidence and skills to be the most famous and successful hotelier in Africa,” he says. “The enduring ‘Glion Spirit’ has truly transformed thousands of former students and made them world-class hoteliers, which no other hotel school can equal.”

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IT WAS THE YEAR WHEN...

... we partnered with CERAM to create the Institute of Tourism Management.

CERAM was the Centre d'Etudes et de Recherche Appliquees au Management. The new institute was located at Sophia-Antopolis, which is around 30km from the city of Nice on France's Côte d'Azur. It offered intensive short courses aimed at broadening the professional development of tourism specialists.

In 2009, the CERAM business school merged with ESC Lille to form a new entity, SKEMA Business School. The Sophia-Antopolis campus still belongs to the SKEMA school – today

it is part of the Université Côte d'Azur.

Closer to home, we held the 20th Alumni General Assembly at Glion campus, welcoming many alumni who traveled from all corners of the world to celebrate.

And there was further cause for celebration when Mr. Ferdinando Mambriani, who was a service teacher at the time, passed his superior federal exam to become the 'Maître d'hôtel diplômé'. This was an important moment, as it put Glion even more on the federal radar. Mr. Mambriani served as a judge for this diploma for 30 years.



#22

Gabriel Meyer

Founder, President and CEO of global hospitality management consultancy Golden Olive International, Gabriel Meyer has come a long way since graduating in Hotel Management from Glion in 1983.

Starting out as a Cost Controller and Assistant F&B Manager for Sheraton after graduation, Gabriel soon became one of the youngest General Managers for Hyatt Hotels before taking on high-profile roles at Warwick International Hotels, Barcelo Hotel Group and Hilton International. In his career of more than 35 years, Gabriel has managed hotel and tourist projects ranging from luxury and boutique to large complexes of up to 3,000 bedrooms.

Following a four-year spell as CEO of Rosebud Heritage Group, Gabriel decided the time was right to set up his own company

to pursue his passion: developing, planning and project managing hotel projects. In this role, he has overseen the development of various projects from start to finish, including financial planning, feasibility studies, interior design, operational concepts and strategy.

Despite this incredibly fast-paced and rewarding career, Gabriel has found time to stay in touch with his fellow students and former teachers, while he has also been a guest speaker at events in both Glion's Swiss campuses.

"Glion gave me a beautiful and meaningful opportunity and the door to my future," he says. "The spirit, kindness and friendships developed with students from all over the world helped shape my career, my hobbies and my life."

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IT WAS THE YEAR WHEN...

... we brought a little Vegas glitz to the Montreux Riviera!

At this time, Swiss casinos were subject to numerous legal restrictions including a low maximum stake – a situation which put the advocates and opponents of gambling liberalization at loggerheads.

Sensing an opportunity to create some publicity from this issue, which was once more in the headlines, we decided to invite a specialist to give a series of talks that would shed more light on the topic from the perspective of the world's most famous gaming destination: Las Vegas.

So it was that in early October 1984, our fifth semester students and an interested outside public gathered to listen to Leo Lewis, co-founder of the College of Hotel Administration at the University of Nevada Las Vegas (UNLV) and also General Manager of the Barbary Coast Casino on the Vegas Strip.

It was 10 years after our symposium, in 1993, that gambling legislation began to be relaxed in Switzerland, allowing for the creation of high stakes casinos. The Barbary Coast, meanwhile, lived on until 2007, when it became Bill's Gamblin' Hall and Saloon. Seven years later it became The Cromwell, a name it carries to this day.



#23

Olivier Constantin

Not all our graduates decide to go into the hotel industry and former Alumni Association of Glion president Olivier Constantin is one who chose a different path.

After discussing careers at Glion with hotel groups such as Accor and Hyatt – and spending two years at a hotel company in Monaco – Olivier decided to pursue his goal of becoming a company CEO and began a long and successful career in the world of finance.

He realized his ambition at 40 years old when becoming CEO of a small spin-off bank from Crédit Lyonnais. Following a few years working for Crédit Agricole Group, Olivier took on the role of Senior Country Officer and President of a bank in Poland before returning to France and his current position as CEO of Crédit Agricole Aquitaine, based in Bordeaux.

A keen rugby fan and former player, Olivier was elected president of the Alumni Association of Glion several times while also being a member of its Advisory Board. This long-standing connection has kept him in touch with Glion and allowed him to not only recruit alumni but also finance former students' projects and help list one on the stock exchange.

“Despite my career in finance, not a day went by when I didn't think about Glion,” he says. “It's clear to me the spirit of Glion is no illusion. And while I was always impressed with the location and the constant ballet of students serving or cooking, what affected me most is that it's Glion I have to thank for making me realize there was another way.”



THE FIRST STONE FOR THE NEW BULLE
CAMPUS WAS LAID ON MARCH 16TH 1988

“The indisputable dynamism of Bulle, the wonderful welcome given by the authorities of the capital of Gruyère to the representatives of Glion during the initial talks, as well as the superb hinterland with its lake and its mountains... these constitute so many elements that motivated the decision of management as to the choice of Gruyère.”

BERNARD GEHRI,
FORMER SCHOOL DIRECTOR

On why Bulle had been chosen as the location for
Glion's second campus

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IT WAS THE YEAR WHEN...

... we began to reach out across Europe to spread our message and keep in touch with our growing alumni community.

More than 20 years after our formation, we continued to attract an internationally diverse student body, while also accumulating an ever-expanding network of alumni. Anxious to conserve the international make-up of the student body, and aware of the need to deal with the practical realities of remaining in contact with former students, we began

to send representatives to visit major cities across the continent of Europe.

In 1985 we made visits to the great 'Latin' cities of Barcelona, Madrid, Milan and Rome. The following year saw our wayfarers heading north to Luxembourg, Brussels, Düsseldorf, and Hamburg.

At each destination, they had the privilege and pleasure of meeting current hospitality practitioners, former students, and future ones too.



#24

Dr Francis Scherly

To sell something, you have to truly believe in it, which is one of the reasons why Dr Francis Scherly was so successful in spreading the Glion word.

Having started out in 1971 as a research assistant for the Centre International de Glion, Francis became the school's Marketing Director and President of Development in 1976 and set about developing – alongside school luminaries such as Bernard Gehri, Alexandre Cousin, Jürgen Chopard and Aldo Moser – the famous Glion Spirit.

It's this passion for the school Francis took with him on many representation missions in Europe, America, North Africa and the Middle East, cementing the truly international reputation Glion enjoys throughout the world.

Francis also had a hand in a range of publications that enhanced the school's

standing, including the 25th anniversary book, *'French-speaking Culinary Heritage'* and *'Culinary Art and Traditions of Switzerland'*.

But perhaps his most lasting contribution was the creation of the Bulle campus in his native Gruyère, which opened in 1990, after which Francis decided to retire from the school and set up his own consultancy, Interconsulting Hôtellerie-Tourisme. As this was based in Montreux, it has allowed Francis to stay in touch with the school ever since.

"From weekly dinners with the founder Professor Walter Hunziker to driving to Porto to visit students on internships, I have some incredibly fond memories of my time at Glion," he says. "I have always admired its international character, the atmosphere of youth and professionalism and its ability to move effortlessly from theory to application."

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IT WAS THE YEAR WHEN...

... we joined with Nestlé Foodservice to produce a book celebrating the culinary art of Switzerland.

Having forged a longstanding spirit of cooperation with our near-neighbor Nestlé Foodservice, we came together to create a book that would pay homage to Swiss culinary traditions, while also giving our national cuisine exposure to a global audience.

Written by professionals for professionals, *'La Suisse Gourmande'* became an instant success within the hospitality and tourism industries; to the extent that a second printing became necessary very shortly after its appearance. Literally hundreds of international hotel chains, embassies, journalists,

prestigious hotels, hotel schools, and interested authorities wrote to the authors to express their appreciation.

La Suisse Gourmande eventually ran to 10 editions, the last being published in 2001. It was also translated into several languages, spreading the message about Swiss culinary excellence to an international audience.

In the same year, we were immensely proud to become a founding member of the Swiss Hotel Schools Association (ASEH). This body remains a unifying pillar of Swiss excellence in the field of hospitality training. It brings together 12 member institutions, which are required to fulfill more than 120 quality criteria as a condition of membership.



#25

*Claudio
Zucco*

Witnessing the laying of the Bulle campus foundation stone in 1988 was a pivotal moment for Claudio Zucco, who had been hired by Glion two years earlier to strengthen the faculty team in anticipation of the school's expansion.

The episode fired Claudio's imagination as he wondered what would be created from that first building block and what role he would have to play in the school's future.

Now an integral member of Glion's Event Management faculty team, Claudio currently designs and delivers tourism and events management courses and counts tourism economics, destination management, transportation and sustainability in tourism among his areas of expertise.

Stimulated by the changes he has experienced and inspired by the enthusiasm of his students, Claudio learned early in his 36-year career that rigorous, evidence-

based reasoning is a key competence. He has striven to promote this approach with a mixture of theory and practice ever since.

He has also become more international in his outlook, in no small part due to the environment in which he has been immersed.

"Through working with my students and colleagues, I have discovered many different lifestyles and ways of thinking," he says. "Students have been organizing cultural events on the campuses since the beginning and I have found the multicultural nature and the enthusiasm with which students present them incredibly motivating.

"I've been lucky enough to enjoy variety throughout my career too, teaching 15 courses, living through advances in educational approaches and communications technologies and gaining different perspectives in each of my 72 semesters. It's been a truly transformational experience."

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IT WAS THE YEAR WHEN...

... plans took shape for a second campus, while we enjoyed our Silver Anniversary celebrations. As our then School Director Bernard Gehri put it, 1987 “will certainly not be like any other: it will be more beautiful, full of news, changes and joint commitment”.

The initial idea to expand our footprint was hatched back in 1984; but it wasn't until December 1986 that plans were agreed to create a second campus in Bulle, a town in the Gruyère region some 32km from Glion. Work began in 1987, and progressed throughout the year, although it was 1989 when the new campus officially opened its doors.

In keeping with the 25th anniversary celebrations, our 1987 Career Week was bigger and better than ever. Numerous companies came to talk to the students and show them potential career paths after graduating. They included famous names, many of which you'll recognize today, including Hilton International, Holiday Inn, Hyatt, Inter-Continental, Sheraton, Swissôtel, Trusthouse Forte, and others.

As was tradition, one day of Career Week was reserved for visiting alumni. Many took the time to travel to campus from far flung places; they included Mr. Marcello Pigozzo, who at that time was the General Manager of the Inter-Continental in Caracas.



#26

*Fabienne
Rollandin*

You can be immersed in the Glion Spirit without living on the campus while studying, something Fabienne Rollandin discovered after the school enticed her back to continue her career following a 10-year absence.

Despite being an external student, Fabienne retained the sense of being part of a Glion family, no doubt a result of learning the school's values of respect, humility, hard work and the will to succeed from some of Glion's finest lecturers – and the week-long, annual wintertime team-building trips to Zinal.

“This week was particularly special for me as it provided a great opportunity to be closer to my classmates,” she recalls. “Now, my best friends are Glion graduates. We didn't necessarily study together but we met during

our professional careers and, because we had so much in common, it created a strong bond that has lasted for decades.”

After graduation, Fabienne trained with Hyatt International in Montreux before taking on a technical services role for the group in the UK and Indonesia. A spell as Assistant Manager Guest Relations at the Hyatt Regency Dubai followed, after which Fabienne moved into sales and then headed the Public Relations department.

Fabienne spent time outside the industry working in sales and marketing for Fashion Café and then for an advertising agency before returning to Switzerland and being hired by Glion. She has since held numerous roles at the school and is now External Relations Director for Glion and Les Roches.

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IT WAS THE YEAR WHEN...

... much of our attention was focused on the construction of our new Bulle campus. The building works started officially in March, with the site still covered by snow! On 16th March there was a small ceremony as the 'foundation stone' was laid.

In April, our School Director, Bernard Gehri, gave a press conference in which he explained the future plans for the school, and why Bulle had been chosen as the location for the new campus. He also spoke about the architect who had been chosen to design the campus – Jean-Pierre Lavizzari from Pully – and how he came up with the understated but original concept still visible today.

Why was the town of Bulle chosen for the campus? Bernard Gehri noted: “The indisputable dynamism of Bulle, the wonderful welcome given by the authorities of the capital of Gruyère to the representatives of Glion during the initial talks, as well as the superb hinterland with its lake and its mountains... these constitute so many elements that motivated the decision of management as to the choice of Gruyère.”

For Bulle itself, the arrival of Glion was yet another step in an economic development that has made the most of its central geographical position on the line between Geneva, Berne and Zürich.



#27 *Claudia Toletti*

While for many students Glion is a springboard that sees them travel and work around the world, for some the experience is so inspiring they find it difficult to leave.

As a student, current Head of Admissions Claudia Toletti was struck by Glion's unique location with its stunning views and, throughout her time at the school, has been impressed by the number of young adults it has shaped into ambassadors for the institution in the industry worldwide.

It's been a memorable time for Claudia at Glion, from the enriching experience of internship and learning from inspiring teachers as a student to, as member of staff, working in an environment that combines a European outlook, a Swiss work ethos and a multinational student body.

Particular highlights for Claudia over the years include NEASC accreditation for our

Bachelor's degree in 2001 and authorizing the Master's program in 2009, witnessing Glion gaining federal recognition as a University of Applied Sciences in 2007 and seeing our reputation grow in the international ranking system.

But it's ensuring admissions are handled smoothly and in accordance with academic integrity where Claudia has really made the difference.

“We have built an excellent relationship with the Cantonal and Federal immigration authorities to facilitate smooth delivery of study visas and residence permits,” she says. “And I've always taken an objective approach to the business, which has helped secure good relations with counselors and support services.”

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IT WAS THE YEAR WHEN...

... Bulle campus opened its doors!

The archives tell us that 31st July 1989 was the official date on which the construction company (Karl Steiner SA) handed the keys to us. In August that year, there were still a few things that needed finishing off, and then the furniture was added, so everything was up and running for the September student intake.

What this meant was that the entire construction and fit out was done in just 17 months; a record time and with no deviation from the schedule agreed in the contract.

The campus was originally named Centre International de Glion en Gruyère (CIGG). At this point in time it incorporated what today we call the 'Main Building'. This

housed nine classrooms and a conference room, a professional kitchen, a 400m² foyer with a cafeteria, and a restaurant. For accommodation there were 50 bedrooms, plus two apartments for management and their families. The first of these was allocated to the Campus Director, Aldo Moser.

Bernard Gehri, now appointed President of the Centre International de Glion (CIG), said of the Bulle campus project: "Trust in the present, trust in the future, trust in the management with their decisions. Trust in the faculty and staff of the CIG, their potential and the knowledge, capacity and motivation that they bring to all of our goals. It is the keyword 'trust' that inspired us in all our choices up until now, with the Bulle realization being no exception."



#28

*René
Maillard*

A fixture at Glion until last year, René Maillard has witnessed a plethora of memorable milestones since he joined the school as a teacher in 1988. These include the opening of the Bulle campus, the inauguration of La Résidence à la carte training restaurant at Glion, the first class taught in English and the first NEASC accreditation in 2001.

Known by students as a demanding but fair teacher, René contributed to the improvement of the Glion study program, while as campus Dean, he organized and coordinated teaching at the Glion campus. Following this, René became Registrar, which meant leading a team that provided services to students and alumni, helped formulate academic rules and participated in the school's accreditations.

But it was as a teacher of food and beverage that René experienced his most memorable moments at Glion, accompanying students on several high-end catering events in many exotic venues such as the Château de Chillon, Montreux, and the Château d'Aigle, nestled in the vineyards at the foot of the Vaud Alps.

Having completed a Master's of Education at Glion in 2001, René now finds himself a member of the Alumni Association of Glion.

"I met some great people at Glion," he says. "From my valued colleagues to the Directors who offered me new challenges and opportunities and allowed me to build my career at Glion. I also learned so much from our students and I am proud to hear about their continued success."

0 9 9 1

IT WAS THE YEAR WHEN...

... we held the official inauguration ceremony for our new Bulle campus. The date was 30th March, and we were joined by some 200 invited guests, who were given the opportunity to tour the building and even sit in on live classes.

Among the guests was Gaston Sauterel, the President of the 'Grand Conseil', a very important figure in Switzerland. We were also honored by the presence of two 'Conseillers d'Etat', Roselyne Crausaz and Edouard Gremaud, as well as the ex-president of Switzerland, Nello Celio. In addition, there were many people from the hotel and restaurant business present.

After the campus visit, the event moved on to the famous Château de Bulle, where the Bulle Orchestra played for the invited audience, before all attendees came back to campus for a gala dinner themed around Swiss gastronomy, and featuring performances by the Bulle Choir.

The other notable event in our life occurred at the end of the year, when Francis Scherly decided to leave the school after 20 years' service. He had begun his career with us as a teacher, but in his last position, as Director in charge of development, it was said that he truly held the reins of Glion, helping us grow into one of the best hotel schools in the world.



#29

*Jean-Philippe
Scalbert*

It's been quite the Glion journey for Jean-Philippe Scalbert, who could never have known on arrival at the school as a student in 1980 he would become its Director 10 years later.

After graduating in Hotel Management and Tourism, Jean-Philippe cut his teeth in the industry as Hotel Manager at the Hôtel Rive-Bleue in le Bouveret and Banqueting Manager at Hôtel Penta in Geneva before landing his first role at Glion as Marketing Assistant and Teacher in 1988.

Having been appointed Director of the Bulle campus in 1990 and of the Glion campus in 1995, Jean-Philippe oversaw its development until 2000 and was instrumental in the launch of the first bilingual (French/English) teaching program to be introduced in a Swiss hospitality school.

On leaving at the turn of the Millennium, Jean-Philippe took up a range of high-profile roles, including as Director of a language school, managerial posts in the hotel industry and as the Director of private clinics in Montreux and Lausanne.

Throughout that time, Jean-Philippe stayed in close touch with the school, taking part in events, hiring alumni and recommending Glion to prospective students. This close relationship was to result in Jean-Philippe spending two years as the General Secretary of the Alumni Association of Glion from 2018 to 2020.

"Glion has been a great and continuous presence in my life since 1980," he says. "I have had the immense pleasure of forming lasting friendships with my fellow students and colleagues at the school and have many fond memories."

1991

IT WAS THE YEAR WHEN...

... we had to respond to a 'bigger picture' for the hotel industry which was far from positive.

All industries go through periodical downturns, and hospitality is no exception. The global fallout from the first Gulf War of 1991 was certainly a factor. But it was also true that the entire tourism sector suffered from a lack of positive thinking and optimistic actions. In the short term, sales declined. But in the long term, this loss of confidence, and its effect on the attractiveness of the tourism and hotel industry, risked depriving it of significant human capital.

In the midst of this whirlwind, principles, theories and concepts evolved rapidly and

became entrenched, often before they were even fully assimilated. In a fast-changing world, the ability to acquire new knowledge became all-important. Without this newly essential skill, the specialists of the time risked becoming the unemployed of tomorrow.

At Glion we recognized that we would be no exception to this new rule; and so we adapted our curriculum to shore up the industry's future talent pipeline by training the leaders of the new tomorrow.

Among the evidence for this refreshed approach was the appointment of Jürgen Chopard as Director General, as well as the complete revision of our academic program which was brought into being this year.



#30
*Razvan
Pirjol*

While for many Glion is a stepping stone to leading roles in hospitality, for Razvan Pirjol, who arrived at the school in 1991, it is a home from home and defined his entire future.

Not everyone becomes as immersed in the Glion way of life as Razvan, who was Assistant Maître d'Internat before moving on to Maître d'Internat at the Bulle campus. Razvan was also an Assistant at 'Le Club', Sports Teacher, Librarian, Admissions & Marketing Executive, Regional Marketing Director, Secretary General of the Alumni Association of Glion for eight years and Director of Students Services at the Glion Campus until 2004.

From there, Razvan started his own business – Leading Choice, The Global Hospitality Consultants – which was based in Switzerland until 2019 when it moved to his native Romania.

He also helped reorganize a former state-owned hospitality school in Romania, reopened a luxurious boutique palace hotel as well as the oldest hotel in Bucharest and played a role in the construction and opening of the first Swissôtel in the country. Razvan also served as Minister of State for Foreign Trade, Investment and Tourism in Romania between 2019 and 2021. Throughout this time, he has stayed in touch with the school as a representative and by hiring alumni.

"Glion is my real 'Alma Mater'," he says. "Half my career was there and I had the chance to meet and work with some of the people who influenced the school's evolution into its current, well-deserved leading position."

2 9 9 1

IT WAS THE YEAR WHEN...

... we gave our very first class in English! Up until this point, all teaching at Glion and Bulle campuses had been in French; but on 30 August we welcomed our inaugural intake for the Hospitality and Tourism program taught in English.

This delivered on our ambition to become the first truly bilingual hotel management school – recognizing the growing demand for hospitality-focused higher education in the English language.

The new program undoubtedly helped to open up Glion to students from even more parts of the world. It was an important milestone, which was the result of long hours of hard work by our faculty and staff, who had researched, translated and overseen the printing of our English curriculum.

However, it would be a number of years before English took over as our exclusive teaching language. We offered a ‘French pathway’ right up until 2013.



#31 *Clive Ramsay*

Having spent almost half of the school’s existence working in its kitchens, Pastry Chef and Lecturer Clive Ramsay has witnessed the growth and development of Glion into one of the finest hospitality education institutions in the world.

Being a part of the team that has shared its knowledge with countless students throughout the years, and having the opportunity to pass on his experience in the culinary art of pastry, are what Clive considers to be his main achievements at the school and in this he has always taken a holistic approach in keeping with our educational philosophy.

“In practical pastry arts, the main objective is to offer students an insight into what the profession is all about,” he says. “This covers many things, not only how to put a

recipe together and end up with a finished product, but also the development of social skills, including teamwork, communication, time management, hygiene and professional attitude.”

While he has many special memories of the school, such as the 50th anniversary and each of the 29 graduation ceremonies he has witnessed, unquestionably the highlight of his time at Glion was the trip he and several other colleagues made to the Ritz Carlton in San Francisco.

“What I love about the school are the challenges we overcome and the famous Glion Spirit,” he adds. “Both these qualities came to the fore on that trip, during which we took over one of the hotel’s restaurants for a Swiss culinary week.”

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IT WAS THE YEAR WHEN...

... Bernard Gehri, our President, spoke publicly about the celebrated 'Glion Spirit'. He said: "In our outlook, technical competence and human relations go hand in hand. The sense of hospitality, the common touch, human understanding, and broad common culture... in brief, the hotelier's art, cannot be learned only in class or on paper. It is in the international effervescence of our campuses that the students find the wellsprings of the professional attitude and rigor which distinguishes Glion and its graduates.

"Enthusiasm, fervor and professionalism are the fundamental driving forces animating management, faculty, staff and students alike. They are the virtues which are characteristic of the famous Glion Spirit."

Aside from the nurturing of future talents, Glion and our fellow hospitality schools were also found to make a significant financial contribution. The canton of Vaud released a study showing that CHF 532 million was added to the local economy by 'study tourism' – i.e. students relocating to the canton in order to study. Of this, some CHF 75-80m was attributed to the leading hospitality schools located there, including Glion.

Last but not least, we welcomed Thailand's Ambassador to Switzerland, Tej Bunnag, and his wife to campus. The visit reinforced the strong connections we enjoyed (and continue to enjoy) with Thailand; connections which had been further boosted by the introduction of English language teaching.



#32

Christian Kammer

Had it not been for the unsuitable climate, it is entirely possible former lecturer Christian Kammer could have been one of the men responsible for launching Glion's first-ever 'home-grown' wine.

Although expert opinion advised against his ambitious plan of planting vines on the school's south-facing slopes, Christian nevertheless pursued his oenophile passion at Glion in other ways, jointly running the Wine Tasting Club, hosting numerous tastings and organizing frequent events including a faculty visit to Champagne.

Throughout his 24-year career at Glion, Christian remembers change being a constant theme, which is unsurprising given the breadth of experience he amassed at the school. Having started out as Internship Placement Officer and Lecturer in Tourism, Guest Accounting and Housekeeping, Christian was to hold many other roles, including Semester 4 Program Manager, Applied Learning Program Manager and F&B Management Lecturer.

One of his proudest achievements was setting up the Supplemental Instruction program designed to help students struggling in certain subjects. Through this, students who were performing well in those subjects were trained to teach their peers and were paid by the school for their efforts.

While Christian holds many fond memories of faculty social gatherings, visiting students on internships and the daily tussle for a parking space, what stays with him most are the energy and enthusiasm of the students and his experience helping develop the Les Roches Gruyère program.

"Each day I had the opportunity to put my mark on this ambitious institution and to strive to give the students the best possible environment to excel in their studies," he says. "My best memories from my time at Glion are those with the students and I have taken great personal and professional satisfaction from these encounters."

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IT WAS THE YEAR WHEN...

... we opened our first 'campus' outside Switzerland. Located on the beautiful island of Corfu, the new venture was named The European Center for Tourism Studies (ECTS) and it opened its doors on February 11th, 1994 with an inaugural class of some 30 students.

It was run by a franchisee called CIG-Greece. Speaking at the time Mrs K. Sapounytaki, President of CIG-Greece, explained how the aim was "to fill the needs of hospitality education in Greece, providing

a bridge between the modern European education and renowned Greek hospitality".

The new campus offered a similar, 3-year program to our Swiss campus, with the teaching in English. It was housed within the Corfu Hilton Hotel (later the Corfu Holiday Palace), allowing for the mixture of practical and academic teaching for which we have long been renowned.

The ECTS ran successfully until 2011, when the last students completed their courses.



#33

*Jean-Jacques
Poutrieux*

Rebuilding your life and career from scratch is no easy feat, but that is exactly what former Glion chef Jean-Jacques Poutrieux did when he, his wife and two children moved to Switzerland from his native France in 1970.

Having decided to give up the family catering business and following 15 years in the hotel industry, Jean-Jacques turned to teaching and became Chef and Teacher at Glion in 1985 after an interview with Bernard Gehri on Pentecost Monday.

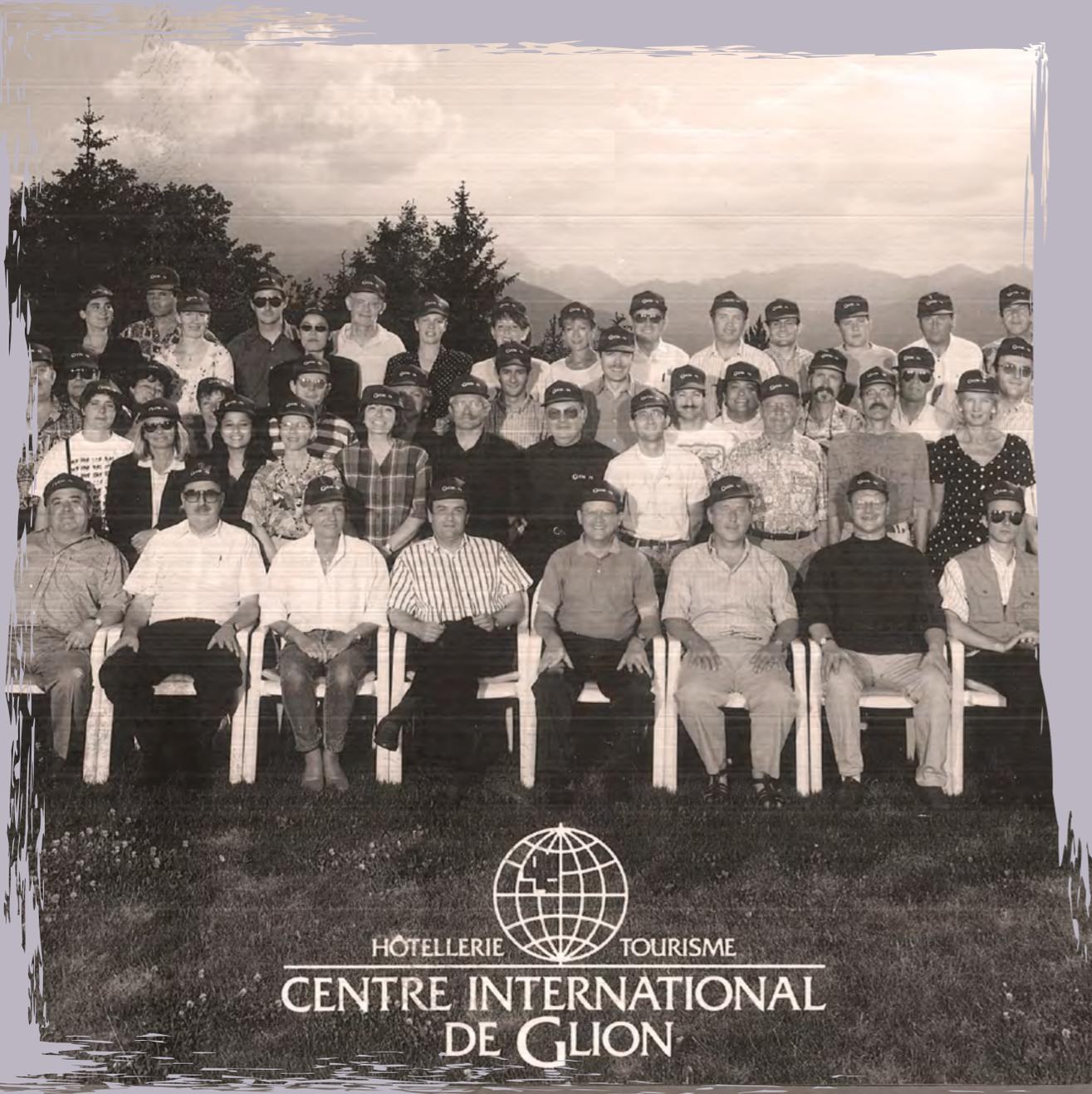
Known for always putting his heart into his work, Jean-Jacques understood the importance of good academic qualifications, which led him to support Prof. Guy Joseph of Ecole Professionnelle in creating a first kitchen CFC, a qualification for kitchen staff who had no formal training that enabled

them to study while they worked to gain a certificate.

He was also the Jury President of the famous Pierre Taittinger Culinary Prize, and received the Ordre National du Mérite in 1995, given to him in person by the French Ambassador to Switzerland on the Glion campus.

Living nearby the school has meant Jean-Jacques has been able to stay in touch with Glion since he retired. He is still a frequent visitor to the kitchens and keeps in contact with alumni and former colleagues. He also did the audit for the Alumni Association of Glion and helped out at general assemblies.

"My philosophy is that in the kitchen there is nothing to learn, but everything to understand," he says. "This is what I have tried to share with students throughout my career."



GLION STAFF ENJOY AN EVENT IN THE ALPINE
RESORT OF VILLARS IN THE SUMMER OF 1996

“The never-ending gratitude shown by students and graduates is something that stays with you and continues to be rewarding to this day. The Glion Spirit is alive and well and carried by all those who graduate, many of whom I am still in touch with long after they have finished their studies with us.”

ERIC MABILON,
GLION FACULTY

Eric Mabilon has taught at Glion for more than 25 years

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IT WAS THE YEAR WHEN...

... we launched hospitality's first Bachelor's degree. Called Galaxy (Galaxie in French), this three-year program paved the way for our contemporary Bachelor's in International Hospitality Business.

The Galaxy curriculum was specifically designed to equip students with the skills and knowledge to face the rapid evolution of the industry as we approached the new millennium. In particular, the two professional internships (each of 20 weeks) gained added importance.

In the same year, we also became the first hotel management school to create pages for the World Wide Web. While a more comprehensive website was still a year away, these individual pages included a quiz designed to give prospective students some further insights into

their personalities, which would then link to programs that were suited to them.

And we had another VIP visitor to campus: none other than former Soviet leader Mikhail Gorbachev!

Having taken up the cause of global ecology, Mr Gorbachev had founded the Geneva-based environmentalist organization Green Cross International. On December 9th-10th, Green Cross International held its General Assembly at Glion, with the first day of the event crowned by the signing of a partnership agreement between Glion and Mr Gorbachev.

The agreement covered three projects: an environmental newsletter, teaching modules on smart tourism at Glion, and an annual Mikhail Gorbachev award called the 'Sustainability Award'.



#34

Pia Huh

Many people talk about continuous improvement, but for Managerial Accounting and Financial Analysis Lecturer Pia Huh, it's been a way of life at Glion to this day.

A Korean national with an education from her home country as well as the US and Switzerland, Pia believes that, as students and the school evolve, she has needed to adapt as a teacher as well, so has always sought to improve and update courses and teaching style accordingly to give students the best learning experience.

Already the holder of an MSc in Banking and Finance and MPS in Hospitality Real Estate Finance, Pia is now seeking to further develop her own academic knowledge by studying for a Doctor's in Business Administration in pension funds.

While her most memorable moment was the creation of the financial specialization at the school under Dr Prince, it's the times Pia has been able to help students realize their full potential that really stands out for her.

"I heard from our marketing department about a former student who had become a finance director for a governmental agency," Pia recalls. "She contacted us to say she had chosen finance as a career path after encouragement from me during her studies at Glion, which is one of my fondest memories.

"And I love it when alumni contact me to recruit students from the school – that's the true Glion Spirit in action."

1991

IT WAS THE YEAR WHEN...

... we gained new shareholders, while remaining a fully private institution. We also split our taught semesters more distinctly between Glion and Bulle campuses, setting a pattern that can still be found today with our Bachelor's in International Hospitality Business.

Bulle campus, meanwhile, underwent a series of transformations. The classrooms

were refurbished, while IT systems and networks were upgraded in order to provide full access to the internet.

In addition, the Bulle library was expanded to integrate digital technologies such as CD-ROM and CD-I, together with the installation of a multimedia center giving students access to interactive services that were cutting edge for their time.



#35

Eric Mabilon

Senior Lecturer Eric Mabilon has notched up more than a quarter of a century of sharing his passion for the hotel industry at Glion.

Following eight years in the industry, during which time he worked for numerous premium hotels in the UK and Switzerland, Eric started out at Glion teaching Rooms Division Management on our Bachelor's program.

Holder of a Master of Education in Hospitality, Organizational Training and Management from Endicott College, USA, Eric set up the Rooms Division Craft Based Learning activities (now Rooms Division Practical Arts) at the Glion campus, was involved in NEASC and NECHE visits and helped establish the International Hotel Management and International Hospitality Business Master's programs at the school.

He has experienced many notable highlights while teaching at Glion, including the purchase of HOSTA, the inauguration of Raymond Jaussi building and our acquisitions by Laureate and subsequently Eurazeo.

Personal highlights include being involved in open days and field trips and making sure students are fully immersed in the service state of mind for which the hospitality industry is famous.

"The never-ending gratitude shown by students and graduates is something that stays with you and continues to be rewarding to this day," he says. "The Glion Spirit is alive and well and carried by all those who graduate, many of whom I am still in touch with long after they have finished their studies with us."

1991

IT WAS THE YEAR WHEN...

... we purchased La Résidence in Glion village. Located just a short walk from our main campus, this former hotel was a ready-made solution to our need for more student accommodation – indeed, it is one of the buildings in which our students live to this day. The restaurant at La Résidence has also been the venue for many practical kitchen and service workshops over the years.

On the campus itself, we began giving our student accommodation a complete make-over, renovating student rooms at the rate of three per month, in a project that would not be completed until 1999.

Meanwhile, in Bulle we also added to our student accommodation options, by

purchasing the Bulle Résidence, a 20-room studio hotel which could house individual students as well as couples seeking more independent living conditions. As our on-campus accommodation options in Bulle increased over the years, the Bulle Résidence is no longer in use.

Also in 1997, we signed a partnership for learning with Swissôtel. This agreement provided for the creation of a study grant for young Swiss or foreign students, a project allowing Swissôtel employees to follow our courses, and the establishment of a bespoke training program for Swissôtel middle managers.



#36 *Nebojša Dejanović*

When a short visit of a few days turns into a 33-year career, as it did for Glion campus Housekeeping Coordinator Nebojša Dejanović, it's clear there is something special about the place.

Nebojša, who is known on campus as Nenad because nobody could pronounce his name when he first arrived, came to Glion in 1988 from his native Serbia to visit his uncle Ilija and aunt Gordana, who were working at the school at the time. He landed a role in the stewarding department and hasn't looked back since.

One of the biggest projects he worked on was the opening of Bulle campus, which entailed staying on site for three months to prepare everything before the students arrived. Meanwhile, his personal career highlight was coordinating the off-campus

accommodation of students in a number of buildings including the old Bonivard hotel, the Swiss Majestic hotel and Villa Toscana in Montreux in the 1990s.

Among his favorite memories are organizing external banquets, particularly at Château de Chillon in Montreux, while a trip to Monte-Carlo as part of a Glion staff exchange program is one of Nebojša's fondest memories.

"What I love most is the contact with colleagues and students," he says. "Today, I'm in charge of partially organizing Open Days and similar events on campus, which is the part of the job I enjoy most as it means working alongside my team to prepare everything and taking pride in seeing a successful event taking place."

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IT WAS THE YEAR WHEN...

... we bought a school! The HOSTA school in Leysin joined the renamed Glion Group SA, giving us three campuses in Switzerland. Benoît Samson (see opposite) was appointed Director of Glion Leysin, which remained part of our campus 'family' until it closed in 2004.

In mid-June, the first Bachelor of Science graduation ceremony took place at Bulle campus. The degree program had been conceived by our Development Director, Aldo Moser, who said of the project: "At this time we began to realize that the hospitality and tourism industries were changing fast; an in-depth market study clearly demonstrated that the personnel needs of employers were evolving, as they increasingly looked for graduates with a

sense of adventure. Impatient for results, curious and inventive, employers are placing less emphasis on educational qualifications and more on 'personality', the ability to take risks and to get involved."

Bulle was also the scene of major construction works throughout the year as a new accommodation building, Résidence Raymond Jaussi, was being added to the campus. Disaster almost struck the project when fire broke out on the final floor as it was close to completion. Thankfully, everyone was evacuated safely before 12 firefighters extinguished the blaze. The floor was duly finished and it – along with the rest of the building – was inaugurated in 2002.



#37

*Benoît
Samson*

A former Director General at a luxury hotel in Belgium, Benoît Samson spent 10 rewarding years at Glion from 1998 and, after an 11-year absence, is now back in the fold as Director of Enrolment Services for Sommet Education.

Following the purchase of the HOSTA school in Leysin, Benoît was appointed Director of the renamed Glion Leysin campus, during which time he was also involved in renovating the facade of the main building, the acquisition of Hotel des Alpes and the NEASC accreditation.

A particular highlight was organizing a gala event for Phil and Oriane Collins' Little Dream Foundation that raised more than CHF 10,000 for the charity, which provides training and advice for talented children. But

perhaps the most striking experience during his time at Glion was when he welcomed a guest to the campus and showed him around without realizing it was the famous American actor Eddy Murphy.

Throughout his tenure, Benoît maintained a good rapport with the academic director and sought the views of students and his team when making decisions.

"I always admired the Glion Spirit and found it incredibly rewarding to witness the evolution of students from the day they arrived at campus to their graduation," he recalls. "The fantastic collaboration between the operational and academic teams ensured they were fully supported throughout and I've no doubt contributed greatly to their success."

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IT WAS THE YEAR WHEN...

... the world fretted about the so-called 'Millennium Bug' but we had much brighter things to look forward to, with the completion of a major extension to our Bulle campus.

The extension contained additional professors' desks, plus breakout rooms for 6th semester students. A new management floor on the east side was equipped with conference rooms and offices to be used by visiting professionals from the travel and tourism industries.

The architectural design of the extension reflects a passion for luminosity: all the new areas are flooded with natural light and offer breathtaking views of Bulle and the nearby Swiss Alps.

Bulle was very much the focus of our year, as 1999 also marked

the 10th anniversary of the inauguration of the campus. We celebrated in style, with an Open Day event attended by numerous local VIPs.

Speaking at the event, our then Chairman and CEO, Jan Huygen, said: "Bulle campus... is a reflection of our wish to be the most modern, up-to-date hotel management school in the world. As part of this development we will also be introducing new educational programs, including a Master's degree in Hotel Information Systems."

There was further good news to come, with the announcement of yet more growth for Bulle campus, through the construction of additional accommodation and classrooms.



#38

*Ferdinando
Mambriani*

Despite having a reputation for being strict with students, Ferdinando Mabriani, who joined Glion in 1976, was also widely regarded as one of the most popular lecturers on the campus.

Ferdinando cut his teeth in the industry as Maitre d'Hôtel at the Hôtel Excelsior in Crans sur Sierre, the Hôtel Mirador at Le Mont Pèlerin and the Voile d'Or in Lausanne before joining Glion, firstly as Service Lecturer before moving up to Restaurant Manager and Head of Service Department at both Glion and Bulle campuses.

He received his Federal Diploma in Restaurant Management in 1983, after which he was given the budget by Bernard Gehri to develop an oenology course at the school, and subsequently became a judge on the panel that awards the Diplôme. In 1988, Ferdinando was named one of the ten best Restaurant Managers in Switzerland at

the Convention Center in Basel, and was later on awarded the coveted Médaille d'Or at the fourth World Culinary Competition "IGEHO" in Basel in 1999.

On leaving in 2002, Ferdinando became Restaurant Manager at the Abbaye de Vétroz, F&B Manager at Eurotel Riviera in Montreux, and Food & Beverage Service Lecturer at César Ritz Colleges in Bouveret before launching his own independent hotel consultancy in 2011. In this latest role, he has worked with a wide range of hotels, including the Grand'Hôtel du Lac in Vevey, the Grand' Hôtel Pristina in Kosovo and the Sheraton El Gezira in Cairo, Egypt.

"What I loved most was not only sharing my knowledge and techniques with others, but also teaching the 'savoir-être', something Willy Quenon taught us," he says. "Discipline is 50% of everything."

2020

IT WAS THE YEAR WHEN...

... we welcomed a new millennium with a series of new academic programs. These included our first BBA (Bachelor of Business Administration) together with Associate Degree, Certificate and Diploma programs.

We also signed a partnership with Endicott College in Massachusetts, USA, in order to offer two specialized Master's degrees. One of these was aimed specifically at hospitality education faculty: the Master of Education in Hospitality Organizational Training and Management.

Describing this program at the time, we said: "The program emphasizes individual and

team-based teaching and learning; the development of teaching and management competencies critical to organizational objectives; the methods of institutionalizing and maximizing learning; and forms of instructional leadership applicable to a variety of enterprises.

"Students are prepared for careers in training, education delivery and management within the field of hotel, restaurant and other affiliated service industries."

Many faculty members benefited from this program in the years that followed.



#39

Vana Saade

Outstanding results are often associated with those who are dedicated and passionate about what they do and that is definitely the case for Vana Saade, Regional Director Southern Europe, Middle East & Northern Africa for Sommet Education.

Selecting the students for the educational program that was launched in 2000 has been a labor of love for Vana and her efforts have borne fruit as she has brought hundreds of students to Glion by sharing her enthusiasm and passion for the place.

Before joining Sommet Education, Vana cut her teeth in the tourism industry as the Finance and Administration Manager for Austrian Airlines in Beirut. She then acquired a taste for hospitality as Co-Owner of Patatarte, a company that ran cooking and creative workshops for adults and children in the Lebanese capital.

Fluency in five languages – English, French, German, Italian and Arabic – has helped Vana translate her fervor for Glion into success throughout her career at the school, as has her long-standing admiration for the Glion Spirit.

"Glion has become part of my DNA," she says. "My passion for the school probably shows in my body language when I speak of Glion and I expect people can genuinely feel my love and belief in the school."

"The highlight of my time here was the opening of the revamped campus, which exuded refinement, luxury and attention to detail, but my favorite moments are graduation days, when I witness the personal transformation of the students I met before enrolment."

2021

IT WAS THE YEAR WHEN...

... we earned the right to rub shoulders with world-renowned institutions such as Harvard and Yale!

International accreditation is vital for any academic institution. It gives students, and their parents and sponsors, important reassurance that the degree qualifications they earn will have currency in the employment market.

In 2001, we secured accreditation from what at that time was called the New England Association of Schools and Colleges (NEASC). Since renamed the New England Commission of Higher Education (NECHE),

this is America's oldest regional accrediting association, having been founded in 1885.

NECHE is a non-profit membership association which currently accredits more than 200 institutions across the globe. Among them are the aforementioned Harvard and Yale, putting us in very esteemed company.

Our NECHE accreditation means we can deliver our own undergraduate and graduate awards. It is something we cherish, and we are proud to have partnered with NECHE for the past two decades.



#40

Dr Patricia M. O'Brien

Steeped in academia and with an enviable track record as a faculty member, administrator, and governing board member of several US higher education institutions, Dr Patricia M. O'Brien has a long-standing history with Glion in her role at the New England Commission of Higher Education (NECHE).

Glion was already accredited with the New England Association of Schools and Colleges (NEASC), which later became NECHE, when Dr O'Brien arrived at the institution in 2001. One of her first projects was to develop a process for schools to migrate from the old entity to the new.

Dr O'Brien worked closely with Glion in 2005 following our initial accreditation to prepare us for subsequent visits and the many reports the school filed with NECHE about our new

degrees, the London campus and joint/dual degrees with other higher education institutions.

Over the years, Dr O'Brien came to know many members of the campus community and has been impressed with Glion's commitment to excellence and the way we use the accreditation process to ensure our programs and services are of the highest possible quality.

"I was privileged to visit Glion in January 2017 and July 2019, experiencing both winter and summer in Switzerland," she says. "My favorite memory is having lunch with students – sitting in the big dining room with the beautiful view, being served by those learning their craft and listening to them discuss their education and life experience."

2022

IT WAS THE YEAR WHEN...

... we celebrated our 40th anniversary with a new name, a new building, and a new owner. The name you will be familiar with, as it is the one we carry proudly to this day: Glion Institute of Higher Education. The owner was Sylvan Learning Systems, which two years later became Laureate International Universities.

The anniversary celebrations were combined with the inauguration of a new accommodation building on Bulle campus. Résidence Raymond Jaussi was named after the first president of our school Board, and the man himself – then 86 years old – was present for the inauguration event, along with many guests

from the world of politics and music. They included Claude Nobs, the founder of the Montreux Jazz Festival, and Jean-Michel Boris, former artistic director of the Olympia in Paris.

“Raymond Jaussi’s impressive career, his extraordinary achievements for Montreux, as well as his skills and contacts generously provided to Glion, make us very happy to name our new building in his homage,” noted Jan Huygen, our then Chairman and CEO.

Demonstrating once again our forward-thinking nature, in this year we also became one of the first Swiss schools to install Wi-Fi communications on campus.



#41

*Balendiran
Kandiah*

Working in the cement container shipping industry is perhaps not the most common route into a career at Glion, but it was the one followed by Balendiran Kandiah, our current Kitchen Stewarding Team Leader.

Balendiran moved to Switzerland from his native Sri Lanka in 1991, settled in Montreux and spent several years as a steward for the Palais Oriental and Montreux Palace before seeing a newspaper advert, applying and landing the role at Glion in 1999.

Over the past 23 years, Balendiran has witnessed the school evolving over time and it’s these changes and different management styles that have kept things interesting for him in the form of new projects and challenges.

“While many people complain about change, I embrace it and get on with doing the job,” he says. “That’s after all the most important thing and I’m lucky to have a great team around me to work with. I hope to still be working here by the time I retire.”

This positive outlook has clearly rubbed off on students, who describe Balendiran as a nice but reserved, hard-working person who is always smiling and looking on the bright side of things. In turn, Balendiran loves working with students, explaining stewarding procedures, how the machines work and why it is important to keep everything clean.

When not working, Balendiran travels around Switzerland and France visiting his family and friends.

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IT WAS THE YEAR WHEN...

... our partnership with Endicott College in Massachusetts, USA (see 2000) began to bear fruit, with the arrival of the first student cohort.

We also completed a major update to our alumni platform, greatly simplifying the sign-up process. In a message to new graduates, the then president of the Alumni Association of Glion, Razvan Pirjol, invited all to join up as a great way to stay in touch with their classmates, while also extending their professional networks.

Of course, the alumni platform of this time was far away from that which our alumni can experience today. The latest iteration of the

platform was launched in late-2019 and has already attracted more than 4,000 active members. Alumni can use the platform to:

- Look for – or offer – job opportunities
- Stay in touch with their classmates
- Meet new people by using the directory search or local groups
- Register for events organized by Alumni Ambassadors around the world
- Read news about Glion and fellow alumni
- Join the Mentorship Program
- Find exclusive discounts and offers from companies around the world



#42

Helena Ramos

The ‘Glion family’ had a more literal meaning for Helena Ramos because it was her mother Maria – who worked as a steward at the school for 23 years – who introduced her to it.

While visiting from her native Portugal, Helena decided to stay in Switzerland and, when she was looking for a job some years later, Maria told her of a position on the Bulle campus.

Helena took the job and started in 1998 at La Résidence (Tour de Trême), a building used to house students in Bulle before the school built more accommodation. After three years, she moved to the main building, later became Assistant Housekeeping Manager and then Housekeeping Manager, the role she has to this day.

One of the highlights of her time at Glion was the opening of the Raymond Jaussi building in 2002. She was pregnant at the time and recalls Aldo Moser, then the school’s Director, jokingly asking if she could get through the door.

But what really stands out for Helena is the Glion Spirit and sense of belonging she feels when she arrives at the school and is greeted by the students.

“I love working with my team, but my favorite moments are connected with the students,” she says. “Preparing everything for the arrival of the new intake and seeing the results of our work when the semester ends are real highlights.”

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IT WAS THE YEAR WHEN...

... we closed our HOSTA campus in Leysin. The campus had been part of Glion since 1998, but the decision to close it was taken so we could redistribute our resources in a more effective way, in order to provide a better overall service to students.

As our then CEO, John Niser, noted at the time: “The campuses in Glion and Bulle will be renovated thanks to this big change: modernization of the library in Glion, installation of air-conditioning in the classrooms, introduction of internet connection in the students’

rooms, as well as the creation of better meeting spaces.”

The Leysin-based students were transferred to Glion and Bulle, as were an overwhelming majority of staff members. In addition, all HOSTA alumni automatically became recognized as Glion alumni.

In other developments, we introduced recycling on campus for the first time, while our administrative offices were moved to Clarens, a village in the municipality of Montreux.



#43

*Christian
Daujat*

As Dean from 2004 to 2011, and Director of Academic Affairs from 2012 to 2015, it's no surprise Christian Daujat has been a part of some truly transformational episodes in the history of Glion.

Highlights from Christian's career include the opening of our London campus and the co-creation and later on the academic leadership of the LRG University of Applied Sciences, which is also one of his favorite memories alongside the school's 50th Anniversary,

While in post, Christian oversaw some significant chapters in our development, including managing the Glion campus growing from 250 to 450 students in a few years, the transfer of the graduation ceremony to the Montreux Convention

Center and administering the sensitive phase-out and closing of the Leysin Campus and LRG University of Applied Sciences.

Though he left Glion in 2015, Christian still supports the school in a number of ways. He advises in a consultancy capacity on quality assurance and accreditation matters and is a member of the Alumni Association of Glion. Christian has not lost touch with former colleagues either, meeting regularly with those still living in and around Montreux.

“What I love about Glion is the cosmopolitan environment enjoyed by both students and employees,” he says. “And I have always admired the school's ambition and dedication to remaining among the top three hospitality management schools in the world.”



DR ROBERT A. SPENCER FORMS PART OF THE
GLION GOVERNING BOARD, PICTURED IN 2019

“I love the fact Glion’s vision and mission are broad in scope yet practical in application. They are the institution’s guiding principles and have been executed to perfection by the school’s leadership, staff and faculty. When we speak of ‘The Glion Spirit’, it is an expression of pride that we mean what we say and we make it happen.”

DR ROBERT A. SPENCER,
GLION GOVERNING BOARD MEMBER

Dr Spencer has been part of the Governing Board since 2005

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IT WAS THE YEAR WHEN...

... we brought a taste of the luxurious 'Orient Express' to campus. The event was to raise money for the Terre des Hommes food program. It was a truly sumptuous affair, with a red carpet entrance, exquisite decoration and students in evening dress.

To add some authenticity, we had partnered with Orient Express for the evening. The company dispatched its chef, Christian Bodiguel, who would usually be found creating dishes on the eponymous train itself. In addition, so as to maximize

the proceeds for the charity, all the wines accompanying the gastronomic menu were offered for free by the specialist house Badoux.

In the same year, Nicole Châtelan, head of the Gruyère section of Terre des Hommes, organized a fundraising dinner for Mauritania at the Town Hall in La Tour de Trême. The money raised was earmarked to try and relieve some of the nutritional problems faced by the country at the time, and the event was made possible thanks to our support.



#44

Dr Robert A. Spencer

Some 10 years after first meeting Francis Clivaz in 1995 while Director of Webster University's Geneva campus, Dr Robert A. Spencer gladly accepted his challenge to become a member of the Glion board.

At that time, Dr Spencer knew little about hospitality education, but had experience achieving and maintaining American accreditation for overseas campuses and knew Glion's board would need external, independent members to meet the New England Association's requirements.

Achieving accreditation in 2006 was especially memorable for Dr Spencer, while he found the most recent evaluation in 2019 particularly pleasing, as the NECHE team found a perfect fit between Glion's mission, vision and values and its operational practice.

Dr Spencer's focus has primarily been on academic and accreditation matters and he has overseen the development of the current curriculum and the evolution of the student services department. He was appointed Chairman of the Academic and Student Experience Committee in 2015 and is a member of the Governance Committee.

"I love the fact Glion's vision and mission are broad in scope yet practical in application," he says. "They are the institution's guiding principles and have been executed to perfection by the school's leadership, staff and faculty. When we speak of 'The Glion Spirit', it is an expression of pride that we mean what we say and we make it happen. In the 2021-2022 academic year, Glion is humming. It's been my great privilege to have had a role in setting that success in motion."

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IT WAS THE YEAR WHEN...

... we saw more renovations taking place on Glion campus.

If you've read through this book so far, you will appreciate the constant renewal and refurbishment through which we've kept our campus environments appropriate to a world-class hospitality business school.

This year's work saw the introduction of a new terrace, while our student Club was separated into three different parts: one part for studying, one to relax in and one where students could enjoy a snack. The Club also had a TV room and an internet café fitted out.

In addition, four fitness rooms were created, while most of the classrooms were refurbished. All

the facades of the main building were repainted and lighting was installed so the building could be lit up at night. Last but not least, a covered walkway was created between the former Bellevue Hotel building and the classrooms.

The year also saw us offer new 'peer-to-peer' academic support services to students. These were the brainchild of Christian Kammer, who had been a teacher at Glion for 15 years. They were designed to help students who might be struggling in a particular academic subject. The concept worked by giving students who had mastered the topic the ability to step in and help their peers, earning a payment from us in return.



#45

Anastasia Schneider

A dedicated and determined professional with a passion for hospitality, Anastasia Schneider is the personification of the school's spirit and has stayed close to her Glion family from the start of her journey in 2006.

From the very beginning, Anastasia formed lasting relationships with her fellow students and teachers and has fond memories learning the basics of hotel operations and hospitality. Perhaps her favorite moment was completing her dissertation in ethical business, something that has stayed with her to this day.

Now Director of Rooms at Treehouse Hotels in London, where she is focusing on sustainability, Anastasia went straight into a hospitality management program following

graduation and advanced from reception to front office manager before joining her current employers.

Throughout this time, she has stayed in touch with the school, asking former teachers for advice, attending Glion events and contributing to career days to give students an insight into the world of work. She has also given them a true glimpse of the industry by hiring them as interns.

"Glion will always remain part of me because it shaped who I am today," she says. "Studying at Glion allowed me to find my way in hospitality without giving up myself, my values or my ideas. It taught me the basics, prepared me for hard work, gave me confidence and provided a network that was always there if I needed it."

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IT WAS THE YEAR WHEN...

... we earned a global Top 3 ranking. This was some time before the launch of the QS World University Rankings (see 2018) for our sector. The author of this particular survey was Taylor Nelson Sofres (TNS), the global market research firm now known as Kantar TNS. According to the research, Glion was one of three schools which received the most 'Top 5' rankings for an international career.

Writing at the time of the TNS rankings' publication, our then CEO, Christian Beek, commented: "Our institute has

always had the rare ability to produce graduates with an international perspective and with an understanding and respect for different cultures – in other words, global citizens.

"We can be very proud to be ranked among the top schools in the world; the result of immense dedication by faculty and staff over many years. We are joined in this top trio by the Hotel School Lausanne and our sister school, Les Roches. As such, these rankings also cement Switzerland's position as the number one destination for quality hospitality education."



#46

*Christian
Beek*

A keen skier, Christian Beek has lasting memories of studying at Glion thanks to the eagerness he and his friends showed for reaching the French alpine slopes after Saturday morning classes.

One particular moment stands out for Christian when his great friend Jerome Lebrec organized a unique event that saw 50 of his fellow Glion students from 30 different countries skiing down the Vallee Blanche in Chamonix in 1979.

Memories have a way of tempting people back and it was no different with Christian who, following a 26-year career with InterContinental Hotels during which he traveled across the globe, found himself unable to resist the lure of a post at Glion as the school's CEO/Director General in 2007.

And although the spell as CEO was both exhilarating and exhausting, Christian found the energy to take on the role of Alumni Association of Glion president for three years after leaving the school.

Now working part-time in the Netherlands at Breda University of Applied Sciences Hotel Management Academy – and sending students on internships all over the world – Christian still stays in touch with the school that shaped his future.

"Glion has meant a lot to me over the years," he says. "It has given me lasting friendships, an international career and, above all, a world view that only very few educational institutions can instill."

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IT WAS THE YEAR WHEN...

... we launched an all-online MBA in International Hospitality and Service Industries Management.

Featuring a choice of specializations in General Management, Asset & Revenue Management, or Marketing & Innovation, the program was designed for experienced managers seeking to develop their leadership skills and improve organizational performance. The MBA ran until 2017, and in that time some 243 people graduated from it.

In the same year, we also launched a Bachelor's program focused on Events, Sports

and Entertainment. With two industry internships alongside hands-on learning in class – plus the opportunity to run real-life events on campus – the program successfully blended practical experience with applied theory.

The Events, Sports and Entertainment Program ran successfully until 2018 and its 300 graduates are now working in every corner of the world.

International event management remains a key part of the Glion curriculum, being one of the final semester specializations offered to Bachelor students.



#47

Dr Martin Senior

Preparing students for lifelong learning and a successful career within the hospitality industry had been Dr Martin Senior's main focus during his 13 years at Glion. A marketing specialist and Senior Lecturer on the school's Bachelor's and Master's programs, Martin's most memorable moments were always the graduation events, which generated so many emotions and tales of grit and ultimate success.

For Martin, his key contribution to the school was the design and delivery of the online MBA program in 2008, which he saw as a valuable way for helping working hospitality executives to accelerate their career prospects. He also relished the opportunity to work on the London campus with its highly experienced faculty and internationally diverse student body.

Throughout his academic life, Martin submitted a thesis on the UK roadside lodge sector, as well as published and co-authored a range of studies on competition in the UK budget hotel sector and on achieving quality in hospital hotel services.

Despite having now retired, Martin still finds time for Glion.

"I am in frequent contact with former colleagues and students from around the world and have also made occasional visits to the campuses since leaving," he says. "The dynamic and international culture of students and colleagues was something I very much appreciated at the time and look back on with great fondness now."

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IT WAS THE YEAR WHEN...

... we prepared to transform our Glion campus experience by acquiring the Hotel des Alpes. With an investment of CHF 8 million, the new practical arts teaching facility incorporated renovated rooms, reception, a bar, an academic restaurant and an open kitchen with probably the best view in Switzerland. Today, the F&B element is incorporated into Maison Décotterd (see 2021), which showcases the culinary expertise of the highly-talented chef, Stéphane Décotterd.

In Bulle, meanwhile, our student-led Graduation Committee held a successful barbecue event organized for the local community, which attracted

around 350 students from the home campus, plus visitors from Glion, faculty and staff, and around 80 guests from the neighboring area.

Last but not least, a report published by our Alumni Association (AAG) shed light on some interesting statistics for Glion in 2009:

- 1,200 students on campus plus a further 400 on internship
- 89 nationalities
- 241 staff members
- 6 restaurants and 5 kitchens serving more than 2,500 meals a day
- 7 specialized pathways
- 10% postgraduate students



#48

*Jacqueline
Moore Gross*

While change is a constant at Glion, over the 11 years since Jacqueline Moore Gross joined the school, she has remained true to what she believes in and passionate about the student experience.

Arriving at Glion as a Lecturer in Hospitality in 2011 following posts at César Ritz Colleges and Laureate, Jacqueline has since witnessed building updates and new programs, curriculums, people, systems and approaches while her career progressed at Glion to Assistant Dean, Dean of Undergraduate Studies and Dean of Students, her current role.

Perhaps appropriately for a Dean of Students, Jacqueline's most memorable events are those linked with student interactions; in particular being there for their highs and lows, watching new students arrive as

individuals and leave as an accomplished family and trying to instill in them a sense of discipline, rigor, professionalism and a dress code.

Throughout her time with Glion, Jacqueline has been dedicated to helping students achieve their full potential and she believes being there for them no matter what is how she has been able to make a difference.

"Glion isn't just a set of buildings and people – it has its own lifeforce," she says. "Everyone who passes through Glion leaves a little of themselves behind but also takes with them their own memories. There is nothing more energizing than seeing alumni walk through the door reminiscing about their own experiences. Whether they recently graduated or are now a CEO, you see that Glion counts."

2010

IT WAS THE YEAR WHEN...

... we joined forces with sister school Les Roches to establish a new Swiss university. The Les Roches Gruyère University of Applied Sciences (LRGUAS) gained accreditation from the Swiss Confederation, allowing it to become one of only two Universities of Applied Sciences offering a Bachelor of Science in Hospitality Management.

By partnering with Les Roches, we could offer Bachelor students a choice of two specializations taught on different campuses. The specialization in International Hospitality Management was offered on our Bulle campus, while Les Roches Crans-Montana

hosted the specialization in Food, Beverage and Operations Management.

Students could also take a semester abroad at another institution within our then parent group Laureate Education, making this a truly international study option. As with our current BBA program, the LRGUAS Bachelor's degree featured professional internships and a focus on developing real-world management skills.

LRGUAS operated until 2016, when it was closed as part of a further restructuring of our academic programs and educational proposition.



#49

Benjamin Dalton

A place that nurtured his passion for the industry, where he built lasting friendships, and gained a community to rely on – all these things come to mind when class of 2010 alumnus Benjamin Dalton thinks about Glion.

Benjamin recounts surprising everyone in his class, including Mr Schofield, with his flashy Housekeeping skills, a dormant talent from his many years of boarding school in England! What he remembers most vividly, however, is studying his course material with a diverse array of contemporaries dedicated to building their knowledge alongside one another and feeling lucky to do so set against the supreme backdrop of Lake Geneva and the Chablais Alps.

Ever since his first steps working in the lobby of The Mandarin in Hong Kong, to his

management training at The Ritz in London, and even latterly as an Executive Committee Member, Benjamin has been able to call on Glion, its faculty and like-minded, ambitious students past and present.

In particular, the opening of our London campus in 2013 meant Benjamin had advice and guidance on his doorstep, as his career threw up new challenges. This is something he hopes will continue now he is building his own hotel brand – The Swallow Collection – in the south of Spain.

“I have spent more than a decade returning to the north side of Lac Lemman as an alumnus,” he says. “Along with my days as a student, these are equally cherished memories, and I look forward to seeing how our relationship may evolve into the future. Happy Birthday Glion!”

2011

IT WAS THE YEAR WHEN...

... we partnered with the University del Valle de México to create the UVM Glion program. This led to the launch of three International Bachelor's degrees, namely:

- International Bachelor of Hospitality Business Administration
- International Bachelor of Gastronomy Business Administration
- International Bachelor of Tourism Business Administration in: Tourism, Ecotourism, Hospitality and Gastronomy

At this time, both institutions were part of the Laureate Hospitality Education group, making collaboration a natural step.

The Swiss Tourism, Ecotourism, Hospitality and Gastronomy programs were all taught in Mexico at UVM facilities, giving a new dimension to our international reach.

The UVM Glion program was in place until 2017, when it was closed following our departure from the Laureate group.

Also in 2011, Bulle campus opened a new accommodation building named after our co-founder, Frédéric Tissot. The building could accommodate 500 students, and it was designed to be more environmentally sustainable; for example, the roof is equipped with solar panels for heating water.



#50

*Dr Stephanie
Furlough-Morris*

There's nothing like seeing projects you are working on come to fruition, which is why Stephanie Furlough-Morris counts the renovation in 2018, the opening of the new Bellevue and the new postgraduate programs among her most memorable events during her time at Glion.

Currently Chief Financial Officer for Sommet Education, Stephanie has been working in the education industry since 2011, including at Laureate as Vice-President of Finance for campus-based institutions focused on hospitality, art and design and health sciences before taking up her role at Sommet in 2016.

A graduate of Fisk University in the USA and holder of an MBA from Vanderbilt University and a PhD from Walden, Stephanie has also

served on the board of Glion, been an interim finance director for the school when needed and worked tirelessly to ensure Glion has a stable financial future.

While her focus is on the finances, Stephanie has never lost sight of her purpose and that of the school.

"For me, the best memories are always the graduations," she says. "I love seeing the students complete this phase of their education and the emotion at a graduation is electric. You always hear stories of triumph that remind you of what our ultimate goal is – to prepare the next generation of leaders.

"I also love that they build a network of friends here that will stay with them for a lifetime and help support their careers."

2022

IT WAS THE YEAR WHEN...

... we celebrated our 50th anniversary. There were numerous activities organized to mark this milestone, including our hosting of the 5th Annual EuroMed Conference on 4th-5th October. The theme of the conference was “Building New Business Models for Success through Innovation, Entrepreneurship, Competitiveness and Responsibility”, and delegates traveled to our campus from Peru, Japan, South Africa, Australia, Malaysia, China, India, the USA, UAE, and elsewhere.

We also opened our new Academic Center on Bulle campus. Architecturally, this building represented a significant departure for us. The facade had to stand out from the neighboring buildings, so anodized aluminum panels

were chosen in order to provide a contrast with the plastered exteriors that surrounded it. In order to accentuate the interplay of solids and voids in the exterior form, the architects proposed two shades of aluminum: bronze and anthracite.

Perhaps most importantly, the building is very eco-friendly. It has earned the ‘Minergie’ quality label with ECO exclusion criteria, while also being labeled as ‘green’ by Green Property – a company that assesses the durability and eco-friendliness of real estate. The Academic Center is equipped with double flow ventilation and increased insulation. Many other elements in the building were also designed to save energy and natural resources.



#51

Ed Schofield

Being a part of an institution whose mission and vision he truly believes in, and having a genuine, positive impact on students, are what has driven Ed Schofield, Senior Lecturer and Lead Tutor at Glion, since he first started at the school in 2008.

Ed has relished the challenge of developing new subject expertise from the outset – he was far from an expert in the first two subjects he taught (Research Methods and Housekeeping Management) but called upon his years of industry experience to deliver them and others, adding enormous value to students. He is also an active advocate of Glion and regularly participates in webinars and networking events as well as promoting us in China and Taiwan to prospective students.

Leaving a long-lasting impression on those he taught has not been solely limited to

academic matters either. Ed is a huge supporter of Glion events and describes himself as the Simon Cowell of the Glion’s Got Talent contest, while he also hosts the Glion Pub Quiz and takes pride in being mocked at the school’s Comedy Night.

Injecting an element of fun into the learning process has been key to Ed’s success over the years, but what stands out for him most is making a difference to students.

“There is no better feeling than when graduates contact you and tell you how much you have influenced them in their career, how they have become leaders in some part of the hospitality industry, and how grateful they are for any way in which you may have contributed,” he says. “This personal connection with students, as well as colleagues, is a huge part of why I jump out of bed in the morning.”

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IT WAS THE YEAR WHEN...

... Glion arrived in London!

We had dabbled in international expansion previously (see 1983), but the establishment of our London campus was a genuine milestone, enabling us to become the first Swiss hospitality school with a presence in the UK capital.

The campus opened its doors to students in August 2013. Then, as now, it is located within the University of Roehampton (UoR), in a western district of the city around 40 minutes by public transport from the cultural heartland of the West End.

On site, Glion London offers a close-knit, friendly atmosphere,

with easy access to all the facilities of the wider UoR campus, including its world-class library, restaurants, student clubs and sports venues.

The campus architecture is very different in character to our Swiss properties. The Grade II listed, Georgian-era Downshire House is an impressive and historical building. It was the last of the “Roehampton Villas” to be used as a private residence; then in 1950 the buildings and grounds were purchased by the London County Council. Various outbuildings were demolished, but the LCC preserved the Georgian house and it has been in educational use since 1963.



#52

*Georgette
Davey*

The opening of the school’s London campus in 2013 is just one of many proud moments in the career of Georgette Davey, who first began her journey at our sister school Les Roches in 2001.

In the years since then, Georgette has held various posts, including Postgraduate Program Leader, Dean of the Glion campus, London Campus Director and, since 2017, Managing Director of Glion Switzerland and the United Kingdom.

As well as overseeing the opening of Le Bellevue restaurant in 2018, and the enhancements made to our Bachelor’s degree that same year, Georgette has also been instrumental in guiding Glion towards becoming a more luxury-oriented institution, presiding over significant investment in campus facilities and the launch of a new luxury-focused Master’s degree.

Alongside her enviable academic track record, which began at University Campus Suffolk as Senior Lecturer and Program Leader for Hospitality, Leisure and Tourism and included a spell at EHL as a senior consultant, Georgette brings a wealth of hospitality experience to her role too. She held leadership positions at Hilton Worldwide and boutique hotel operator Adams Group.

While her career highlights are considerable, Georgette considers her work creating a unified community of students and faculty across three campuses among her most significant contributions to the school.

“The passionate students, alumni and team members who bring the school to life every day are what I love about Glion,” she says. “And my favorite memories are being surrounded by students destined to have great careers and become leaders of the future.”

2014

IT WAS THE YEAR WHEN...

... we launched our first multi-campus study options for undergraduate and postgraduate programs. This gave our students the opportunity to move between Switzerland and the newly-opened London campus. Today, students have even more options for international mobility, as we offer the option to study a semester in Marbella, Spain, or Shanghai, China, courtesy of our sister school Les Roches.

This year also saw the launch of a student-led publication with a name that may be familiar to contemporary Glion-watchers! The *Glion Insider* was the brainchild of our Student

Government Association, and it featured the latest hospitality industry insights, together with news and views from campus plus profiles of key personalities.

Meanwhile, Bulle campus was the venue for the fourth edition of our MBA Key Series Symposium, which on this occasion addressed the topics of sustainability and corporate social responsibility (CSR).

We also helped to raise funds and promote awareness for the fight against breast cancer, thanks to a student and staff organized Pink Event which attracted 120 guests to the magnificent Beau Rivage Palace in Lausanne.



#53

Grisha Davidoff

A spirit that encourages meaningful relationships and a school that provides opportunities not offered by any other university. This is how former Student Government Association (SGA) President Grisha Davidoff remembers Glion.

Grisha embraced the many chances Glion gave him. From doing his internships in China, Congo and Belgium and actively engaging in student life by captaining the school's rugby team, to helping establish the *Glion Insider* student newspaper, the Entrepreneurship Club and the Student Hall of Fame.

After graduation, Grisha moved to London where he worked for CBRE's capital markets team, which saw him immersed in the hotel investment world and involved in the sale of around €1 billion worth of hotels across Europe.

The spirit of Glion was never far away and, following his time at CBRE, Grisha started an investment company with a former classmate in Portugal, which led to the acquisition of the Utopian Hotels brand (initially formed by another Glion alumnus), delivered a guest lecture at Glion's London campus and even employed three Glion graduates.

Now occupied with Utopian Hotels, which owns and operates a boutique hotel and several apartments in Porto, Grisha has no doubt Glion has been a major factor in his ongoing success.

"Glion will always stay in my heart as a place where I grew a lot, met amazing friends and had wonderful experiences," he says. "It gave me opportunities to develop myself in ways I don't believe any other place would and the privilege of living and working in a truly diverse and global environment."



GLION ALUMNI GATHER TO CELEBRATE
OUR 50TH ANNIVERSARY IN 2012

“There is no better feeling than when graduates contact you and tell you how much you have influenced them in their career, how they have become leaders in some part of the hospitality industry and how grateful they are for any way in which you may have contributed. This personal connection with students, as well as colleagues, is a huge part of why I jump out of bed in the morning.”

ED SCHOFIELD,
GLION FACULTY

Ed Schofield has been a Glion faculty member since 2008

5102

IT WAS THE YEAR WHEN...

... we won the award for Best Hospitality Management School at the Worldwide Hospitality Awards. This prestigious prize was given as the result of a live voting process that involved more than 800 key leaders of the hospitality industry, and after we had been selected as a finalist by an international jury composed of some 40 renowned figures of the business world, the tourism industry, and the marketing sector (excluding the hotel and restaurant industry).

Judy Hou, our General Director at the time, said of the award: "It is truly an honor to receive this award. For more than 50 years, Glion has been at the forefront of hospitality management education worldwide. This is an important international recognition for our continuous

academic innovation and leadership in the industry."

Judy also paid tribute to another Worldwide Hospitality Award winner with a Glion connection, in the form of Ralph Radtke, General Manager of the Ciragan Palace Kempinski in Turkey. A Glion alumnus, Ralph won the award of Best General Manager of the year.

Back on campus, we launched a new Bachelor specialization in Luxury Brand Management, in response to a growing interest from students keen to learn more about the role of luxury brands in hospitality. This specialization, now renamed Luxury Brand Strategy, remains a popular option for Bachelor students entering the final semester of their program.



#54

Dr Larry Edward Penley

Striving to ensure Glion lives up to high standards of certification and accreditation that made it worthy of recognition has been Dr Larry Edward Penley's mission as a governing board member of the school since he started in 2015.

With a wealth of experience in education, it's a mission Larry has been more than qualified to deliver. Currently president of Penley Consulting, Larry was previously President of the Thunderbird School of Global Management and Colorado State University and former Chancellor of the Colorado State University system.

However, it's in the field of accreditation where Larry's experience has added most value to the school. As Chairman of AACSB, he worked on accreditation standards with schools outside the US, while he is

also a board member on four other higher education institutions.

Larry has been a part of some memorable moments in Glion's history, including our transition from Laureate to Sommet Education, that have led to substantial improvements in the physical infrastructure of the school, the curriculum and the student experience.

What he admires most about the school is the pragmatism in the curriculum and how close Glion is to the industry, which he sees as instrumental in improving the overall offer for students.

"My best memories are the graduations," he says. "The joy of graduates embarking on their careers, celebrating with family and friends and saying goodbye to teachers and classmates is always terrific."

2016

IT WAS THE YEAR WHEN...

... we had another change of owner. Having been part of Laureate Education, Inc. for more than a decade, Glion and sister school Les Roches were acquired by the international investment company Eurazeo in a transaction valued at CHF 380 million.

Speaking at the time of the deal, Virginie Morgon, then Deputy CEO (and now CEO) of Eurazeo, commented: “We are delighted to announce this agreement with Laureate and look forward to working with the respective management of Glion Institute of Higher Education and Les Roches International School of Hotel Management as they build on the high quality of education offered to their students in Switzerland and abroad through the different campus locations. We intend to

provide both schools with the necessary resources to build on Laureate’s legacy.”

After the deal completed, we became part of a new company, Sommet Education, which was created by Eurazeo to manage its education assets. Since then we have been joined by new sister companies within the Sommet group, including the world-renowned culinary and pastry arts school, École Ducasse.

Also in 2016, we celebrated winning the award for Best Innovation in an Educational Program at the Worldwide Hospitality Awards in Paris. We earned the prize for our use of cutting edge technology to enhance Millennial student learning inside and outside the classroom.



#55

*Benoît-Etienne
Domenget*

First impressions count and they certainly did for Sommet Education CEO Benoît-Etienne Domenget as he considers his first day visiting the Glion campus as a key moment in his time at the helm.

“The first day I entered the lobby, visited the campus and met with teams and students, I felt the incredible legacy and energy of the school,” he says. “As well as the sense of place, the brand, the campuses, the mix of tradition and modernity, these are the things I love about Glion and why I strive to do as much as I can to support Glion on its journey to be the best hospitality school in the world.”

Benoît-Etienne cites the reopening of Glion’s public areas with the new Skyline, bar and Bellevue restaurant as one of his most memorable moments at the school. He also highlights the energy and ambiance of the Open Days or the Graduation ceremonies as significant, alongside attending his

first Alumni Association of Glion general assembly.

Prior to joining Sommet Education, Benoît-Etienne started his career with Accor in Paris as Hotel General Manager before joining the group’s corporate office as Senior Vice-President Development EMEA.

Following a spell as Supervisory Board member of Accor Germany and CEO of Accor Switzerland, Benoît-Etienne took over at Michel Reybier Hospitality Group until joining Sommet Education in January 2017.

A graduate of HEC Paris, Benoît-Etienne enjoys modern art, mountain sports, cycling and cooking in his spare time.

2017

IT WAS THE YEAR WHEN...

... major renovations took place on Glion campus, ahead of the formal opening of Le Bellevue fine-dining restaurant early the following year.

Named after the iconic hotel originally located on the site of our campus, Le Bellevue was established to train the future leaders of the hospitality industry in a world-class professional environment. Open to the public as well as to students and staff, the restaurant served gourmets for lunch and dinner, Monday to Friday.

Alongside its awe-inspiring views, Le Bellevue featured a menu that changed with the seasons and according to the inspirations of its culinary

team, led by Executive Chef Dominique Toulousy.

Today, our principal fine-dining restaurant has a new name, and a new gastronomic star at the helm. Maison Décotterd, led by the Swiss-born chef Stéphane Décotterd, opened its doors in 2021. One thing which hasn't changed, however, is the opportunity offered to our students to experience top level hospitality by working alongside Stéphane and his team.

On the academic side, we joined forces with Grenoble Ecole de Management (GEM) to launch a dual-degree MBA-MSc program, which incorporated our Master's in International Hospitality Business.



#56

Chantal Wittmann

If you want to be the best, you have to learn from the best. And for Glion students until recently, that meant learning from Chantal Wittmann, who spent four years as Restaurant Manager of Le Bellevue and Senior Lecturer.

A native of the Alsace region in France, Chantal is one of fewer than 50 people – and only two women – to hold the prestigious title of Meilleur Ouvrier de France (MOF) for Maître d'Hôtel Service and Table Art, which she earned in 2011.

Chantal has more than 35 years' experience teaching service and fine dining, including spells at the E.N.N.A. in Paris Antony Sud and at the Aristide-Briand school. She also has considerable hotel industry experience, having worked at the Hilton International Strasbourg, the Hôtel Saint-Barnabé in Murbach and the A. Dumas high school in Illkirch.

Now Director of The Restaurant Room and Training in Table Arts and Service at École Ducasse, Chantal has fond memories of her time at Glion, the highlight being the opening of Le Bellevue, which she describes as 'the most beautiful restaurant of the Swiss Riviera'.

Dedicated to sharing her passion for table art and service, Chantal's best memories of Glion are the workshops she ran in Le Bellevue.

"I was always amazed at the progress the students made," she says. "They were curious, passionate, enthusiastic and hard workers. Teaching my passion to students from around the world every day has really enriched me."

2018

IT WAS THE YEAR WHEN...

... we took the No.1 position for Employer Reputation in the QS World University Rankings. This was the first year in which these annual rankings had included hospitality and leisure management institutions, so we were thrilled to come out top in the eyes of employers, with a perfect score of 100. Since then we have stayed firmly within the global Top 3 for this element, most recently finishing in the No. 2 spot.

In the overall rankings for our sector, we've enjoyed a steady upward progression from our opening fifth place in 2018,

finishing in the global No.3 position for the past two years in succession.

The rankings themselves are the work of QS Quacquarelli Symonds, which is the world's leading provider of services, analytics, and insight to the global higher education sector. Launched in 2004, they have grown to become the most popular source of comparative data about university performance, encompassing 51 individual subject areas and ranking more than 1,000 institutions worldwide.



#57

Jacquie Lutz

As Glion's Head of Career and Internship, Jacquie Lutz feels very privileged to lead a team that accompanies all students from their first day on campus to their last and, in some cases, beyond.

While many celebrated Glion personalities have launched new education programs or opened new buildings, Jacquie has taken satisfaction in making a small difference to every student who attends the school.

Among her proudest achievements are welcoming 100 companies to the Bulle campus in 2019 for the largest ever on-campus Recruitment Day and watching as the event grows in importance and value every semester since.

On a personal level, Jacquie's most memorable moments have come from Open Days, company visits and Recruitment Days, when she and her team have received positive feedback, and most of all from the Graduation ceremonies, when she witnesses the results of all the hard work put in by the team, colleagues and students.

"But the very best moments are every time a student comes to me with his or her eyes shining to say 'I got the job'," she says. "Hearing about their success stories is my ultimate satisfaction and I love it when they come back after graduation. It means we have truly impacted them, that Glion is a part of their lives and that they will never forget us."

IT WAS THE YEAR WHEN...

...we launched three new Master's degrees. In one of the biggest shake-ups to our academic portfolio for many years, we transformed our graduate education offer by introducing these three, highly specialized and career-focused programs:

Master's in Luxury Management and Guest Experience – this has quickly become one of our most sought-after graduate programs. And with the global luxury industry forecast to be worth \$297 billion by 2026* it is easy to see why.

Master's in Hospitality, Innovation and Entrepreneurship – designed to unleash a student's inner entrepreneur, this Master's is proving popular with those seeking to switch careers into

hospitality, who dream of creating their own startup enterprise, or who see their future in leading their family business.

Master's in Real Estate, Finance and Hotel Development – taught exclusively on our London campus, this Master's immerses students in one of the world's most vibrant commercial real estate and luxury hospitality markets.

Not forgetting, of course, the **Master's in International Hospitality Business**, which remains our flagship graduate program and the only one of our Master's degrees that can be studied in either Switzerland or the UK.

*Source: Global Industry Analysts Inc.



#58

Sebastian Armentano

Cooperation, companionship and connections are what stand out for Sebastian Armentano from his two years studying at Glion on two of our Master's programs.

Having arrived on campus in 2019, it was not long before Sebastian and his fellow students had to deal with the upheaval caused by the Covid-19 crisis, which meant he was unable to take part in his Luxury Management and Guest Experience program's internship. But instead of sitting around and waiting, after two months searching for a placement, Sebastian decided to return to his studies and take another Master's program.

Now employed by Zuri Zanzibar, one of the island's highest-rated hotels in its category and the place where he carried out his internship, Sebastian has already been putting what he learned at Glion into

practice, resulting in a rapid rise through the ranks.

Having started out as Management Trainee, Sebastian has since been promoted to Guest Relations Manager before the company created a new role for him – Executive Office Manager.

“Two of the courses I studied at Glion – Design Thinking Process and Talent Management – have already helped me devise a new training plan for our HR Director,” he says. “But what really sets Glion Master's graduates apart is how we get to cooperate with real companies on their actual problems and be a part of the solution. This experience has been extremely helpful because it enables us to handle the pressure of everyday operations.”

2020

IT WAS THE YEAR WHEN...

... Covid-19 put us to the toughest of tests – and the Glion community responded magnificently!

As a school that prides itself on offering personalized, hands-on learning, closing our campus doors was a heart-wrenching – but unavoidable – decision. After the major logistical exercise of returning as many of our students as possible to their homelands, we then had the challenge of how to continue their education with the minimum of interruption.

Thankfully, our resourceful and committed faculty, ably supported by a ‘can do’ IT and technical team, developed online learning applications across all our programs in record time. Perhaps the showpiece innovation was a remote learning platform called

Glion Connect. Featuring live online tutorials and demonstrations, as well as one-to-one coaching and mentoring, Glion Connect has allowed dozens of students to begin their Bachelor program without delay.

The year also saw us launch a new business and lifestyle magazine, named *The Insider*. With its own dedicated section on our website, *The Insider* brings the most interesting views, insights and thinking from across the hospitality and luxury sectors.

We’ve spoken to business leaders such as Georges Kern, Maud Bailly and François-Henry Bennahmias, as well as successful alumni including Sacha Prost, Alexis de La Palme and Nathalie Mika-Huys. You can sample *The Insider* by visiting glion.edu/magazine.



#59

Jude Haddad

Leading the student community through the Covid-19 crisis and securing their chance to meet in person for a graduation weekend are just some of the highlights in Jude Haddad’s tenure as President of the Student Government Association (SGA) of Glion.

A champion of students’ rights and keen advocate of diversity and inclusion, Jude first became involved with the SGA in 2020, initially as a Marketing Executive before standing for – and winning – the Presidency.

Jude, who graduated in 2021 in Business Administration and Management, also spent a spell as Alumni Engagement and Marketing Associate at Sommet Education and has previously worked on the reception at the five-star Hotel Arts in Barcelona and as an

Ambassador for a digital education platform in Lebanon.

Having now accepted a role at The Ritz in London, Jude is looking forward to putting her experience and the theory she learned at Glion into practice in one of the world’s most famous hotels.

“Glion definitely equipped me with the professional and people skills for roles at great establishments such as The Ritz,” she says. “I see my time there as a genuine period of growth for me and have many fond memories, particularly winning the SGA Presidency.

“It was great to be surrounded by so many engaged people from different backgrounds in an amazing environment, all of which has made me who I am today.”

2021

IT WAS THE YEAR WHEN...

... we joined forces with a rising star in the gastronomic universe! Swiss-born chef Stéphane Décotterd has already earned two Michelin stars in his career, and in 2021 he brought his culinary flair and expertise to Glion campus with the launch of Maison Décotterd.

With its spectacular views complemented by equally spectacular dishes, the new signature restaurant has already earned 18 points from the Gault & Millau guide, matching the performance of Stéphane's previous establishment, Pont de Brent. Working hand-in-hand with the Maison Décotterd team

provides an incredible opportunity for our students to learn the art of hospitality in a world-class environment.

As a chef, Stéphane's breakthrough year was 2018, when he decided to change his way of cooking and to offer 100% local gastronomy.

"This decision quickly made me realize that there was incredible potential. I am now committed to an environmentally friendly approach with full traceability, working with farmers, gatherers, fishermen, breeders and winemakers. My cuisine is in perfect harmony with this fantastic Swiss terroir," he says.



#60

Christopher Jones

From being a waiter at the opening party of the Bulle campus to competing in rugby matches against EHL, every day spent at Glion built amazing memories for current president of the Alumni Association of Glion (AAG) Christopher Jones.

His years studying at Glion not only provided Christopher with the perfect setting and ideal content to prepare him for the world of work, it also meant he was able to form friendships and connections that have lasted a lifetime.

These bonds have served Christopher well. After two years in the hotel industry, he was recruited by an alumnus for Groupe Flo and he has since returned this favor to the Glion family by hiring alumni or recommending graduates for other roles in the industry.

For Christopher, the connections you make help you progress. They have helped him throughout a career that has included leading roles in the restaurant trade, a garden center group and even an opticians business. This is why as AAG president he is now seeking to develop the organization into an even stronger networking platform.

"We have a special bond between us at Glion and I want to see our association become more active, because it can help us throughout our lives," he says. "While an alumnus gave me my career break, I have also made lifelong friends through Glion and have amazing memories. Glion truly was the best launchpad for the life you could have."



GLION STUDENTS CELEBRATE THEIR
GRADUATION IN 2021

“Glion definitely equipped me with the professional and people skills for roles at great establishments such as The Ritz. I see my time there as a genuine period of growth for me and have many fond memories, particularly winning the SGA Presidency. It was great to be surrounded by so many engaged people from different backgrounds in an amazing environment, all of which has made me who I am today.

JUDE HADDAD,
THE RITZ, LONDON

Glion graduate 2021 & SGA President 2020



Produced by Glion Institute of Higher Education

Editor: Sandra Meier

Writers: Martin Green and Ben McCormick

Designer: Nicola Gregory

Printed by: Media f SA

With special thanks to the Glion Library team, our alumni, our current faculty and staff, and all our former employees and their families who gave us treasured memories from the past 60 years.



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