

## Hotel Institute Montreux Partners with Leading Wellness Destination Le Mirador Health & Wellness Centre



Montreux, 29 November 2019 – This collaboration comes on the back of the newly-launched specialization in Management for the Senior Living Industry at Hotel Institute Montreux (HIM). Students in this programme will be able to leverage the training opportunities and state-of-the-art wellness facilities at the Le Mirador Health & Wellness Centre that is located in the renowned and highly exclusive five-star Le Mirador Hotel Resort & Spa.

The World Health Organization forecasted that the proportion of the world's population, aged 60 or more, would almost double from 12% to 22% by 2050. The health and senior care industry is expected to grow significantly with an increased demand for a high quality of guest experience coupled with expert technical knowledge.

Ulrika Bjorklund, Academic Director of HIM said, "We are excited to be partnering with one of the leading health centers in the Swiss Riviera specializing in personalized well-being programmes. As this sector continues to evolve, our students in the Management for the Senior Living Industry specialization will greatly benefit from Le Mirador Health & Wellness Centre's expertise and holistic philosophy of inner balance and healthy living."

The specialization is available for HIM students in the three-year Bachelor's degree in Hospitality Management (in partnership with Northwood University, USA), or the one-year Master's programme in Hospitality Management. The programme combines Swiss standards of hospitality coupled with the insights and skills needed to succeed in one of the many disciplines and professions related to the growing health and senior care industry.

Students will benefit from Le Mirador Health & Wellness Centre's expertise in this collaboration through courses, training materials, guest lectures, workshops, seminars and conferences. Le Mirador will also offer opportunities for events, networking and potential internship placements as well as special rates for staff, students and their families.

Marta Cao, Managing Director of Le Mirador Health & Wellness Centre said, "We are honoured to work with Swiss Education Group to share our experience in wellbeing, at a pivotal point in this blooming industry. This partnership reflects our commitment to engage with the next generation of healthcare professionals who are ready to make a difference. We hope to impart the values to help them to understand the needs and challenges of an aging population that will contribute to this important pillar of our healthcare industry."



### ***About Hotel Institute Montreux***

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Since its establishment in 1985, the hallmark of Hotel Institute Montreux is its modern approach to management, marrying a contemporary American management business outlook, with a sophisticated Swiss approach. Students from the Bachelor's degree program (awarded in partnership with Northwood University, USA) and Master's program, learn the art of hospitality management, combined with a specialization in Human Capital & Development, Luxury Brand Management or Financial Analysis & Wealth Management. It is the combination of the business focus of the programs, practical skills and industry recognized work experience, that allow HIM students to tailor their education and open doors to a wide variety of exciting career options around the world.

The school is comprised of several buildings located in the heart of Montreux, with the Alps providing a spectacular backdrop. All buildings have been renovated and equipped to provide state-of-the-art accommodation and modern learning facilities. The campus is a 3-minute walk from Lake Geneva and the train station, providing easy access to a variety of activities.

[Hotel Institute Montreux](#)

### ***About Swiss Education Group***

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With five schools based across six campuses throughout Switzerland, Swiss Education Group is Switzerland's largest private hospitality educator. In total, the Group has over 6,000 students from over 110 countries and the campuses are located in the French and German-speaking regions of Switzerland. Partnerships with the University of Derby (UK), Northwood University (USA) and Washington State University (USA) ensure that students' qualifications are internationally transferable. Courses are conducted in English and all schools offer Diploma, Bachelor and Master programmes, with a variety of subjects and specializations.

As a worldwide ambassador of best practices in Switzerland, Swiss Education Group enjoys the benefit of being highly esteemed by tourism and hospitality industry professionals. Locally, the group is an esteemed economic player, bringing many international students and visitors to the regions where the schools operate.

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