

SWISS EXECUTIVE HOSPITALITY TRAINING PROGRAM

SWISS EHT PROGRAM





SWISS EHT – WHAT IT IS?

The Swiss Executives Hospitality Training Program (Swiss EHT Program) is a high level education program designed for management staff in Vietnamese hospitality enterprises. The program will provide Vietnam's future hospitality leaders and managers with the tools to deliver exceptional service while maintaining a commitment to sustainability.

This executive hospitality training program is provided by the Swiss Tourism for Sustainable Development (ST4SD) project, funded by the Swiss State Secretariat for Economic Affairs (SECO). It is part of the economic development cooperation program of Switzerland for Viet Nam. The training has been developed and transferred by the EHL Hospitality Business School, ranking No. 1 institution for hospitality management worldwide.

SWISS EHT – WHAT IT DOES?



Enhance the quality of human resources in Viet Nam's hospitality sector through Swiss hospitality standards and expertise.



Develop a standardized model of executive training that can be implemented across diverse educational institutions.



Integrate sustainability principles throughout hospitality operations and management.



Bridge the gap between theoretical knowledge and practical application in hospitality management.



SWISS EHT – WHO CAN PARTICIPATE?



STUDENTS

Hospitality students and recent graduates who want to achieve the international-standard certification and management-level training.



PROFESSIONALS

Current hospitality professionals who are finding flexible ways to skill up and move into management



CORPORATIONS

SME's and corporations who want to improve service without disrupting daily operations.



SWISS EHT – WHAT STRENGTHS ARE?

INTERNATIONAL RECOGNITION

Certification that carries international recognition and credibility backed by the Swiss hospitality legacy.

PRACTICAL LEARNING

Practical, hands-on, and case-study based learning that can be immediately applied in workplace settings.

COMPREHENSIVE CURRICULUM

Comprehensive curriculum covering technical, managerial, and leadership aspects of hospitality, with a focus on sustainability as a core component.

HYBRID LEARNING MODEL

Hybrid learning model balancing online convenience (70-80%) with in-person networking and practice (20-30%). This flexible learning structure is designed with working professionals in mind.

1-MONTH LEARNING CYCLES

Condensed, efficient 1-month learning cycles enhance schedule flexibility for busy professionals.



SWISS EHT MODULES

Following is a more detailed description of the program blocks and modules. Module contents and sequence are preliminary and subject to modifications.

BLOCK 1: SERVICE EXCELLENCE

The first course block addresses fundamental concepts which focuses on communication, hygiene, sustainability, and customer focus, offering additional content to build awareness of sustainability and international standards in hospitality and tourism to enhance the competent staff pipeline in Vietnam.



MODULE 1

INTRODUCTION TO SUSTAINABLE HOSPITALITY OPERATIONS

Running a successful hospitality business involves many functions and roles across the service industry. Each is interdependent and plays a critical role in the overall guest experience.

This introductory course aims to provide an overview of the history and evolution of the hotel industry, its various stakeholders, and its crucial position within the tourism industry.



MODULE 2

VERBAL AND NON-VERBAL COMMUNICATION

Participants will gain a thorough understanding of the critical principles of effective communication, including active listening, empathy, clarity, and cultural sensitivity.

The course will explore verbal and nonverbal communication channels, equipping participants with the skills to deliver exceptional guest experiences through effective communication.



MODULE 3

INTRODUCTION TO CUSTOMER SERVICE

Excellent customer service creates satisfaction, leading to customer loyalty and profitability. This course examines the essential components that hospitality staff should be focused on when delivering excellent customer service from reception to farewell.

By looking at the different touchpoints of the customer experience, the student should complete the course with a deeper understanding of the value and challenges of delivering a customer-oriented attitude.



MODULE 4

HYGIENE, HEALTH AND SUSTAINABILITY PRACTICES

Occupational health is recognizing, evaluating, and controlling health hazards in the working environment to protect worker health and safeguard the customers.

In this course, participants will learn hygiene, from uniform discipline to the general safety standards hospitality operations require. The focus will also be on safety aids and tools, HACCP, and specific legislation and laws applied worldwide in the hospitality industry.





BLOCK II: SUSTAINABLE OPERATIONS

The second course focuses on hotel operations, etiquette, and cultural awareness, offering additional content to build awareness of sustainability and international standards in hospitality and tourism to enhance the competent staff pipeline in Vietnam.



MODULE 5 HOTEL ETIQUETTE AND PROTOCOL

Professionalism – attitude – passion: all three attributes must be embedded in the DNA of any hospitality industry employee.

Furthermore, these are fundamental for individuals to nurture in order to be recognized as competent and a right fit for the world of international business protocol.



MODULE 6 SUSTAINABLE F&B OPERATIONS

This course introduces the learner to the main functions of the F&B Operations Team, including the system tools and personnel setup used to support their work.

After completing this course, participants will be able to evaluate the relationship between the sub-departments of the F&B department and analyze how to maximize F&B Service in terms of efficiency, productivity, profitability, and sustainability.



MODULE 7 SUSTAINABLE ROOM DIVISION OPERATIONS

The Rooms Division is the focal point of most activities within a hotel or any hospitality business, such as a holiday center, a cruise liner, or a casino.

During this course, students are introduced to the primary activities and duties of a Rooms Division Manager who runs the Rooms Division. The work of the most common departments and critical positions within each are detailed.



MODULE 8 GOODS MANAGEMENT & ENVIRONMENTAL PRACTICES

This course examines the relationship between the hotel industry and the natural environment. Focusing on resource efficiency, energy optimization, green cleaning and waste management, successful students will complete this course with an understanding of best practices aimed at environmental protection.

Students will also receive training on the goods management cycle (Inventory, Ordering, Purchasing and Receiving processes), with a focus on housekeeping operations and sustainability.



BLOCK III: PEOPLE AND LEADERSHIP

The third course focuses on service excellence, leadership, people development, and communication, offering additional content to build awareness of sustainability and international standards in hospitality and tourism and enhance the competent staff pipeline in Vietnam.



MODULE 9 CUSTOMER SERVICE EXCELLENCE

This course will introduce practical techniques for delivering outstanding customer service that meets and exceeds guest expectations.

The course will deliver the essentials for dealing with complaints and challenging situations in the service industry to enhance the student's ability to handle guest interactions confidently and professionally.



MODULE 10 SUSTAINABLE LEADERSHIP

This course equips hospitality managers with the tools to lead their organizations toward greater sustainability and long-term success.

Participants will explore strategies to balance business objectives, environmental responsibility, and social impact, enabling them to drive positive change within the local communities.



MODULE 11 PEOPLE TRAINING AND DEVELOPMENT

This course introduces the concepts, application, and skills development aspects of training and development and how they contribute to an effective hospitality organization.

Successful students will complete the course with the aptitude to assess, design, develop, implement, and evaluate a training program in a hospitality context.



MODULE 12 CULTURAL AWARENESS

The Cultural Awareness course is designed for hospitality professionals to develop cultural intelligence to help build relationships and communicate effectively with guests worldwide.

By the end of the course, the successful learner will be able to demonstrate an understanding of cultural diversity and expectations in the hospitality industry and offer diverse approaches to providing the best service to customers from different cultural backgrounds.

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Scan to learn more about the program
and the application process

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