



EHL CASE STUDY

A Blended Learning to Bridging the Gap Between Education and Industry Demands

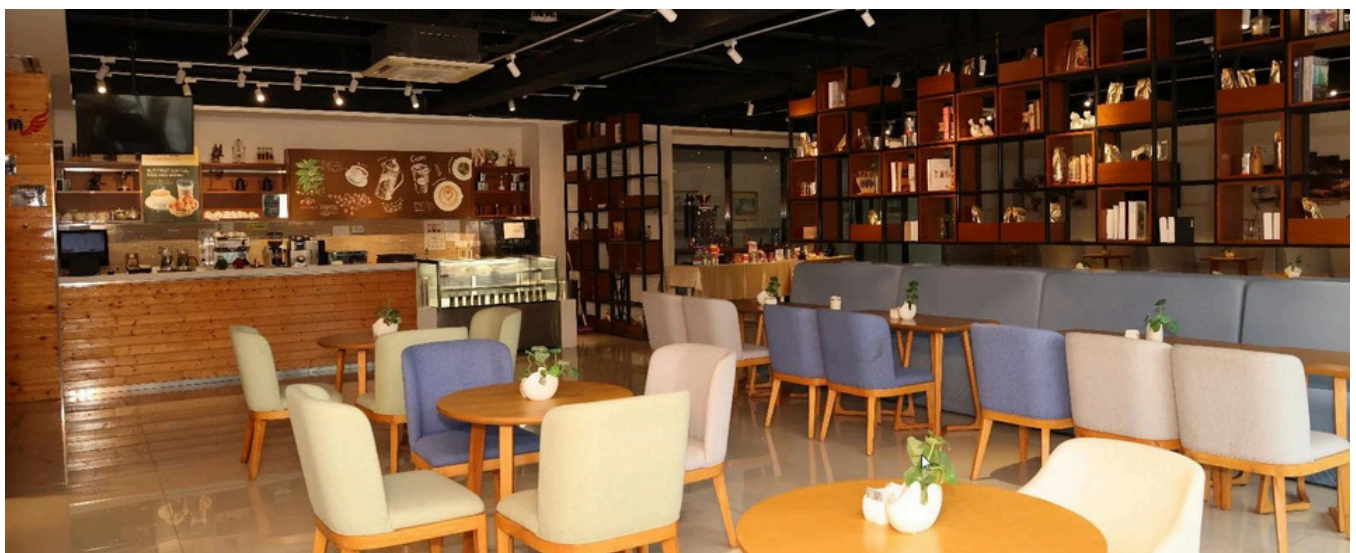
In the hospitality industry, a continuous evolution is the norm, often outpacing the adaptability of educational systems. This ongoing transformation stems from several factors, including a shortage of highly qualified educators, the need for more effective talent development initiatives, and a historical emphasis on practical skills over the cultivation of professional and managerial capabilities. These factors collectively contribute to the industry's ever-changing landscape and the need for a more agile educational approach.

Recognizing this challenge, the Hospitality Institute of Sanya (HIS) in China has implemented a tripartite approach to education and training that aims to bridge the gap and provide students with the skills, knowledge, and attitudes needed to succeed in the hospitality industry, particularly in the booming region of Hainan where it is located.

Sanya - An international Holiday Destination in Hainan Free Trade Port

Hainan is China's largest special economic zone, the largest free trade experimental zone, and the only free trade port with Chinese characteristics. On June 1, 2020, the Chinese government officially announced The Overall Plan for the Construction of Hainan Free Trade Port. On June 10, 2021, Hainan Free Trade Port Law of the People's Republic of China was unveiled and came into force.

By 2035, Hainan will build a new highland for China's open economy, and by the middle of this century, a high-level free trade port with strong international influence will be fully established. At present, Hainan relies on its unique advantages in the natural environment, location, humanities, and policy, focusing on the development of tourism, convention and exhibition, medical health, modern financial services, high-efficiency agriculture with tropical characteristics, the Internet, modern logistics, oceans, low-carbon manufacturing, real estate, education, culture and sports, medicine and other 12 key industries.



Sanya, located at the southern end of Hainan Island, is the second largest city in Hainan Province. Sanya has many historical sites of Li nationality and is rich in intangible cultural heritage resources. Because of its beautiful natural scenery and excellent ecological environment, Sanya has become a wonderful paradise for residence, travel, and vacation. Taking advantage of Hainan's free trade port policies and systems, Sanya is accelerating the creation of a dynamic and attractive world-class coastal tourism city and an open and innovative benchmark city for Hainan Free Trade Port.

Haitang Bay (Sanya), where HIS is located, is positioned as China National Coast and International tourist resort for its beautiful scenery, pleasant weather, and abundant ecological resources. At present, more than 30 world-brand hotels, the world's largest single duty-free shop, medical and health-care bases, health industrial parks and international convention and exhibition centers, and other enterprises have settled in this region.

Hospitality Institute of Sanya: A Solution to Industry Demands

In 2017, with the support and assistance of EHL, a new modern hospitality management school - Hospitality Institute of Sanya (HIS) was established in Sanya, China's "National Coast". In October 2018, HIS became a member of EHL network of certified schools after a rigorous review process by EHL. Currently, more than 700 students are studying in the EHL Academic Certification System, and nearly 2000 graduates have received the EHL certificates.

EHL provides a Qualified Learning Facilitator's (QLF) program to HIS faculty members every year. At present, 131 teachers have received the coaching. 35% of faculty members have industry operation or management experience, and 25% have overseas study or working background.





The Blended Learning to Education and Training

Educational Philosophy

HIS practices the core values of “respect, professionalism, and responsibility” and advocates the idea of immersive education. Each HIS member faithfully upholds, defends, and inherits HIS core values. The Dandelion Team, composed of teachers and students, with a professional attitude and actions, defines HIS core values every day. HIS attaches great importance to the teaching hotel-La-Fountain Hotel to achieve “Blending of Teaching and Operation”. HIS develops future service management through innovative teaching and practice. HIS’s industry-standard education model will prepare students to become internally motivated learners and creative doers. To promote career competitiveness and innovation qualities, HIS offers a wide range of opportunities to enhance their professional ethics and develop leadership skills and team spirit. HIS encourages students to participate in industry events to fulfill social responsibilities.

HIS education is more than classes and study groups. To promote students' physical and mental well-being, as well as support for academic development, HIS campus offers a wide range of services and facilities to cultivate a rich learning and living environment to retain individuality and expand students’ horizons. HIS has 23 student associations including sports teams, singing groups and cultural clubs, etc. Plenty of extracurricular activities are able to enrich student’s life.

Industry Relations

HIS strives to set students up for lifelong fulfillment. The school constantly finds partnerships and new contacts in various sectors. HIS facilitates professional networking and career development resources for students through mentoring programs, professional competitions and events, career coaching services, and on-site career fairs. 120 companies have close partnerships with HIS including hotel, tourism, catering, finance, engineering, properties, cruise, health care, resorts, and retail. Interns and graduates are highly recognized by the industry. Employer satisfaction is 98.21%, 93.48%, 97.44%, and 100% from 2020-2023 respectively.

Participation and Service

HIS values the community service by students. Learning is a social process. To be successful in the business world, students shall learn to fulfill social responsibility by working together. The process can enhance the learning outcomes in classes to support individual development. Since the establishment of HIS, more than 4,900 students have participated in over 60 high-end events and charity activities including Boao Forum For Asia, Forum on China-Africa Cooperation in Agriculture, China International Consumer Products Expo, wetland conservation, and care for the elderly. Participation in the business world and charity events helps greatly develop students' soft skills and gain public recognition from industry and society.

Distinctions and Awards

Since the establishment of HIS, to satisfy the needs of the hospitality industry and education, HIS has been adhering to a new education model and constantly innovating to improve education quality. Its efforts have been widely recognized by the industries. For five consecutive years (2019-2023), HIS ranked top 3 in the Student Satisfaction Ranking of National Vocational Universities by MOE of China.

- The Bronze Medal for Restaurant Service in the Vocational Skills Competitions of Hainan, 2021
- The First Prize in the Food Science & Technology Innovation Competition of Hainan, 2022
- Hotel English and Tourism Culture in Hainan are accredited as the Provincial Quality Course in 2022
- The Third Prize in the Wine Service Competition in the Higher Vocational Group of the National Vocational College Skills Competition, 2023
- The Winner of the Restaurant Service Competition of the 2nd National Vocational Skills Competition, 2023
- The Second Prize of Fine Diner Service in the 2nd National Vocational Skills Competition Organized by Free Trade Port, 2023
- The Influential Model Institutions in the 20 Years Development of Hotel and Restaurant Industries in Hainan, 2023
- National Pioneer Women's Organization, 2023





HIS and EHL Partnership: A Recipe for Success

The partnership between EHL and Hospitality Institute of Sanya served several key objectives.

It addresses the pressing demand within the Sanya hospitality industry by providing a dedicated educational institution in the region. This not only caters to the local talent pool but also extends its reach to attract students from neighboring provinces such as Yunnan, Guangdong, and Guangxi.

This investment in education goes beyond academic pursuits; it represents a commitment to nurturing and empowering the next generation of Chinese talents. HIS actively supports this mission by offering scholarships to students facing financial constraints, thus opening doors to promising opportunities in the dynamic field of hospitality.

EHL provided essential guidance and expertise to HIS throughout the development process.

Campus Development: Creating an Optimal Learning Environment

EHL has supported HIS in the architectural design of the campus, ensuring that the facilities meet the highest standards. Recommendations were made for classrooms, hotel rooms, reception areas, restaurants, bars, and kitchen spaces to enhance the learning experience for students. Attention was also given to infrastructure and equipment requirements to maximize efficiency and cost-effectiveness.

Faculty Training: Empowering Educators

Recognizing the importance of well-trained faculty, EHL provided coaching to HIS faculty members to ensure the delivery of high-quality education. The Qualified Learning Facilitator's (QLF) Program, developed by EHL, equipped faculty with the necessary knowledge and competencies in pedagogy, andragogy, and epistemology. This training helped faculty shift from traditional teaching methods to facilitation, promoting student engagement and learning.

Curriculum Design: Balancing Theory and Practice

EHL played a crucial role in the design of HIS's curriculum. The curriculum was carefully crafted to balance theoretical and practical components, ensuring that graduates are equipped with the skills and knowledge required by the industry. Business case studies and industry needs were taken into consideration, prioritizing the employability of graduates and the long-term success of the institution. Leverage the training hotel in the campus, students are able to have real working experience in their practical courses.

Academic Audits: Ensuring Quality and Continuous Improvement

To maintain high standards, EHL conducted yearly academic audits of HIS. These audits evaluated the implementation of standards, assessed the achievement of defined targets, and provided constructive feedback for continuous improvement. By measuring key performance indicators and identifying areas for enhancement, HIS was able to continually refine its programs and deliver quality education.



The Impact of the HIS-EHL Partnership

The partnership between HIS and EHL has had a significant impact on the institution, its faculty, and its students. Through the blended Learning to education and the guidance provided by EHL, HIS has strengthened its connection with the hospitality industry, enhanced faculty facilitating experience, and enabled students to gain valuable hospitality knowledge and critical thinking skills.

HIS has become the first hospitality vocational education and training university in the region, offering a range of programs that cater to different aspects of the industry. The institution has received recognition from education authorities, the hotel industry, similar institutions, and students and parents alike. Teachers and students at HIS have garnered numerous awards, further highlighting the institution's commitment to excellence.

Hospitality Institute of Sanya's blended Learning to education and training, in partnership with the EHL, is a testament to the institution's dedication to bridging the gap between education and industry demands. By creating a clear learning culture, providing practical teachings and internships, and developing the necessary skills, knowledge, and attitudes among students, HIS is preparing graduates to meet the demands of the ever-evolving hospitality industry. With the support and guidance of EHL, HIS is well-positioned to continue producing talented professionals and contributing to the growth of the hospitality sector in China.

Sources: International Program Office of Hospitality Institute of Sanya



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