

## LAUNCH PRESS RELEASE

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## FOR IMMEDIATE RELEASE

### NEW HOSPITALITY ACADEMY OPENS IN MUSCAT, THE SULTANATE OF OMAN IN NOVEMBER 2021.

*Muscat Hospitality Academy (MHA) launched by Heart of Hospitality (HOH), has partnered with EHL Group, Switzerland — the world's leading source of hospitality education and advisory services to open its first Vocational Education and Training/VET by EHL licensed training institute in Oman.*

**Muscat, The Sultanate of Oman (October 2021)** - Muscat Hospitality Academy (MHA) in partnership with EHL Group, Switzerland, sets the standards in excellence for Vocational Education and Training in Hospitality, offering the next generation an exciting opportunity to build their career in the hospitality industry, both within Oman and globally. The academy will initially focus on various level programs in four key specialisations — culinary, service, rooms and hotel administration. The programs are designed to cover almost 80% of the job skill demand of the industry. All curriculum and course materials are developed in Switzerland by the EHL Group and delivered by VET by EHL approved industry experts. For more information – please visit [www.mha-oman.com](http://www.mha-oman.com).

*“We are very proud of the fact that MHA has already been very well received by the hospitality sector in Oman, with commitment from many 4 to 5-Star brands, which includes more than 150 employment opportunities for Omani nationals upon successful completion of our VET by EHL programs. We are presenting a fantastic opportunity for Omanis who will receive unique world-class vocational educational training by hospitality industry experts, incorporating rigorous practical Internships to ensure that they are equipped to be ready for the job market from Day 1 of graduation “explained Ms. Xia Cai, Managing Partner for Heart of Hospitality.*

*“On behalf of EHL Group, it is my pleasure to welcome Muscat Hospitality Academy to our distinguished and select global network of hospitality institutions delivering the VET by EHL programs. The hospitality industry has been evolving at a very rapid pace and so is the student population, hospitality educational institutions therefore must remain several paces ahead of the needs and the motivations of both the industry and the students. The high impact industry-led VET by EHL programs coupled with the talented set of trainers at MHA and its world-class infrastructure are well positioned to significantly reshape the hospitality skill development and professional education landscape not only in the Sultanate of Oman but across the wider region”, added Aman Aditya Sachdev, Director and Regional Head (Middle East, South Asia & Myanmar), EHL Advisory Services.*

*“Now that we have been able to re-open our unique resort again, we are honoured to be working with Muscat Hospitality Academy (MHA), to provide the highest standards in service excellence to our Guests and to help create opportunities for*

*the youth of Oman,"* explained Mr. Andrew Spearman, General Manager for Six Senses Zighy Bay.

In today's fast-paced world, it has become a necessity to have the soft skills qualities which employers look for – active listening, proactive team building, delegating, creative problem-solving. Venturing in the hospitality sector can offer endless professional as well as personal opportunities. The education will equip you to have the appropriate life skills, such as clear active listening, emotional intelligence, critical thinking, leadership, and empathy that are needed for any future business endeavor.

In the global hospitality industry, EHL Group is continually recognized by industry leaders, trusted for academic quality with its flagship, EHL Hospitality Business School, founded in 1893 as Ecole hôtelière de Lausanne. EHL Group, through its graduates and applied research and consulting services are shaping the future of the industry. For the third year in a row (2019, 2020 & 2021) EHL Hospitality Business School has been ranked as No.1 university by QS World University Ranking for hospitality and leisure management studies.

#### **About EHL Group:**

EHL Group is the global reference in education, innovation and consulting for the hospitality and service sector.

With expertise dating back to 1893, EHL Group now offers a wide range of leading educational programs from apprenticeships to master's degrees, as well as professional and executive education, on three campuses in Switzerland and Singapore. EHL Group also offers consulting and certification services to companies and learning centers around the world.

True to its values and committed to building a sustainable world, EHL Group's purpose is to provide education, services and working environments that are people-centered and open to the world.

[www.ehlgroup.com](http://www.ehlgroup.com)

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## **About Muscat Hospitality Academy:**

Muscat Hospitality Academy is part of Heart of Hospitality (HOH). Heart of Hospitality is a subsidiary of Muscat Investment House (MIH). Founded in 1992, Muscat Investment House has expanded over the past three decades to become one of the largest and most prominent business conglomerates in the Sultanate of Oman. Renowned for its distinctive creative vision and emphasis on community development, MIH acts as a flagship company orchestrating more than twenty diversified, high-powered subsidiaries throughout Oman and the Gulf.

The training academy will be based in Madinat Al Ilam, Muscat – Oman. The objective of Muscat Hospitality Academy is aligned with Oman Vision 2040, focusing on driving tourism as a key enabler for economic sustainability and development, by placing Omani nationals in the frontline of hospitality, providing skilled labour for investors and operators - thus reducing youth unemployment.

Muscat Hospitality Academy will provide ongoing development and training to ensure lifelong learning and career advancement in the hospitality sector, with additional programs to be launched soon.

Muscat Hospitality Academy in partnership with EHL Group – is Shaping the Future of Hospitality.

Join us for our open day – to be held on the 15<sup>th</sup> to 17<sup>th</sup> November 2021.  
Contact Mr. Ian Pepler for further media enquiries at [media@mha-oman.com](mailto:media@mha-oman.com) or +968 99257807 / +968 2455 5700.

\* World Travel and Tourism Council: Economic Impact Reports, accessed 20<sup>th</sup> October, <https://wtcc.org/Research/Economic-Impact>