

## Erasmus Policy Statement 2014-2020

The essential goal of the Institute of Hospitality Management in Prague (IHM) was to establish a higher educational and research college of hotel management and gastronomy which had not previously existed in the Czech Republic as well as to follow traditions of Central European education in this field. In the previous period 2007-2013 IHM expanded its study disciplines in correspondence with the principle of Bologna process. The school has created its own research center, has edited its own scientific magazine „Czech Hospitality and Tourism Papers“ and electronic magazine Media4U, has deepened its cooperation with HORECA sector (**hotels-restaurants-catering**) organizing e.g. annual conference (Czech Horeca Summit). Within Erasmus programme IHM created an international network of 26 partner schools and 5 hotel companies becoming one of the leading private schools in the Czech Republic in the amount of academic mobilities realized and money allocated for the last three years.

IHM prefers quality to quantity regarding to its international partners. From the early beginning IHM cooperates with Hotel School in The Hague, that belongs to the top 5 hotel schools in the world. The Hague Hotel School offers our best students a scholarship to get double degree from both institutions. We have been organizing students' and teachers' visits at Ecole Hoteliere du Lausanne in Switzerland to mediate the experience from the best hotel school in the world.

Because of the international aspect of the hotel business the school management is aware of the importance of permanent development of the international relations. In 2010/11 the bachelor programme of hospitality management taught in English was introduced to meet increasing foreign students requirements. The programme has enabled to accept more international students, including Erasmus exchange students. Due to general demography decrease in Europe, IHM also tries to mitigate the negative impact of the decline in the number of local students inviting students from abroad. There have always studied about 15-20% of foreign students at IHM, mainly from Slovakia and Russian speaking countries, but the number of foreign students has increased significantly in last two years. The rate of foreign students in the first course reached almost 50 %. There come students from quickly developing countries in Asia (Kazakhstan, Uzbekistan,) but also more students from neighbour countries (Ukraine, Russia, Belarus), also due to business relations among the countries. All that will effect strongly IHM strategical decisions. Besides partners from participating countries we have to develop our international relations with Ukraine, Russian, Kazakh universities, (there have been already closed some bilateral agreements and teacher mobilities realised). IHM aims mainly at reasearch contacts and cooperation with those universities. IHM has aspired for doctorate level studies for many years, that could not be realised yet due to lasting national legislative obstacles. Cooperation with any foreign public school with doctorate level in hospitality, tourism or gastronomy should be a way out of this situation.

IHM also aspires at cooperation with hotel industry in China and India, having done some first steps sending a group of students and 3 teachers to an Indian hotel school and realizing first internships of our students in China and Singapore. We also realized in 2010 and 2011 an exchange of students with a hotel school in Mexico, which has been interrupted due to drug violency near the US border. IHM made also the first attempt for double degree programme with New South Hampshire University in the USA, the interest of students was not as successful as was expected.

In future we would like to strenghten our cooperation with our alumni, as some of our graduates are becoming sucessful hotel managers working in international hotel chains, their

support could link more effectively education, research and business. Erasmus student mobility has inspired also some of our students to start their own business. Personal Erasmus experience is a favourable topic chosen by our students for final thesis.

The school aims at deeper cooperation with HORECA sector, at membership in professional organisations e.g. EUHOFA. In long term IHM focuses on linking all the sectorial stakeholders.

International partnership and mobilities realized under Erasmus programme help our institute to implement a higher level of cooperation e.g. multilateral projects. At the beginning only few students participated in projects. IHM has cooperated as partner in the multilateral international project WelDest since 2012. There are 7 HEIs involved, the coordinating school is the Finnish Turku University. This project proves that the prior academic mobilities lead to a higher type of cooperation among the partners. IHM was asked to participate by our partner school University College of Birmingham. There are 4 teachers involved and 5 students (with periodic involvement of students in relevant tourism classes). The aim of the WelDest project is to create a development framework to be used by public bodies, destination management organizations and private companies at tourism destinations willing strengthen the elements influencing the well-being level of tourists and locals alike. We have applied as partner for another multilateral project aiming at creation of employer programme for hospitality and tourism. The project involves 8 partners, HEIs and other stakeholders (the recruitment agency, chambre of commerce, hotel association). IHM would like to develop its project activity in correspondence with its staff capacity. Considering the growing number of students from non-EU countries at IHM, the projects with Russia, Ukraine etc. should be planned soon. Besides HEIs from non-EU countries we cooperate with the Ukrainian Chamber of Commerce, the Embassy of Mexico, etc.

Number of IHM graduates in future will depend on the ability of the IHM to eliminate the decline of students from the Czech Republic by inviting students from abroad. IHM is opened to students from all countries and it prepares the master programme on hospitality management in English to be opened in 2014 to follow up the existing one on bachelor level. IHM pays attention in prevention of study failure. We are aiming at study failure decrease from 25 % to 20 % by 2017, through the cause analysis and by taking relevant measures.

IHM regularly monitors its graduates employability on the labour market. Besides the feedback from the graduates it uses external information sources from the Ministry of Labour and Social Affairs, Czech Statistics Office etc. to know which knowledge or skills are missing. That information is used to modify the graduate's profile and subject's content when the reaccreditations are prepared. The changes are consulted with the industry representatives, professional organisations.

IHM supports the academic mobilities from its beginning being at the second place in the number of mobilities and money allocated among the private HEIs in the Czech Republic (last three years) The international mobility for study or for placements is taken as a part of hospitality and tourism courses. IHM also enables its handicapped students to participate in the mobilities.

IHM is a professional, practically orientated HEI, that prepares and educates future entrepreneurs and managers for sectorial enterprises: hotels, restaurants, travel agencies, wellness centers, destination management organisations etc. It does not aim at preparing researchers but provides its graduates applied research methods and skills. The HEI focuses on skills and knowledge transfer to cooperating enterprises through LLP programmes,

conferences, expert associations and publication activities. Specialists from business participate in applied research and teaching activities.

IHM is a private school, which activities are not funded from public budget. That means the students will to pay for their education have to meet their expectations in getting back their investment in employability in the labour market or in creating their own prosperous business.

Signature:

A handwritten signature in black ink, appearing to read 'Miroslav Čertík', with a horizontal line above it.

Doc.Ing. Miroslav Čertík, CSc.

Legal representative

6/1/2014