

Press release

Hotelschool The Hague partners with the Sustainable Hospitality Alliance to develop knowledge and training partnership to achieve Net Positive Hospitality



Pictured L-R- Glenn Mandziuk, CEO of the Sustainable Hospitality Alliance, Stella Van Toor and Paul Griep, Directors of the Sustainable Hospitality Challenge and Wolfgang M. Neumann, Chairman of the Sustainable Hospitality Alliance.

London, 13th February 2024; A new collaboration between the [Sustainable Hospitality Alliance](#) (the Alliance) and [Hotelschool The Hague](#) is announced, which will see the two organisations form a knowledge and training partnership to help the Alliance achieve Net Positive Hospitality for People and Place.

The collaboration between the Alliance and Hotelschool The Hague will involve consultations on activities related to the Alliance's sustainable People and Planet programmes. These consultations will drive the development of training modules in entrepreneurship that can be deployed in areas local to where hotels operate. The aim is to increase positive local impact and contribute to becoming Net Positive for People and Place. These modules will offer micro-credentials to students and professionals, formalising and acknowledging their learning and new skills.

The Alliance has had a longstanding relationship with Hotelschool The Hague, demonstrated through its global Sustainable Hospitality Challenge. The CEO of the Alliance, Glenn Mandziuk, judged the final of the challenge in Abu Dhabi, U.A.E.

Hotelschool The Hague, founded and funded by the hospitality industry in 1929, has become a hub where industry partners can gain and share new insights, skills, and knowledge. It has

a strong connection with the industry and a solid international reputation in hospitality management. The institution provides high-quality education and cutting-edge research in the field of international hospitality management, with emphasis on the transformation of sustainability and digitalisation. Ultimately, developing students into sought-after hospitality graduates who excel in leadership roles worldwide.

Regine von Stieglitz, President of the Board of Directors of Hotelschool The Hague said: *“At Hotelschool The Hague, we provide our students with the perfect balance of theory, real-world experience and applied research to prepare them for a career in the hospitality industry. We develop leaders who shape our global industry and drive it to give back more than it takes. We are proud to join forces with the Sustainable Hospitality Alliance, as the first educational institute, an organisation with 27 world-leading hotel companies. We fully embrace their vision to achieve Net Positive Hospitality. In fact, ambitious initiatives are developed at HTH, with a focus on digitalisation & ESGs related to the hospitality industry while addressing key challenges affecting the planet and its people.”*

Glenn Mandziuk, Chief Executive Officer of the Sustainable Hospitality Alliance, expressed his excitement about the addition of Hotelschool The Hague to its network of partners, stating, *“The Alliance already has a strong relationship with Hotelschool The Hague, and I'm excited to formalise our collaboration in working towards Net Positive Hospitality. By bringing together engaged hospitality companies, the wider hospitality value chain, and strategic partners like Hotelschool The Hague, we will address key challenges affecting the planet, people, and places, and implement transformative change for the industry globally.”* For further information about the work of the Sustainable Hospitality Alliance, please visit <https://sustainablehospitalityalliance.org>

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Notes for Editors

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About the Sustainable Hospitality Alliance

The Sustainable Hospitality Alliance brings together engaged hospitality companies and the wider hospitality value chain, along with strategic partners, to address key challenges affecting the planet, people and places around the world.

Through their strategic initiatives and global networks, they develop practical programmes and resources to create a prosperous and responsible hospitality sector that gives back to the destination more than it takes.

Their members represent over 50,000 hotels spanning 270 brands – totalling over 7 million rooms – and include world-leading companies including Accor, Choice Hotels International, Hilton Hotels & Resorts, IHG Hotels & Resorts, Marriott International, and Wyndham Hotels & Resorts, as well as regional brands. Their network also includes other parts of the hospitality value chain, including owners, investors, suppliers, and other partners to further drive joined up action on sustainability, and accelerate the industry on the path to Net Positive Hospitality.

About Hotelschool The Hague

Hotelschool The Hague is one of the oldest independent hotel schools in the world, with two campuses, one in The Hague and one in Amsterdam, and more than 2850 students and 250 employees. The school offers a four-year Bachelor of Arts in Hospitality Management, a

Fast-Track Bachelor of Arts in Hospitality Management, a 13-month Master of Business Administration in International Hospitality Management, a Master in Leading Hotel Transformation, and a Professional Doctorate Programme in Leisure, Tourism & Hospitality.

Hotelschool The Hague has been voted the best public hotel school in The Netherlands since 2014 and ranks among the top hospitality management schools worldwide according to QS World University Rankings.

The school is the proud founder of the Sustainable Hospitality Challenge, an international student competition that aims to enhance the evolution of sustainable hospitality.

The school invites industry stakeholders to engage in research within the realm of international hospitality management, with emphasis on the evolution of sustainability and digitalisation initiatives.

Graduates of Hotelschool The Hague hold management positions in the hospitality industry worldwide. www.hotelschool.nl