Why did you choose QS?

The QS Stars rating system is new to us, as we have only been participating since this year. It seemed logical to us to participate in the most recognised and universal university rating system to be able to compare our performance with our peers. The choice was obvious when we learned about the evaluation criteria that allowed us to identify our strengths and opportunities for improvement throughout the entire process.

What objectives has QS Stars helped you to achieve?

They are of two kinds. First, the possible improvement of internal processes in relation to the analyses that were requested. Indeed, QS Stars has in a way pushed us to justify our vision, our mission, and the strategy used to reach our objectives. Our institution works for and with the international hospitality industry.

This leads to the second objective, which is – of course – promotion! We hope that QS will allow us to increase our influence, because we are internationally driven, and our specificities, as well as the career potential for our students, are too often unknown to the general public.

What are the key benefits of using QS Stars?

The QS Stars is a fantastic tool to compare yourself with other universities in the same sector. It allows you to identify where you stand, your strengths and possible weaknesses in terms of teaching, programs, infrastructure, and services, but also in terms of internationalisation,
sustainable development, and leisure activities. The results obtained are clearly detailed and are an asset in the decision-making process with regard to the institution’s qualitative objectives.

What challenges have you been able to overcome thanks to QS Stars?

We develop hotel managers and leaders with a unique set of skills, knowledge and thinking – including humility, empathy, passion, and competence. It’s not easy to justify doing this in detail, and the amount of data we had to compile for QS is daunting. Fortunately, we were assisted by skilled analysts at every stage, whose advice and experience helped us better organise our methodology and the way we presented our evidence.

What have you learnt by using QS Stars?

Let’s be proud first! We have received confirmation of our strengths in programs and teaching, but also in employability, internationalisation, and infrastructure. For an institution like ours, however, the mission must not stop at the basics, and we must go above and beyond. The QS has made us realise that we never do enough; for instance, in social responsibility and inclusiveness. Hospitality is a significant worldwide employer and has a responsibility in terms of regional and local engagement.
Describe your audit journey with Stars.

It all started with a phone call during which QS suggested that we participate in the Stars program. Our management team quickly weighed the benefits, both in terms of the internal evaluation of our processes and the potential visibility among our peers. With the agreement in place, we were quickly put in touch with our assigned analyst.

We then received the list of criteria and evidence to justify. At first, this seemed like an insurmountable task to the whole team. But the process is well established and documented, and we were guided through every step. Sound advice is provided, and the analyst is present in real time to answer any questions. We made good use of this opportunity to challenge ourselves, and ultimately completed the assignment in four months, which we would not have thought possible at first! We would like to thank QS and our analyst for all the precious advice and recommendations they gave us along the way!

Dominique Ernotte
Academic Director
Vatel Martigny Switzerland - Hotel & Tourism Business School
QS Stars explained

QS Stars is a globally-recognised rating system for higher education institutions. Ratings are achieved through an in-depth assessment across at least eight categories, resulting in an overall rating of 1 to 5+ Stars and a rating of 1 to 5 Stars for each category.

Following the assessment, QS provides a detailed report summarising the results in each category. This allows institutions to recognise their strengths, as well as weaker areas which may require attention and improvement.

The QS Stars package also includes a set of badges with the ratings achieved overall and in each category. Institutions may use these in their own marketing materials to show perspective students their strengths in areas that matter most, such as Teaching and Employability.