

TRAVEL AND HOSPITALITY

Silversea to launch postgrad program with Les Roches

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The first participants will begin their studies in September 2024. Image credit: Silversea

By LUXURY DAILY NEWS SERVICE

Luxury cruise line Silversea is partnering with **Les Roches**, a leading hospitality school based in Switzerland, to uplift future industry employees.

Announced last week, the first-of-its-kind program will see graduates of the educational institution receive managerial positions aboard Silversea vessels. Titled "Postgraduate Diploma in Cruise Line Management," the effort is said to bring more workers into a growing, specialized field within luxury travel.

"As part of our commitment to offering our guests the very best service at sea, Silversea places great importance on sourcing the industry's most talented crew members," said Barbara Muckermann, president of **Silversea**, in a statement.

"Education and training are key in this service-oriented industry, which is growing fast," Ms. Muckermann said. "Since becoming part of Royal Caribbean Group, Silversea has welcomed six ships to its fleet in just three years, making attracting talented professionals more important than ever.

"We are delighted to partner with Les Roches, a leading academic institution, to ensure our service remains the best in the industry."

Career advancement

Students at Les Roches will also benefit from a new scholarship created through the partnership.

The program is located at the institution's campus in Marbella, Spain. Created specifically for post-graduate students, the term will last two semesters, with the first class beginning work in September 2024.



The first semester will see students study cruise line life, law and luxury, culminating in business trips to Monaco and Miami. Image credit: Les Roches

Upon completion of the term, students will be offered a full-time position aboard Silversea's fleet of ships.

"Partnering with the world's leading ultra-luxury cruise brand is a source of pride for Les Roches," said Carlos Dez de la Lastra, CEO of Les Roches, in a statement.

"The dedication and ambition that Silversea imposes in its business model are in line with our educational methodology," Mr. de la Lastra said. "The luxury cruise sector is an area yet to be fully explored academically, and promoting this diploma positions us at the forefront, once again, of a specialization that continues to grow year after year."

The partners point out that recent findings from the Cruise Lines International Association predict ship capacity to grow by nearly 20 percent in the next four years, with that statistic representing nearly 80 million new "cruisers." If correct, industry titans, such as Silversea, must prepare for the coming influx, a goal furthered by the educational program.

Other luxury names have also been looking to academia for support. Last week, French jewelry maison Cartier announced their new management course, set to begin in this September as well ([see story](#)).

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