



CASE STUDY

PARTNERSHIP BETWEEN **HOTELIERSGUILD**, **SIRIUSACADEMYAWARDS** AND **STUDY ACCESS ALLIANCE**

HOTELIERSGUILD AND ITS MISSION

The HoteliersGuild is a non-profit and non-political private society of international luxury hospitality leaders. Its mission is to connect the Hoteliers' community, encourage an exchange of ideas, and support access to education in the hospitality industry. One of their initiatives, the **SIRIUSACADEMYAWARDCAMPAIGN**, aims to recognize excellence in hospitality education.

COLLABORATION WITH STUDY ACCESS ALLIANCE

To further this cause, the HoteliersGuild partners with the Study Access Alliance. The collaboration between HoteliersGuild and Study Access Alliance involves funding scholarships through the **SIRIUSACADEMYAWARDCAMPAIGN** for young African women pursuing a bachelor's degree in hospitality management at IU International University of Applied Sciences, the academic partner of Study Access Alliance. The scholarships go beyond financial support, offering recipients an extensive mentorship program and internship opportunities at renowned hotels and resorts. Generous funding from HoteliersGuild members, including the initial endowment from Lindsey Ueberroth, CEO of Preferred Hotels & Resorts, Tea Colaiani of WiHTL, Aradhana Khowala of Aptamind, Prof. Peter Ricci of the Boca Raton Hospitality & Tourism Program, OTOLO Hospitality, London, and the gofundme campaign led by Frank M. Pfaller, has made these scholarships possible.

WHAT IS THE STATUS QUO?

Since the beginning of the partnership significant progress has been made. In the late 2022 collaboration, HoteliersGuild secured 30 hospitality scholarships for the current year, with an additional 20 already secured for the next two years. Study Access Alliance and HoteliersGuild award the scholarships to candidates from other Study Access Alliance partners Artsy Africa Academy (Uganda) and Mully Children's Family (Kenya).

The generous funding from HoteliersGuild members and the ongoing support from initiatives like the **SIRIUSACADEMYAWARDCAMPAIGN** and Frank M. Pfaller's gofundme campaign have been instrumental in making these scholarships a reality. The partnership between the HoteliersGuild through the **SIRIUSACADEMYAWARDCAMPAIGN**, and Study Access Alliance has made a profound impact on the lives of young African women seeking higher education in hospitality management. Through this collaboration, barriers to education have been overcome, and opportunities for future hospitality leaders have been created.



WHAT OUR PARTNER SAYS ABOUT OUR PARTNERSHIP



Frank M. Pfaller

Founder President | HoteliersGuild

CEO of CHC-Couture Hospitality Concept

"I am incredibly grateful to the Study Access Alliance for their unwavering commitment to providing educational opportunities for young African women. Through their partnership with the HoteliersGuild, I have witnessed firsthand the transformative impact of their scholarships on the lives of these students.

The Study Access Alliance's dedication to empowering underprivileged students and their holistic approach to education is truly inspiring. Our joint focus on not only providing financial support but also offering mentorship, internship and placement opportunities is instrumental in preparing these young women for successful careers in the hospitality industry.

I commend the Study Access Alliance for their efforts in breaking down barriers to education and creating a more equitable future. Their work is a testament to the power of collaboration and the profound impact it can have on individual lives and society as a whole.

As a supporter of their mission, I am honored to be a part of this noble cause and look forward to seeing the continued positive impact they make in the lives of aspiring students. "



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ALLIANCE