



EHL CASE STUDY



Empowering Youth and Promoting Gender Equality Through World-Class Culinary Education

The Royal Academy of Culinary Arts

A Vision to Transform Hospitality in Jordan

Jordan, a country rich in culture, history, and hospitality, has seen rapid growth in its culinary and tourism sectors. Yet, the need for a premier institution to elevate culinary arts education to international standards became evident. In 2008, His Majesty King Abdullah II's vision took shape in the form of The Royal Academy of Culinary Arts (RACA), a nonprofit private institution aimed at setting the benchmark for hospitality education in Jordan.

The Royal Academy of Culinary Arts (RACA) is a pioneering institution committed to empowering Jordanian youth through culinary education. With a strong emphasis on gender equality, RACA cultivates the next generation of hospitality leaders, trendsetters, and entrepreneurs.

As a development project of the King Abdullah II Fund for Development (KAFD), RACA aligns with KAFD's KPIs by fostering youth employability, women's empowerment, and local talent development, ultimately contributing to the growth of Jordan's tourism industry.

RACA's dedication to excellence is reflected in its UNWTO TedQual Certification (since 2013) and its Certified Member status within the EHL Certification Scheme.

“Our vision is to be the reference point in the region for premium hospitality education, where passion, innovation, and respect for the craft fuel the next generation of hospitality leaders.”

H.E. Dr. Wajih Owais, Chairman of the Board of Trustees



THE JOURNEY: Empowerment, Excellence, and Equality

The Need for Quality & Inclusivity

The hospitality industry in Jordan has seen significant growth, contributing \$5.8 billion to the country's GDP in 2021 and accounting for 19.3% of total economic output, according to the World Travel & Tourism Council.

However, this rapid development created a gap in education and training, as the sector lacked an institution that provided comprehensive, quality training aligned with international standards.

The challenge was twofold: first, to equip students with skills that would make them competitive on a global scale; second, to address the gender disparity in hospitality—a sector where women only represent a minority of the workforce globally, averaging around 55% participation, according to the UNWTO.

RACA, with its commitment to excellence, recognized the gaps in the hospitality industry and set out to fill them through world-class education.

By developing high-caliber educational programs that integrate practical training with academic rigor, the Royal Academy of Culinary Arts (RACA) is not only elevating the skill set of Jordan's local workforce, but also promoting gender equality within a traditionally male-dominated field. These programs are designed to provide students with both hands-on experience and theoretical knowledge essential for thriving in hospitality, with a strong emphasis on female empowerment to break down barriers and encourage equal participation in the culinary arts.





A Journey towards Excellence: EHL's Certification

In 2018, RACA partnered with EHL to expand its curriculum and maintain quality, aligning its programs with the standards of one of the world's leading hospitality institutions. The result was a comprehensive enhancement of RACA's educational offerings that placed an emphasis on not only practical skills but also lifelong learning values such as innovation, integrity, and respect and including tangible benefits such as:

- **Curriculum Design:**

EHL's renowned faculty and curriculum developers worked closely with RACA to create a comprehensive F&B management program. This involved incorporating EHL's signature teaching methodologies, learning outcomes, and best practices in curriculum design.

- **Faculty Development:**

EHL provided faculty development programs to enhance RACA instructors' teaching expertise and knowledge of current industry practices. This ensured that RACA's faculty remained up-to-date with the latest advancements in hospitality education.

“EHL Certification was a turning point for us. It not only validated the quality of our programs but also pushed us to achieve excellence and embrace inclusivity.”

Mr. Jacques Rossel, Campus Director

Building a World-Class Culinary Academy

RACA has built its programs around a student-centered approach that encourages growth, diversity, and practical experience.

1. A Curriculum Designed for Real-World Success

RACA offers a 100% English-taught curriculum certified by the EHL Group, ensuring that its educational standards meet the highest international benchmarks. This curriculum integrates both academic rigor and practical application, rooted in the Swiss model of hospitality education. As part of their training, students develop both soft skills—like leadership, communication, and teamwork—and hard skills essential for culinary and hospitality excellence. The EHL academic certification not only validates the quality of RACA's programs but also enhances their value, vouching for their excellence and adherence to global standards.

2. Empowering Women in Hospitality

One of the standout successes of RACA is its focus on gender equality. Currently, 38% of enrolled students are female, a significant achievement in a sector where traditionally, women have been underrepresented. RACA's commitment to female empowerment is woven into its ethos, encouraging women to pursue leadership roles in culinary arts and hospitality management.

3. Technical Vocational Training (TVT): Bridging the Skills Gap

In response to post-pandemic challenges, RACA introduced Technical Vocational Training (TVT), a model inspired by the Swiss vocational training approach. Designed to provide short-term, intensive training programs, TVT prepares students for entry-level positions in the hospitality sector. By incorporating the Swiss model's emphasis on hands-on, practical learning, these programs enhance vocational competencies, develop both practical and customer-facing skills, and foster job creation for young individuals eager to enter the service industry.





RACA's Commitment

RACA's unique approach to culinary education and youth empowerment is built upon a few core advantages:

High Employability Rates and Student Success

RACA's graduates boast a 91% employability rate, making them highly sought after both within Jordan and internationally. Their education goes beyond culinary training, nurturing well-rounded professionals prepared to lead across the hospitality sector.

RACA's strong industry connections, including partnerships with major five-star hotel chains like Marriott, Accor Group, and IHG, and local restaurant groups such as ATICO Fakhreldin Group and Romero Group, enhance students' career prospects.

Additionally, the collaboration with Placement International provides students with real-world experience and a strong professional network before graduation.

Gender Equality and Empowerment Initiatives

RACA fosters a diverse and inclusive environment, actively encouraging both male and female students to pursue their culinary passions. By promoting gender equality and supporting female empowerment, RACA aims to ensure a balanced and inclusive workforce in Jordan's growing hospitality sector.

International Partnerships and Real-World Exposure

RACA's strategic alliance with EHL and its network of industry partners opens doors to global internships, networking, and international career opportunities.

This exposure allows students to gain hands-on experience in the world's leading hospitality establishments, equipping them with the skills and perspective needed to thrive in a global industry.

Quality & Accreditation

RACA has achieved several prestigious recognitions, being the first educational institution in Jordan to receive the EFQM Commitment to Excellence and UNWTO TedQual certification for quality in tourism education.

In 2018, RACA joined the EHL Network of Certified Schools, and in 2022, it achieved EHL Certified status, becoming the only institution in Jordan to hold this honor. This accreditation underscores RACA's dedication to excellence, providing a curriculum and education that meet EHL's rigorous quality standards and align with global industry demands.



Transforming Lives and Shaping Futures

The results of RACA's unique model of youth empowerment and culinary education are significant:

Empowerment Through Numbers: Over 1,040 alumni have graduated from RACA, with students not only finding successful careers locally but also gaining international exposure.

A Growing Reputation: With a 30% increase in student applications since its partnership with EHL, RACA has become a sought-after institution for culinary education in Jordan and the region.

Award-Winning Programs: Recognition from esteemed organizations like the World Association of Chefs' Societies and awards for excellence have solidified RACA's status as a leader in culinary education.

Future-Ready Graduates: RACA's students are trained to innovate, respect diversity, and embrace lifelong learning. With the Bachelor's program in Food & Beverage Management launching its first graduating class in 2025, the academy is poised to continue shaping the future of hospitality in Jordan.

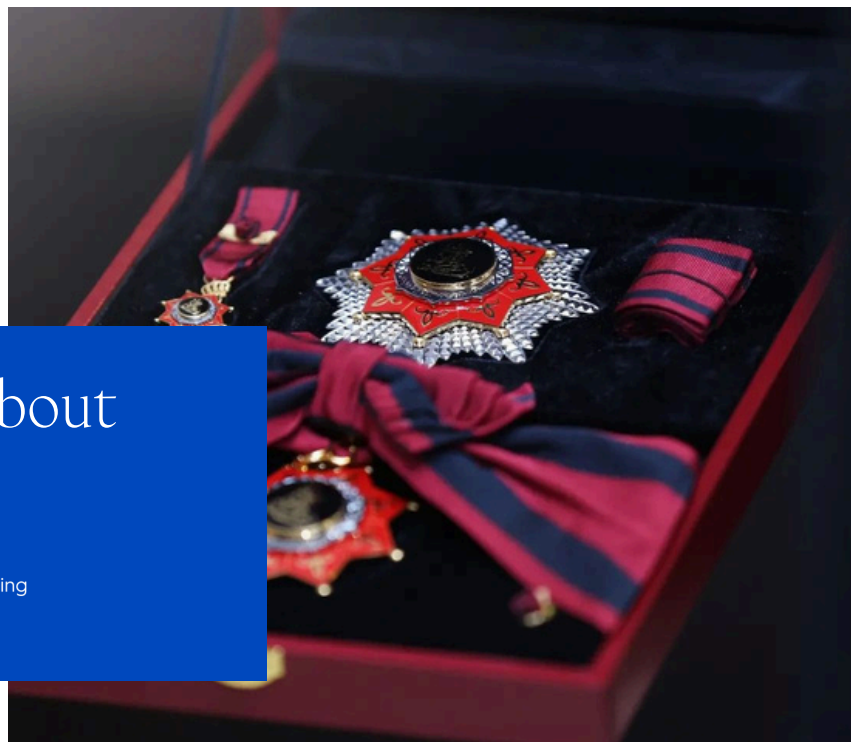
"Our students embody the values of excellence, integrity, and respect. At RACA, we believe in transforming lives, fostering inclusion, and preparing our youth to lead the culinary world with passion and professionalism."

Chef Yousef Iqleim, Executive Chef



A Recipe for Empowerment and Excellence

RACA's story is one of vision, empowerment, and quality. From a dream of His Majesty King Abdullah II to an internationally recognized institution, RACA continues to redefine the culinary landscape of Jordan by fostering a culture of inclusivity, lifelong learning, and professional excellence. With its commitment to empowering youth and promoting gender equality, RACA isn't just shaping culinary futures; it's shaping the future of hospitality in Jordan and beyond.



Learn more about

