



APRIL 2022

## NEWSLETTER

### Swiss Hotel Management Academy

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## SHMA partnered with World's #1 Hospitality University in the World

"Lausanne, April 6, 2022 - EHL Hospitality Business School (founded in 1893 as Ecole hôtelière de Lausanne) has confirmed its position as the world's leading institution in hospitality management education for the 4th consecutive year. Ranked among the top 5 business management institution in Switzerland, EHL continues its climb in the same worldwide ranking."

SHMA Pvt. Ltd. is a fully licensed learning center facilitating Hospitality Professional VET by EHL Diplomas since 2020.

"With a changing hospitality landscape, new emerging trends post-pandemic, and a high demand for skilled employees - EHL is more than ready to shape the industry leaders of tomorrow and to provide them with optimal career opportunities worldwide."

## NEWS FLASH

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### GM Leadership Program Launched

Bring to the fore your authentic leadership style to successfully navigate through a turbulent environment and set the foundation for strong leadership development to traverse the future.

(Online 3-4 months program, facilitated by EHL and Industry Experts.)

### NEXT BATCH INTAKE for 2022

To obtain more information regarding our programs and start dates, please write to us, and inquire on [shma@bours.com](mailto:shma@bours.com)

## How can you Improve your F&B Service?

One of the most frequent questions asked in the industry; How can you improve the quality of service? Our answer is quite simple: through skills and development training at SHMA.

“Your staff represent your brand”, states SHMA F&B Senior Faculty member, Mr. Ramesh Costa. “In true essence, they are your brand ambassadors. In the hospitality industry, where everything revolves around providing a perfect and exceptional experience to the customers, the level of service depends on the service quality of the staff and their behavior.”

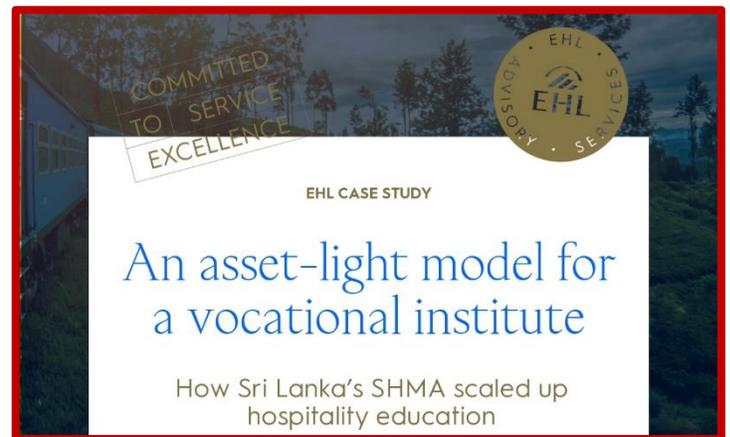
VET by EHL Food & Beverage Professional Diploma facilitated by SHMA is based on traditional service techniques whilst focusing on industry trends. A variety of soft development skills have been incorporated in the diploma program creating the best ambassador an employer can ask for.

“Soft skill-sets such as public speaking and leadership, combined with industrial techniques will create the perfect ambassador for any Hospitality and Tourism employer.” States Mr. Ramesh Costa.

## SHMA Makes Headlines “Ushering a Revolutionary Shift” in Hospitality Sector

“To fulfil the industry’s urgent demand for a skilled workforce in a timely manner, SHMA launched VET by EHL programs via an asset light model, ushering in a revolutionary shift in the local hospitality sector, bringing for the first-time education and industry partners together.”

“The asset light concept within vocational institute is departing from the traditional hotel school infrastructure set up. The whole Vocational Education and Training is offered in partner hotels, exposing students to work-class facilities and real-world techniques.”



The team behind SHMA believe that hospitality and tourism industry should accelerate its longstanding human development priorities in the areas of sustainability, efficiency, innovation, and technology through education and skills development.

SHMA, is the only institute in Sri Lanka to be affiliated with the best Hospitality University in the world and the only hospitality institute in Sri Lanka to offer a Swiss Vocational Apprentice model with the practice of the “NO WALL” apprentice concept.

“The complete educational content of SHMA program is provided off-the-shelf through a partnership with VET by EHL, giving SHMA access to the best-in-class curriculum from EHL, the world’s #1 hospitality management.”

Full Article: <https://industry.ehl.edu/hubfs/EHL-Advisory-Case-Study-SHMA.pdf>



# 6 Reasons to get into Hotel Management

## 1. Early Responsibility

Fast growth, on the job training and **career development** opportunities are excellent reasons to consider a career in hotel management.

## 2. Salary Potential

Hotels understand first-hand what it takes to stay in business and ensure their staff is happy. Many hotels offer **excellent benefits** and competitive healthcare packages and salaries.

## 3. Diversity

Continually welcoming new guests to the hotel means each day is filled with different challenges and requests and this keeps your working day **interesting**.

## 4. Job Satisfaction

Your aim is to ensure that every guest's stay is as pleasant and enjoyable as possible and that the highest standards of customer service are met. In short, it's your job to **make people happy!**

## 5. Creative Input

To thrive and grow, the hospitality and tourism industries need **creative people**. It often takes hard work to get new initiatives off the ground but since guest experience is a major part of a hotel's success, employers are open to creative suggestions.

## 6. The Chance to Travel

Hospitality, travel, and tourism opportunities, including jobs in hotel management, exist in countries all over the world. If you work as a manager for a large chain hotel, you'll have the chance to travel not only locally but **internationally**.

# #SHMA *Family*

**SHMA is proud of their graduating students. Let's take a look at where these professional hoteliers are now!**



## Delucian Devadasan Restaurant Manager Cinnamon Grand Hotel

SHMA and VET by EHL Food & Beverage Professional Service student Delucian Devadasan shined throughout the apprentice program, graduating with Honors, an overall class average of 85%. His passion and dedication towards hospitality education awards him with great career growth opportunities.

Delucian is the pillar to the success of the Coffee Stop at the Cinnamon Grand Hotel where he currently manages the F&B outlet. Through the soft development skills training at SHMA, Delucian mastered the skill of 'Public Speaking' making him more confident than before.

"I have 21 years of experience in the F&B Industry and out of that, 14 years of Managerial experience. I became a manager purely through on-the-job experience. To climb up the career ladder I was lacking academic qualification. SHMA has given that knowledge, qualification, and confidence to achieve my dream of becoming a GM within 3 years' time," quotes Delucian.