



OCTOBER 2022

## NEWSLETTER

### Swiss Hotel Management Academy

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A. Baur & Co. Pvt. Ltd. MD/CEO Mr. Rolf Blaser (center) with Board of Directors

## Celebrating 125 Years

Swiss Hotel Management Academy Pvt. Ltd., a subsidiary of A. Baur & Co. Pvt. Ltd. is proud to be a part of Baur's legendary journey of 125 years.

Baur's, as the company is commonly known, employing over 800 people and active in various industries: Agriculture, Healthcare, Consumer Goods, Industrial Raw Materials, Machinery, Airlines and Education, commemorated its 125<sup>th</sup> anniversary with a series of community services and environmental initiatives.

Innovation being ingrained in Baur's culture and playing an important part of its core values and success, has grown their business in size and diversity since 1897, steadily, continuously, and successfully.

The name Baur's stands for trust, reliability, quality & innovation where SHMA follows its big brother by providing the most reliable, highest quality and greatest innovated hospitality education solution in the country.

## NEWS FLASH

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### INTERNATIONAL INCENTIVE PROGRAMS FOR EMPLOYEES

Enrol your employees in the VET by EHL Diploma program, awarding them with quality training and skill development!

(Online SHORT courses and programs, facilitated by Industry Experts are also available)

### NEXT BATCH INTAKE for 2022

To obtain more information regarding our programs and start dates, please write to us, and inquire with SHMA [shma@baur's.com](mailto:shma@baur's.com)

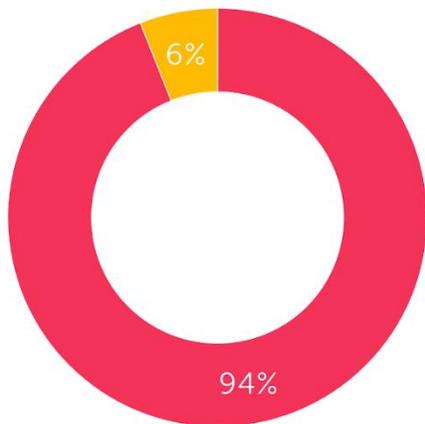
# What Hotel Employees really want from their Employers?

It's not always easy to find and retain good staff in the hospitality industry, especially during an economic and social crisis. Businesses must find different ways to motivate their employees to stay engaged and perform well, creating company loyalty.

SHMA's Dean of Academy, Daniela Munasinghe comments, "numerous studies show, that a staff incentive scheme can help boost the quality of your employee's work by up to 40%."

When we speak about incentives, it's often the dollar signs that flash in our mind. But interestingly, not all employees find motivation in financial incentives. A Gallup survey found that almost 70% of workers preferred non-monetary forms of recognition. Flexible working hours, recognition and professional development are what employees really want.

SHMA's VET by EHL Professional Hospitality Diplomas are not only internationally recognized and certified by the World's number 1 University in the world but focus on professional development for hoteliers, increasing efficiency and productivity of individuals.



**94% of employees would stay with a company longer if there was an investment in learning.**

Source: LinkedIn

# Qualities of a 'Great Facilitator' in Hospitality Education

The successful track record of SHMA's faculty proves that they are not just good but great in what they do.

It is important to understand and discover special qualities that makes a 'Great Facilitator'. SHMA has developed a set of standards that distinguishes their faculty from the rest.

## 1. Certified Storytellers

SHMA faculty speak the language of the industry through their extensive industry knowledge and certified facilitating skills. SHMA trainers are all trained through the sophisticated 'Train the Trainer Program' facilitated and certified by the EHL Group.

## 2. Good (and patient) Listener

The ability to listen, ask the right questions, and understand the needs of the learner are at the top of the list for SHMA trainers. A talented trainer can listen so closely to what their audience thinks they need, that they can clearly see what they actually need.

## 3. Encourage Engagement

Turning training into a two-way street is at the core of what makes a good trainer. SHMA's trainers encourage learners to ask questions, get involved in activities, and be active in their learning rather than passively consuming the material.

## 4. Good Instructional Design

VET by EHL's fit-for-purpose content gives access to SHMA's faculty to design a well-structured lesson making a difference in the learners' results and long-term behavioral improvement, without compromising on training quality.

## 5. Feel the Pulse of Learning Trends

What elevates a SHMA trainer from 'just okay' to great, is the awareness of the latest training trends. SHMA faculty keep up with current research in adult education and digital delivery and look out for opportunities to incorporate proven trends into their training.

# Vocational Education

## Demand-led and Not Supply Based

Both public and private sector needs to have special provisions for vocational education, skill development and re-skilling and upskilling. These areas have a major impact to the economy, especially effecting the hospitality sector where continuous upskilling is required for better productivity, efficient and effectiveness and to increase employability rates.

If vocational education can be encouraged amongst the younger generation, this will not only lead to an improvement in their standard of living but also the skills required to improve the sector efficiency, increase product quality and productivity, improve wages, self-esteem and the continuity of the worker in the industry. Through skill development, capacity building can also be done as this sector requires trained workforce.

SHMA emphasizes that, "education should be demand-led and not supply based. This must be done through building competencies and skills for the participants. This will lead to employment in which they can contribute positively and lead to satisfy employers. It is the life cycle which the country and industry must support."

SHMA is collaborating with both the private and public sector to ensure that skills and development training is not only aligned with global hospitality standards but ensuring that high quality education accessibility is available and employability skills are being driven.



# #SHMA *Family*

**Q&A with Mr. Ramesh Costa, a passion-lead facilitator with over 40+ of hospitality experience!**



### **Q: Why did you get involve with education?**

**A:** Education is the only way one can fulfill one's potential as a person and as a country, therefor I got myself engages in education in Sri Lanka.

### **Q: What do you enjoy most in lecturing?**

**A:** What I enjoy most is empowering people to achieve their dreams and aspirations.

### **Q: Why is education important for the Hospitality Industry?**

**A:** To fulfill customer expectations, one must have the right knowledge, be it product or the emotional journey.

### **Q: Why did you choose SHMA?**

**A:** SHMA facilitates the VET by EHL Professional Diplomas, by the EHL Group, which is recognized globally as the No. 1 University and the oldest hotel school in the world. It stands for high, quality education.

### **Q: What do you enjoy most in your spare time?**

**A:** I enjoy reading and experiencing great food and wine with friends.