



JUL/AUG 2021

NEWSLETTER

Swiss Hotel Management Academy



SHMA Students touching up on their bartending skills at Capital Bar & Grill, Shangri-la Colombo

Re-Skilling, The Way Forward for the Hospitality Industry

While COVID-19 has caused significant disruption worldwide, the hospitality and tourism industry are resilient and will come back stronger than ever.

Dean of Academy, Daniela Munasinghe emphasizes that, "Growth in this sector needs to become greater after each crisis. Why? Because hospitality leaders need to take advantage of this slow time to retrain, refresh and develop new concepts that are even more appealing to consumers' needs and wants."

The hospitality and tourism industry should be accelerating some of its longstanding priorities in the areas of sustainability, efficiency, innovation, and technology. "It has come down to the crunch to start re-skilling staff and keeping up with the ever-changing world trends. SHMA delivers just that through its VET by EHL Professional Diploma," confirms Daniela.

NEWS FLASH

HHOST Program Launched in Sri Lanka
Hospitality Hygiene & Occupational Health Training Post Covid-19 hospitality short course, developed by EHL faculty is now available in Sri Lanka. Contact SHMA for enrollments.

NEXT BATCH INTAKE 2021/2022

To obtain more information regarding our programs and start dates, please write to us, and inquire on shma@bours.com

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For more insights about our programs, connect and follow SHMA through Facebook & LinkedIn!

Fueling the Cocktail Experience

"Keeping up with trends", just one of SHMA mottoes. Students had a fun-filled day of ultimate mixology and cocktail training organized by International Distillers Ltd. (IDL), together with their master mixologist, demonstrating and educating the students on everything they need to know about spirits, the world's finest cocktails and how to become a pro cocktail mixologist.

The VET by EHL F&B Service Professional Diploma guides students to new world trends, one of them being *Mixology*. The program particularizes in specific pro-bartending needs, such as familiarization of essential bar tools, techniques in making the perfect cocktail, and even to finer details of finding that perfect garnish to take cocktail making to the next level.



Students had a full day of hands-on experience in making world known signature cocktails such as the Bloody Mary, Cosmopolitan and Moscow Mule. They were also very fortunate with the introduction to IDL's premium gin collection, Ascot Gin and market leader Old Reserve Arrack, creating local signature cocktails.

"Mixology is not only mixing cocktails. It involves a lot of attention to detail and creativity. It's the 'Science behind Bartending'. We at SHMA continue to steer our students to think out of the box and to become leading industrial trend setters," concludes Mr. Ramesh Costa, senior faculty member.



Students Geared for NEW Changes and Developments

Information Technology has shaped the world we live in by bridging the gap in terms of communication and information and has brought the world closer to us.

IT staff training is vital to every business. More so in the hospitality industry. Hotels need to be geared for new changes and developments. Thus, Information Technology (IT) provides the solutions to maintain high standards of quality between the hotel and its guest by providing a smooth operation process from check-in to check-out. It also provides vital information for decision making in terms of sales and marketing and public relations. It is important for in-house efficiency for Purchasing, Finance and HR to maximize business profitability.

To stay ahead of the competition, SHMA IT course is an introduction to the fundamentals needed to confidently apply technical skills in a hospitality setting. By the end of this course, the successful learner should be comfortable handling functions of a computer, understand technical vocabulary and concepts and be able to apply Microsoft Office Suite in the workplace.

"We at SHMA believe in being fully equipped to face the ever-changing and constantly evolving dynamics of the hospitality industry. We provide our students the necessary tools required to face this challenge head on. Our IT Labs provide our students with this vital training and thereby builds their confidence and increases their efficiency and productivity," states faculty member Mr. Dirome Anthony.



State of Mind Important for our Students

A positive state of mind is essential for all individuals, especially for hotel employees, an industry that involves long hours and emotional labor.

Mindfulness training can potentially help regulate emotional labor of tourism and hospitality frontline employees and can potentially reduce or prevent employee burnout while increasing levels of work engagement and productivity.

Certified International Meditation & Personal Development Trainer, Mr. Srihan Ariyasinghe, from Embrace Consultancy, was invited to give a full day's training on "The benefits of Mental Wellness & Mindfulness Practices." Some of the areas he covered and practiced were the basics of mindfulness, work productivity and innovation through mindfulness, stress management, modern techniques for work-life harmony and emotional intelligence and workplace happiness. He ended the session with a very production session of Yoga and meditation for the students.

SHMA believes that a positive mindset is the key to success for both their personal and career goals. Daily lessons and activities are taught in the classroom encouraging their students to have a positive mindset no matter what obstacles come their way.



SHMA Students and faculty members posing with Mindfulness Coach Srihan



Dileka Swarnamali
Restaurant Hostess

'Ports of Call Restaurant'
Taj Samudra Hotel Colombo

"I'm lucky to be part of a program like this. It helps me to improve my skills and knowledge. It also prepares us for higher responsibilities."

Dileka joined the Colombo Taj Hotel in 2017 as a restaurant waitress trainee. She wants to be remembered as the most memorable staff member and believes she will achieve this through her great customer loyalty and customer excellence skills. Dileka sees herself managing a restaurant very soon.



Kumar Shanker
Restaurant Captain/Sommelier

'London Grill'
Cinnamon Grand Hotel

"It's truly a once in a lifetime opportunity to be enrolled by SHMA for the VET by EHL program. It has taught us that the best way to predict the future is to create it ourselves."

Kumar, a passionate hotelier started his career 5 years ago at the Cinnamon Grand as a steward and now a restaurant captain and Sommelier for the London Grill Restaurant. Awarded as the island's 'Most Outstanding' waiter in 2017 & 2018, he was also runner up in the 2019 national bartending championship. Kumar's goal is to become a CEO for a leading, global hospitality establishment.



Pawan Malhami Arachchige
Asst. Waiter

'Room Service'
Taj Samudra Hotel Colombo

"I am really enjoying this professional program and am fortunate to be given this opportunity to learn with the best in the world."

Pawan, has more than 5 years of experience as a Food & Beverage professional. Pawan oversees the operations of the In -room dining at his property, where he keeps giving his customers the best possible experience they could receive. His goal is to become the next Food & Beverage Director of his hotel.