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Swiss Hotel
Management School

In action!



THE SWISS HOTEL MANAGEMENT SCHOOL



Autumn 2010

INTRODUCTION

Word from the editor

Welcome to the new SHMS newsletter! Specifically designed to keep you up to date with happenings on campus and with our students as they go on to achieve in their lives after graduation.

The first half of 2010 has been busy in both Leysin and Caux and with one of our largest ever intakes for September, the second half of the year is bound to be just as exciting.

In this edition of SHMS 'In Action', we find out what is new on campus, catch up with some of our Alumni, speak with some of our students about their internship experiences and get some tips from a hospitality expert.

There is good news for our students and graduates from the International Hospitality and Tourism industry which has seen signs of positive growth in 2010. According to the WTO, World Tourism Organisation, international tourist arrivals increased by 7% in the period from January to April. This trend has continued during the second half of the year, boosted by international events such as, the FIFA world cup in South Africa, the World Exposition in Shanghai and the Commonwealth Games in India.

Enjoy your first edition of the SHMS newsletter. If you have an idea or experience that you would like to share, please drop a line to karnison@shms.com

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◆ Message from Caux

Welcome to the first edition of SHMS 'In Action'! Certainly it has been an 'In action' start to the semester in Caux with a record number of students enrolled.

The Caux Palace is buzzing with the sound of students new and returning who are getting down to their semesters work. It is always nice to welcome back our second and third year students fresh from their experiences in the industry and to hear about their experiences.

I look forward to a successful semester ahead and encourage all our students to share with 'In Action' their experiences in Caux.

Dolunay Süess, Academic Dean, Caux

◆ Message from Leysin

After a busy summer hosting summer language courses with SLC, staff at SHMS Leysin were pleased to welcome such a large number of students for the autumn semester. It is nice to see once again such a culturally diverse range of students and I for one will enjoy learning a little more about our student's countries and cultures. We are all very excited about the upcoming events programme and particularly the first SHMS Leysin "World of Hospitality" event. This will be a great opportunity to present our campus to the local community and many special guests. I hope that all our students will get involved and help to make this a successful day.

Here's to a great semester ahead!

Stephan Earnhardt, Academic Director, Leysin



INTERNATIONAL RECRUITMENT FORUM

A MEETING OF MINDS

October 11th and 12th the Caux Palace played host to a number of the hospitality industry's most prestigious companies at the twice yearly International Recruitment Forum.

Mr Benoit Samson, founder of IRF, describes the event as "The chance for the industry to meet and interview the leaders of the future." For our students it is "the opportunity to network, make contacts and learn from those who have daily experience in the industry."

The excitement and enthusiasm of SHMS students was evident as they mingled with representatives from 25 of the worlds leading hospitality companies. Inspirational presentations from **Hyatt, the Ritz Carlton, Amathus Hotels, Intercontinental** and many others showed students the opportunities that exist for graduates and the skills needed to achieve in the industry.



What the students are saying...

BELITA MAKINA, 1st year

"The place to be! I was not aware that there were so many opportunities available and I already have an interview with Disneyland Paris."

AMELIA LINCOLN, PGD Tourism Management

"The IRF is really interesting and there are so many international companies here."

CHARLES MALONE, 2nd year

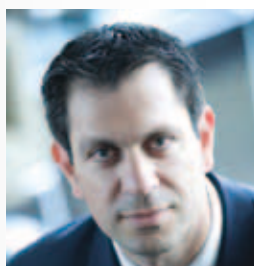
"It's a great opportunity for us to meet the industry and make important contacts."

BALCAR CACKMAKI, PGD Events Management

"Networking!"

KATERYNA KRUPKA, 2nd year

"I love the hospitality atmosphere and this is a step into the exciting world that I'm soon going to be a part of."



Eugenio Savva 

What the industry says...

EUGENIOS SAVVA, Amathus Hotels

"I love coming to the IRF and we always find exactly what we are looking for."

STEFANIE HAEFNER, Ritz-Carlton Barcelona

"This is a fantastic opportunity for us to meet so many students in one place. It is so much easier to judge a candidate when we meet face to face, their behaviour and attitude is so important."

JEFF ROSS, HGR

"For my company this is a head-hunting opportunity and there is a great volume of applicants in the one place."

A selection of our partners :



News from Caux



INTERNATIONAL DAY IN CAUX

The Grotto



The Grotto ready to Party!

A classy new look for The Grotto was presented to students at the start of the autumn semester. New furniture, signage and a relaxed lounge style area have made the Grotto once more the place to meet and relax.

Following the Friday Theme

Every Friday in Caux lunch is extra special with a themed menu and decoration. Themes covered so far this semester include, latino, Swiss, Balkans, Thai and the great news is that there is plenty more to come!

SHMS Star shines at Montreux Jazz

What an opportunity for Lebohng Sekhoto from SHMS Caux who was invited by the director of the Montreux Jazz festival, Mr Claude Nobs, to perform alongside Angelique Kidjo during this summers festival!

Friday Theme Lunch



Wifi with Wham

Thanks to a new satellite, students living outside of the Caux Palace this semester are now able to access the world wide web at the same high-speed as students on campus.

Conrad Grows

Summer provided the opportunity for renovations to be made in the Conrad theatre and the new seating looks great. The extra room and increase in capacity make it much more comfortable for our guest lecturers and students.



Lebohng Sekhoto

News from Leysin



Chunky Burgers Delivers

Feeling hungry, need a snack? For the first time this semester the Leysin outlet of Chunky Burgers is offering a delivery service. Fresh hot burgers and snacks delivered to your room – what more could you ask for?

Voxx on the Move

The social hub of Leysin Club Maxx has been renovated over summer and now also incorporates the Voxx Bar. Not only do students have their own nightclub, but also a lounge style bar – the perfect place to relax, meet and enjoy student life in Leysin.

A movie tonight?

Thanks to a generous donation from our graduating student Vibin Coimbatore, the Learning Resource Centre now has a fantastic collection of DVD's. Titles in English, Spanish, French and German with a variety to please the most avid film buffs.



CONNOISSEUR CLASSES IN LEYSIN

A Club for Connoisseurs

Beginning in week 4 of the autumn semester, Students at SHMS Leysin have a unique opportunity to join an exciting series of additional lectures featuring luxury products from the hospitality industry.

– Food and Wine matching:

A study of complementary aromas, flavours and textures with a practical exercise to test your skills.

– **Champagne:** Learn to professionally taste and evaluate 5 different styles of champagne.

– **Cheese:** From the production process to tasting the finished product.

– **Caviar:** A practical insight into the production process, the various types of fish eggs used and their flavour profiles.

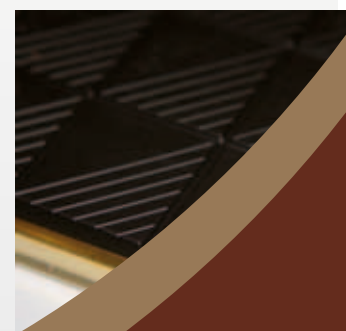
– **Cigars:** Selection of leaves, production types and styles of cigars.

– **Coffee:** How to establish a flavour profile for your coffee.

– **Chocolate :** An introduction to the production process and varieties available today.

– **Fois Gras :** A practical insight into the production process and the historical significance in world cuisine.

– **Oysters :** Discover the taste and learn the history of production.



For your Diary...

September 2010

Excursion to Bern: including guided city visit
 Wine Festival in Neuchâtel: participate
 in Switzerland's largest grape harvest festival

October

IRF, International Recruitment Forum
 SEG sports day: Competition in volleyball
 football & basketball

PGD Fundraising events

November

Banquets, Banquets, Banquets
 International Day – Caux

December

Christmas Market – Leysin
 World of Hospitality – Leysin

Internship Diaries

SHMS students are experiencing a world of hospitality in exotic and inspiring locations as well as right on our front door here in Switzerland.

"A Disney" of an experience in Paris

Zhen Liu met the recruitment team for Disneyland Paris at the International Recruitment Forum in Caux and was selected to join their internship programme. Zhen was employed at the Disney Hotel New York, as an F&B service trainee. During his time on internship he was able to significantly improve his French language skills and work in the truly international Disney team. *"I made hundreds of friends from all over the world... it was such an experience to work, live, play and learn from them."*

Marketing and an African dream

Jocelyn Crankshaw followed her dreams in Africa and worked as the marketing assistant at iGoTravel in South Africa. Jocelyn loved the experience of working in a creative department and being able to provide input that made a real difference to the company's marketing strategies.



Pragued!

The position of front desk trainee was too good an opportunity for **Viola Weng Ian Mak** to pass up for her 2nd internship. Viola made good use of her time off exploring the Czech city and visiting all of its fabulous sites so that she could pass on this valuable knowledge to the hotel's guests. *"I loved being able to promote the city to our guests and to give them the best advice possible."*

Dublin & Beautiful county Wicklow

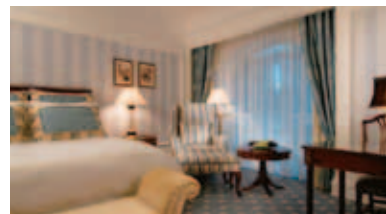


"Thrown in at the deep end" is how **Sashi Suresh Mahubani** describes her first week in front office at the Ritz-Carlton, Powerscourt, just outside of Dublin. Luckily, she felt that her semester as a PGD student provided her with much of the knowledge that she needed to succeed. *"I was able to learn simply by observing leadership and applying the topics I had learnt at SHMS."* Sashi has returned to complete her MA studies at SHMS and although she is happy to be back is already missing the opportunity to meet new colleagues and guests, *"The people are what makes a company great and it is the people that I will miss the most."*



Zhen Liu

Viola Weng





In the Heart of Paris

Ricarda Pelligrina had the unique experience of not only doing her internship in one of the world's finest hotels, but also learning her skills from an HIM graduate, Mr Antoine de Jorna. Mr de Jorna had nothing but praise for Ricarda, *"it was not hard training Ricarda since she's so clever... Everybody loves her here..."* Fine praise for a first year student.

What was your role at the Ritz?

I worked in reception and my role was to check-in the guests, escort them to the room while giving them a tour of the hotel and explain to them how everything works in the room. I also had to take reservations during the hours when the reservations department was closed.

How did you get your internship?

During the International Recruitment Forum I went to a presentation by the Ritz and was so inspired by the atmosphere, the décor, the bars, the type of guests and especially the marketing strategies that I approached them for an interview. It was only the second interview I had ever had in my life, so I was quite nervous.

Which subjects have been of most use during your internship?

Food and Beverage Service Practice helped me a lot. I had learnt how to interact with the guests without getting too personal but at the same time without making them feel uncomfortable or unwelcomed. It also taught me how to predict a guest's needs and wants by paying attention to small details, such as body language. Then, other subjects, such as Hospitality Studies, helped in understanding the reason why we had to act in a certain way or take certain measures or precautions. Personal Development also helped to deal with guest complaints.



*Ricarda
 Pelligrina*

What has been the most challenging aspect of your internship?

Definitely the most challenging aspect of my internship and probably the hardest part in a front office employee's day to day role, was learning to gain the guest's confidence. The guests at the Ritz have of course very high expectations. We had regular guests who were not only there for the quality of the Hotel's service but also due to their loyalty to the more experienced members of staff. Then there were those who came to the hotel for a "once in a lifetime experience" and expected that everything should be perfect. I quickly learnt that in order to gain the guest's confidence, I had to do everything in my power to provide the perfect service expected by our guests.

What has been the best part of the internship?

I really liked talking to certain guests while escorting them to their room, hearing about their experience during their holidays or about their country. Going to work, I knew every next day would be different from the previous one. I also learnt so much and had so much fun listening to the stories from people who have been working at the Ritz for over thirty years. The atmosphere of the hotel was also great; I really enjoyed getting to see all the rooms, such as the Coco Chanel suite and learning the history of the Ritz. Last but not least, I was in Paris after all, and I loved living there!





Where are they now?

JULIA PAICA

*Business Development and Marketing Director
Sports and Recreation Complex Dzintarkrasts, Latvia
Graduated 2004*

"I graduated from SHMS with my Swiss Diploma and complimented my studies with a final year in business school in Riga. My career since then has been very successful. Starting as Reservations Manager, followed by a post as the Deputy Director of the Riga school of Hotel and Restaurant Management and since 2007 in my current role as Marketing Manager for a Sports and Recreation Complex.

I am really grateful to **SHMS** for the knowledge and experience it offered me and I look back with really fond memories on every day that I spent there.

My advice to future graduates and students is to know what you want in life, study hard and make the most of opportunities that are presented."



TALHA TASFEEN QAYYUM,



*Sales Executive, Radisson Blu Hotels & Resorts
Saudi Arabia
Graduated 2007*

"Traveling to the beautiful country of Switzerland and receiving education at '**SHMS**' was one of the best decisions I have ever made. It was an overwhelming experience which even after 3 years I am not able to forget and makes me think of the wonderful time I had there every single day.

From the brilliant location, state of the art facilities, fantastic professors, wonderful classmates and friends, the range of activities and the diverse mix of cultures made for a truly amazing experience. I highly recommend **SHMS** to anyone who is looking for a high quality education that will enable them to broaden their horizons and be successful in the world of hospitality."



Join the SHMS Alumni Network
community.swisseducation.com

PHAN ING PAI

*Group General Manager, Modena Hospitality Management
 Shanghai, China
 Graduated 1996*



Phan Ing Pai

“Learning at **SHMS** was an eye-opening experience which laid a solid and professional foundation to my career. It was a childhood dream of mine to become a part of the hospitality industry. I travelled a lot with my parents and was fortunate enough to stay in some of the finest properties in the world. I envied those hotel employees who dressed beautifully, smiled cheerfully and the glamour of the environment they worked in. These factors encouraged me to choose to study Hotel Management.

The reality of life in the hospitality industry is that it can be stressful and exhausting, hence not everyone is born for such a job. Those with a lot of passion and enthusiasm who enjoy and cherish the hospitality industry and love every moment of it will be successful.

I am grateful that I have always had good people to work with either my superiors, associates or business counterparts. Many of the people I have worked with for years have become friends and we support each other in life and work. I believe determination, balance and ethics are crucial to a sustainable business.”

Rainer Wiegand

RAINER WIEGAND

*Area Director, Operational Innovation, Starwood Hotels & Resorts
 Kuwait City
 Graduated 2004*



“Education and performance are the main ingredients to reach one’s dreams, relying on one sole ingredient will probably keep you dreaming. Hotels have always had a magical impact on me since my early age. I always admired people being able to work in these perfect hospitality environments often located in paradise-like places where people from different countries meet and share common interests.

One of the major milestones in my life was the day I arrived at **SHMS**. I not only checked into a hotel school but rather I checked into the hospitality industry. Making people content and appreciated is one of the main pillars in the profession of an hotelier, which makes this career so unpredictable and interesting. Thinking outside of the box and listening to guests’ valuable comments has become part of my daily job. I have made my passion my profession and I am very much honored to be able to change the way we do business today. My advice to future hoteliers is that education is the beginning of the journey and obtaining the maximum knowledge will aid success. The passion to serve and performance at work will differentiate the good from the great. My professional philosophy is, learn from yesterday, improve today and succeed tomorrow”.





IVY THEMA

*Director of Public Affairs and Protocol, Sheraton Hotel
Jakarta, Indonesia
Graduated 2001*

“SHMS has provided me with the necessary skills covering every aspect of the industry.

I chose the Hospitality Industry because I enjoy meeting people from different parts of the world. The Hospitality Industry also allows me the opportunity to discover interesting things in many cultures.

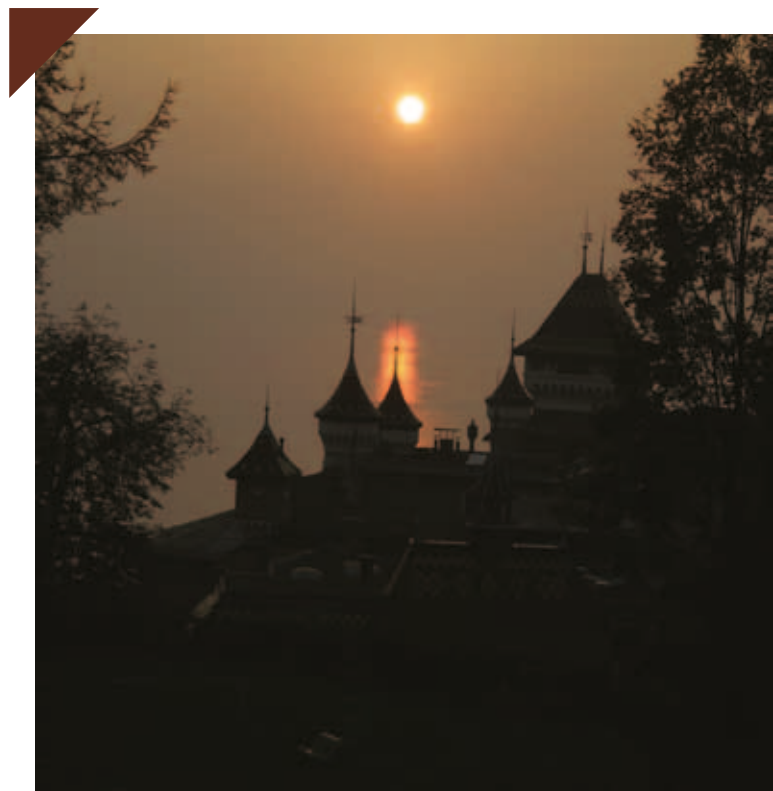
The most rewarding part of being a Hotelier is when I deliver the service and the customer is not only satisfied, but delighted. My advice to all students who are interested in the hospitality industry is that you have to be passionate and committed about what you’re doing..., this will automatically lead you to deliver your utmost.

Attitude and integrity can not be bought... Be courteous. Be passionate. Be genuine. Be selective where you work, and make sure that you’re comfortable with what the company represents and stands for, and lastly enjoy the ride.

My professional philosophy in 3 words: Attitude, Integrity, and Passion.

There have been so many exciting moments in my career life, such as when I was a Director of Sales running a dynamic team with overall responsibility of Corporate, Embassy, and The Airline as well as the Wholesalers segment.

The wealth of sales and marketing experience with which I have been blessed, has influenced me and led me into my current role.”



ACCOR
 Hospitality

ACCOR Hospitality – Success Factors

Mr Denis Seigneur from the Accor Group shares with students the top ten personal attributes that he believes will ensure your success in the hospitality industry.

1. **Charisma** : be able to inspire confidence and create enthusiasm in others.
2. **Initiative** : develop and dare to be entrepreneurial. Come up with new ideas and don't be afraid to innovate.
3. **Organisation** : establish working procedures and methods and prioritise to achieve determined results.
4. **Anticipation** : be able to anticipate, rectify and improve results.
5. **Analysis** : master the complex issues and get to the essential points.
6. **Resistance** : be able to resist stress, work long hours and keep a cool head in all situations.
7. **Adaptability** : be able to adjust quickly to new situations, cultures and environments.
8. **Ambition** : get fulfilment from accomplishment, but always want more ! Aim high and be results oriented.
9. **Communication** : communicate clearly and efficiently. Be able to understand, negotiate, convince and sell.
10. **Listening skills** : listen, understand and learn.



REGARDS FROM SWITZERLAND...





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