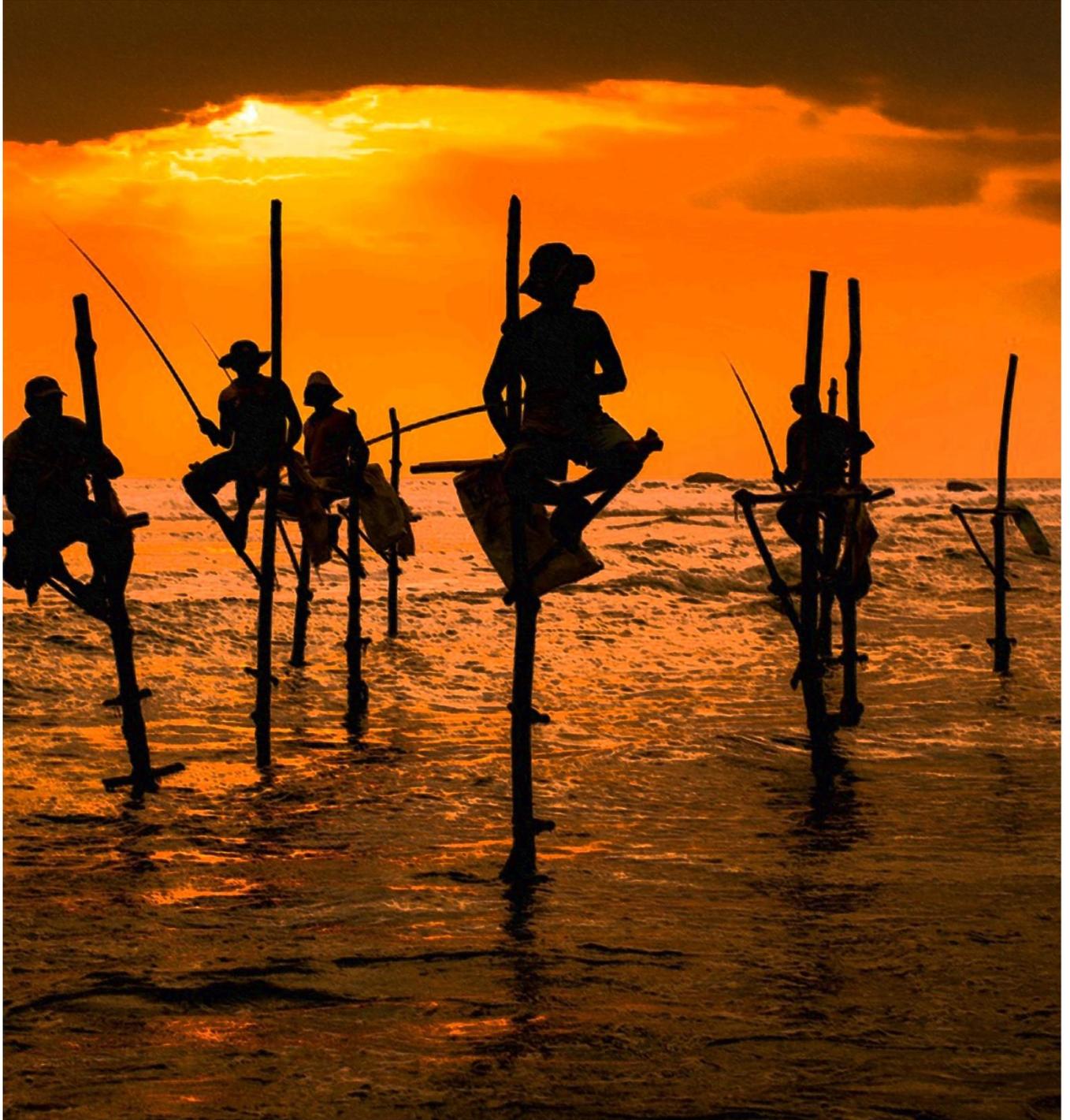


# hotelier

by CHSGA



Global Newsletter for CHSGA members

SEP-2017

  
Ceylon Hotel School  
Graduates Association

# hotelier

by CHSGA

*“Hotelier by CHSGA” published by the Ceylon Hotel School Graduates Association (CHSGA) , is circulated among all members of the Association.*

*The magazine include articles of interest and news about the Association and its members.*

*Views expressed herein by the contributors do not necessarily represent the opinion of the publisher or editorial board .*

*We welcome any article by any member of the CHSGA for inclusion in the magazine.*

*Any suggestions and comments pertaining to this magazine are appreciated.*

*Please forward your articles, news Items and comments to.,*

*The Editor*

***Hotelier by CHSGA***

*Sri Lanka Institute of Tourism & Hotel Management*

*Galle Road*

*Colombo 03*

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# PRESIDENT'S Review

I am honored to release this message as the incumbent President of CHSGA for the Hotelier Magazine 2017.

The Ceylon Hotel School Graduates Association, an institution duly incorporated in Sri Lanka under the parliament act No21 of 1984 is a professional body, lead to contribute and continuously develop the Tourism Industry in Sri Lanka in a responsible manner. The CHSGA has a membership of over 1500 professional hoteliers representing 80% of the Hospitality fraternity in Sri Lanka. CHSGA is the only recognized, professional local body that represents Graduates, Diploma Holders of Sri Lanka Institute of Tourism & Hotel Management (SLITHM) as well as other professional hoteliers. It is also recognized as the most aspiring venue in the country for personal and professional growth of the industry personnel.

Having held the office during the past year, I believe that CHSGA was been able to fulfill the expectations of the hospitality industry by achieving all its goals set at the beginning of the year. We initiated a study project termed 'PROPEL' to develop the soft skills of Management students at SLITHM. Further in consultation with 3W Consulting, a 5 year strategic plan was launched to lead Sri Lanka's tourism and hospitality industry whilst establishing CHSGA's purpose in the business. Hotel Show Colombo 2017, the largest Hospitality Show in SL was held under the theme of 'Move Forward, Think Green to Maximize Sustainability' with over 10,000 visitors. 'National Bartenders competition' the showcase of innovative bartending in Sri Lankan HOTEL sector

took place recently covering 8 regions in the country. The winners were awarded a week's training at the Association of Bartenders & Sommeliers, Singapore in view of the Asia Pacific Competition. Further many social events and CSR programs were rolled out during the year.

I take this opportunity to thank the past presidents, Executive committee members, well-wishers, industry professionals, sponsors and general membership of CHSGA for their unstinted support and guidance extended to me during my tenure.

Concluding my term as the President of CHSGA, I congratulate and extend my constant support for the newly elect President and the Executive committee in their endeavors to elevate CHSGA to the next level.

I wish all of you the very best and a great future ahead with CHSGA,

Sanjeeva Perera

**President - CHSGA**

**Assistant Vice President - John Keells Group**

**General Manager – Bentota Beach by Cinnamon**



# Tangalle

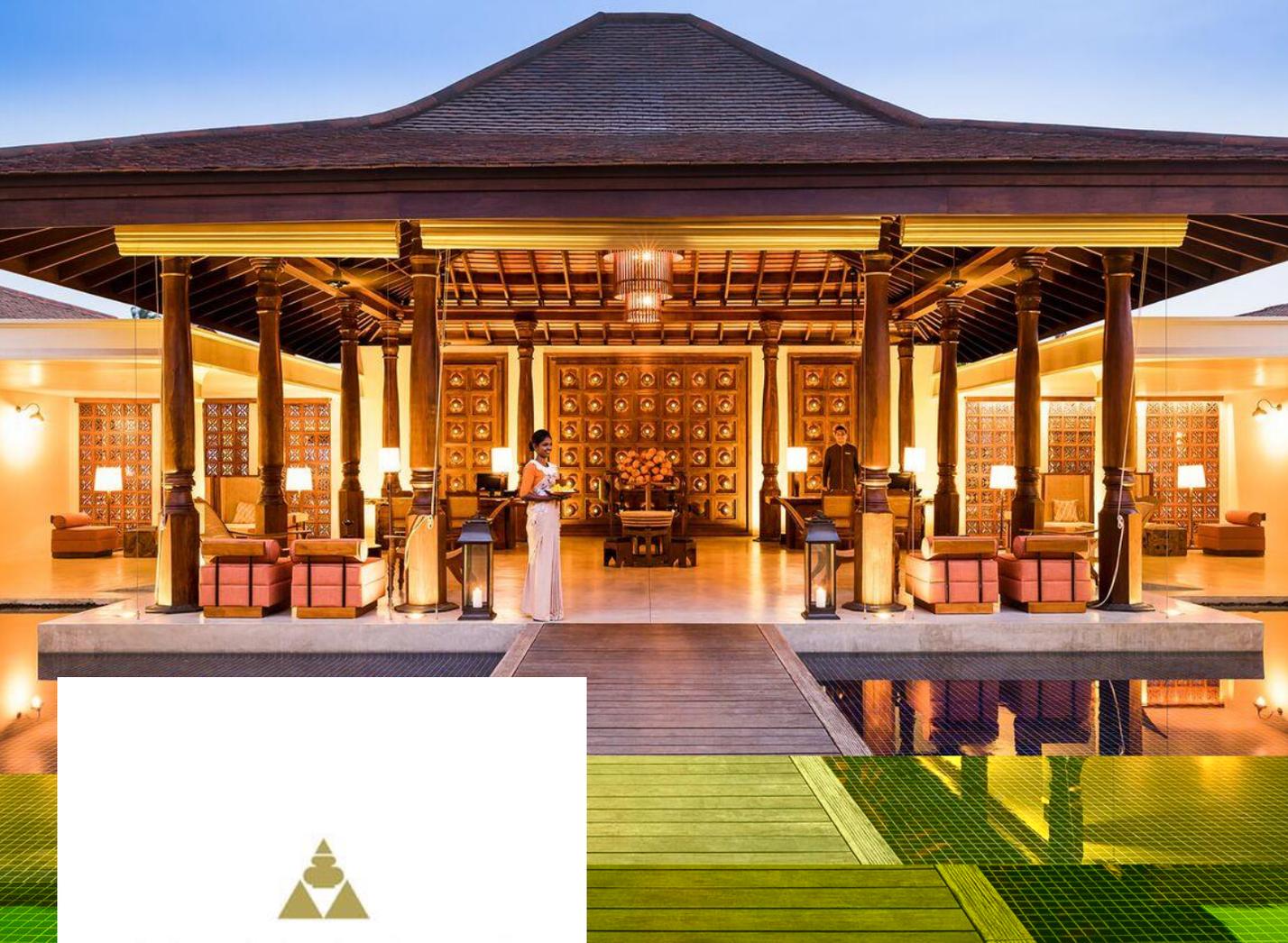
*Tangalle is situated 195 km south of Colombo and 35 km east of Matara on one of the largest bays in Sri Lanka. It is an established fishing port which is blessed with some gorgeous palm-fringed shorelines and extensive paddy fields inland which are an explicit treat to the eye. Tangalle is often recognized as one of the best beaches in the southern coastal belt of Sri Lanka. It is believed that the name is derived from ran-gala or golden rock, from a legend that tells of a time when a holy man once partook of a meal there, and the rock was turned to gold whilst further research also reveals that it means the “projecting rock”, because long ago the town was protected from the ocean by a long rocky slab that projected into the sea across the mouth of the bay.*

*Towards the south of Tangalle, the coast becomes a succession of little bays, with Goyambokka being one of the best. To the north, you can find the fine sandy beaches of Medaketiya and Medilla stretch for several kilometers towards Rekawa lagoon.*

*Tangalle has been considered a good anchorage since the Dutch era as they discovered the maritime benefits of Tangalle at first.*

*Dutch influence is noticeable in a few remaining examples of architecture, such as the Court House, Rest House and the Fort. The Dutch Fort was built on a slant above the bay and presently has undergone significant modification since it was converted into a jail in the mid-19th century. This fort portrays some unique features in comparison to any others of the Dutch era as there are no massive ramparts. There are four main walls, which are 12 metres high, enclosing a space similar to a rhombus. The British too, used Tangalle as an anchorage while the tea planters began to develop it as a resort because of the turquoise blue water and pearl white sandy beaches stretched for miles and miles along the coastal belt in Tangalle.*

*However, even when the sea looks calm along this long, spectacular sweep of beach, the rip current can be deceptively strong, so the swimmers should take particular care when bathing.*



# ANANTARA

PEACE HAVEN • TANGALLE  
RESORT

Anantara Peace Haven Tangalle Resort welcomed its first guests in December 2015. It is the first and only luxury international resort in Sri Lanka offering travellers a new chapter in unmatched amenities and hospitality. Sheltered by a crescent of golden sand and fringed by coconut palms, Anantara Peace Haven Resort is an unexplored paradise located in Tangalle on Sri Lanka's southernmost shore.

Anantara Tangalle has achieved significant international and local recognition, including in Condé Nast Traveler Readers' Choice Awards in 2016, being named on DestinAsian magazine's 2016 Luxe List and being awarded by Wine Spectator in 2016 and 2017 for its Il Mare restaurant. Recently the resort has been recognised in Condé Nast Traveler US's prestigious 2017 Hot List as

one of the best new hotels in the world, as well as one of the hottest new openings in Sri Lanka.

On arrival, guests find themselves ensconced in a luxury resort of enchanting Sri Lankan design, set amidst a 21-acre coconut plantation that opens onto a golden sweep of beach and the warm Indian Ocean. Each of the 152 guest rooms luxury interiors boast hand woven custom made Sri Lankan furnishings and contemporary amenities, al fresco spaces to relax with stunning views of paradise, interconnecting options for families, and accommodation for differently abled guests.



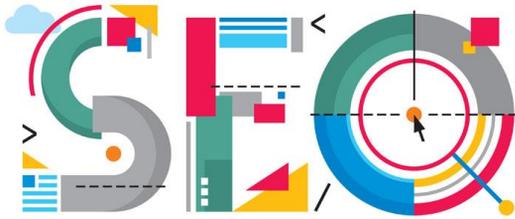
120 Premier and Deluxe rooms offer a sumptuous bedroom and luxury bathroom with a rain shower and separate oval bathtub, as well as a terrace or balcony with a daybed and dining furniture overlooking the ocean. 32 spacious one and two bedroom Villas entice guests to spend lazy days dipping into their own plunge pool, sunbathing on comfy loungers and dining outside under the shade.

More tranquil seclusion can be found at the double level outdoor swimming pool or at yoga and meditation classes. Keeping active is convenient with access to the 24-hour gym. At a resort where indulgence blends authentic indigenous elements and international flair, the soothing sanctuary of Anantara Spa offers a concessionaire beauty salon and wellness treatments that are rooted in the healing traditions of the regions rich culture, highlighted by specialist Ayurveda treatments, as well as advanced western spa wisdom.

Six restaurant, bar and lounge venues showcase vibrant island cuisine and delightful colonial customs. Travellers with a sense of adventure can learn how to create Sri Lanka's bold and flavoursome dishes in a Spice Spoons cooking class which includes a visit to fresh food markets, specialty local artisans and the fish market at the Tangalle port.

Guests can explore, with a range of guided excursions, Sri Lanka's southern attractions including Wewurukannala temple, the amazing rock temple of Mulkirigala and Kalametiya Bird Sanctuary. Spectacular nature and wildlife encounters include national park wild life safaris, interactive elephant experiences, a trip to the Rekawa turtle conservation project and the thrill of whale and dolphin watching boat trips

# How to use



## To win more hotel booking revenue



**ASELA DE SILVA**

*Group Learning & Development Manager  
Citrus Leisure PLC*

### What is Search Engine Optimization (SEO)?

SEO is a marketing discipline focused on growing visibility in organic (non-paid) search engine results. SEO encompasses both the technical and creative elements required to improve rankings, drive traffic, and increase awareness in search engines. There are many aspects to SEO, from the words on your page to the way other sites link to you on the web. Sometimes SEO is simply a matter of making sure your site is structured in a way that search engines understand.

SEO isn't just about building search engine-friendly websites. It's about making your site better for people too.

### Why does website need SEO?

The majority of web traffic is driven by the major commercial search engines, Google, Bing, and Yahoo!. Although social media and other types of traffic can generate visits to your website, search engines are the primary method of navigation for most Internet users. This is true whether your site provides content, services, products, information, or just about anything else.

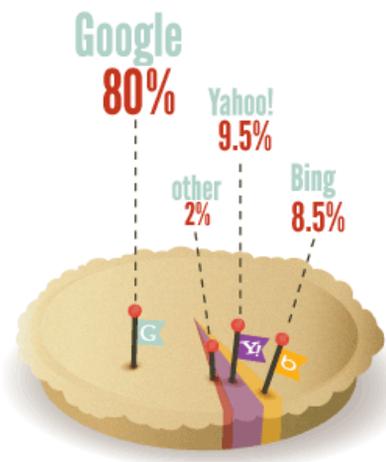
Search engines are unique in that they provide targeted traffic—people looking for what you offer. Search engines are the roadways that make this happen. If search engines cannot find your site, or add your content to their databases, you miss out on incredible opportunities to drive traffic to your site.

Search queries—the words that users type into the search box—carry extraordinary value. Experience has shown that search engine traffic can make (or break) an organization's success. Targeted traffic to a website can provide publicity, revenue, and exposure like no other channel of marketing. Investing in SEO can have an exceptional rate of return compared to other types of marketing and promotion.

In the hospitality business this is more so the case. You're constantly dealing with people which can be very complex – you try to accommodate and preempt at the same time, you're dealing with guests, managing rooms, availabilities and pricing, coming up with new offers and campaigns. All the while considering your competition. Digital marketing is evolving all the time, these are a few tips of how to stay relevant right now!

How many online hotel bookings start with a search engine? More than you can rightfully ignore. Search engine performance has a big impact on your revenues. Traffic from search is more profitable than traffic from pay-per-click (PPC) ads. And, since paid traffic's getting more expensive, it makes a lot of sense to focus more on the organic kind. The good news: there are lots of things you can do to improve your search engine rankings. The bad news: there are thousands of travel websites hoping to win the exact same traffic you're aiming for.

That's why you need to be good at search engine optimization (SEO). And that's why I have produced this Article, outlining seven top tips to help you rank higher on the right search terms, earn that traffic and convert it into revenues. Why is it so important? Because, done well, SEO is the most cost-effective way of generating traffic to your website. These tips will help you. Some of the tips may seem obvious but, many of them are still not widely practiced. For you, that's an opportunity.



# THE GOLDEN RULE OF SEO

This one is simple: the higher you rank on any given search term, the more traffic you get. The top ranking listing on any search results page gets 36% of the clicks. And the top three results get 58% of the traffic. (source: Zink) After these three coveted positions, the traffic falls off steeply

Search Rank Position	Average Click-Through Rate
1	36.4%
2	12.5%
3	9.5%
4	7.9%
5	6.1%
6	4.1%
7	3.8%
8	3.5%
9	3.0%
10	2.2%



**Conclusion?**  
You need to rank as highly as possible on the search terms that matter the most to your business. Page one is a must. Beyond that, you might as well not be there.

## SECOND GOLDEN RULE OF SEO

Google and the other engines invest billions ensuring they return the most relevant results to users. The best way to rank higher is to deliver relevant content and make that content easy to discover. Trying to beat the system or trick the search algorithm is the old way of doing SEO – it will eventually be penalized. Put the user first and you’ll always do better. It helps to understand the factors that Google uses in its algorithm so you can optimize your content.

The big factors are:

**Page and domain level link metrics** Including your page and domain authority; the number of sites linking to it; the anchor text of those links, etc.

**Keyword usage** Using keywords on the page and in title

tags, etc.

**Social metrics** Sharing on Facebook, Twitter activity, Google, etc.

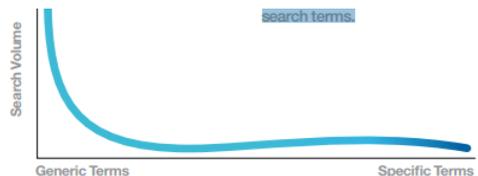
**Page level traffic** Reviewing click-through rates and bounce rates from Google for each keyword

These factors indicate to Google how well a page on your site should rank for relevance towards a specific phrase. We could write an entire book on each – and many have been written. But the tips that follow focus on the low-hanging fruit, the quick wins that many online hotel booking sites still aren’t getting right.

## TIP 1 GET YOUR NICHE AND KEYWORDS RIGHT

The most competitive search terms – like ‘cheap hotels’ – are far too difficult to win. Success in SEO depends on defining your niche so that you can compete for keywords that have plenty of traffic but aren’t too competitive. Look at your offer and determine the things you’re uniquely great at. Then build your SEO strategy around these.

‘Romantic Miami Honeymoon Hotels’ is a winnable niche – as long as you’ve got a lot to say about romance, honeymoons, hotels and Miami. ‘Montreux Jazz Festival Hotels’ will be easier to win than ‘Switzerland Hotels’. Yes, the ‘long tail’ search terms have fewer searches than the big ones. But if you can rank highly and win a greater share of this traffic, you’re better off than being on page two for the monster search terms



## TIP 2 GET YOUR SITE STRUCTURE RIGHT

A clear, intuitive site structure helps search boost (and humans) find their way around your site so they can index all of your content. A clear structure will also make sure that the search engines give your most important pages the highest authority.

Three action points:

- Decide on the most important information your users need – or tasks they want to complete – and make them easy to discover and reach.
- Submit a site map to Google to help make sure your site is indexed properly.
- Test crawl your site to uncover any problems.

### Typical crawl errors

Search bots can trip up on things they can’t read, like:

- Missing or blocked pages
- Duplicate page content, titles, descriptions
- Missing titles or descriptions
- Redirects or canonical URLs
- Logins, frames or input forms

## TIP 03 GENERATE QUALITY CONTENT.

Links are the single most important success factor in SEO. And the greatest way to get good links is through fresh and useful content. Great content is what people want – and what search engines value the most. To Drive Hotel Bookings the key is to create content that meets below four criteria's:

**Original** Search engines don't like duplicate content. You need to create your own.

**Engaging** The goal is not just to get people to read or view it; it's to get people to share it.

**Relevant** The content has to speak to the specific topic or task that the user is most interested in.

**Keyword-rich** Use the exact terms that prospects use in their searches. We can all pretty readily distinguish between great and poor content. Put in the effort, add a lot of value for your users and the search engines will reward you for it.

## TIP 4 INCORPORATE RELEVANT KEYWORDS ON LANDING PAGES

People don't just come in to your site at the home page. Search engines drive traffic to webpages across your site. It's always a great idea to help them (and your visitors) out by adding keywords on each page. For generating hotel bookings, think of content that's relevant for someone who's actually ready to book.

A general 'Travel Guide' to a destination is good content but it will mostly attract people in the earlier stages of research – or people who have already booked and are planning their visit.

Try creating dedicated landing pages by hotel attribute: 'Spa Hotels', 'Romantic Hotels' or 'Pet-Friendly Hotels' would all benefit from a dedicated page full of relevant content



### Add social content Reviews

ratings and user-generated content are great for SEO and have the added benefit of driving conversion once people are on site.

### Add urgency

Attracting traffic is half the battle. Converting it to bookings is the other half. Make sure you build a bridge from your content centric landing pages to your booking wizard – with lots of offers and urgency messages

## Tip 07 Use well-structured URLs.

A proper URL structure helps the search engines do their jobs better: indexing your content under the right keywords. So place the most important keywords as close to the domain as possible in your URLs.

A good example: [www.yourtravelsite.com/Las-Vegas-Hotels](http://www.yourtravelsite.com/Las-Vegas-Hotels)

A bad example: [www.yourtravelsite.com/appperformMDLPDealsContent?dealid=vegasvacation&cnt=PKH-em\\_htLas-Vegas-Hotels](http://www.yourtravelsite.com/appperformMDLPDealsContent?dealid=vegasvacation&cnt=PKH-em_htLas-Vegas-Hotels)

And if you change your URL structure, make sure to set up 301 redirects from the old URLs to the new – or you lose all that SEO juice you've worked so hard to earn.

[50 Best Romantic Getaways - Articles | Travel + Leisure](http://www.travelandleisure.com/articles/50-best-romantic-getaways-2010)  
[www.travelandleisure.com/articles/50-best-romantic-getaways-2010](http://www.travelandleisure.com/articles/50-best-romantic-getaways-2010)  
Rediscover romance this year by getting away to one of these hot spots.

## Tip 5 Earn backlinks

Backlinks to your site from sites with high authority are gold dust for SEO. But these links don't happen by accident, they're the result of your excellent content – the content that people are proud to link to. Link-building shortcuts tend to fail. If your link-building process isn't natural, you could get penalized by the search engines.

**Don't do this** This is bad link-building:

- Go for quantity over quality – or get too many links, too fast
- Have similar, perfectly optimized anchor text across many links
- Have lots of links on worthless or unrelated sites
- Focus all your links on just a few pages

All of this will be suspicious to the search engines – as well it should be.

## Tip 6 Get your title tags and descriptions right

Every page on your website has 'meta-data' that describes what each page is about. You need to optimize this metadata so search spiders will know exactly what each page is about – and which keywords it's relevant for. And your page descriptions are the snippets that come up in the search result pages, so make sure these are clear and compelling. They may not matter much to the search engines but they're the things that convince people to click through to your site.

Example of great use of the keywords "Romantic Getaways"

**: Action points:**

- Put the most important keywords at the beginning of the title tag
- Limit the title tag to 70 characters
- Give each page a unique title and description
- Make page descriptions short and active, with clear calls to action
- Limit page descriptions to 150 characters



**CHSGA  
declares  
5-year  
Strategic  
Plan**

# CHSGA declares 5-year Strategic Plan



Ceylon Hotel School Graduates Association (CHSGA) in consultation with 3W Consulting rolls out a five-year strategic plan to lead Sri Lanka's tourism and hospitality industry whilst establishing its purpose in the business.

Contributing towards these aspirations, CHSGA would pave the way enabling SLITHM to produce world class graduates of high standards, Continuous Professional Development for its elite membership, networking with the local and international HORECA sector, providing advocacy for good governance in the hospitality sector in order to be the voice of hospitality professionals in Sri Lanka. The outlined five-year strategic plan encompasses all levels of associated sectors possible and practical. Effective coordination of plans between state and private institutions to stay ahead of the competition is one of the key aspects of the new plan. It also involves the insights of the smartest minds in hotel revenue management working in tangent with related stakeholders to discuss ways; hotels can optimize their pricing and service delivery in the face of an increasingly dynamic marketplace and industry challenges. The Ceylon Hotel School Graduates Association (CHSGA), established in 1971 (incorporated by the Parliament Act No: 21 of 1984), takes pride in being the pioneering Hospitality Professional Association in Sri Lanka. With an alumnus of over 1500 members, CHSGA members hold significant senior managerial and leadership positions in the industry, both in Sri Lanka and in international markets. CHSGA members have significantly contributed to the growth of tourism in Sri Lanka.

CHSGA aspires to be a game changer in driving professionalism and innovation in the hospitality industry of Sri Lanka and to be significant contributor to achieve the national vision for tourism in the country.

*"It is the ideal time for the generation of new ideas and approaches to shape the future of hospitality," "We are excited to propose our planned out program to bring even more innovation forward and develop new brands."*

# SRI LANKAN

## CRAB *curry*



Dhaithya Krawage



**Sri Lankan** coastal cuisine is renowned for its use of the fresh seafood readily available around the Island. The Southern and Western regions are famous for its crab curries that use some unusual ingredients such as murunga leaves.

*This is my grandmother's one of the favorite and secret recipes*

### Ingredients

5 large crabs, washed and split  
1/2 tsp. turmeric  
1-2 tbsp. chili pepper  
1/4 tsp. mix spice  
salt to taste  
1 tbsp. raw rice  
1/2 tsp. black peppercorns  
1 tsp. cumin seeds  
3 tbsp. shredded coconut  
5 cloves garlic  
2 tbsp. oil  
1 onion, chopped  
1 sprig curry leaves  
1 tomato, chopped  
2" piece Rampe / pandan leave  
1 bunch murunga leaves  
1/2-cup water  
1-cup coconut milk  
2 tbsp. tamarind

### Directions

- Wash and clean crabs removing all dirt logged inside.
- Split the middle and crack legs to penetrate the masala and gravy.
- Mix the crabs with turmeric, chili powder, mix spice and salt.
- Roast rice, peppercorns, and cumin together.
- Then roast coconut until brown. Grind all ingredients with garlic and set aside.
- Heat the oil. Sauté onions, curry leaves, tomato, rampe leaves. Add crabs and 1/2 cup water. Cover and cook slowly.
- Mix the rice mixture with coconut milk and add.
- Stir and simmer for few minutes.
- Add the tamarind puree and murunga leaves. Cook for 5 minutes until done. The gravy should be dark and rich

# VACATION RENTALS

VS.

# HOTELS



VACATION RENTALS

Hotel Accommodations

## How Hoteliers react to vacation rentals



Sisitha Weerasekara

While the vacation rental (VR) industry has a long history, it has mostly been limited to resort destinations. Recent disruption of new platforms, technology and the sharing economy bring drastic changes to the industry, as well as the global travel market. The VR market is predicted to reach \$170 billion in 2019 with Europe and North America being the key regions.

### How do hoteliers deal with the thrive of vacation rentals?

VRs have left several impacts on traditional hotel industry. However, the nature and scale of the impacts vary depending on the location, business model and type of travel.

### Impact on business travel

Business travel is relatively not affected by VRs. An analyst report by UOB Kay Hian stated that VR's potential impact on hotels might not be as worrying as many thought. With 50-60% of clientele coming from corporate business, hotels' susceptibility to VR is lowered as these sites primarily cater to leisure trips by families and groups. However, this might change as VR companies have started to look into business travel. Airbnb, for example, is looking to capture this segment with Airbnb Business. One Fine Stay and Oasis also have a section for business travel on their websites.

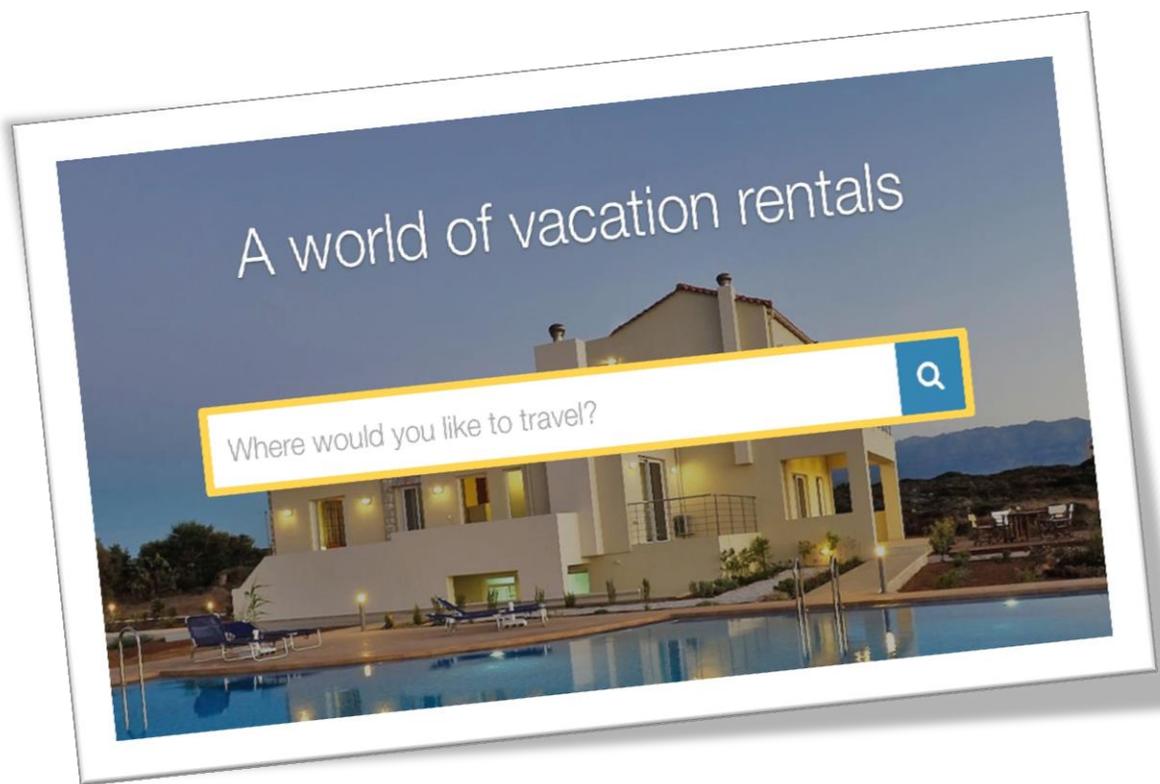
In cities like Paris, there are not enough hotel rooms to meet the travel demand. In this case, rather than cannibalizing existing options, VR expands the markets. Travellers have a wider range of accommodations to fit their budget and requirements.

"Competition is good for all involved – it keeps providers on their toes so they innovate. Guests have more options and better choices. And cities benefit as they can accommodate more guests without having to build new hotels," said Jochen Wirtz, Marketing Professor, National University of Singapore.

### Hoteliers fight against VRs through legislation and lobbying

Many hoteliers view the ascendance of VR as a challenge for the traditional hospitality industry. The Singapore Hotel Association worries not only about the competition, but also safety and hygiene standards of VR properties. Others express concerns that renters on VR platforms such as Airbnb do not pay taxes nor have to comply with strict regulations hotels have to comply to.

In the US, the American Hotel and Lodging Association (AHLA) laid out a plan to counter the impact of Airbnb on the hospitality industry. The plan to combat AirBnB was a "multi-pronged, national campaign approach at the local, state and federal level," including lobbying politicians and funding research. They also ran a testimonial campaign, 'My Neighbourhood' highlighting the negative impacts of illegal hotels. In total, AHLA has \$5.6 million annual budget for regulatory work.



## Hotels stay competitive by imitating VR: innovation and personalization

Facing increased competition and changing customers' demands, many traditional and on resorts have tried to stay on top of the game by adding more services and leveraging technology to offer guests a better experience, as stated in Hotels fight back.

In Singapore, several hotels such as W Singapore, Orchard Hotel, Hotel Vagabond, Pan Pacific Singapore and Dorsett Singapore provide guests with local mobile phones which can make free local calls and surf the internet. Singapore Marriott Tang Plaza Hotel has a mobile app which guests can use to check in and out of the hotel and communicate with the hotel staff to request services. In Cambodia, the Shinta Mani Club boutique hotel partner with tour operators to offer travel activities.

"The hotels can win part of the market back by providing more personalized and authentic experiences. But they may not be able to win back everyone, especially those who want a high degree of interaction with the host," said Dr. Michael Chiam, Senior Tourism Lecturer, Ngee Ann Polytechnic.

## Big hotel groups acquire VR companies

Rather than resisting VRs, some major hotels are also buying these companies to capture the market. In 2016, Accor Hotels acquired 49% of Square break, a French VR company. The group also acquired One Fine Stay for \$170 million and is in negotiation to acquire 100% of Travel Keys, an Atlanta-based VR company, to solidify its position in the luxury home rental market.

In conclusion, the hospitality has given ambivalent reactions towards the rise of vacation rental companies like Airbnb. However, one thing that can't be ignored is that vacation rental is a disrupting factor and is having a big impact on the hospitality industry.

**Sisitha Weerasekara** MTEHM (CMB)  
Co-Editor  
CHSGA

Source: Insights from World Travel Market

# HUMAN CAPITAL DEVELOPMENT FOR HOSPITALITY INDUSTRY

If we talk about swimming which cannot be learnt only by reading we can easily understand the need of training. It is a must to jump into a pool and have frequent trainings in order to swim well. Therefore, in a nutshell the difference between EDUCATION & TRAINING is this. Let's try to understand the meaning of these TWO words, and how it affects our industry.

Education is all about learning theories, practicing and teaching people how to think so they can figure out what to do? Traditionally, education will reinforce knowledge which we have found already.

For Example – In school we learnt English but we still do learn English. Other subjects may have been taught to you from the scratch. But it is the theory that we learn. In science, you learn about splitting the atom, but you don't do it. That's why traditional professions like Accountancy, Law, Medicine require a period of further Practical Training after academic studies are completed. It is not only for them but it is required for our trade as well. Hoteliers with the fundamental education need training in the areas of Hospitality industry.

Training is, doing things right according to the set standards.

In our industry we need a mixture of both. We have departments which need highly skilled employees. But in each department there are different categories of employees whose education levels play a significant role. There are situations in our industry where you cannot strictly go by a checklist; such situations need creative thinking for decision making. Today's traveller's needs, wants & aspirations are different; therefore hotel staff competency levels also need to match to the change.

Training in a military environment is different to training in hotels. Military training is regimental whereas training in a hotel is creative. We need to train hotel employees to think before they act.

Hundreds of lives will be in the hands of a pilot in a single aircraft. He is trained strictly to follow a check list & instructions given by the Computer commands. They cannot make decisions on creative thinking.

A surgeon is trained strictly to follow the human anatomy and he cannot use his creativity once the belly is opened. However, in our business we need employees to be creative; we expect them to come up with innovative ideas in order to enhance productivity as Human Resource is one of the highest expenditures in our operations.

What do you do with your new recruits? Do you train them or educate them?

You cannot afford to have highly trained & poorly educated employees. Also it's not possible to have highly educated but poorly trained employees. It should be a combination of both in order to achieve brand standards.

An ancient saying states "Give man a fish, He'll eat for a day. Teach a man to fish, he'll eat for life. I like to add another step – **don't just teach him to catch fish, educate him about the art & science of Fishing.** So he will be competent enough to make decisions and to be creative.

Let's see these HK situations – A room boy is going to get 3 different types of Guests, - Businessman, Honeymooners and a family. He will not find it in her checklist. Now he has to use his brain to deliver 3 different services to delight them. If he is educated on guest profiles, he is in a position to fulfil the individual guest expectations.



***"Give a man a fish, He'll eat for a day. Teach a man to fish, he'll eat for life"***

***Once you  
stop learning,  
you start  
dying”***

***Albert Einstein***

### **Training & educating staff is an on-going process**

We are here to learn lessons, and the world is our teacher. Every guest is a learning; every check in & check out, every person you meet, every challenge you face is a lesson. Have you ever thought about that?

Effective & proactive people will always ask what I can learn today from the each and every moment of your life. In Hotels / Resorts, we meet people from all over the world. We encounter events, moments like no other industry. Hotels are a classic master piece of a world university. If you create this in your mind set, you push yourself to discover great learning culture in yourself and in your department.

Remember in your training not to forget this 3 Golden Rules, they are, WHAT: HOW: WHY. What are you doing, how are you doing, why are you doing it. Show them the big picture, teach the reason behind every task, that will make your staff more productive. They will find creative solutions for different situations that they come across. You train people for performance and you educate people for understanding.

So it doesn't mean by training & educating them the very next day you will be getting one "Eureka Moment" It same like the "Law of Seed" - You reap your harvest after you do the work. Effort + Patience = Results. Unfortunately, we are in an instant noodles era. We expect every result instantly. Training & educating staff is an on-going process.

We hire an employee, get them on-boarded and they complete their orientation – now you release them to the wild where they are on their own and we can expect them to do the right thing. Training conducted on boarding happens everywhere. Should training end there? Training is an on going process throughout the year. It should be incorporated in the annual plan. It should also be part of your strategic plan.

During schooling, there is no regular changing of schools because students see their performance improving year by year. Whereas in hotels when the Employees do not see their growth they tempt to change the organisation regularly due to poor training opportunities provided simply because many organisations do not believe that Training & educating staff is an on-going process.

Here are some reasons why we need Training & educating staff as an on-going process.

- Memory: Getting constant training refresh your mind
- Update – We live in a time of never ending changes and new technology
- To learn: Unlearn & Relearn
- Awareness: Results driven approach
- It is a Proactive approach
- To be competitive / stay ahead of competition
- To be a place people love to work / Job satisfaction
- To retain & attract new talent

I have worked for much prestige International hotels to single owned properties. Many hotels take very little interest on training & educating people, or investing on Manpower. You take lot of care about Rooms, equipment, fixtures and buildings but remember that the hotels run with staff / our colleagues. Everything depreciates and your manpower appreciates every year. Hotel is a Hotel; only the people who work will make a difference. Anything you can do to enhance your team's abilities and performance is a sound investment. If you don't recognize that, your competitor will.

***Tharaka Appuhamy***  
***Corporate L&D Manager***  
***Adaaran Resorts - Maldives***

CHSGA  
EVENT

# LOOK BACK

AGM

2016

XMAS PARTY

SCHOLARSHIP  
PROGRAMME FOR  
SLITHM



Propel



Hamuwa



CSR

  
Hotel<sup>®</sup>  
Show  
Colombo  
2017  
The Showcase for Hotel Supplies and Services  
12<sup>th</sup> EDITION  
SINCE 1998

**NBC** 

NATIONAL BARTENDERS COMPETITION 2017

**NATIONAL  
ROOM STYLIST  
CHALLENGE**

# 45<sup>th</sup> AGM 2016



Shangri-La's Hambantota Resort & Spa



Sanjeeva Perera being appointed as President of CHSGA for 2016-2017



Address by Sunil Dissanayake



CHSGA members check in



Address by Sanjeeva Perera, President-Elect - CHSGA



Address by Asele Wavita



Dharshan Hennadige and colleagues



Members of the head table



Past Presidents Trevine Gomez and Sarath Fernando with CHSGA members



CHSGA members' forum



Sanjeeva Perera and family



Chilling by the pool



The CHSGA ladies



Asele Wavita, Dharshan Hennadige and colleagues



Past Presidents of CHSGA with the Minister



Sanjeeva Perera, Samantha Gunaratne, Eksath Wijeratne and other colleagues



The night goes on

# 45<sup>th</sup> AGM 2016



Minister of Tourism Development and Christian Affairs, John Amararatunga was the Chief Guest at

the 45th Annual General Meeting of the Ceylon Hotel School Graduate Association (CHSGA) whose members are the alumni of the Sri Lanka Institute of Tourism and Hospitality Management (SLITHM). The AGM was held on 24 September 2016

at Shangri-La's Hambantota Resort and Spa., Chairman of Sri Lanka Tourism Development Authority (SLTDA), Paddy Vithana who is also a member and past president of CHSGA, was the Guest of Honour.

The Minister thanked CHSGA for inviting him as Chief Guest and also for the opportunity to address industry professionals who attended the event. He was proud to be associated with the CHSGA which was formed in 1971, serving the Hospitality and Tourism Industry in a big way over the past 45 years.

The Minister said the Ceylon Hotel School which is now known as the Sri Lanka Institute of Tourism Management (SLITHM) is the most recognized institute for Hospitality Management in the country and that they have continuously delivered professionals of very high standards for the development of the industry in Sri Lanka. He praised the CHSGA for the support extended to develop SLITHM, while offering scholarships to students to progress in their careers and for initiating and continuing several CSR programmes for the benefit of the country. The Minister was appreciative of the CHSGA and assured that he would give his fullest support to it and all other tourism-related associations working jointly for the betterment of the tourism industry. The Minister also said "As the Tourism Minister, my vision is to further upgrade the facilities and infrastructure of the hospitality industry in Sri Lanka and look forward to reaching the mark of 3.5 million tourists by 2020. Also; we need to make the tourism industry of Sri Lanka the number one foreign exchange earner in the country".

At the AGM—Cinnamon, Bentota Beach General Manager, Sanjeeva Perera was elected as the President of CHSGA while Zinc Hotels & Resorts Lanka (Pvt) Ltd, Chief Operating Officer, Samantha Gunaratne and JYSER Marketing Services, Managing Director, Priyal Perera were elected as Joint Vice Presidents. Water Garden Sigiriya General Manager, Asela Wavita was appointed as the General Secretary while Colombo Swimming Club, General Manager, Upul Atapattu was appointed Treasurer of CHSGA for 2016/17.

Sanjeeva Perera – the newly inducted President in his inaugural address said, "It would be mandatory upon us to contribute our might to educate, train and empower people to exploit tourism potential in Sri Lanka to the fullest. Many industries have faced the plight of being forced to import expertise and labour. We don't want to face the same dilemma!!"

"Many of us can remember an era when tourism, and more specifically the hotel industry, was a preferred career choice among youth. Our industry must be ushered back to that position in the hearts and minds of our people. We need to deal with the dynamics of professional awareness for skilled personnel in accordance with global trends and developments. Definite steps must be taken to create positive vibes in society at large, starting perhaps at school level. Our Association has a clear Vision to develop tourism in Sri Lanka with a steady Mission path in achieving that," he added.

Over 400 CHSGA members from Middle to Senior Management in the hospitality and tourism sector including CEO's and hotel owners attended the AGM. Ninety per cent of the senior management of all hotels in Sri Lanka are graduates of SLITHM and members of the CHSGA.

# 45<sup>th</sup> AGM 2016



CHSGA

# Christmas Party





CHSGA

*Christmas Party...*



The members of 'Ceylon Hotel School Graduates Association' initiated yet another Social Care Project to enhance the livelihood of community by supporting the SLITHM Students who were affected by the recent floods in Ratnapura.

This Care Project was initiated by the CSR committee of CHSGA. Dry rations, Bottled water and Stationary items were distributed among 55 Students, Security Personnel and Janitorial Staff of SLITHM Ratnapura on the 06<sup>th</sup> June 2017. In addition to this, 2 wheelchairs were donated to the Student Welfare Association of SLITHM Ratnapura for an emergency use.

Another 10 wheelchairs were donated to the Regimental Centre of Gemunu Watch, Kuruwita to assist the disable war heroes who got injured during the war.

These donations were done with the support of SLITHM Students Welfare Association Colombo and Ceylon Hotel School Association, Australia.





# SCHOLARSHIP PROGRAMME FOR SLITHM



Twenty-two students from Sri Lanka Institute of Tourism and Hospitality Management (SLITHM) were awarded scholarships by its alumni, the Ceylon Hotel School Graduates Association (CHSGA) at ceremony held on November 25 at the SLITHM Auditorium. The event was attended by faculty of SLITHM, officials of CHSGA and scholars of SLITHM.

This is one of the many CSR projects that CHSGA spearheads annually in its drive to enhance the manpower requirement the industry needs at present. This is a testament to the vision and the goals of the CHSGA that was shared by its President.

"It would be mandatory upon us to contribute our might to educate, train and empower people to exploit the potential of Tourism in Sri Lanka to the fullest. Many industries have faced the plight of being forced to import expertise and labor already. Surely, we don't want to allow ours to be faced with the same dilemma," is how Sanjeeva Perera, President of the CHSGA highlighted the vision and goals of the CHSGA in terms of education and manpower development at the recently concluded AGM of the CHSGA.

The students are from the certificate level batches and are from all SLITHM schools around the country and were selected by a committee based on established criteria. This is an annual event and already about 300 students have benefited from the magnificent gesture by the CHSGA. CHSGA also awarded scholarships to craft level students who underwent training for a period of month at SLITHM Schools Island wide under a training programme initiated by the Ministry of Tourism to increase the workforce in the tourism and hospitality industry.

## CHSGA Cash Awards for Best Graduates





FIRST TIME IN CHSGA'S HISTORY  
**Motor Rally 2017**





first time in CHSGA's history  
*Motor Rally 2017*



# Hotel<sup>®</sup> Show Colombo 2017

The Showcase for Hotel Supplies and Services  
12<sup>th</sup> EDITION  
SINCE 1998



Hotel Show Colombo 2017, the exhibition that serves as a showcase for Hotel Supplies and Services and designed for leading industry players, held from June 30 to July 2. This enhanced exhibition in the heart of the city is geared to showcase new state-of-the-art equipment and innovative technology focused on a sustainable greener environment theme: The way forward for Sri Lanka's future in the tourism industry.

The theme, 'Move Forward – Think Green – Maximize Sustainability' will be reflected through the show.

Hotel Show Colombo, the largest hospitality show is organized by the Ceylon Hotel Schools Graduates Association (CHSGA) and is backed by the government and Tourism Authority of Sri Lanka. Professional exhibition organizer for the event is CDE Events and Travels Pvt. Ltd. Apart from featuring an impressive host of international and local brands, this augmented edition of Hotel Show Colombo 2017 will feature for the first time seven vital segments of the hospitality and allied sectors, namely Hotel Show Exhibition, Colombo Food Festival, Bocuse d'Or live cooking competition organized by Bocuse d'Or Sri Lanka, National Barista Championship, Room Stylist Challenge, Seminars and Hospitality Industry Business Gathering. Seminars will cover three key topics: Financial Sustainability; Reaching the New Age Customers; and Importance Environment Sustainability for Tourism, which will add value to both buyers and sellers. Also in the pipeline are various events and activities to be staged alongside the Hotel Show, designed to bring industry players in the hotel, restaurant and food service sectors closer to buyers.

"Since 1998, the event has been a delivering business success for

players in these sectors. Growing edition after edition, the trade show is now a well-regarded sourcing and networking arena serving more than half of the total number of buyers who visited the show. The Hotel Show Colombo 2017 will give these local exhibiting companies a boost and exposure to regional and international markets by building on their networks and distribution channels. At the same time, visitors will be able to discover the latest technologies and innovations that our home grown companies provide," says Sanjeeva Perera, President, Ceylon Hotel School Graduates Association.

"Through the various activities designed to generate more networking opportunities, the upcoming edition of HSCX will bring new and innovative business opportunities to both buyers and sellers. Local and regional companies looking to enhance their capabilities will find the experience more focused, with activities designed to connect them with a large pool of buyers, as well as enabling these companies to move up the value chain," Sanjeeva Perera added.

More than 2,000 pre-registered exhibitors and 200 hotels, including its Diamond Sponsors, Suyamas International Pvt. Ltd., King Coil and Gold sponsors Pragmatic International, NITMO, Abdul Rahims & Sperrys will showcase their products to over 10,000 visitors comprised mostly of people representing the industry during the three day



# NBC



## NATIONAL BARTENDERS COMPETITION 2017

The 25th National Bartenders' Competition 2017, organized by CHSGA in association with Sri Lanka Institute of Tourism and Hotel Management and Beverage Partner Rockland Distilleries Pvt. Ltd., which was held on 18th August at Movenpick Hotel, Colombo. National Bartenders competition is the showcase of innovative bartending in Sri Lankan HORECA sector. This year's competition covered 8 regions in the country with over 200 bartenders taking part at regional levels

Winners of NBC in the APBY in Singapore, Ms. Hashini Karunaratne, (Creative Category) performed at the Semifinals and Mr. Dhanushka Dias (Flair Bartender) won the 4th place at the finals. The winners were awarded a week's training at the Association of Bartenders & Sommeliers, Singapore by courtesy of Rockland Distilleries, in view of the Asia Pacific Bartender of the Year competition.



# NBC



NATIONAL BARTENDERS COMPETITION 2017



# PROPEL

by CHSGA



The Ceylon Hotel School Graduates Association (CHSGA), the Alumni of Sri Lanka Institute of Tourism and Hotel Management (SLITHM) launched 'PROPEL', a soft skill development program targeting the final year students of SLITHM. The launch was held on 17 February at the SLITHM Auditorium. The event was graced by Sri Lanka Tourism Development Authority Chairman Paddy Withana and SLITHM Chairman Sunil Dissanyake, together with many distinguished past presidents and members of CHSGA.

The main objectives of 'PROPEL' program is improving the required Soft Skills of Intermediate Level and Final Year Management Diploma students for them to be fully competent in today's challenging hospitality industry while increasing the employability of students by developing industry needed competencies. This in turn will develop a pool of hospitality leaders to take on the Sri Lankan Hospitality to the future. Through this initiative, CHSGA will further continue its commitment to uplift standards of SLITHM and thereby increasing the brand value of SLITHM and CHSGA to value co-creation.

One-day programme for the final year students of 3-year management programme from Colombo and Kandy was held at SLITHM Auditorium. They were given the insights on; Expectation of a CEO, Impact with the CV, The Interview and Beyond, Career in Hospitality Industry and finally a Panel Discussion where students could ask questions from the panel.





Assessment centre for 65 students was conducted at Bentota Beach hotel on 07<sup>th</sup> March 2017. Trainers and Assessors from different hotel groups conducted the centre. All students were individually interviewed to identify areas that need to be improved and where extra coaching was needed. It was indeed a fun filled but with lot of learning.

At the end of the fun filled out door activity, major areas of soft skill requirement were identified; Goal Setting & Positive attitude, Public speaking, Entrepreneurship, and Leadership skills.

To give the future Mangers, the best, CHSGA organized separate programmes at SLITHM auditorium on different dates and first of such was on 'Goal Setting & Positive Attitude' by Mohan Palliyaguru on 14<sup>th</sup> July 2017, 'Public Speaking' and 'Entrepreneurship' was conducted by our own member namely Priyankara Sumanapalage and Chandana Amaradasa on 14<sup>th</sup> September 2017 respectively. Leadership programme and a day workshop covering 'Expectation of a CEO', 'Impact of CV', 'The Interview and Beyond', 'Career in Hospitality Industry' and a Panel Discussion would be conducted by October to complete the 'Propel' session for year 2017.



# thank you

## *Editorial board*



**Irandi**  
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**Sugath**  
Rajapakse



**Sisitha**  
Weerasekara



**Asela**  
De Silva





**Ceylon Hotel School  
Graduates Association**