

SHML Inauguration Welcoming Address

By Mr. Gianfranco Astori MBA CHA

Distinguished guests, students and sponsors, ladies and gentlemen

Welcome to the official inauguration of **SWISS COLLEGE OF HOSPITALITY MANAGEMENT**. A great day for owners, sponsors and associates, for having converted an enterprising vision to reality with the launching of yet another undergraduate program, one that incorporates Swiss traditions with modern state-of-the-art software.

The concept of a BOUTIQUE HOTEL SCHOOL was born when debating on what opportunities could there be, in this country, to revitalize some European hospitality traditions while remaining in touch with modern hospitality education models: It was noted that so many hospitality institutions had in the meantime advanced to Applied Science level, at the expense of classic traditions, which have influenced and characterized European hospitality since more than a century. And so it is hardly a surprise when seeing the efforts made nowadays by international Hotel Brands in reviving some of those classic rituals, for a refinement of their service environments.

In consideration of the above, it was concluded that SHML should go ahead developing an advanced hospitality program, one that would expose students from day one to the upper reasons and reasoning that drive modern hospitality, while offering all the possible chances to practice within an application hotel: the Bellevue, including SHML outlets nearby.

We think it should be a great day for our students as well: the pioneering group, for believing it was a good decision to join our school, for trusting in the good prospects that derive from a close and ongoing interaction with owners, professional hoteliers, faculty and staff.

Great thanks are addressed to students' families for entrusting their sons and daughters to us. We are committed not to let those parents down; we will guide and assist their sons and daughters to succeed with their studies and to develop their careers, possibly in accordance with their choice.

Our closing expression of appreciation is addressed to the local authorities and local community, for their ongoing support and for making us feel welcome in this lovely Simmen valley.

Many thanks,

G. Astori MBA CHA
College Principal / Dean