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ARTICLES

1. SHBM at UM6P: Shaping the Next Generation of Global Hoteliers

At SHBM within UM6P, hospitality education goes beyond operational skills. As an EHL-certified institution, the school integrates Swiss excellence with Morocco's strategic vision, developing students who are both service-minded and innovation-driven.

SHBM students learn to operate with the discipline of a hotelier, the curiosity of a researcher, and the creativity of a global citizen. With UM6P's emphasis on experimentation and leadership, students are encouraged to think beyond traditional hotel management and explore fields like tourism economics, guest experience design, sustainability, and digital transformation.

In an era where hospitality is becoming more experiential, SHBM continues to prepare professionals who can anticipate global trends and elevate service standards worldwide.

2. Morocco's Tourism Momentum: Opportunities for SHBM Students

Morocco is entering a new era of tourism growth, supported by ambitious national strategies and rising global interest in the country's culture, nature, and hospitality. For SHBM students, this creates a unique environment: a living laboratory where theory meets real-world impact.

From luxury resorts in Marrakech to eco-lodges in the Atlas Mountains, Morocco is becoming a case study in sustainable hospitality development. Students at UM6P benefit from proximity to these emerging sectors, gaining access to internships, management exposure, and industry networks that shape future careers.

As Morocco positions itself as a top African tourism hub, SHBM graduates are increasingly sought after for their international standards and local cultural insight — a combination valued by global brands and boutique establishments alike.

3. Hospitality Education in the EHL Network: A Global Standard

Being part of the EHL network means SHBM students are trained according to one of the most respected hospitality standards in the world. EHL's pedagogical model blends academic rigor with hands-on learning, ensuring students develop both operational mastery and strategic vision.

This global alignment exposes students to international case studies, industry benchmarks, and modern service philosophies practiced by leading hotels worldwide. It also strengthens SHBM's commitment to professionalism, soft-skills mastery, and innovation in guest experience.

As hospitality continuously evolves—shaped by technology, changing traveler expectations, and new business models—EHL-certified institutions like SHBM ensure their graduates are ready not just to join the workforce, but to influence the future of tourism on a global scale.