€TRAINING

Certified Hotel Administrator CHA

4 - 8 August 2024
Manama (Bahrain)
Fraser Suites Seef Bahrain

Certified Hotel Administrator CHA

REF: K2296 DATE: 4 - 8 August 2024 Venue: Manama (Bahrain) - Fraser Suites Seef Bahrain Fee: 4925 Euro

Introduction:

This training program is designed to provide participants with comprehensive knowledge and skills required to successfully manage and administer hotels. Participants will gain practical insights and strategies to enhance their abilities as hotel administrators and improve overall hotel performance.

Program Objectives:

At the end of this program, participants will be able to:

- Understand the fundamental principles of hotel management and administration.
- Develop skills in managing hotel operations and ensuring efficient guest services.
- Gain knowledge of revenue management strategies to maximize profitability.
- Learn effective marketing techniques to attract and retain guests.
- Enhance leadership and managerial abilities for successful hotel administration.
- Acquire a comprehensive understanding of industry best practices and current trends.
- Apply critical thinking and problem-solving skills in real-world hotel scenarios.

Targeted Audience:

- Hotel managers and supervisors.
- Front office managers.
- Operations managers.
- Guest service managers.
- Revenue managers.
- Sales and marketing professionals.

Program Outlines:

Unit 1:

Introduction to Hotel Administration:

- Overview of the hospitality industry.
- Roles and responsibilities of a hotel administrator.
- Hotel organizational structure and departments.
- Understanding hotel operations and interdepartmental coordination.

Unit 2:

Guest Services and Operations Management:

- Managing front desk operations.
- Effective guest communication and satisfaction.
- Housekeeping and maintenance management.
- Security and safety procedures in hotels.

Unit 3:

Revenue Management and Financial Controls:

- Introduction to revenue management.
- Pricing strategies and demand forecasting.
- Managing reservations and occupancy levels.
- Financial controls and cost management.

Unit 4:

Marketing and Sales for Hotels:

- Hotel marketing strategies and branding.
- Online marketing and social media presence.
- Sales techniques and negotiation skills.
- Managing customer reviews and reputation.

Unit 5:

Leadership and Professional Development:

- Leadership styles and qualities.
- Team building and employee motivation.
- Staff training and development.
- Ethical considerations in hotel administration.