

€ TRAINING

Certified Hotel Administrator CHA



20 - 24 January 2025
London (UK)



Certified Hotel Administrator CHA

REF: K2296 DATE: 20 - 24 January 2025 Venue: London (UK) - Fee: 5300 Euro

Introduction:

This program is designed to prepare participants for the certification exam only.

The Certified Hotel Administrator CHA credential is a prestigious recognition for professionals in the hospitality industry. It validates advanced knowledge and leadership skills required to manage hotel operations effectively. This training program is designed to equip hospitality professionals with advanced skills in hotel operations, financial management, and strategic leadership. It emphasizes the core competencies required for effective hotel administration.

Program Objectives:

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

- Explore the principles of effective hotel operations and management.
- Utilize financial strategies to optimize hotel profitability.
- Lead and develop teams to enhance guest satisfaction.
- Manage marketing and revenue strategies in competitive markets.
- Successfully prepare for the CHA certification exam.

Target Audience:

- Hotel managers and administrators.
- Hospitality professionals aiming for career advancement.
- General managers in the hospitality industry.
- Professionals aspiring to earn the CHA certification.
- Professionals involved in hotel operations and strategic management.

Program Outline:

Unit 1:

Hotel Operations and Management:

- Principles of effective hotel administration.

- Managing front office, housekeeping, and food & beverage departments.
- Enhancing guest experiences through operational excellence.
- Monitoring and maintaining quality standards in hotel services.
- Integrating technology to improve operational efficiency.

Unit 2:

Financial Management in Hospitality:

- Understanding financial statements and hotel accounting principles.
- Budgeting and cost control strategies in hotel operations.
- Revenue management techniques for optimizing profitability.
- Evaluating financial performance through key metrics.
- Managing risks and ensuring financial compliance.

Unit 3:

Leadership and Team Development:

- Building and leading high-performing teams.
- Employee engagement and retention strategies in hospitality.
- Conflict resolution and communication skills for hotel managers.
- Fostering a culture of innovation and continuous improvement.
- Developing leadership competencies for strategic decision-making.

Unit 4:

Marketing and Revenue Strategies:

- How to develop effective marketing plans for hospitality businesses.
- Utilizing digital marketing tools to attract and retain guests.
- Understanding market segmentation and customer targeting.
- Managing distribution channels and optimizing room pricing.
- Aligning marketing strategies with revenue management goals.



Unit 5:

CHA Certification Exam Preparation:

- Detailed review of the exam structure and content.
- Reviewing key topics and concepts covered in the exam.
- Sample exam questions and their potential answers.
- Resources and materials for further study.

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