

€ TRAINING

Certified Hotel Administrator (CHA)





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Introduction

Certified Hotel Administrator CHA is a credential that recognizes your competence and talents in the hotel industry. It honors General Managers and Hospitality Executives' leadership and management abilities and provides them with more prospects for advancement. CHA Certified Hotel Administrator credential is one of the most prestigious certifications available

Course Objectives

At the end of this course the participants will be able to:

- Rooms management
- Food management and Beverage management
- Sales and marketing
- Leadership management
- Revenue Management
- Financial management
- Sales and marketing
- Human Resources Management

Targeted Audience

- Hotel managers
- Hospitality professionals
- General manager
- Owner/operator in a lodging hospitality company
- A corporate executive at a lodging hospitality company responsible for the operation
- Director of operations/rooms division
- Assistant general manager.

Course Outline

Unit 1:

- Change is the most constant thing in the hospitality industry
- Hospitality professionals must continually advance their skills
- Earn points by fulfilling activity requirements
- Industry-related involvement

Unit 2:

- Managers oversee the operations of hotels and similar establishments
- Self-evaluation and time management
- New section on revenue management
- High-performance Teams
- Managing Organizational Change

Unit 3:

- The Sales Office, Personal Sales, Internal Marketing and Sales, Advertising, and Public Relations
- Front Office Operations Reservations Training and Development
- Evaluating Employee Performance

Unit 4:

- New Service Management
- Managing New Service Requests
- The Role, Cost and Management of Hospitality Facilities
- Determining Food and Beverage Standards

Unit 5:

- Financial Statements, Operations Budgeting, Capital budgeting, Basic Cost Concepts, and Cost
- Tactical Revenue Management, Strategic Revenue Management, Introduction to Hospitality
- Marketing and Sales Cost Approaches to Pricing



- Managing productivity and controlling labour costs.