



*H*otel Management

Programme	Annual International Training Course, Thai International Cooperation Programme
Course Title	Hotel Management
Duration	May 1 -31, 2007 *
Closing Date for Application	February 16, 2007
Number of participants	20
Invited Countries	Bangladesh, Bhutan, Cambodia, CARICOM Member States, Cape Verde, China, Cuba, India, Indonesia, Iran, Jordan, Kenya, Lao PDR, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Oman, Pakistan, The Philippines, Sri Lanka, Senegal, Vietnam and Thailand *

* Subject to change by further notifications

Objectives

- to learn and understand the key success factors in managing hospitality and foodservice businesses and the industry environment;
- to develop skills and competencies in hotel managerial and financial planning;
- to enhance the quality of service and excel the industry standards;
- to facilitate the exchange of ideas, concepts and practices of hotel operations for future implementation.

Qualifications

Participants for this course should:

- be at least 25 years of age;
- hold a diploma or Bachelor degree in hotel management or any related fields or have direct experiences in hotel and tourism areas;
- possess opportunity to apply and disseminate knowledge and skills to their peer.

Course Content

1. Introduction to Hotel Management

- Thailand's hospitality industry today
- Characteristics of the hotel industry
- Hotel organization and key operational functions
- Service quality standards

2. Front Office Management

- Overview of front office operations
- Managing front office guest services
- Establishing front office operations
- Yield management (increasing yield on room sales)

3. Housekeeping Management

- Housekeeping department organization
- Workload and manning level
- Cleaning science
- Laundry management

4. Food and Beverage Management

- Introduction to food and beverage operations
- Market analysis
- Financial viability
- Planning viability

5. Marketing and Sales Management

- Selling and marketing
- The marketing plan
- Situation analysis
- Marketing strategies

- Customer care
- Yield management
- Productivity in hotel operation
- Impact of technology on hotel operations and management

- Front office manpower requirement and scheduling
- Front office computer application

- Safety and security
- Lost and found handling
- Housekeeping budget

- Planning the menu, wine and beverage list
- Bar management
- Food and beverage cost control
- Kitchen design layout and workflow
- Menu planning and recipe costing

- Implementation plan
- Marketing research
- Customer behavior
- Hotel sales



6. Hotel Accounting Management

- Uniform system of accounts for hotels and restaurants
- Revenue and expense tracking
- Ratio and comparative analysis
- Cost-volume-profit analysis
- Operational and capital-expenditure budgeting
- Development of cost estimates, standards, transfer pricing mechanisms and responsibility centre

7. Human Resources Management and Development

- Introduction to human resources management
- Human resources planning
- Recruitment, selection and orientation
- Team building
- Performance review
- A positive approach to discipline
- Quality, productivity and human resource management
- Human resource development

8. Management Perspectives : A view from the top

- Conceptual framework of the hotel general manager
- Roles played by General Manager
- Focusing on the core business

9. Field visit

- Visit hotel, tourist areas and tourism management
(The programme will be changeable upon current situation)

Country Report

The participants should prepare the country report and 20 minutes presentation for each country will be held at the first training day. (The institute will facilitate notebook & LCD for presentation). The format of the country report is as follows:

- Introduction
- General information of the country
- Historical background of the subject related to the training course (if any)
- Existing laws and regulations concerning the subject (if any)
- Government's policy in terms of hotel and tourism industry
- Existing problems in the nominees' section
- Expectations for the training course

The country report should not exceed to 20 A4 pages.

Institution

The course will be conducted by:

Training and Development Centre
Dusit Thani College
Bangkok
THAILAND

Tel : (662) 361 7811 to 3 ext. 150 to 3

Fax: (662) 721 8476

E-mail : training@dtc.ac.th

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