

Hotel Management

<i>Programme</i>	Annual International Training Course, Thai International Cooperation Programme
<i>Course Title</i>	Hotel Management
<i>Duration</i>	January 26 - February 27, 2009
<i>Closing Date for Application</i>	November 14, 2008
<i>Number of participants</i>	20
<i>Invited Countries</i>	ACMECS Member Countries, Algeria, Armenia, Bangladesh, Bhutan, Botswana, Burundi, Cape Verde, China, FEALAC Member Countries, India, Indonesia, Iran, Jordan, Kazakhstan, Kenya, Malaysia, Maldives, Mongolia, Morocco, Nepal, OAS Members States, Oman, Pakistan, The Philippines, South Africa, Sri Lanka, Senegal, Tajikistan, Tanzania, Tunisia, Uganda, Uzbekistan and Thailand

Objectives

The programme is designed to:

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



Qualifications

Applicants for this course should:

- ◆ be nominated by their respective government;
 - ◆ be preferable twenty-five to forty (25 - 40) years of age;
 - ◆ be supervisor to assistance manager level officials with a diploma or bachelor degree in any fields;
 - ◆ have a practical experience of more than three (3) years in hotel field;
 - ◆ be able to communicate (speaking and writing) in English fluently; and
 - ◆ be in good health both physically and mentally, each participant should have a health certificate provided by an authorized physician.
- This form is also attached together with the Nomination Form. Pregnancy is regarded as a disqualifying condition for participation in the course.

Course Content

1. Introduction to Hotel Management
 - Thailand's hospitality industry today
 - Impact of world economic crisis on hospitality industry
 - Hotel organization and key operational functions
 - Service quality standards
 - Productivity in hotel operation
 - Impact of technology on hotel operations and management
 - Hotel classifications
 - Management contracts and franchise agreements
2. Front office management
 - The guest cycle
 - Overview of the front office management
 - Front office workflow and equipment layout
 - Front office manpower requirement and manpower scheduling
 - Rooms and establishing room rates
 - Forecasting room availability and room occupancy
 - Management front office guest service
3. Housekeeping management
 - Overview of the housekeeping operations
 - Housekeeping human resources management
 - The role of housekeeping in hospitality of operations
 - Providing important reports
 - Planning and organization the housekeeping department
 - Management responsibilities of the executive housekeeper
 - Controlling expenses



4. Food and beverage management
 - Overview of food and beverage operations
 - Financial viability study
 - Food and beverage cost control
 - Menu planning and recipe costing
 - Market analysis
 - Planning the elements of food and beverage operations
5. Kitchen management
 - Product knowledge
 - Cooking technique
 - Food sanitation and safety management
 - Kitchen organization
6. Sales and marketing management
 - Marketing defined
 - Customer behavior
 - Situation analysis
 - Marketing strategies
 - Action plan, control and evaluation procedures
 - Revenue management
7. Hotel accounting management
 - Introduction to accounting
 - Preparation of balance sheet and income statement
 - Choice of accounting system
 - Analysis and interpretation of financial statements
 - Ratio analysis
 - Cost concept
 - Cost - Volume - Profit (CVP) analysis and case studies
 - Introduction to budgeting
8. Human resource management and development
 - Introduction to human resources management
 - The challenges of management
 - Understanding behavior & motivation
 - Interviewing process
 - Performance review
 - Introduction to human resources development
 - Analyzing HRD needs, implementing and evaluating of programme
 - A positive approach to discipline
9. Management perspective: A view from the general manager
 - GM's roles
 - Road to GM
 - Conceptual framework of GM



10. Field visit

- Visit two different hotels.
(The programme will be changeable upon current situation)

11. Advanced Assignments:

The participants should prepare the country report and twenty - minute presentation for each country will be held at the first training day. (The institute will facilitate notebook and 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 be exceeded to twenty - A4 pages.

12. Reading Assignments:

The participants should have a hotel experienced background or study the basic hotel management & operations as well as technical terms and new trend of business management.

Institution

The course will be conducted by:

Training and Development Centre,
Dusit Thani College,
Nongbon, Praves, Bangkok,
THAILAND

Tel.: (66 2) 361 7811 - 3 ext. 141 - 145

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