

Transform yourself into a leader and your organization an innovative business!

Apply practical ways to reduce operational cost and increase efficiency on your hotel and tourist business!

### Course's fee:

HRDA Beneficiaries<sup>(1)</sup>:

€120,00 + VAT<sup>(2)</sup>

More than 3 participants: €600<sup>(3)</sup> + VAT

Non HRDA Beneficiaries: €900<sup>(4)</sup> + VAT

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**Hospitality Asset Management  
Consultant**

Quintessence Social Networking:



- (1) Up to 3 participants per company
- (2) The VAT is calculated over the amount of the total fee (including the subsidy (€1530.00)), due to be attributed by the participating company
- (3) Per person
- (4) On-site visit not included

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## Hospitality Asset Management

### Course Content

#### Day 1

Introduction and overview

#### Operations performance reviews

Business Evaluation and Oversight

The Hotel General Manager and the Asset

Manager/Owner Representative: Duties, Responsibilities, Distinctive Roles, Synergistic effects, Value Added Activities

#### Hotel management supervision and coaching

Professionalism; Principles & Foundation  
How are skills different than competencies and what are the basic requirements, essential skills and competencies for overseeing and evaluating a business effectively?

#### Benchmarking and best practices

Performance Measurement & Improvement methodologies (*Practical application* of the Revenue Management & Six Sigma principles)

What to look for in operating income statements and how enabling systems (Revenue Management and Six Sigma) contribute to maximizing human potential and profitability?

#### Day 2

#### Review of staff capability, qualifications and performance

How culture and change affect decision-making (productivity) and the leadership of human resources? (Motivation)

#### Strategic Planning in hotel operations

How new demographics, innovations (creativity) and advancements in technology affect managing and the future of hotel operations?

#### Sales & Marketing plan monitoring and advisory

How is Marketing and Branding different from selling, and how proven techniques and approaches are used to increase image awareness and sales potential? Marketing & Selling, Perspectives on Branding & Luxury, Marketing & Communications, Lessons for newly appointed hotel General Managers, Perspectives on Branding & Luxury, Marketing & Communications.

Participants will experience the following learning points:

- *Identify* the exact role of the Asset Manager and the Asset Management Process
- *Recognize* how to implement Hotel Asset Management to Hotel Operations
- *Practice* how to intercept with Real Estate and the Physical Asset
- *Construct* Contracts and Legal Aspects
- *Compose* Financial Analysis and Benchmarking
- *Justify* investment decision criteria



1. **Relationships;** Brand Operator/Asset Owner
2. **Evaluating;** Strategy, Tactics and Decision Making
3. **Monitoring;** Operations Performance Measurement
4. **Managing;** Customers, Culture & People
5. **Communicating;** Marketing, selling & Branding

### ΔΗΛΩΣΗ ΣΥΜΜΕΤΟΧΗΣ

Οργανισμός: ..... μΜ\*  Μ\*

Οικονομική Δραστηριότητα ..... Κίνητρα Συμμετοχής:\*\*  1  2  3

Τηλ:..... Φαξ:..... Email:.....

Άτομο Επικοινωνίας: email: Τηλ:

Επώνυμο και Όνομα Συμμετεχόντων: email: Κιν. Τηλ.:\*\*\*

\*μΜ: Μικρομεσαία Επιχείρηση. Μ: Μεγάλη Επιχείρηση.

\*\* Κυκλώστε: 1. Προσωπική Ανάπτυξη, 2. Νομοθετική Συμμόρφωση, 3. Επιχειρηματική Αριστεία

\*\*\*Για σκοπούς άμεσης επικοινωνίας, αποστολής μηνυμάτων SMS κτλ. σχετικά με το σεμινάριο

Τα προγράμματα εγκρίθηκαν από την ΑνΑΔ.  
Οι επιχειρήσεις που συμμετέχουν με εργοδοτούμενους τους, οι οποίοι ικανοποιούν τα κριτήρια της ΑνΑΔ, θα τύχουν της σχετικής επιχορήγησης.

