

### Hospitality Asset Management

Be both a Leader and a Manager to get your team on board to follow them towards their vision of success.  
Make your hotel an innovative business, reduce operational cost and increase efficiency.

#### Course's fee:

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

€70,00 + VAT<sup>(2)</sup>

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

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

**24th & 25th of June 2019**



#### Four Seasons Hotel



**Peter Alatsas**  
(BA, MBA)

**Hospitality Asset Management  
Consultant**

Training Methods: Blended learning with face - to - face and asynchronous electronic learning through the internet platform:

[www.quintessenceLMS.org](http://www.quintessenceLMS.org)

Quintessence Social Networking:



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- (1) Up to 3 participants per company
- (2) The VAT is calculated over the amount of the total fee which is €1600.00 (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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#### 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.

**Invest in your Assets!**



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

#### 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

**Peter Alatsas** is a veteran hotelier with over 30 years of experience in the hospitality industry, associated with Fairmost Hotels and Resorts all over the continents.

#### ΔΗΛΩΣΗ ΣΥΜΜΕΤΟΧΗΣ

και Συγκατάθεση Χρήσης Δεδομένων Προσωπικού Χαρακτήρα\*

Οργανισμός:.....  μΜ\*\*  Μ\*\*

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

Τηλ:..... Φαξ:..... Email:.....

Άτομο Επικοινωνίας: email: Τηλ:

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

\*Βάσει της Πολιτικής Απορρήτου της Quintessence Ent Ltd \*\*μΜ: Μικρομεσαία Μ: Μεγάλη  
\*\*\* Κυκλώστε: 1. Προσωπική Ανάπτυξη, 2. Νομοθετική Συμμόρφωση, 3. Επιχειρησιακή Αριστεία  
\*\*\*\*Για σκοπούς αμεσότερης επικοινωνίας, αποστολής μηνυμάτων SMS κτλ. σχετικά με το σεμινάριο

Οι προδιαγραφές των προγραμμάτων εγκρίθηκαν από την ΑνΑΔ.

