QUINTESSENCE ENTERPRISES LTD
Vocational Training Centre

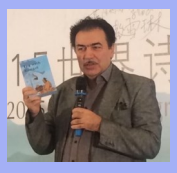
This seminar will help leaders prepare for a future no one can predict and clarify the potential implications of choices. It also introduces participants to the concepts and methodologies of post-COVID-19 Hospitality Operations Management (HOM).

Course's fee:

HRDA Beneficiaries[1]:
€00,00 + VAT[2]
More than 3 participants: €500+VAT[3]
Non HRDA Beneficiaries:
€750,00+ VAT[4]

14, 21 & 28 of June 2022
08:30 - 14:00
(the first & the second day)
08:30 - 13:00
(the last day)

Online course through zoom platform



Peter Alatsas
(BA, MBA)
Hospitality Operations Management Consultant

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

Training Methods: Blended learning with online synchronous learning through the zoom and asynchronous electronic learning through moodle: www.quintessenceLMS.org

Βεβαιωθείτε για τις ανάγκες και προσδοκίες σας:
Πολιτική Ποιότητας Quintessence Enterprises Ltd

Δείτε την Πολιτική Απορρήτου της Quintessence Enterprises Ltd

Quintessence Social Networking:

(1) Up to 3 participants per company
(2) The VAT is calculated over the amount of €1.530,00
(3) Per person

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Trends in Hospitality Operations Management in the post-covid era

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
3. 1 Revenue Management/Data Analysis and demand Tracking
3.2 Process improvement/ Six Sigma methodology
In-Class Exercise
Develop Key Performance Indicators custom-made for the Hospitality Industry
- Business Evaluation
- Professionalism
- Performance Measurement & Improvement

How culture and change affect decision-making (productivity) and the leadership of human resources? (Motivation)
Perspectives on Culture and Change, National cultures, East-West notions of Management, Demographics and Millennial's, Management theories and Theorists
Strategic Planning in hotel operations
How new demographics, innovations (creativity) and advance-ments in technology affect managing and the future of hotel operations?
Culture & Leadership, Symbiotic Leadership/Freedom within the framework, Proposed modus Operandi

Day 3
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.
In-Class Exercise: Symbiotic leadership, Role playing ,
Developing global leaders in the HAM sector

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

Learning outcomes:
1. *Identify* the synergistic effect and relevant added value of the cooperation of the Hotel General Manager and the Asset Manager/Owner Representative
2. *Identify* the requirements and apply advanced skills and competencies for overseeing and evaluating the hospitality business effectively
3. *Distinguish* the difference between skills and competencies of the Asset Manager
4. *Analyze* Operating Income Statements and *manage* systems and *apply* techniques (Revenue Management and Six Sigma) to realizing human behavior and human potential thus maximizing profitability.
5. *Formulate* how new demographics, innovations and advancements in technology affect management and the future of hotel operations
6. *Develop* the ability to connect ideas and events and interpreting them in ways for people to understand
7. *Manage* by examples the changes and make decisions on evaluating and overseeing the business effectively
8. *Challenge* the status quo in local market, and turn the hotel property or project into a market leader
9. *Cultivate* positive mental attitude to think, observe and behave.

ΔΗΛΩΣΗ ΣΥΜΜΕΤΟΧΗΣ
και Συγκατάθεση Χρήσης Δεδομένων Προσωπικού Χαρακτήρα*

Οργανισμός:…… μM** ☐ M** ☐

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

Τηλ:…… Φαξ:…….. Email: ……..
Άτομο Επικοινωνίας: email: Τηλ:
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Επώνυμο και Όνομα Συμμετεχόντων: email: Κιν. Τηλ.:****

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*Βάσει της Πολιτικής Απορρήτου της Quintessence Ent Ltd **μM: Μικρομεσαία M: Μεγάλη
*** Κυκλώστε: 1. Προσωπική Ανάπτυξη, 2. Νομοθετική Συμμόρφωση, 3. Επιχειρησιακή Αριστεία
****Για σκοπούς αμεσότερης επικοινωνίας, αποστολής μηνυμάτων SMS κτλ. σχετικά με το σεμινάριο
***** Η προτεραιότητα συμμετοχής δίδεται με βάση την σειρά δήλωσης συμμετοχής και τακτοποίησης των οικονομικών υποχρεώσεων

Οι προδιαγραφές των προγραμμάτων εγκρίθηκαν από την ΑνΑΔ.
Αρχή Ανάπτυξης Ανθρώπινου Δυναμικού Κύπρου
ΑνΑΔ