

**International Hotels
Management Workshop**

International Hotel Management

Our workshop on International Hotel Management provides a great starting point for your career in the Hospitality Industry. This innovative program merges management theory with real-world practice to give you a thorough overview of different areas in the hospitality industry.

Entry Requirements

This program requires students to demonstrate a good command of English. In addition, students need to have hospitality- and tourism-related experience.

Course duration: 15 sessions



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Curriculum

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Overview

Get the most comprehensive, true-life training to pursue top-level management jobs in the hospitality and tourism industry. Whether you are new to the field or an experienced professional looking for new skills to keep up-to-date with the latest changes in the field, our courses provide you with the knowledge and preparation necessary to gain desired positions in ostentatious hotels, top restaurants, full-service resorts, luxury cruise lines, tourism offices, and other hospitality organizations.

Who Should Attend?

This program is specially developed for people who are new to the field as well as individuals who already work in the hospitality and tourism industry but are determined to enhance their careers and professional development, including:

- Business professionals intending to enter the hospitality industry
- Hospitality employees seeking to gain management skills for enhancing their jobs
- Developers in the timeshare, vacation ownership, and condominium/hotel industries
- Key management personnel working for chambers of commerce, convention and visitors bureau, tourism boards, and hotel/motel associations
- Other professionals involved in the advancement of hospitality industry infrastructure

Curriculum

- Effective Presentation Skills
- Hospitality and Tourism
- Human Resources and Leadership for Hospitality Professionals
- Accounting and Budgeting
- Customer Service Management
- Project and Event Management
- Strategic Marketing and Branding for the Hospitality Industry

Effective Presentation Skills

One's ability to communicate effectively is considered to be the most highlighted personal attribute. To speak expressively and in a well-organized, thoughtful, and impressive manner is a must to persuade an audience that a product or service is most appropriate for their needs. Beside adopting a client-oriented approach, any professional in this field must also have the expertise in expressing their ideas and opinions to fellow workers, employers, and professional peers.



Hospitality and Tourism

As Hospitality and Tourism Industry is increasingly competitive and thrilling, preparing to be involved in it is extremely dependent on a thorough understanding of issues including tourism development and the structure of the hospitality industry and its varied sectors. During this course, students will be provided with an opportunity to explore topics such as socio-cultural, environmentally sustainable practices, as well as the economic features of the tourism industry. Besides, the role of government and tourism organizations will also be reviewed. Alongside, the relationship between tourism and hospitality industries, especially their significance as major economic drivers for economies around the world will be investigated. This course gives students an opportunity to participate in active discussions on current trends and future growth of this industry.



Human Resources and Leadership for Hospitality Professionals

If you desire to investigate the difference between a manager and a leader and also the true meaning of an effective leadership, this course is best suited to your interest. Throughout the course, significance and advantages of appropriate techniques of human resource management in the industry will be explored including recruitment, progressive counseling/progressive discipline, termination, motivation, and training procedures of employees. You can learn the skills required to recruit, hire, and retain qualified job seekers who are most appropriate for the changing and growing needs of your organizations. Besides, the hiring process through which issues such as the administrative preparation, direct hiring activities, retention practices, and related employment rules are involved will be completely clarified. Moreover, you can be familiar with the intricacies of candidate sourcing, efficient interviewing, and accurate evaluation, along with gaining a clear picture of your role as a human resources professional collaborating with management and other staffing decision makers. The topics which are included in this course are the importance of staffing metrics, guidelines, and tools for recruiting on the web, and a review of creative recruiting techniques.



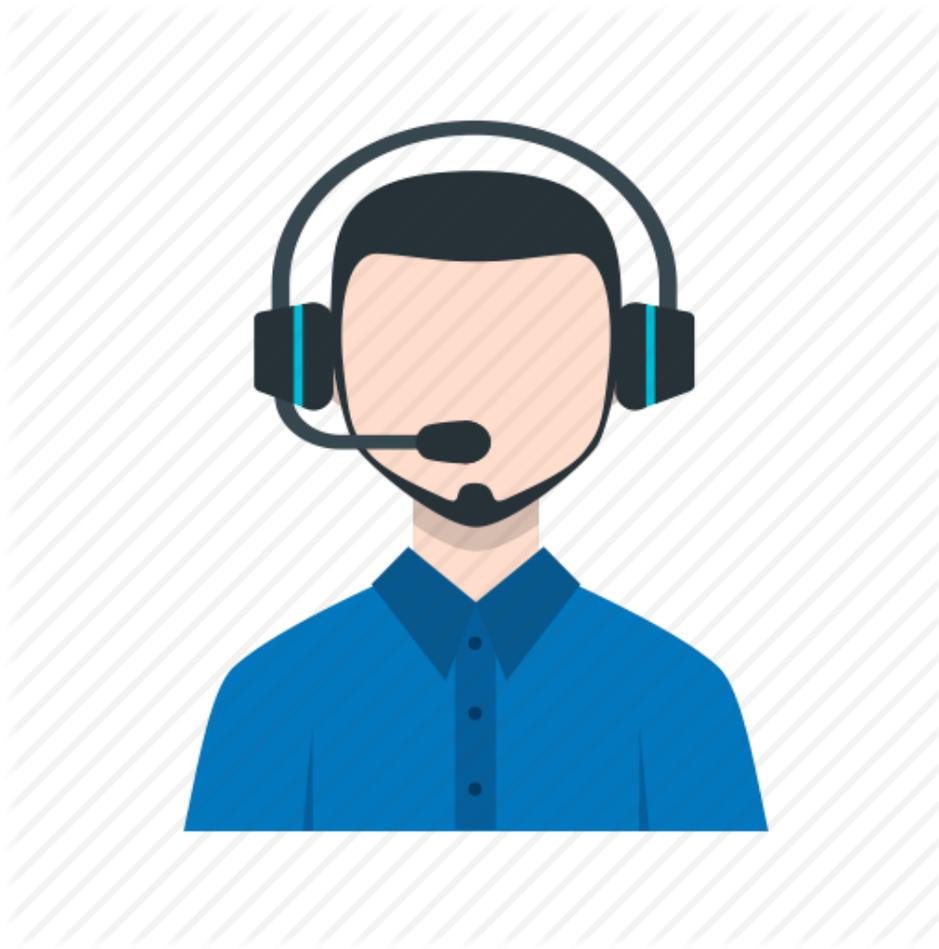
Accounting and Budgeting

The aim of this course is to provide students with a brief introduction on accounting and budgeting in the hospitality industry. Focus is on creating and improving an accurate, comprehensive accounting and budgeting system to be utilized by department managers and general management. A range of related issues will be covered during the course including designing an accounting and budget system which centers around revenue and expense estimation, calculation of break-even point, and return on investment. Furthermore, students will be provided with an opportunity to explore major components of a budget, fixed costs, variable costs, financial statement analysis, and the need for capital as well as operational budgeting including PIPs (property improvement plans).



Customer Service Management

As the customer relationship management (CRM) is integrated by organizations, customer service management has become a major business issue to provide more efficient customer service and support. Issues including how to properly deal with your customers and its subsequent impact on company's performance and your individual and team's goals will be fully covered throughout the course. The topics which will be addressed in this course are providing more efficient and faster services and, as a result, improving customers' satisfaction level, understanding how to generate repeat business, finding practical solutions for customers' problems, and motivating your workforce to provide adequate and comprehensive service.



Project and Event Management

Events are considered as significant sources of revenue for hotels, resorts, restaurants, casinos, cruise lines, and other hospitality venues. Any fruitful event project management is dependent on unrivaled communication abilities and efficient coordination of staff members and departments, and frequently, outside vendors. It could be a challenging task to make certain if event projects reach their goals, meet their deadlines, and are completed within budget. This course is especially designed and developed for the individuals who are almost unexperienced in this field, though, those who are seeking to have an overview of how events could be effectively arranged, executed, and handled may also find the course helpful. If you are willing to be familiar with certain proven tools, concepts, and deal with arrangement of the events in a way that could considerably improve productivity of hospitality and/or special event project, this course is all you need. The instructions given during this course are specially designed to clarify key concepts and to present them with some real-life, practical cases applicable to the industry, event planning, audiovisual, and related special events. The first stage of an event planning is communicating with clients, selecting venue, and actual stages of production and holding it. Those who intend to find a career in the field of event organization and also those individuals who would be working with event planners might find this course quite useful.

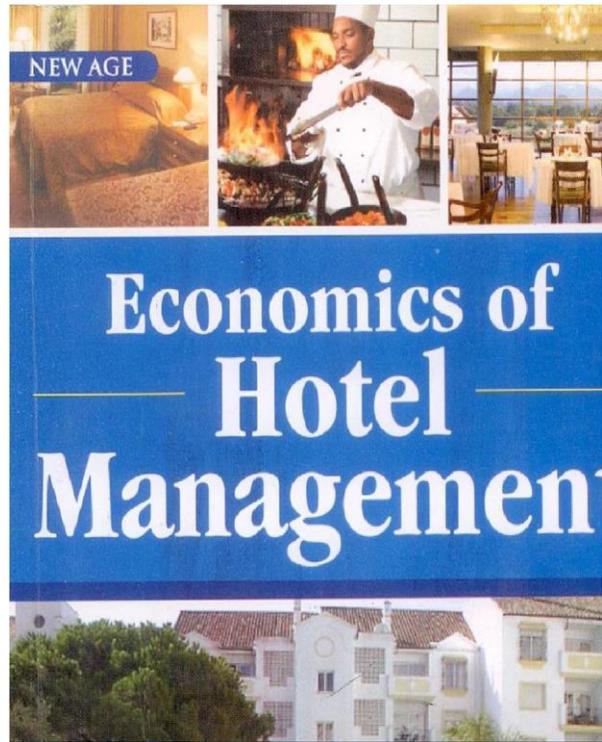
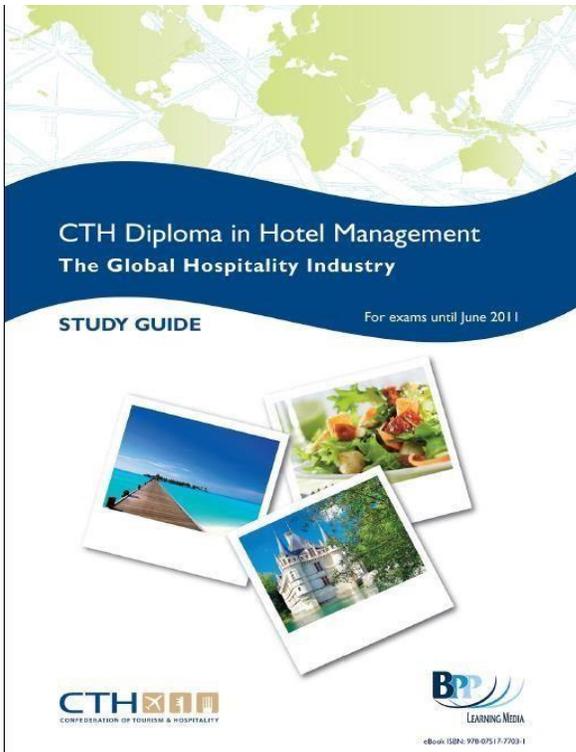


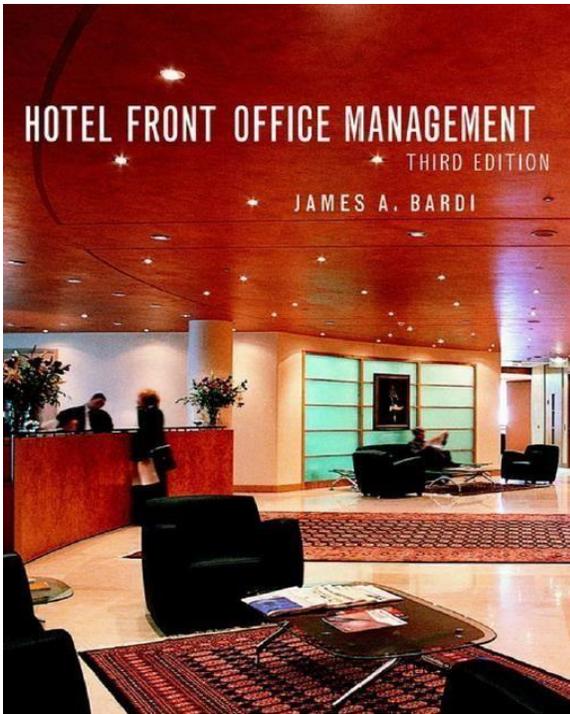
Strategic Marketing and Branding for the Hospitality Industry

Nowadays, as the digital age and globalization have changed the world economy, concepts such as hospitality, dining, lodging, travel, leisure, and entertainment habits are also changing quite fast. Hence, businesses must concentrate on their marketing efforts in the market more than ever. If a business sets out to gain success in the hospitality industry, innovative decision-making capabilities are deemed necessary for operative strategic marketing initiatives in order to reach target markets and to develop a brand identity for new markets. This course provides students with a chance to investigate efficient strategic marketing and branding approaches in the hospitality industry, including different methods to manage double branding opportunities, electronic sales, distribution channels, and market dominance. Students will also study the components of a strategic marketing plan within comprehensive case studies and varied hospitality models. Furthermore, other related topics such as electronic resources, international competitive analyses, and metrics for evaluation will be discussed.



Sources of study





HOTEL MANAGEMENT AND OPERATIONS

fourth edition

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