

Hospitality and Hotel Management

Sharm El-Sheikh (Egypt)

10 - 14 November 2024

UK Traininig

PARTNER



Hospitality and Hotel Management

Code: OC28 From: 10 - 14 November 2024 City: Sharm El-Sheikh (Egypt) Fees: 4400 Pound

Introduction

The Blackbird Training Centre presents this training course in Hospitality and Hotel Management, because of the significant role of this department at the international level and in public relations. This course covers a full range of conventions, rules, regulations, standards, and requirements that the Communication Staff should fully satisfy and meet to interact professionally with VIP persons and businessmen. Trainees will learn written and non-written rules and regulations during this course, on the adopted Official Protocol and Code of Conduct, as well as international cultural standards and differences. Development and enhancement of the skills and abilities of employees working within the Public Relations field are considered very important, since it constitutes a part of the globally applicable procedures, including contemporary applications of rules and regulations adopted by International Organizations, under Global Protocol Regulations, for communication between countries, establishments, and organization on the international level. Through this course we are going to introduce the rules and practices of gentle behavior, good treatment practices with others, good reception, table arrangement, and clothes, all these matters represent a large portion of our personality.

Objectives and target group

The Blackbird Training Centre presents this training course for the following audience:

- Employees in hotels or other tourism sectors.
- Owners and Directors of Tourism and Travel Agencies or any other Tourism Sector.
- Persons wishing to initiate their careers in the tourism and hotel services sector.
- Trainees with years of experience in communications or public relations □ Employees assigned to deal and interact with important and concerned personalities

How will participants benefit from the course?

After completing the program, participants will be able to master the following:

- Understanding the universal principles of protocol, etiquette, and professional code of conduct.
- Comprehensive strategies for the Management of Hotel Services. □ Modern concepts of Luxurious Hotel Services.
- Various activities in hotel establishments, and methods of alignment with the overall corporate strategy.
- Hotel development in the long term. □ Understanding the universal principles of protocol, etiquette, and professional code of conduct.
- Creating good impressions, and avoiding misconduct or embarrassing practices in important events and situations.
- Effective facilities, equipment, and methods to manage Hotel Services under the adopted best practices



and standards.

- Various Activities of Hotel Departments and the comprehensive correlation between them, in order to achieve optimal service integration.

Course Content

- The definition, concept, and types of Tourism.
- The importance and nature of hotels.
- General features to be satisfied in successful hotels.
- Effective methods to attract customers and maintain their loyalty.
- Hotel Profit Strategies.
- How to successfully run Tourism and Travel Agencies.
- Airlines and their business relationship with hotels and tourism agencies.
- Recruitment of employees in the Tourism Sector.
- Motivation and rewards.
- Financial Statements.
- Generating Profit from Tourism Projects.



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