

## **Training Courses - "Service quality improvement opportunities and solutions to the hospitality business"**

With the effects of globalization and growing competition in the hospitality business, the need for service quality improvements arises for businesses operating in the hospitality sector to be able to meet the criteria and the standards of the industry. For these reasons, the Hospitality School has developed a whole set of educational courses for any personnel connected to hospitality in order to increase their skills and levels of competence. The courses are designed to reach the highest effectiveness with the help of the World's leading hospitality specialists. Participating companies and their employees are introduced to world-class standards of hospitality to raise the effectiveness and reputation of their own department, their hotel and their business.

### **Key Benefits:**

- Improvement of corporate financial performance
- Optimal pricing policy developing techniques
- Professional tips on product positioning in the market
- Practical recommendations for personnel management and job organization.

### **Target groups:**

- Senior and middle-level managers
- Hospitality business owners
- Industry experts and opinion leaders

Date 27.11.13 – 28.11.13 / Rīga / price 260 LVL Course will be taught in English language



viesmīlības  
skola

## Jean-Paul Herzog



Jean-Paul Herzog, as Swiss national, looks back on more than 40 years in the hotel and hospitality business. The majority of his career was spent with Hilton Worldwide where he has been a General Manager followed by various rôles with regional responsibilities. He ran the 130-unit Scandic in the Nordic countries when it belonged to Hilton and ended his career as President for Middle East and Africa. After his retirement from Hilton he was a board member for a Turkish Hotel Chain and undertakes private consultancy and teaching assignments.

Herzog's long career in the industry has equipped him with deep and hands-on experience in operations, commercial, budgeting and controlling, strategic development, business development, corporate management and staff management in a variety of hotels and geographies.



## The outline of topics covered in the course:

### **Budgeting**

- Why do we need budgets?
- Who do we budget for?
- Logical Steps to Budgeting
- Putting the story together
- Delivering the story
- Reporting vs. budget

### **Revenue Management**

- What is revenue management?
- The history of revenue management
- Respect the complexity of managing revenues
- Revenue management game
- What tools are available?

### **Incremental Conversion**

- What's that?
- Why measure incremental conversion?
- Setting target conversion ratios
- How to calculate incremental conversion
- Reporting incremental conversion
- Incremental conversion exercise
- How does incremental conversion loop back to budgeting?

### **Staff Management**

- Staff is the greatest asset and the greatest cost
- Staff selection
- Staff training
- Measuring the service quality and taking action
- Staff scheduling

### **Interaction with Guests**

- Who should interact?
- How do we interact?
- New communication modes through social media
- Non verbal communication
- Key messages that need to be delivered at every instance.