

Hospitality and Tourism Program For Supervisors and Head of Department



CESOSACO



National College of Tourism

National College of Tourism in collaboration with Canadian Executive Service organization and Private sector of Tanzania, invites you to enroll to a tailored designed training program for hospitality managers of Tanzania.

Venue: National College of Tourism

Duration: 9 days Program

Starting Date: 15 March till 24th March 2018

Program Fee: 550,000/= Tsh Per participant

Includes:

- Training facilitation and Materials
- Lunches and Tea Breaks during the session
- Certification

Course Title *“Hospitality Financial skills and Techniques”*

Course Facilitator: James Beatty (15th - 17th March 2018)

Course Title *“Strategic Marketing for hospitality and Tourism Business”*

Course Facilitator: Mr. Lee (17th - 19th March 2018)

Course Title *“Innovation and Change Management : Hospitality industry perspective”*

Course Facilitator: Roger Charles (15th -17th March 2018)

Course Title *“Leadership and Problem-Solving skills in hospitality and tourism industry”*

Course Facilitator: Roger Charles (19th -23rd March 2018)

SESSION DESCRIPTIONS

Focus Group: Departmental Heads and Supervisors

- 1. Course Title: Hospitality Financial skills and Techniques
Facilitator: James Beatty (15th March -17th March 2018)**

Course Focus

This course will provide an application of financial and managerial concepts useful in analyzing hospitality operations. The course will provide a background in financial accounting and financial statement analysis, and use tools to analyze cash flows, results of operations, and financial position. Managerial accounting tools will also be explained, examined, and applied as they relate to the decision-making process within the organization. Emphasis will be on communicating and interpreting revenue and cost data from a manager and head of departments perspective. Common terminology used by owners and operators will be defined and incorporated in an operational analysis. The course format involves lectures, case studies, and problem sets.

Course Benefits

- Participants will learn how to use financial statement analysis tools to increase profitability within their operations.
- Additionally, you will learn techniques to make more strategic operational decisions about costs, volume, profit and pricing, as well as how to best manage operating and capital budgets.

FACILITATOR: James Beatty

Topics Include

- Financial and operating ratio
- Balance sheet, income statement and cash flow statement tools of analysis
- Cost-volume-profit analysis as it relates to strategic operational decision
- Cost approaches to pricing
- Use of operational and capital budgeting

2. Course Title: Strategic Marketing for hospitality and Tourism Business Facilitator: Mr. Lee (17th March -19th March 2018)

Course Focus

This course offers participants innovative and practical approaches for addressing strategic marketing challenges to improve revenue, profit, and customer loyalty. Through class discussions, case studies, and real-world examples, learn the latest applications of strategic thinking and analysis to marketing challenges facing the hospitality industry. Case studies and examples will be drawn from hotels, restaurants, and other world-class tourism firms worldwide.

Course Benefits

- Participants will take away innovative ideas to improve their business practices significantly.
- They will understand strategic-marketing concepts and principles, learn from “best practice” examples of successful companies, and apply the ideas, concepts, and principles to develop innovative and profitable strategies.
- They will also gain a framework for understanding how to develop a sustainable competitive advantage.

Topics Include

- Concepts of strategy and strategic planning, and how both guide all marketing decisions
- How to understand consumer research that is the foundation of strategy development.
- The different marketing activities firms undertake and how these can be used to influence the building blocks of competitive advantage to increase profitability Corporate strategy initiatives used to refine and expand the brand.
- The emerging role of customer experience management for designing and implementing brand strategy.
- Communicating the brand promise through integrated services marketing communications.
- Evolving marketing media - search, social, mobile - and how these areas are affecting consumer choice and marketing strategy.

3. Course Title: Hospitality Financial skills and Techniques
Facilitator: James Beatty (15th March -17th March 2018)

Course Focus

This course is about strategic innovation, change and the designing of effective management practices. Innovation involves taking new knowledge and turning it into new products, processes, services or business models. How successful an organization is in doing so depends on its ability to recognize important opportunities and change while maintaining and exploiting the existing business simultaneously. Hence, to innovate is to change and becoming an effective manager of change is the focus of this course. We will explore the challenges and trends that are driving change, discuss the variety of innovation types available to firms, and explore the process of diffusing innovation.

Course Benefits

- Participants will examine emerging opportunities in the hospitality context, and the nature and types of innovations available. The drivers and resisters of change and the process of introducing change will be considered using cases and a change simulation.
- The course will improve the participants ability to develop innovations and build a sound change management strategy to implement new ideas. The challenges of managing resistance will also be explored.

Topics Include

- Origins and sources of innovation
- Idea generation, types of innovation and the value of lead users
- Disruption and change
- Business model innovation
- Selling and exploiting innovation
- Building a change management process
- Handling resistance to change

4. Course Title: Leadership and Problem-Solving skills in hospitality and tourism industry

Facilitator : Roger Charles (19th March till 23th March 2018)

Course Focus

Understanding yourself as a leader of others is a prerequisite for your success. Through experiential activities, personal assessments, and interactive feedback, this course will enhance participants' understanding of their own individualized, leadership styles and strengthen their abilities to lead others in their hospitality organizations.

Course Benefits

- Participants will obtain key insights into their unique leadership styles.
- They will learn how to overcome any blockages that are impeding their ability to effectively lead and manage others.
- In addition, they will strengthen their ability to motivate all types of employees.

Topics Include

- Tapping into your personalized leadership style, including your emotional intelligence.
- How to motivate both outstanding and challenging employees to higher levels of performance
- How to turn work groups into inspired teams
- Leveraging the best parts of conflicts
- Teaching others to learn from change
- Taking a creative approach to problem-solving

Facilitators Profiles:

Hospitality Financial Skills and Techniques

James Beatty has an MBA in Management. Beatty has vast industry experience as he managed and owned a variety of business in the tourism industry over years. These businesses include resorts, hotels, small cruise ships, tour operating companies and marketing operations. In addition, he has assumed several leadership positions in business which has allowed him to acquire solid leadership, communication and business skills.

Sales and Marketing for hospitality and Tourism business

He is a member of the Canadian Institute of Marketing since 1989 and Executive Director of the Institute since 1999. As president of AGL Marketing Limited, he provided, over the last 17 years, a full range of marketing communications and business management services for industrial and professional associations, along with several private sector businesses in the USA and Canada. Mr. Lee has worked internationally, notably in Philippines, Trinidad and Tobacco and Tanzania

Hospitality problem solving and leadership skills/ Innovation and change Management

Roger Charles has a Master of International Relations and a Master of Business Administration (MBA). He is also a certified Management Consultant. He has been working in the international tourism field for more than 25 years, almost all of it in senior travel and tourism positions. He has extensive senior executive experience running international travel and tourism organisations that operate in over 80 countries. He has also been a professor at University Level. He has a solid international experience.

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CONTACTS

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