

## HSMAI News: Certification Courses Available To Public

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New Professional Business Certification (CHBA) Announced, Courses Available To Public Exclusively Through HSMAI

The Hospitality Sales & Marketing Association Internationalis offering a prestigious new professional certification - Certified in Hospitality Business Acumen (CHBA). Pre-qualification requirements include experience in the industry as well as a certificate of completion of two unique training courses offered by HSMAI University and Lynn University, 'Managing Business Results' and 'Managing Revenue.'

'These certificate courses offer professionals an opportunity to manage a hotel from the general manager's chair in order to fully grasp the total hotel picture,' states Robert A. Gilbert, CHME, CHA, president & CEO of HSMAI. 'It provides skills and outlooks that will dramatically increase effectiveness in current positions while at the same time prepare professionals for broader responsibilities.'

The seminars are designed around two renowned hotel management simulations called 'HOTS' (Hotel Operation Tactics and Strategy) and REV(TM) (Revenue Management). These simulation courses have been offered as a core management course to major hotel chains and as upper level courses at noted hotel schools such as Cornell, UNLV, UMass, and Penn State. HSMAI University is the only professional association to present the course to the public.

Both courses will be presented by Peter Starks, MSC, MBA, CHE, FHCIMA, managing director of Training Technology International, which conducts some 25 computer-based management development programs per year around the globe.

'There is simply no faster, better, more challenging, or more enjoyable way to learn the business of hotels,' said Starks.

The two programs are scheduled to take place at Lynn University School of Hospitality in Boca Raton, FL. Dates and course descriptions are as follows:

Managing Business Results - March 3-5 and Sept. 22-24, 2008

Widely recognized as the world-wide standard for management development in the hospitality and leisure time industries, the course is designed around dynamic, state-of-the-art, hands-on techniques. Course lessons are immediately applied to a computer-based virtual hotel, in real time, and in a head-to-head competitive environment. Participants will take over the management of a failing property and devise and implement a business plan that returns the hotel to full market contention.

Participants will strengthen management skills in:

Targeting and implementing priorities that drive business results,

Using financial statements for critical decision making,

Driving revenue by aligning the hotel to the market positioning statement,

Implementing strong revenue management fundamentals,

Creating timely and cost-effective sales programs,

Analyzing the market and financial feasibility of revenue-producing investments,

Using a 'total hotel-cross functional' lens to more effectively implement business decisions.

The program is ideally suited for General Managers, Department Heads, Hotel Directors of Sales & Marketing, Directors of Revenue and Revenue Management, Hotel Real Estate Managers, and Owners/Representatives.

The cost to attend the March session, if registered by Feb 18, 2008, is \$995 for HSMAI members and \$1,155 for non-members. After Feb. 18, the cost is \$1,095 for HSMAI members and \$1,225 for non-members. The non-members charge includes a one year membership in HSMAI.

Managing Revenue - March 6 and 7, and Sept. 25 and 26, 2008

This certificate course offers professionals an opportunity to sharpen three main skills: selling rooms smarter, driving short- and long-term profitability, and maximizing ROI by combining innovative market analysis, best practices, and financial savvy. It cuts through the tangle of Revenue Management with step-by-step methods for turning data into good decisions. And it provides the opportunity to apply these skills in a real-to-life computer-based simulation. Built for professionals who watch, or help drive, hotel revenue, this workshop provides a roadmap to solid, sensible, and successful revenue management decisions.

The program focuses on:

Pricing and Channel Management and the structural components of hotel distribution.

The Business of Revenue: Peter Starks will lead the interactive lesson on the profit and financial realities of what is at stake in RM and how to turn RM data into good decisions and recommendations.

REV simulation: Pull the class lessons together and apply them in a real-to-life advanced revenue management simulation.

This is a roll-up-your-sleeves, hands-on workshop in which you and your team will manage the revenue decisions of a real-to-life computer simulated hotel. Your team will research, decide, implement, and critique targeted revenue management strategies and tactics.

By competing with other teams, and comparing your results to theirs, the workshop leverages and shares the professional experience of the entire workshop participants.

The centerpiece of the workshop is REV(R), the new standard in simulation training for hotel operations and hotel investment professionals.

This is a unique Internet based training simulation for revenue managers, hotel managing committee members, and executives.

The cost to attend the March session, if registered by Feb 21, 2008, is \$625 for HSMIAI members and \$785 for non-members. After Feb. 21, the cost is \$725 for HSMIAI members and \$885 for non-members. The non-members charge includes a one year membership in HSMIAI.

For additional course information and registration, visit [www.hsmaiuniversity.org](http://www.hsmaiuniversity.org). Other Professional Certifications offered through HSMIAI include:

**CHME (Certified Hospitality Marketing Executive)**

Each year, HSMIAI tests and certifies individuals for its CHME (Certified Hospitality Marketing Executive) distinction, which is the ultimate symbol of hospitality sales professionalism and leadership. It is granted only to those individuals who meet the most stringent requirements of education and experience.

**CHSC (Certified in Hospitality Sales Competencies)**

Those engaged in hospitality sales and marketing can achieve a CHSC (Certified in Hospitality Sales Competencies) certification, recognizing that one has demonstrated a high level of performance and knowledge, a commitment to impeccable standards and ethics, an understanding of what it takes to compete and succeed in the hospitality industry and a strong leadership ability and management skills.

**CRME (Certified Revenue Management Executive)**

For those engaged in revenue management, HSMIAI offers CRME, Certified Revenue Management Executive. A CRME recognition demonstrates that one is a professional in the field of revenue management and clearly conversant with its intricacies and importance, competent to develop an infrastructure to support revenue management within the framework of an organization, able to maximize revenue opportunities and optimize profits by managing revenue, capable of making informed decisions to accept or reject pieces of business to meet overall organizational goals, and proficient at the art and science of revenue management.

For more details on qualifications and the application process, visit <http://www.hsmai.org/resources/certification.cfm>.

## **HSMIAI**

HSMIAI is an organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMIAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMIAI's Affordable Meetings(R). Founded in 1927, HSMIAI is an individual membership organization comprising more than 7,000 members worldwide, with 39 chapters in the Americas Region.

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