



**NAME** : **Career Development Program**

**PURPOSE** : The program has been designed in such a way to assure that the participants of this program will benefit from the efforts made, will enthusiastically participate, will reap the results upon completion. Additionally it is designed in a manner, which will ensure that the individual hotels as well as the chain instantly benefit from the development of the participants

**CONTENT** : The program is tailored to middle management (assistant department heads and department heads) who have only been exposed to a fraction of the entire hotel operation and who are being considered for promotion and enhancement. Throughout the program the participants will be assigned with various projects, which are directly related to the material that is being studied as well as to the respective hotel. There are a number of smaller assignment and one major final assignment. Upon completion of the courses and assignments a follow-up and control system will be established to ensure continuation of procedures and policies. Many of the formal training and education courses as well as preparation training and education courses for the assignment can be conducted in groups with all of the executives concerned. The format of these courses is yet to be determined but we suggest structuring these in accordance with the seasonality of the various hotels. The program lasts for one year.

**DETAILS OF THE SUBJECT:**

**Areas covered**

Finance  
Food & Beverage Service and Preparation  
Sales & Marketing  
Including Web – and Internet efficiency  
Customer Relation Management  
Guest Safety and Property Safety  
Human Resources  
Operations (Front Office, Housekeeping)  
Hotel Development

**Formal Training Provided**

Leadership Skills  
Finance for the Non-Accountant  
Train the Trainer  
Yield Management  
Business English

**Cross Training**

Cross Training amongst the various departments as well as amongst the various hotels will further enhance the effectiveness of the program.

• **Mentor**

The mentor is an executive within the hotel or head office who is accompanying the participant throughout the entire program and who assists the student in the completion of the assignments. The various trainers also act as mentors throughout the program.

In line with the above **SERVUS** will be conducting formal classroom training, establish, co-ordinate and monitor in co-operation with the mentor on the job training, establish, co-ordinate and monitor in co-operation with the mentor cross training, identify, create, supervise in co-operation with the mentor special assignments during the course.

The strengths of the program are:

1. It is developed for the Turkish hospitality executive

2. It is based on a blend of international and local experience
3. It uses International trainers who are hoteliers and academics and who have extensive international and Turkey experience.
4. The participants are being monitored and coached on an ongoing basis