

The Hotel industry is booming and technology deployment within that industry sector is at an all time high. But, there is a major missing ingredient – a steady and consistent supply of qualified personnel that will manage and maximise increasingly sophisticated systems.

Over a 3-day period, this course will be fast track knowledge sharing into the fascinating and dynamic world of Hotel Technology. The curriculum has been carefully engineered so as to take individuals with a keen interest in the Hotel Industry and Technology and provide them with essential knowledge of how IT is used in that industry sector. Specialised professionals will impart tremendous knowledge about the business and how IT interacts with all aspects, giving the student a solid foundation from which to either apply for a Hotel Technology related role, or enhance their existing position within the business.

Course Objectives

On completion of this course, participants will have:

1. A clear understanding of the different departments in a Hotel - How Technology is used in those departments, and how they interact to form a centralised system.
1. Knowledge on How Technology is selected, procured, implemented and managed in a Hotel.
2. A basic knowledge of the functionality of various Management and Hotel operating systems.
3. An insight as to where certain technologies can shape the business and the criticality of them.
4. Exposure to Guest Room technology and how it needs to be aligned with Guest expectations in order to enhance the Guest experience and help drive loyalty.

Course Content

In designing the course, we take into consideration industry proven best practices that will be harvested from a pool of existing educators, hospitality industry professionals, and technology vendors.

Hotel Technologies to be Covered

- Reservations Systems
- Revenue Management
- Food and Beverage Applications
- Accounting Applications & Controls
- E-Commerce
- Hotel Technology Infrastructure
- Security to include Physical Systems and Data
- Guest Room Technologies

Technology Concepts to be Covered

- Network Administration to include Contingency Planning and Disaster Recovery
- Emerging Technologies such as Cloud, RFID and NFC
- Telecommunications concepts such as VoIP and VoWLAN
- System Architecture – IP and Virtualisation

Trending Technologies

- Social Media
- Apps
- Search Engine Optimisation

Managing Technology

- General Management
- System Strategies
- System Selection
- System Optimisation

Included in the comprehensive course workbook, will be a Glossary of commonly used terminology.

Course Activities

Day 1 (AM)

I. Introduction to Hotels and Hotel IT – Part 1

- Introduction to an Hotel – Case Study
- Define the primary functions of an Hotel
- Explain Management and Departmental Structure
- What is the role of IT and why is it so critical to the function of an Hotel
- Introduction to Hotel Systems and how they fit together

Day 1 (PM)

II. Introduction to Hotel IT – Part 2

- Best Practices in an IT Department
- Guest-facing Technologies
- How do Hotels differentiate themselves with Technology and derive a competitive advantage

Day 2 (AM + PM)

III. Projects: Hands-on and Application Sessions

Participants will be given projects to perform various tasks such as making a Reservation, adding items to a Guest bill and then Checking-out a Guest. The projects and practical hands-on sessions are designed to enable the participants to apply theories shared by the facilitators, and experience how data is shared and flow amongst systems and department. For instance, the creation of a Tour Group booking through the interaction of a Revenue Management System and Sales and Catering System, the movement of that booking into the Property Management System, the charging of meals from a Restaurant (via the Point-of-Sales), activities in the Spa (Spa and Leisure), and the ultimate posting into the Accounting System (Accounts Receivable).

Participants will also be given a project to experience and learn about Human Resources applications (HRMS) which not only take care of Employee records (e.g. salary, vacation, sick leave), but also tracking Labour Scheduling, Time and Attendance and Payroll processing.

These projects will cover the following key areas:

- Property Management and Reservations Systems
- Sales and Catering System
- Revenue Management
- Accounting Applications and Controls
- Food and Beverage Solutions
- Human Resources + Time and Attendance & Payroll (HRMS)
- Resort/Spa and Leisure Activities Applications

Day 3 (AM)

IV. Hotel Systems – Part 3

- Marketing and Web Applications to include Search
- Social Media
- Apps and Mobility

Day 3 (PM)

VI. Introduction to emerging Hospitality Related Technologies

- RFID
- NFC
- WiFi
- Cloud Computing
- Outsourcing and Managed Services

Case Study: Example

ROSEDALE ON THE PARK – HONG KONG

Introduction

Constructed a decade ago, Rosedale on the Park was faced with a Market Positioning dilemma – How to position yourself in such a way so as to be able to attract business to the Hotel when you are located in a side street of Causeway Bay (that no one has heard of), rooms do not have direct views of the famous harbor, the rooms are also small and limited Food and Beverage facilities.

Learning - Takeaway

The Hotel decided that in order to be competitive and stand out amongst their competitive set, they would position themselves as Hong Kong's first Cyber Boutique Hotel.

As part of this, they embarked on a journey that would see them install various items of technology which would not only enhance the Hotel's Operation, but more importantly the Guest Experience.

This would hopefully drive loyalty, and produce an ROI [Return on Investment].

A video will be shared to illustrate many of those technologies and how they would be used as part of this business process.

The facilitator will be sharing and exploring the events surrounding the Hotel's opening and market positioning and how it handled these obstacles by leveraging the power of emerging technologies.

It's important to note that this Hotel opened in February 2001 and launched the FIRST ever Hotel app!

Technologies Covered

- Internet Access
- Web Reservations
- Bar Code Scanning
- Internet Corner
- Bio-Metrics
- Wireless Voice
- Internet Appliances
- Mobility, PDA's and apps

This 3-day course will be covering total 5 to 6 case studies.

Target Audience

The course is designed for 2 groups of people:

Group A

Those without any Hotel (IT) experience and who wish to learn and be exposed to this industry sector. Their desire will be to join the Hotel Industry either directly, or to an associated business – perhaps a technology vendor. They should be Graduates, and possible already have some working experience, although not absolutely essential.

Group B

These individuals will already have some basic Hotel experience – not necessarily within an IT department, but either they themselves wish to further their career knowledge in this area, or their employer believes they exhibit potential in this area and require some more formalised education.

Methodologies

The course will revolve around a Workbook – delivered via lectures and interactive practical workshops with some hands-on experience to certain systems in the Computer Lab.

Specific case studies will be discussed where attendees will learn from actual technology deployments in Hotels - both inside and outside of Singapore.

Contact Hours

Day 1: 7 Hours (Classroom Lectures to include Case Studies and Quiz)

Day 2: 7 Hours Project Work (Lab – Practical Work)

Day 3: 7 Hours (Classroom Lectures to include Case Studies and Quiz)

Course Dates

- 23 - 25 Jan 2013
- 28 - 30 May 2013
- 09 – 11 Oct 2013

Course Fee

S\$1,690.60 per pax (Inclusive of GST)



Lead Facilitators



Terence Ronson

Terence Ronson, launched his diversified hospitality career as a Chef more than 30 years ago, and since then, has held various general management positions with prominent Hotels in the UK and Asia. In the mid 80's he developed his penchant for Technology, and in 2000 started Pertlink – a high profile consulting firm headquartered in Hong Kong.

Apart from Consulting, Terence is also an avid writer, and was once the Technology Editor for HOTELS Asia Pacific. Now he frequently pens industry related articles, is an active Blogger, and often has his comments featured in news articles relating to Technology and Hospitality.

CNN's eBizasia programme featured him in 2001 for his innovative work at Rosedale on the Park Hong Kong, and he also helped Langham Place Hotel (Hong Kong) win many accolades for their technology deployment. Terence has spoken at several key industry gatherings and currently sits on the Advisory Boards for HOFEX, AHTEC, HTNG and HITEC. He holds a Visiting Lecturer position at HKPOLY U, and is a member of HTNG, HFTP and the ISHC.

His company – Pertlink, has assisted several hospitality related projects to include Jumeirah Himalayas Hotel (Shanghai), Sofitel Wanda (Beijing), Luxe Manor (Hong Kong), Guoman/Thistle Hotels (Shanghai, Port Dickson and Johor Bahru), Hanoi Horizon (Vietnam), PuLi (Shanghai), Tangula (Beijing) and the Hong Kong Jockey Club. Included amongst his current projects are the Hong Kong Hotels Association and Hotel ICON (Hong Kong).

Jurgen Meyer

Hospitality technology practitioner has over 25 years of hospitality operation & technology experience after completing a degree course at a Swiss hotel school.

He has held local, regional and corporate IT positions with Starwood, IHG, Mandarin Oriental Hotel Group, Six Senses Resorts Spas & Residences, Minor Hotel Group and other regional luxury hotel companies.

Currently, Senior Associate at Pertlink, he consults with CIOs and IT Directors at various luxury hotels, resorts, spas and residences - owning & management companies. He has designed and installed hospitality IT solutions in over 55 hotels and resorts worldwide (including more than 20 openings) and trained over 2,200 hotel professionals.

His expertise also includes central systems for hotels, resorts, spas and residences.



Funding Support

This course is eligible for Critical Infocomm Technology Resource Programme (CITREP) Expanded.

CITREP is targeted at infocomm professionals to equip them with critical and specialised skills to gain recognition for their competency. The aim is to deepen the capability of infocomm professionals and to ensure that Singapore's infocomm manpower continues to remain competitive with the developments in the industry globally and within Singapore.

For details, please visit www.ida.gov.sg/citrep.

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