

# Hospitality and Tourism Professionals Development Program



**National College of Tourism**

*"A Ladder to Excellence"*



**TANZANIA ASSOCIATION  
OF TOUR OPERATORS**



**HAT  
HOTELS ASSOCIATION  
OF TANZANIA**



**CESOSACO**

***National College of Tourism in collaboration with Canadian Executive Services Organization and Private Sector of Tanzania, invites you to enroll to a tailored designed training program for Hospitality and Tourism Professionals of Tanzania***

**Venue:** Bustani Campus

**Duration:** 3 days per course

**Starting Date:** 3rd February till 14th February 2020

**Course Fee:** 550,000/= Tsh Per participant per course

**Includes:**

- Training facilitation and Materials
- Lunch and Tea Break during the session
- Certification

**Course Title** ***“Financial skills and Revenue Control for Hospitality & Tourism ”***

**Course Facilitator:** Isaac Persaud (3rd - 5th February 2020)

**Course Title:** ***“21<sup>st</sup> Century of Strategic Marketing for Hospitality and Tourism ”***

**Course Facilitator:** Karen Soyka (6th - 8th February 2020)

**Course Title** ***“Leadership skills (Innovation, Change management and Problem solving skills) for hospitality and tourism industry.”***

**Course Facilitator:** Gordon Nixon (12th - 14th February 2020)

## **SESSION DESCRIPTIONS**

**Focus Group:** Supervisors, Heads of Departments and Managers

**1. Course Title: Financial skills and Revenue Control for Hospitality & Tourism**  
**Facilitator: Isaac Persaud (3rd - 5th February 2020)**

### **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.
- Participants will learn how to control revenues for Tourism and Hospitality business.

**FACILITATOR: ISAAC PERSAUD**

**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
- Revenue Control

**2. Course Title: 21<sup>st</sup> Century Strategic Marketing for Hospitality and Tourism**  
**Facilitator: Karen Soyka (6th - 8th February 2020)**

**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.

**FACILITATOR: KAREN SOYKA**



### **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: Leadership ( Innovation, Change Management and Problem solving skills) for Hospitality & Tourism**

**Facilitator: Gordon Nixon (12th - 14th February 2020)**

#### **Course Focus**

With increased global competition for tourism the Tanzanian hospitality and tourism sector requires strong and effective leadership at all levels that will inspire workers to be their best. Creating welcoming and superb experiences will bring new and repeat clients back to Tanzania through worldwide recognition of outstanding customer services and unique memories that Tanzania has to offer. The three-day training program, “The Leadership Challenge,” is designed for new and experienced leaders at all levels and will provide insights, perspectives and practical skills on how to become an exemplary leader in today’s hospitality and tourism industry. Learn real-life behaviours and practical skills that leaders must demonstrate for motivating employees to achieve shared aspirations, creating outstanding customer experiences and building thriving businesses.

#### **Course Benefits**

- Participants will examine emerging opportunities in the hospitality and tourism context, and the nature and types of innovations available. The drivers and resistors 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.
- 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.

**FACILITATOR: GORDON NIXON**

### **Topics Include**

- What exemplary leaders do;
- How to establish credibility;
- Modeling the way;
- Inspiring a shared vision;
- Enabling others to act;
- Recognizing contributions;
- Celebrating values and victories;
- An Eight Step Process for Leading Change
- Leadership and Supervision in the Hospitality Industry

**Facilitators Profiles:****GORDON NIXON**

Gordon Nixon has a PhD in Leadership, Master's degree in Adult Education with specialization on internationalism, a Bachelor's degree in Business Administration and a Diploma in Human Resource Management.

He has been working in the international tourism and related field for more than 30 years, which 13 years as an adult education Senior Instructor at the Colleges and Institutes Canada Leadership Development.

His education and training combined with his practical hands-on leadership and change management experience make him well suited for this assignment as he understands both the academic and business cultures and the knowledge, skills and attitudes for successful leaders.

**ISAAC PERSAUD**

Isaac Persaud, 20 plus-year successful progressive career path with the TD Bank Financial Group highlighted by a strong and consistent record of accelerating revenue growth, driving market share, and maximizing profitability in all types of markets.

He is a Dynamic team builder, motivator, and cross-functional leader who excel at instilling shared vision and driving consensus to achieve benchmark results in the areas of product development, delivery and servicing, sales and marketing and financial management.

His business accomplishments backed by outstanding academic qualifications and professional credentials includes a CMA, CPA (Certified Public Accountant) and an A.I.C.B (Associate of the Institute of Canadian Bankers).

He currently leads a Board of Directors in the Health Care Industry and has recently delivered a Financial Management curriculum, supporting the Guyana Tourism Authority in their vision to be recognised locally and internationally as a premier destination for eco-tourism. In his spare time he is an ardent volunteer at both the Canadian and International level, working to support vulnerable members of our Global family.

## **KAREN SOYKA**

I have a strong background working with organizations to develop strategic marketing plans, build brand strategy, increase guest loyalty, and train staff to develop and implement marketing programs. Directly-related experience includes working for 3 years with Ontario Tourism (the Ontario government tourism agency) developing marketing plans, conducting market research, and working with tourism operators to develop business plans and marketing programs. In addition,

I facilitate workshops to develop marketing plans, strategic plans and branding; lead team-building workshops; and led training workshops with the Association of Canadian Advertisers (“The Fundamentals of Advertising”, “Brand Leadership”, and “Building a Marketing Plan”).

I work with a wide range of small, medium, and large organizations, both in Canada and internationally, and have gained significant experience developing marketing programs and training marketing staff for some of the most powerful brands in North America. This experience would give me a unique perspective and enable me to hit the ground running to provide training in strategic marketing to guide and train NCT managers to develop marketing programs, and provide consultancy services to take their tourism plans to the next level.

## CONTACTS

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