



Sun Training Institute

AHRIM
ASSOCIATION DES HÔTELIERS ET RESTAURATEURS - ÎLE MAURICE



The Hospitality Professionals' Workshop

9-10 July - La Pirogue - A Sun Resort Mauritius - Flic en Flac

Workshop 1

Generational Leadership in the Hospitality Sector: Issues and Challenges

Date: Monday 09 July 2018
Venue: Pirogue Hotel
Time: 09:00 – 17:00

Topics

1. Introduction to generations
2. Identify the key aspects of your own approach to work
3. Identify your Generational Characteristics
4. Identify your employees work values and work ethics
5. Identify your supervisors/managers work values and work ethics
6. Challenges/opportunities

For the first time in the history of the modern workforce, employees from so many different generations are working side by side and closely both with people who are as young as their children and as old as their parents. Managers are realizing that age has just as much to do with employees' hopes, learning styles, and expectations as do culture, gender and other characteristics. Merit is overcoming longevity in the deciding factors that contribute to promotion. People from very distinct generations are competing for leadership positions in the workplace. Baby Boomers, Generation X and Millennial Generation employees compete for the same jobs and often younger generations get them. To manage a very diverse workforce, hospitality leaders must understand the mind-sets of different generations, and how each group sees the world based on its experiences.

Workshop 2

Hospitality and Tourism Consumer Information Search Behavior

Date: Tuesday 10 July 2018
Venue: La Pirogue Hotel
Time: 09:00 – 17:00

Topics

1. Introduction to Information Search behavior
2. Identify the key aspects of your own information search behavior
3. Identify the main information sources you use
4. Identify the main information sources your customers use
5. Overview of Information Sources and Information Processing
6. Challenges/opportunities

Since the information search process is one of the primary stages where marketers can influence consumers' decision making process, it is critical for hospitality practitioners to understand how hospitality consumers acquire information through online and off-line information sources, which information sources they utilize and the factors that can influence information search and processing behavior, especially in today's internet driven consumption environment. Without this understanding it is almost impossible to develop and implement effective marketing communication campaigns and service delivery. Recent developments in online and mobile technologies have significantly changed the way hospitality customers acquire information and make their purchase decisions. More specifically, developments in online and mobile technologies have enabled consumer to become more sophisticated information seekers and information generators through sharing their experiences in social media and/or third party online platforms such as TripAdvisor, Yelp, etc. User-generated content and peer-to-peer (e.g. hospitality-related social networks, video and photo sharing platforms, micro blogging) networks have become some of the most important sources of information.

Profile of Speakers



Dr. Dogan Gursoy is the Taco Bell Distinguished Professor at Washington State University in the School of Hospitality Business Management and the Editor-in-Chief of Journal of Hospitality Marketing & Management. He also developed and designed the "Hotel Business Management Training Simulation" (<http://www.hotelsimulation.com/>), a virtual management training game where participants are divided into teams and assigned the task of running 500-room hotels in a competitive virtual marketplace. The Hotel Business Management Training Simulation has been used for both revenue management and hospitality management purposes by several institutions. Dr. Gursoy received his Ph.D. degree from Virginia Tech. His area of research includes services management, hospitality and tourism marketing, involvement and generational leadership, tourist behavior, travelers' information search behavior.



Dr. Christina G. Chi teaches hospitality revenue management/accounting (undergraduate & MBA) and tourism seminar (PhD) at the School of Hospitality Business Management, Washington State University, USA. Her area of research includes tourism marketing, travelers' behaviors and hospitality operation management. Her primary research focus is on tourist satisfaction, destination loyalty, residents' attitude and wellbeing, as well as tourism sustainability issues. Her other research interests include generations/labor issues in the hospitality workplace, consumers' wine consumption behaviors, customers' complaint behaviors, and hotel sustainability. She also serves on several committees of the International Council of Hotel, Restaurant and Institution Education (ICHRIE).



MQA approved - HRDC Refund

Price: 12,000 per participant /per workshop
(Special discount applicable for group registration)

For reservation contact Sun Training Institute Ltd. at

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