

YOUR STAFF ARE THE MOST IMPORTANT ASSETS TRAINING IS ASSET DEVELOPMENT

DEVELOP A LONG-TERM PARTNERSHIP WITH LES ROCHES JIN JIANG!

HiT provides professional training and consulting services to the hotel industry to gain a sustainable competitive edge.

HìT introduces advanced management theories and practices and integrates them into hotel operations.

YOUR SUCCESS IN HOSPITALITY

BEGINS HERE

Since opening our doors in 2004, we have welcomed 1788 students from all over the world in our college, and provided hotel industry training and consulting to many domestic as well as international hospitality and service groups, including hotels, banks, airliners, restaurants, and institutional caterers.

Our training seminars and consulting sessions were provided to groups wanting to open hotels, enhance and control service quality, and customer service, as well as educate their associates in new hospitality skills. We take pride in the fact that attending trainings and education sessions with Les Roches Jin Jiang has been a life changing experience for students and employees alike which will take them far in their professional career and development. In the past 12 years, Les Roches Jin Jiang has accrued an abundance of success stories in the hospitality industry through our college and training programs.

Our goal is to help and support all our partners to manifest themselves as quality hospitality service providers and to build and transform their associates into outstanding professionals in the field of service and hospitality.

We at Les Roches Jin Jiang are looking forward to develop your most important assets through our Hospitality Industry Training (HIT) programs.



MICHAEL M. BAO - CAMPUS DIRECTOR



















*QS WORLD UNIVERSITY RANKINGS BY SUBJECT 2018 HOSPITALITY AND LEISURE MANAGEMENT





HOTEL MANAGEMENT PROGRAM

REGULAR COURSE

Human Resources Management

This course is designed for hotel managers to improve both organizational effectiveness and quality of employees in a diverse hospitality environment.

It emphasizes the use of HR systems, programs and policies to achieve the organization's goals. Our focus is on understanding the need to develop and implement creative organizational structures to attract and maintain quality employees and enhance the employee work environment.

Topics include: the role and place of human resources management; measurement of human resources and staffing effectiveness; organization learning and development; contemporary compensation practices: delegation; and high performance work systems.

Hospitality Financial Management

This course is designed to assist hotel managers to gain better understanding of finance, which will develop their competences in decision making by using accounting information systems.

Emphasis is placed on analyzing, summarizing, reporting, and interpreting financial information. Upon completion, attendees will be able to use and create financial statements as well as comfortably making enonomical sound decisions.

Food and Beverage Management

This F&B Management course is designed to equip the participants with essential knowledge to manage the F&B department. Areas taught include the entire F&B cycle, from purchasing to sales analysis, pricing and cost control; productivity management; and training.

The course will also cover areas of interdepartmental relationships between Food & Beverage, Rooms Division, Human Resources, Accounting & Finance and Marketing. Ensuring service excellence is discussed and aspects of managing quality highlighted.

Rooms Division Management

Four main components make up this course - Rooms Division (front office and housekeeping) operations. customer care, applied front office techniques and housekeeping technical operations. The program covers all aspects of the Guest Cycle in relation to the Rooms Division department. The course considers the role of customer care within the hotel and particularly within the Rooms Division environment. The main focus will be however on the boutique hotels operational challenges.

Teacher: Erica Liu has an extensive background in front office operations. She has been actively involved in the Hospitality Industry since 2004 when she graduated from the University of New Brunswick, Canada. Ms Liu gained hotel pre-opening experience and casino hotel operation experience at Four Seasons at both Macao and Hangzhou. She established daily front office operation procedures as well as a training system for front office staff to maintain and improve the service standards. Since joining Les Roches Jin Jiang, Ms. Liu passionately shares her knowledgeabout the industry.

Mrs. Yvonne Yang worked in the Housekeeping department at Four Seasons George V Paris, as Front Office Manager at Rihiveli Beach Resort Maldives, and at Pudong Shangri-La, Shanghai.

Hotel Marketing Management

This course considers the specific characteristics of modern hospitality marketing within an international context and applies effective, modern and coordinated marketing and sales solutions to achieve maximum market penetration. Distribution and partners in travel are distinguished and discoursed. Airline and hotel customer loyalty programs are outlined and evaluated in the context of brand loyalty issues. Relationship marketing is introduced. Various types of hotel marketing alliances are considered. Segmentation, differentiation, and multiple brands strategies are outlined. An introduction to yield management techniques is given. A special focus is put on modern sales tools, especially e-Marketing.

You will be taught how to implement business development, creative brand management strategies and targeted audience events, delivering high level communication across dynamic global business environments. This is imperative to realizing the company's vision, brand objectives and sales growthes.

Teacher: Mary Zhang is an experienced hospitality trainer with a practical and academic focus on sales, marketing and customer services. Ms Zhang has a strong background in target marketing, sales and public relations in people orientated industries.



English for the Hospitality Industry

This course focuses on English language directly related to areas crucial to success in hotels, restaurants and resorts. Classes meet 6pm twice a week for two hours over a period of 14 weeks. The language learning focuses on practical usage and industry situations covering areas such as taking an order, handling customer complaints and providing appropriate feedback.

Class size: 10-20 students

English Fundamentals for Hospitality Professionals (Levels 1, 2 and 3)

This course of study is an intensive program of English with a hospitality twist. Designed for hospitality professionals who would like to boost their general English ability and further develop a specialized hospitality vocabulary. This is a 7-day course, which is suitable for the widest variety of learning needs, to assist speakers in developing stronger core language skills.

Teacher: Katrien Schats is the English Program Manager at Les Roches Jin Jiang. A Belgium national, she has a strong background in second language acquisition. She is a passionate teacher and has acquired extensive experience working with English speakers of all levels.

Ms. Schats shows strong commitment to each student as she tries to adapt her classes to meet individual needs



WESTERN BUFFET BREAKFAST REGULAR COURSE

Course Objectives

LRJJ will provide local Chinese Chefs with a detailed hands-on learning program that empowers them to independently prepare, serve, cost out and create a menu for a classic Western A-La-Carte and Buffet Breakfast as per International Hotel standards.

Time-frame

5-day program (Monday through Friday, 6; 30am – 3.00pm) with a follow up training & mentoring session at the respective home hotel.

Course Outline

Participating Chefs will attend a 5-day Western Breakfast Program as part of the LRJJ Practical Culinary Program, which will focus on all aspects of breakfast. The program will deliver a combination of 70% hands-on learning and 30% theory.

The Program runs weekly and follows this schedule:

- 6.30AM to 1.00PM: Practical Culinary program includes full preparation of breakfast and menu planning
- 1.30PM 3.00PM: Theory class, which includes all aspects of menu design, menu planning, effective purchasing as well as Western dining habits. Aside from these topics there will be guest presentations about bread & pastry, cheese, fruits, meat, dairy products or other breakfast related products.

For their final practical exam, participating Chefs will be tasked to prepare the full breakfast menu over two days. They finish up their theoretical classes with a group presentation addressing the breakfast menu of their respective employer. This presentation should include a strategy on items and processes to be implemented upon returning from their training – this includes concept, menu, lay-out, purchasing specifications and an action plan. At the end of the class a 30-min quiz will be held to ensure students have completed and achieved the overall learning objectives.

CUSTOMER TAILORED HOTEL TRAINING PROGRAM:



















PLANNING & BUSINESS DEVELOPMEN	T
(SALES & MARKETING)	

 Performance Review Duration S&M Department / System Competitor & Benchmark 2 DAYS Sales: Goals & Distribution High & Low Season Duration Tier Pricing Revenue Management Revenue Management System 1-2 DAYS Forecasting & Room Rates S&M Objectives & Target Duration Sales & Marketing Plan Consolidation & Analyzing 1 DAYS Setting Marketing Plan GDS: Introduction Duration Distribution Channels GDS: Pricing strategies 1 DAYS CRM

HOTEL OPERATIONS (FRONT OFFICE, HOUSEKEEPING)

 Pre-arrival Duration Front Office Organization Check-in & Operations In-stay Service 5 DAYS Check-out Pre-arrival Housekeeping Duration In-stay Service Organization Check-out 5 DAYS & Operations

Housekeeping Service Standard

PERSONNEL DEVELOPMENT & RETENTION (HR)

	(++++)	
Manpower Planning & Training Management	Performance ReviewCompetitor & BenchmarkSales: Goals & Distribution	Duration 2 DAYS
Build-up Training System	Training Policy & StructureBudget & Annual PlanOperation Trainer Team	Duration 2 DAYS
Train the Trainer	Presentation SkillsSkill & Knowledge ProcessTraining Cycle	Duration 2 DAYS
Soft Skills	CommunicationMotivationDelegationTime Management	Duration 2 DAYS
Service Culture & Quality Service Delivery		Duration 2 DAYS

FINANCIAL	MANAGEMENT	ધ	CONTROL
	(FINANCE)		

 Business Control Cycle Reporting Interpretation Duration Hotel Management Through Financial Data Profit Analysis 2 DAYS Breakeven Point Analysis Hotel Financial Data & Reports Audits and Control Duration Internal Control & Audit Audit Processes & Selection of Sampling Tests 1-2 DAYS Audit Findings Report & Analysis Cost Control for Revenue Center and Duration Non-Revenue Center Cost Control Cost Control Factors 1-2 DAYS Cost Control Report & Analysis

FOOD & BEVERAGE MANAGEMENT

F & B Organization and Operations	 Western Meal Service Chinese Meal Service Banquet Service Room Service 	Duration 2 DAYS
Internal Control and Audit	Audit and ControlAudit Processes & Selection of Sampling TestsAudit Findings Report & Analysis	Duration 1 DAYS
Menu Engineering and Design	Menu EngineeringMenu Design	Duration 1 DAYS

HOTEL ENGINEERING MANAGEMENT

Hotel Pre-opening Engineering Management	 Preparation for Pre-opening Key points for Engineering Engineer Cost Control Balance for Management and the Owner 	Duration 2 DAYS
Green Hotel Engineering	 History of Green Project and Trends Feasibility of Green Project Implement and Evaluation 	Duration 2 DAYS
Hotel Engineering Maintenance	 Maintenance Classification Progression and Supervision Key Points for Maintenance 	Duration 2 DAYS



教师介绍

FACULTY PROFILE

姓名	课程
鲍孟华	人力资源,客户服务,领导力和组织行为学
Robert Willem Van Der Ham	餐饮管理,设备管理
Dmitry Enin	西班牙语,沟通技巧
张宇清	酒店市场营销,服务礼仪,收益管理
杨芳	房务管理,团队建设,管家服务
刘迪	客房管理,前厅管理,动态团队管理
Trish Stephenson	房务管理,人力资源,设备管理

成功案例

SUCCESSFUL CASES

中国东方航空股份有限公司

"中国东方航空股份有限公司是中国最大的航空公司之一。公司执行以客户为中心的服务理念并得到了世界范围的认可。然而,为了增强公司的综合能力,公司一直以来都在寻找一个能够提供运营、人力资源以及成本控制等方面课程的酒店管理学院,以提高公司的管理水平和客户服务。管理层在经过层层筛选后,选择了锦江国际理诺士酒店管理专修学院,并签订了培训协议。通过此次双赢的合作,中国东航开设了职业发展培训课程。"

"通过系统化的教学,这次培训课程的核心内容已被学员应用到实际工作中"

锦江理诺士拥有一支强大的教师队伍,教师均毕业于国际著名的酒店管理院校,拥有广博的前沿酒店管理知识,因此保证了课程高水平的教学。课程成功的核心原因是培训将学员的工作经验

和教学实践紧紧联系在一起,因此学员回到工作岗位后能切实提高其工作表现。

此外,通过这次合作.中国东方酒店的经理们也拓宽了视野.并通过走访各个级别的酒店.极大地增强了他们的知识面,还实地学习了国外的管理模式。

目前,中国东方酒店集团和锦江理诺士己经建立了长期的合作关系。中国东方酒店集团的总经理高健康先生也对双方今后长期的培训合作充满了期望。



成功案例

SUCCESSFUL CASES

费尔蒙和平饭店 上海

超过200名来自前台、房务、餐饮厨房、市场销售、会计、工程、安保、人力资源和工会的员工参加了此次培训。

共有24位教师参与了此次培训,培训目的是提高学员的工作能力,增加公司竞争力。培训时间为3周63个课时。

该培训课程主题包括:顾客服务培圳和角色演习;房务质量改善;服务概念培训;餐厅顾客服务和角色演习;西式烹饪概念;卫生及烹饪英语;烹饪操作;酒店业知识和国内市场;团队建立和组织概念;客户处理;文化习俗;卫生和仪容仪表;酒店礼仪;英语。每位参与者都发到一本酒店英语手册,帮助他们提高英语和跨文化交流能力。



浙江省警卫局

锦江理诺士为浙江省警卫局进行的培训课程获得成功。

在警卫局和学校进行了一系列具体的酒店评估相交流之后,培训课程的教学计划和内容被最终确认了下来。理论与实践相结合的教学模式贯穿了整个课程,在部门协调、执行管理、行政结构、收入管理、战略管理和酒店行业理论方面进行了系统的教学。我们感到课程的内容不应限于课本,应与国际先进的酒店管理理论结合,并顺应全球酒店的发展方向。

每位学员通过互动和双向的教学模式,经历了头脑风暴,拓展了视野,学习到了什么是更好的"管理","服务"和"变革"。此次培训课程帮助学员在日后的实际工作中有序地推动酒店管理,最终实现酒店的发展目标。



酒店工程管理

开业酒店工程管理	开业前的工程准备/工程筹划的要点/工程成本控制 业主方与管理方的平衡	课程期限
绿色酒店工程	绿色工程的发展历程及趋势/绿色饭店的可行性项目的实施及评估	课程期限
酒店工程维护	工程维护的分类/工程进展及监督/维护的要点	课程期限



美国饭店协会证书课程

CHT酒店业注册培训师

此门课程针对酒店业的部门经理或者各部门负责培训的业内人士。

- . 课程结束后,学员应该:
- 2. 了解现代教学与培训理论
- 3. 掌握各种培训技术和方法

- 4. 能够根据本酒店具体情况实施有效培训
- 5. 能够有效评估培训并提高培训投资回报率
- 6. 成为总经理顾问帮助建立学习型企业

CHE 美国饭店协会注册教督导培训

此门课程针对洒店院校的教师和有行业工作经验的教育工作者。

课程结束后,学员应该:

- 1. 了解现代酒店教育工作者对学生的认知
- 2. 掌握各种课堂教学的技术和方法
- 3. 能够根据学生的实际情况运用各种教学工具

和评估方法

- 4. 能够有效对一堂课进行开场和结束
- 5. 熟练编写教案、教学大纲和课程计划



酒店部门运作 (前厅、客房)

前厅部组织与流程	前厅预抵流程/前厅入住流程/在店期间服务前厅退房流程	课程期限 5天
客房部组织与流程	客房预抵流程/客房在店服务项目/客房退房工作流程客房部楼层服务规范	课程期限

人才资源发展与留任(人力资源)

人员编制与培训体系	职业发展规划/人员编制设定/核心能力评估 确定培训需求	课程期限
培训体系的构建	培训制度的建立/培训预算与年度计划/运作培训师体系	课程期限
培训培训者	培训者演讲技能/知识与技能培训流程/酒店培训循环	课程期限
督导技能与管理	沟通与交流/激励/任务委派/时间管理	课程期限
	服务文化与优质服务	课程期限

财务管理与内部控管(财务)

酒店财务数字与报表	商业模式控管/财务报表分析/利润分析 保本点分析/酒店财务数字与报表	课程期限
内部控管与审计	内部审计的类型与方法/内部审计流程及抽样审查方法设计结果报告与分析	课程期限 1-2 天
成本控制	各部门成本控制的几种方法 成本控制的注意要素/结果报告与分析	课程期限 1-2天

酒店餐饮管理

餐饮部组织与流程	西餐服务流程/中餐服务流程/会议与宴会服务流程 送餐服务流程	课程期限
内部控管与审计	内部审计的类型与方法/内部审计流程及抽样审查方法 设计结果报告与分析	课程期限
菜单工程与设计	菜单工程/菜单的设计	课程期限



酒店内训:学习与发展

市场策划与销售

酒店房务部运作管理

人力资源发展与留任

财务管理与内部控管

酒店餐饮管理

酒店工程管理

市场策划与销售(市场销售)

		课程期限
销售部门管理系统	酒店业绩评估/竞争对手与业内标杆/销售目标与分销	2天
收益管理	淡旺季调整/梯队的定价体系/收益管理体系	课程期限
以益官建	预测与房价控制	1-2天
市场销售计划	市场销售目标与方向/市场信息汇总与分析	课程期限
川坳街岳川刈	市场计划制定方案	1天
销售渠道	国际公战海洛的小级 / 公战海洛宁心垒败 / 安白子系统研	课程期限
	国际分销渠道的介绍/分销渠道定价策略/客户关系管理	1天

酒店英语

常规课程

洒店行业英语

本课程着重于成功提高在酒店,餐厅酒吧和旅游工作时用到的英语。课程设置为一周两次晚班,每次两小时,14周。语言学习关注实用性,包括订单处理,客户投诉和反馈的基础知识。

时间: 轮动 班级大小: 10-20 个学生

酒店英语周末班

本课程着重于成功提高在酒店,餐厅酒吧和旅游工作时用到的英语。课程设置为周末一天,四小时,七周。语言学习关注实用性,包括订单处理,客户投诉和反馈的基础知识。

时间: 轮动 班级大小: 10-20 个学生

酒店基础专业英语(Levels 1, 2 and 3)

本课程是针对酒店业做的从业人员,专门量身定做的酒店英语课程。内容涵盖从基本的酒店业礼仪,餐饮,客房等部门的基础英语。课程为紧凑型七天课程,学习之后能够掌握基本的酒店英语。教材为英国剑桥大学出版专业教材。 班级大小:10-20 个学生

酒店管理职业经理人班

常规课程

酒店人力资源管理

课程管理者设置、目的是提高组织运作效率和员工服务质量。

课程强调使用人力资源系统、项目和政策、以实现组织目标。

课程重点关注组织结构的开发和应用,以吸引和保留高素质员工,提高员工工作环境。

课题包括:人力资源管理的角色和地位,人力资源和员工效率测评方法,组织学习和发展,现代补偿惯例,代表,高工作效率体系。

酒店财务管理

当前,财务在各行各业中都发挥着至关重要的作用。本课程可以帮助酒店业管理者更深入的学习财务知识、增强运用财务知识进行决策制定的能力。

课程重点讲解财务信息的分析、总结、报告和解读。在学业结束的时候,学生将能制作财务报表,理解财务在决策制定中的作用,分析和处理财务管理相关的业务。

餐饮管理

课程旨在使学生掌握餐饮部门管理的必要知识,涵盖整个餐饮环节,包括采购、销售分析、定价和成本控制、生产力管理和培训。

课程还讲解餐饮部、房务部、人力资源部、财务部、市场营销部和工程部间的关系。重点分析优秀服务标准和质量管理。

酒店房务管理

本课程由四个主要部分组成-房务部(前厅部和客房部)操作,客户关注,前厅应用技术,客房操作技术。课程全方位囊括了房务部内客户循环流程。同时也涉及到了在酒店尤其是房务部内关注客户的意义。课程主要将重点放在对于小型精品酒店运作的挑战。

酒店市场营销

本课程涉及现代酒店市场营销的国际背景和有效应用的具体特性,利用现代化和协调的市场营销和销售的解决方案,来实现市场占有率的最大化。旅行社及其门市等也将列入讨论行列。品牌忠诚度课题讨论中将以航空公司和酒店的客户忠诚度计划的评估为例。还将提到关系营销,各种类型的酒店营销联盟,细分和多种品牌战略,以及收益管理的概述。课程的重点是放在现代销售手段,特别是电子商务营销。



酒店高层管理研修班

常规课程

《酒店高层管理研修班》设计出基于能力模型、职位等级及内部运营管理体系相匹配的系统化、专业化课程。课程分为职能基础、实战修炼,以及进阶提升三大模块,涉及酒店前期策划、工程筹建、开业筹备及开业后经营管理四个阶段,全面涵盖了酒店房务、餐饮、营销、人力资源、财务、节能管理等经营管理核心要点。充分体现管理理论与管理实践的融合,管理理念与管理行为的融合,西方科学管理与中国传统文化的融合,专业技能提升和管理技能提升的融合。所有课程从实战出发,多种形式授课,并协助客户企业进行落地指引。

课程曰标

- · 快速掌握新环境、新常态下酒店发展态势:
- 明确酒店战略格局及定位;
- · 全面系统梳理酒店经营管理重要版块:
- ▼ 快速计成白我修炼提升:
- 充分掌握实战管理新模式,回到企业直接使用,促进企业发展。

课程对象

酒店投资方、业主代表、总经理级、总监级、部门负责人级以上

授课形式

内容讲述、案例分析、游戏互动、讨论点评、情景演练、多媒体、实地交流考察等

2017年度课程安排

季度班:15个课题96课时

为期三个月,每月4天脱产集训,日程安排如下:第一班: 3月16-19日、4月13-16日、5月18-21日第二班: 7月6-9日、8月10-13日、9月14-17日第三班: 10月19-22日、11月16-19日、12月14-17日

集训班: 13个课题59课时 2017年6月11-17日,连续7天集训

《酒店高层管理研修班》季度班(共100课时)

周期	日期	时间	课题	各课题费用	周期套餐费用
第一期	第一天	08:30-12:00	新常态下酒店业分析	600	4800
		13:00-17:30	酒店战略规划设计	800	
	第二天	08:30-12:00	酒店前期策划及管理	1380	
		13:00-17:30			
	第三天	08:30-12:00	酒店工程筹建及管理	1380	
		13:00-17:30		1,500	
	第四天	08:30-12:00	酒店开业筹备及管理	1380	
		13:00-17:30		1500	
第二期	第五天	08:30-12:00	酒店宏观管理	1380	
		13:00-17:30		1380	
	第六天	08:30-12:00	打开成功营销之门		
		13:00-17:30		.555	4800
	第七天	08:30-12:00	餐饮运营及管理	1380	
		13:00-17:30			
	第八天	08:30-12:00	房务运营及管理	1380	
		13:00-17:30		J	
第三期	第九天	08:30-12:00	酒店工程节能及管理	600	
		13:00-17:30	财务成本控制及管理	800	
	第十天	08:30-12:00	人力资源管理宝典	1380	
		13:00-17:30		_	4800
	第十一天	08:30-12:00	成就服务大师	600	
		13:00-17:30	酒店 TTT 培训	800	
	第十二天	08:30-12:00	新领导魅力	600	
		13:00-22:00	课程回顾与分享 + 考试 / 结业典礼		

《酒店高层管理研修班》七天集训班(共60课时)

日期	时间	课题
第一天	08:30-12:00	酒店前期策划及管理
	13:00-18:00	酒店工程筹建及管理
第二天	08:30-12:00	酒店开业筹备及管理
	13:00-18:00	酒店宏观管理
第三天	08:30-12:00	打开成功营销之门
	13:00-18:00	房务运营及管理
第四天	08:30-12:00	成就服务大师
AUA	13:00-18:00	餐饮运营及管理
第五天	08:30-12:00	酒店 TTT 培训
	13:00-18:00	人力资源管理宝典
第六天	08:30-12:00	酒店工程节能及管理
	13:00-18:00	财务成本控制及管理
第七天	08:30-12:00	新领导魅力
	13:00-18:30	课程回顾 / 分享 + 考试 / 结业典礼



依据QS世界大学排名2018-酒店管理和娱乐管理专业排名



您的员工是您最重要的资产 员工培训就是给他们提供长远发展 锦江理诺士期待与您建立长期合作关系!

HiT 针对酒店行业的专业培训和 咨询服务使您具有强有力的竞争优势 HiT 课程引入先进的管理理论和 操作部分并将它们与酒店营运整合

