

workforce development

training and certification for
hospitality and tourism





American Hotel & Lodging Association

Serving the hospitality industry for more than a century, the American Hotel & Lodging Association (AHLA) is the sole national association representing all segments of the 1.9 million-employee U.S. lodging industry, including hotel owners, REITs, chains, franchisees, management companies, independent properties, state hotel associations, and industry suppliers.

Headquartered in Washington, DC, AHLA provides active advocacy, clear communications, and educational empowerment for this vital industry.

- Managing over 4.9 million rooms
- Employing more than 1.9 million
- Welcoming 4.8 million guests every day
- Generating \$1.3 trillion in travel revenue
- Creating \$176 billion in lodging sales revenue
- Raising \$141.5 billion in business travel tax revenue annually



American Hotel & Lodging Educational Institute

Established in 1953, the American Hotel & Lodging Educational Institute (AHLEI), a non-profit organization, is committed to investing in the workforce development of the hospitality industry. For over 60 years, we have provided hospitality education and training solutions to those preparing for hospitality careers and those already working in the industry.

Because we are the training and education arm of the *American Hotel & Lodging Association*, we have a clear vision of what the industry needs and how to prepare people to succeed in this vibrant field. Direct industry input goes into the development of every one of our products, ensuring that the knowledge you gain is up-to-date, practical, and accurate.

Leading hotel brands, management companies, hospitality schools, convention bureaus, and associations around the world turn to AHLEI for **hospitality education** and **training resources** and **professional certification**. More than 2,000 universities, colleges, vocational technical schools, high schools and government agencies worldwide use AHLEI courses, textbooks, and supplemental media assets in their classroom.

As the certifying body for hospitality, several of our training programs feature **portable, stackable, industry-recognized certifications** that provide participants with tangible recognition for their skills and knowledge.

WORKFORCE

WHY PREPARE YOUR PARTICIPANTS FOR HOSPITALITY CAREERS?

Preparing a well-trained and job-ready workforce to help reduce local unemployment and curtail economic downfall is one of the primary tasks of many workforce and government agencies. These agencies would do well to look toward hospitality and tourism as a target area for their training activities.

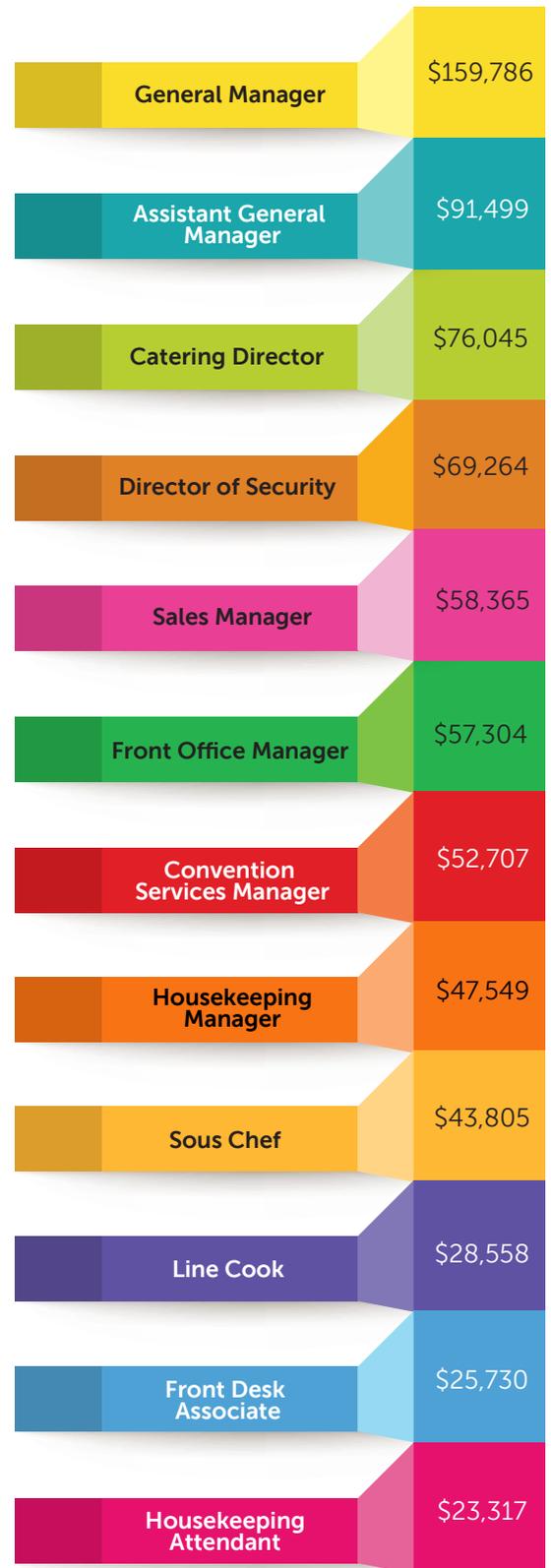
The hospitality and tourism industry leads the future as one of the largest growing work segments, offering career-minded individuals a rewarding, fast-paced environment with multiple career paths.

The hospitality industry is one of dynamic growth potential, with more than 200 industry careers available in a number of different disciplines.

- **50% of hotel general managers began their careers at the entry level. (2014 AH&LA Lodging Survey)**
- Lodging serves as a top ten industry in 48 out of 50 states, providing employment, investment, and opportunity. One of every 17 Americans, either directly or indirectly, work in hospitality-related jobs.
- **Over the next eight years, it is estimated that the hospitality industry will add 3.3 million jobs.**
- The World Tourism Organization (UNWTO) calls tourism a key driver of socio-economic progress through export revenues, the creation of jobs and enterprises, and infrastructure development. It is responsible for 1 in 11 jobs globally and 6% of the world's exports.

"A well-trained workforce is required to meet the needs of the travel and tourism industry. A skilled hospitality workforce is essential to a robust travel and tourism industry."

President Barack Obama



AHLEI UNDERSTANDS THE KEY TO A SUCCESSFUL WORKFORCE PROGRAM

The American Hotel & Lodging Educational Institute (AHLEI) is committed to investing in the workforce development of the hospitality industry. Because we are the training and education arm of the American Hotel & Lodging Association (AHLA), we have a clear vision of what the industry needs and how to prepare people to enter this vibrant field.

Most of our workforce training programs feature **portable, stackable, industry-recognized certifications** that provide participants with recognition for their skills and knowledge and make them more marketable to hospitality employers. Our certifications meet the requirements for **Workforce Innovation & Opportunities Act (WIOA)** grant purposes.

Hospitality schools, properties, management companies, and associations around the world turn to AHLEI for hospitality education and training resources and professional certification. AHLEI has agreements with organizations in Europe, Asia, Africa, the Middle East, and North and South America and continues to expand its global reputation with new product translations to meet the needs of its diverse customer base.

AHLEI works with numerous workforce development agencies, including those that work with opportunity youth and people with disabilities, to deliver targeted training to their participants, preparing them for entry-level careers in this high-growth industry. These organizations include:

- Bermuda Hospitality Institute (Bermuda)
- Department of Corrections (multiple states)
- Dan Marino Foundation (Florida)
- Egyptian Tourism Federation (Egypt)
- Florida International University Institute for Hospitality and Tourism Education (Florida)
- Goodwill Industries (multiple locations)
- Job Corps (multiple locations)
- National Children’s Center (Washington, DC)
- New York BOCES (multiple locations)
- Organization of American States (OAS)
- ResCare Workforce Services (multiple locations)
- Servicio Nacional de Aprendizaje-SENA (Colombia)
- Springfield Urban League (Illinois)
- United States Agency for International Development (USAID)
- University of District of Columbia Community College (Washington, DC)
- Workforce Central Florida (Florida)

Training and Education



Industry-recognized
Certifications*



**EMPLOYABILITY IN
HOSPITALITY**

*Supported by the largest network of worldwide hospitality professionals.

We can work closely with you to create the perfect program for your participants using the best combination of our industry-targeted resources and portable, stackable, industry certifications.

WORKFORCE

CERTIFICATION CAREER PATH

Widely recognized as the preeminent leader in hospitality certification, the American Hotel & Lodging Educational Institute (AHLEI) strongly supports and encourages the certification of hospitality professionals in all facets of the industry, from front-line workers through general managers and executives.

AHLEI recommends that workforce programs offer their participants the opportunity to earn professional certifications for guest service and for one or more of the three most common entry-level positions at a lodging property – front desk representative, guestroom attendant, and restaurant server. The certifications in red below may be earned by workforce training participants with no time in position required (CHS requires employment in position).

	FRONT OFFICE	REVENUE MANAGEMENT	FOOD & BEVERAGE	HOUSEKEEPING	MAINTENANCE	SECURITY	HUMAN RESOURCES	SALES
EXECUTIVE	CHA Certified Hotel Administrator							
DEPARTMENT HEAD	CRDE Certified Rooms Division Executive		CFBE Certified Food and Beverage Executive	CHHE Certified Hospitality Housekeeping Executive	CHFE Certified Hospitality Facilities Executive	CLSD Certified Lodging Security Director	CHT Certified Hospitality Trainer	
MANAGERIAL	CFDM Certified Front Desk Manager	CHRM Certified Hospitality Revenue Manager			CMM Certified Maintenance Manager			CHSP Certified Hospitality Sales Professional
SUPERVISOR	CHS Certified Hospitality Supervisor					CLSS Certified Lodging Security Supervisor	CHDT Certified Hospitality Department Trainer	
LINE	Certified Front Desk Representative		Certified Restaurant Server Certified Kitchen Cook Certified Breakfast Attendant	Certified Guestroom Attendant	Certified Maintenance Employee	Certified Lodging Security Officer		
SPECIALTY	CGSP Certified Guest Service Professional							
	CMHS Certified Master Hotel Supplier	CHE Certified Hospitality Educator	CHI Certified Hospitality Instructor	CSS Certified Spa Supervisor	CHTMP Certified Hospitality & Tourism Management Professional	CHIA Certification in Hotel Industry Analytics	CHC Certified Hotel Concierge	

START FOR INDIVIDUAL POSITIONS

(Skills, Tasks, and Results Training) Program and Certification

Description

The START Skills, Tasks, and Results Training programs offer flexible, inexpensive **training and certification** for in-demand hospitality positions. The program presents concise skills instruction that shows participants how to perform key tasks correctly and consistently, along with training in the soft skills needed to be successful in a hospitality career. It also provides instructors with training outlines and resources for presenting the material. **Those who complete the training are prepared for the related certification exam** (included).

START for Individual Positions are available in print and online versions. There are six line-level training packages:

- Front Desk Representative
- Guestroom Attendant
- Restaurant Server
- Maintenance Employee
- Kitchen Cook
- Breakfast Attendant

Audience

START for Individual Positions is intended for students in an academic setting or for workforce trainees who do NOT have access to on-the-job training.

Content

Each course contains the following sections:

- All Employee Knowledge (START)
- Position-Specific Knowledge (START)
- Job Breakdowns (START)

START Instructor Guide

The Instructor Guide includes everything needed for trainers to deliver all START training content. It also provides train-the-trainer materials and learning resources, including competencies, quizzes, and activities. Includes printable student certification exam questions.

Six key hospitality positions

+

Online training (2-8 hours) or Classroom training (16-40 hours)

+

Certification exam (70% or higher)

=

Line-level certification (no time in position required)

START Study Guide

The START Study Guide is divided into three sections for the student: knowledge that all hospitality employees need, knowledge specific to the position, and common tasks broken down into a step-by-step method, so the student can learn how to complete the task correctly and consistently. Includes certification exam scan sheet.



"Our four-county region is located in the heart of New York State's Finger Lakes wine country. Hospitality is big business. The AHLEI trainings are customizable and accessible for the incarcerated population that we work with and provide a pathway to stackable, industry-recognized credentials that make our clients more employable as they re-enter their communities."

Greg Maine
 Coordinator of Incarcerated Education,
 Adult Literacy and Health Care Programs
 Wayne-Finger Lakes BOCES

WORKFORCE

GUEST SERVICE GOLD® TRAINING AND CERTIFICATION

Guest service is the heart and soul of hospitality, and every hospitality employee, no matter what their job, needs to have a foundation in guest service. Guest Service Gold® is a comprehensive program designed to accomplish the goal of creating guest service-oriented line-level employees who know how to engage with guest to provide memorable service.

Guest Service Gold® offers a choice between two separate courses—**Guest Service Gold®: Making Connections** (formerly Guest Service Gold®) and the **NEW Guest Service Gold®: Golden Opportunities**. Each option features seven guest service elements presented through real stories designed to motivate and inspire. The DVD showcases these stories, while participant workbooks reinforce concepts and provide trainees with additional exercises to practice guest service skills. Both programs prepare trainees for the exam leading to the Certified Guest Service Professional (CGSP®) designation.

Individuals

Online Version: Guest Service Gold®: Making Connections and Guest Service Gold®: Golden Opportunities are also available in an online learning format in English or Spanish for individuals not participating in a group session.

Guest Service Gold® training

+

1 hour exam

+

70% exam passing score

=

CGSP® Certification

No time in position is required.



AHLEI worked with the Orange County Community Action Project and the Simeon Resource and Development Center to provide hospitality training for 20 dislocated workers, including Guest Service Gold® and the Certified Guest Service Professional (CGSP®).

Certified Guest Service Professional (CGSP®)

Those who complete either Guest Service Gold® training program (Making Connections OR Golden Opportunities) are eligible to earn the designation of Certified Guest Service Professional (CGSP®).

Workforce agencies receive a comprehensive training and certification package that includes:

- Training DVD
- Leader's Guide
- Sample Participant Manual
- Online instructor resource portal with certification exam, proctoring instructions, and class roster

Participants receive a workbook and certification exam scan sheet. Participants who successfully complete the 30-question exam with a score of 70% or higher will earn the designation of Certified Guest Service Professional (CGSP®) and receive a lapel pin, certificate, and congratulatory letter.

FULL START TEXTBOOK PROGRAM

The Skills, Tasks, and Results Training (START) curriculum was designed specifically to give individuals entering or re-entering the workforce the real-world knowledge and skills needed to begin a career in the hospitality industry. Completing the START program leads the way into a lodging position with an industry-recognized and portable professional certification.

Program Benefits

- Provides specific skills knowledge leading to an industry-recognized and portable professional certification
- Prepares students to go straight from the classroom and into the workforce with a selection of (12) entry-level lodging positions in the rooms and food and beverage divisions of hospitality
- Is supported by hotel owners and operators eager to hire workers for much needed front-line positions
- Teaches the foundation of lodging operations while promoting the long-term career pathways available to students
- Promotes professionalism, confidence, positive work ethics, and the soft skills needed for long-term success

The program includes textbooks, student workbooks, instructor resource kit, and the AHLEI-graded final exam—everything needed to implement the program. Agencies can customize the curriculum to meet the needs of their participants, adding field trips, job shadowing, guest speakers, or internship opportunities to provide students with a deeper hospitality experience.

Students who successfully pass the final exam receive a START certificate of completion and a voucher to receive hospitality skills certification in one of the following hospitality certifications: Certified Front Desk Representative, Certified Guestroom Attendant, Certified Restaurant Server, Certified Maintenance Employee, or the Certified Guest Service Professional (CGSP®).



180 hour curriculum
+
Training for 12 line-level positions
+
Choice of one professional certification
=
TRAINEES WHO ARE MARKETABLE TO HIRING MANAGERS

WORKFORCE

SUPERVISORY TRAINING AND CERTIFICATION

Supervisors perform a crucial role in every hospitality organization, with responsibilities to employees, managers, and guests. The **Certified Hospitality Supervisor (CHS®)** designation provides recognition that the recipient knows how to use key supervisory skills including communication, time management, conflict resolution, team building, and more to contribute to an effective work environment.



Prerequisites

Candidates must be **currently employed** as a supervisor in a hospitality operation. While the CHS® has a 90-day time in position requirement, the time requirement is waived upon completion of the Supervisory Skill Builders program.

Program Details

Exam: Consists of 100 multiple-choice questions that must be answered within a two-hour time period. Passing score is 70%.

Certification fee includes: exam, certificate, and lapel pin upon successful completion of exam. (Student materials are not included.)

Supervisory Skill Builders

This program, available in print or online, provides an entertaining approach to help participants learn the "how-to" skills of effective hospitality supervisors. Loaded with need-to-know information, this nine-module series shows supervisors techniques for managing their responsibilities.

Topics include:

- You as a Supervisor
- Conducting Orientation and Training
- Leadership
- Handling Problems and Conflicts
- Motivation and Team Building
- Staffing and Scheduling
- Improving Employee Performance
- Effective Communication
- Time Management

Instructor resources are available for teaching this program in a group training setting.

Supervisory Skill Builders
training

+

Current employment as
hospitality supervisor

+

70% exam passing score
(100-question exam)

=

CHS® CERTIFICATION



TRAINER CERTIFICATION PROGRAM

Trainer Development Program

©2014

Through the Trainer Development Program, trainees will understand how adults learn, how to prepare for training, how to lead one-on-one and group training, and how to follow up. The facilitated workshop is ideal for group training, while the online version works for individuals.

Facilitated Workshop Components*

Instructor Guide with PowerPoint CD
09300IGP02ENGE – English/print

CHDT® Certification Exam with Study Guide and Review Session Participant Manual
09300SGP02ENGE – English/print

Individual Study

Trainer Development Online Training Program with CHDT® Exam
09300WBPO2ENGE – English/online
Includes access to web-based training, electronic (PDF) copy of study guide, and one attempt at the CHDT® exam.

Certified Hospitality Department Trainer (CHDT®)

©2014

The Certified Hospitality Department Trainer CHDT® recognizes hospitality professionals for their knowledge and functional skills in training employees within a department.



Exam Preparation Resources

- Attend a Facilitated Workshop of the Trainer Development Program
- Complete the online version of the Trainer Development Program

Exam

Successfully pass 50-question certification exam with a score of 70% or higher, and receive certificate and lapel pin. Visit www.ahlei.org/chdt for prerequisites.

SECURITY TRAINING AND CERTIFICATION

The Lodging Security Officer Program

©2011, Program

The Lodging Security Officer Program provides general techniques and tips as well as hospitality-specific information that security officers and other employees need to provide effective security at lodging properties.

Topics include:

- Child trafficking/Protection of children
- Expanded bomb search information
- Anti-terrorism/Signs of terrorism
- Active shooters
- Hostage situations
- Shelter-in-place
- Handling the death of a guest
- Revised ADA service

The program consists of four modular textbooks, one 15-minute DVD supplement, and one workbook with progress quizzes.

Certified Lodging Security Officer (CLSO) Prerequisites

Candidates **must be employed in the position** of a property-level security officer with at least 90 days experience in the position.

Program Details

Fee includes: Exam. Certificate and lapel pin upon successful completion of the exam. (Study resource--Lodging Security Officer Program--sold separately.)

Exam: Consists of 60 multiple-choice questions that must be answered within a two-hour time period. Passing score is 70%.



This AHLEI training approach is built upon generating workforce development skills and providing training with both immediate and long-term results for the local hospitality community.

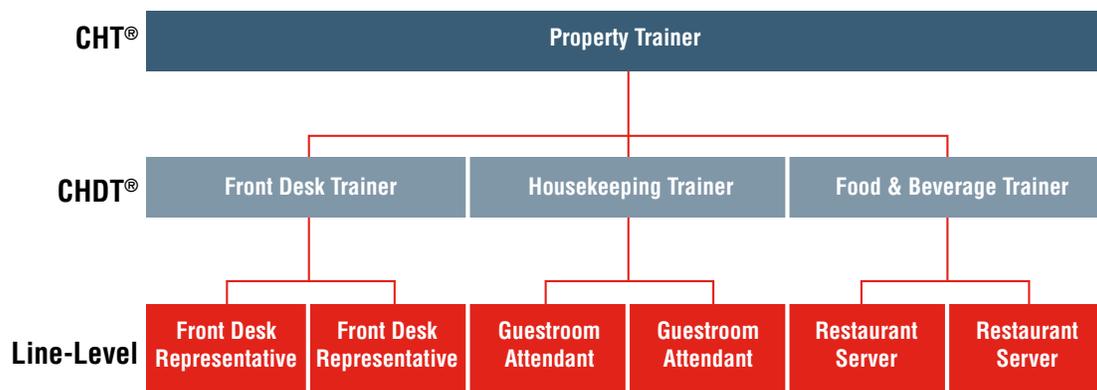
This hospitality training project, originally funded by United States Agency for International Development (USAID) in 2002 in partnership with the Egyptian Tourism Federation (ETF), was designed to produce a qualified workforce for the Egyptian hotel and tourism industry. The main purpose of this program was to enhance the international competitiveness of the Egyptian hotel industry by providing a quality, focused training and certification program, developed by AHLEI.

How it worked:

- Twenty trainers with hotel backgrounds were selected to participate in the **Certified Hospitality Trainer (CHT®)** workshop to become certified Master Trainers experienced in front desk operations, food and beverage operations, and housekeeping.
- Trainers then participated in the **Certified Hospitality Department Trainer (CHDT®)** program and Line-Level Hospitality Skills Training program, which they would be delivering to supervisors from select properties.
- Once the supervisors earned their **CHDT®** and learned the skills program, they would deliver the **Line-Level Hospitality Skills Training** program to the employees at their property. Line employees were given the opportunity to earn the respective certification.

Key Training Pieces

The cascade model is built around several of AHLEI's professional certifications, which are awarded to hospitality professionals who meet certain time in position qualifications and pass a proctored examination. With the cascade training model, local trainers are selected to go through the top-level CHT® program and are then responsible for training the next levels of staff.



Since 2002, ETF has developed 139,269* line-level employees, and 3,194* CHDTs using AHLEI programs. AHLEI has introduced the cascade model in Armenia, Albania, Palestine, Nigeria, Azerbaijan, Colombia, and the Caribbean through the Organization of American States (OAS). *December 31, 2014.

WWW.AHLEI.ORG

FLORIDA
800 N. MAGNOLIA AVENUE, SUITE 300
ORLANDO, FL 32803 USA
PHONE: +1 407 999 8100
FAX: +1 407 236 7848

MICHIGAN
2113 NORTH HIGH STREET
LANSING, MI 48906 USA
PHONE: +1 517 372 8800
FAX: +1 517 372 5141

INDIA
ASHA HOUSE
28, SUREN ROAD, ANDHERI (EAST)
MUMBAI - 400 093
INDIA
PHONE: +91 22 26820878
FAX: +91 22 26830043

CHINA
LSHI@AHLA.COM
PHONE: +86 186 1227 7789
[HTTP://CHINA.AHLEI.ORG](http://CHINA.AHLEI.ORG)

