



**YEAR 2024
MANAGEMENT DEVELOPMENT
PROGRAMMES**



INTRODUCTION

Kenya Utalii College is a premier Hotel and Tourism Training Institution established in 1975. The College's mission is to develop a highly qualified and globally competitive Human Resource for the Hospitality and Tourism Industry by providing; quality tourism and hospitality education, purposeful Research and Consultancy.

Over the years, the College has established itself as a Centre of Excellence in the field of Hospitality and Tourism training. The recent award of ISO 9001:2015 Quality Management Systems Certification on Training, Research and Consultancy in Tourism and Hospitality, is an achievement that indicates the institution's effort in repositioning itself to continue setting the trend in training for the global Hospitality and Tourism. Besides its international recognition, the College is a member or affiliated to the following organizations:

- United Nations World Tourism Organization (UNWTO)
- International Association of Hotel School Directors (EUHOFA)
- Association of Hospitality and Tourism Schools in Africa (AHTSA).
- International Air Transport Association (IATA)
- East African Legislative Assembly (EALA) accredited Center of Excellence in Hospitality and Tourism training.
- Japanese Proficiency Language Test (JPLT) Examination Centre.

MANAGEMENT DEVELOPMENT PROGRAMMES 2024

Kenya Utalii College offers a wide range of Management Development Programmes which vary from year to year according to industry needs. The five day programmes are held at the College every year while Customized In-House Programmes are held throughout the year on special arrangements.

In 2024, applicants will have a choice of one programme from any two programmes offered concurrently each week as shown in the schedule.



MANAGEMENT DEVELOPMENT PROGRAMMES: YEAR 2024 SCHEDULE

DATE	PROGRAMME	PROGRAMME
3 rd to 7 th June, 2024	Taking service excellence to the next level in Food & Beverage Operations	Revitalizing the Housekeeping department in managing its operations amidst emerging trends in the hospitality industry
10 th to 14 th June, 2024	The Evolving Dynamics in Revenue Management and the impacts on Hotel Revenue Maximization.	Managing Diversity in the Workplace
17 th to 21 st June, 2024	Managing work environment in commercial Kitchens	Training as a Strategy for managing talent disruption in a highly competitive Business Environment
24 th to 28 th June, 2024	Climate Smart Destinations: Opportunities for Tourism and Hospitality Industry	Mastering HR Practices in Kenya's Hospitality Industry



1.0 COURSE TITLE: TAKING SERVICE EXCELLENCE TO THE NEXT LEVEL IN FOOD AND BEVERAGE OPERATIONS

1.1 COURSE DESCRIPTION

Service excellence is an important area where the hospitality industry needs to investigate and uncover new opportunities for adoption and development. However, the Food and Beverage operations sector faces many challenges in the area of service standards, protocols, innovation, performance and revenue generation. The key to mitigating these challenges lies in understanding service excellence.

This program is designed specifically to address challenges in the sector and manage relationships with customers in order to generate cash flows and profitability.

1.2 COURSE OBJECTIVES

Upon completion of this programme, the participants will be able to:

- Establish and maintain high standards of service excellence.
- Develop effective leadership strategies to inspire and motivate service team.
- Maximize revenue opportunities through strategic selling techniques.
- Equip themselves with skills to handle challenging situations in-high pressure environments.
- Embrace innovation in service delivery.

1.3 KEY FOCUS AREAS

- Service Standards and Protocols.
- Personalized Guest Engagement and Relationship Management.
- Team Leadership and Performance Management
- Upselling and Revenue Generation
- Conflict Resolution and Problem-Solving
- Service Innovation and Adaptability

1.4 TARGET GROUP

Hotel Managers, Operations Managers, Food & Beverage Managers and Restaurant Managers

1.5 LEARNING & TEACHING METHODOLOGIES

Lectures, class discussions, case studies, group sessions and presentations.



2.0 COURSE TITLE: REVITALIZING THE HOUSEKEEPING DEPARTMENT IN MANAGING ITS OPERATIONS AMIDST EMERGING TRENDS IN THE HOSPITALITY INDUSTRY

2.1 COURSE DESCRIPTION

The housekeeping department in a hotel is a crucial operational unit responsible for ensuring cleanliness, orderliness, and overall maintenance of the hotel's physical environment. The department is integral to guest satisfaction, as it directly influences the overall guest experience and perception of the hotel. Due to the dynamic nature of the industry, new trends have evolved with attendant challenges which impact the overall guest experience, operational efficiency, and subsequently, the hotel's reputation.

This program aims at addressing some of the common challenges that have emerged as a result of new trends.

2.2 COURSE OBJECTIVES

Upon the completion of this programme, the participants will be able to:

- To carry effective quality controls
- To prepare smart housekeeping budgets
- Implement health and safety protocols
- Practice environmental sustainability
- Identify effective processes in the procurement of housekeeping goods and services

2.3 KEY FOCUS AREAS

- Quality Control
- Training
- Environmental Sustainability
- Housekeeping Budgets
- Health and Safety Protocols
- Supply Chain Issues

2.4 TARGET GROUP

Executive Housekeepers, Housekeeping Managers, Rooms Division Managers, Assistant Executive Housekeepers.

2.5 LEARNING AND TEACHING METHODOLOGIES

Lectures, class discussions, case studies, group sessions and presentations.



3.0 COURSE TITLE: THE EVOLVING DYNAMICS IN REVENUE MANAGEMENT AND THE IMPACTS ON HOTEL REVENUE MAXIMIZATION

3.1 COURSE DESCRIPTION

Revenue management is an analytical process that allows businesses, particularly in the hospitality industry, to predict customer behavior, demand for services and to know how much revenue is expected. The evolving dynamics in revenue management have significant impacts on maximization of hotel revenue.

This course is designed to equip the participants with knowledge and skills on how they can utilize the revenue management process in order to maximize hotel revenues.

3.2 COURSE OBJECTIVES

Upon completion of this programme, the participants will be able to:

- Apply the fundamentals of Revenue Management.
- Apply technology in the revenue management in hotel operations.
- Product and services dimensions in the global market.
- Understanding the pricing strategies in hotels.
- Identifying the Emerging Trends and Innovations in hotel Revenue Management.

3.3 KEY FOCUS AREAS

- Market Segmentation.
- Demand Forecasting.
- Dynamic Pricing Strategies.
- Distribution Channels.
- Technology and Revenue Management.
- Customer Relationship Management (CRM)
- Emerging Trends and Innovations.

3.4 TARGET GROUP

Revenue Managers, Hotel Managers, Front Office Managers, Reservations Managers, Room Division Managers and Sales & Marketing Managers

3.5 TEACHING METHODOLOGY

Lectures, Class discussions, Case Studies, Presentations, and Group Sessions.



4.0 COURSE TITLE: MANAGING DIVERSITY IN THE WORKPLACE

4.1 COURSE DESCRIPTION:

Managing diversity in the workplace is a multi-disciplinary course for hospitality and tourism managers. It covers the competencies required to provide service to diverse customers with diverse employees; deliver customer experience being cognizant of cultural sensitivity in a local-global market; and manage quality service, profitability, and employee wellness through differentiation, innovation, and creativity in the service industry.

This course will address the benefits and challenges of workplace diversity.

4.2 COURSE OBJECTIVES:

Upon completion of this programme, the participants will be able to:

- Describe different types of diversities in the workplace
- Apply different strategies of workplace diversity for performance and profitability
- Analyze employee diversity and wellness in company culture
- Discuss cultural sensitivity in the local-global market
- Analyze quality service management, innovation, and creativity in diversity

4.3 KEY FOCUS AREAS:

- Managing diversity in the workplace
- Performance and profitability in diversity management
- Customers and employee diversity and wellness in the workplace

4.4 TARGET GROUP:

General Managers, Human Resource Managers, Operations Managers, Training Managers, and Talent Managers in Hospitality and Tourism industry.

4.5 LEARNING & TEACHING METHODOLOGIES:

Lectures, Presentations, Focus Group Discussions and Case Studies,



5.0 COURSE TITLE: MANAGING WORK ENVIRONMENT IN COMMERCIAL KITCHENS

5.1 COURSE DESCRIPTION

Commercial kitchens are built to handle high volume of orders, large turnover, and different types of food at varying preparation stages. The operations in these kitchens pose challenges to the kitchen staff who work who under stressful conditions characterized by long standing working hours, peak business during weekends and holidays. These may result in low staff morale and may also affect their health and mental wellbeing. Despite these conditions, employers overlook such realities as there is always pressure to deliver quality products and services.

This course is designed to explore ways of using approaches that will manage these challenges by providing conducive work environment for the staff.

5.2 COURSE OBJECTIVES

Upon completion of this programme, the participants will be able to:

- Discuss mental health related issues affecting kitchen staff.
- Appreciate diverse workforce in the industry
- Evaluate effects of occupational hazards in the workplace
- Discuss entrepreneurial opportunities within and outside the workplace

5.3 KEY FOCUS AREAS

- Creative and innovative production
- Productive teams
- Positive working environment
- Sustainable operating processes

5.4 TARGET GROUP

General Managers, Executive Chefs, Restaurant Managers, and Food & Beverage Managers

5.5 LEARNING & TEACHING METHODOLOGIES

Lectures, presentations, focus group discussions and case studies



6.0 COURSE TITLE: TRAINING AS A STRATEGY FOR MANAGING TALENT DISRUPTION IN A HIGHLY COMPETITIVE BUSINESS ENVIRONMENT

6.1 COURSE DESCRIPTION

Human resource is a major factor in the stability of any organization. However, many organizations lack personnel with the essential skills to drive their operations. This has been compounded by increased labour mobility across sectors and regions. Frequent labour migration has led to disruption of organizations and unstable business environment. The development has made managing talent disruption a crucial component of sustainable competitiveness.

This programme is designed to equip Hospitality and Tourism organizations navigate a highly fluid labour market by equipping employees with essential skills and competencies through innovative training strategies.

6.2 COURSE OBJECTIVES

Upon completion of this programme, the participants will be able to:

- Explain the concept of strategic talent management.
- Identify the new triggers for increased labour mobility.
- Discuss the demographics among employees in the labour market.
- Describe the essential skills for their organization.
- Apply various ways of managing talent in their organization

6.3 KEY FOCUS AREAS

- Overview the global labour market
- Global labour migration
- Effective skills audit in the labour market
- Paradigm shift in talent management
- Creating employee friendly workplace
- Changing workplace demographics
- The nexus between technology and manpower solution

6.4 TARGET GROUP

Chief Executive Officers, General Managers, Operational Managers and Departmental Managers

6.5 LEARNING & TEACHING METHODOLOGIES

Lectures, Class discussions, Case Studies, Presentations, and Group Sessions.



7.0 COURSE TITLE: CLIMATE SMART DESTINATIONS: OPPORTUNITES FOR THE TOURISM AND HOSPITALITY INDUSTRY

7.1 COURSE DESCRIPTION

Climate change is a major environmental problem with effects such as rise in sea level, high food prices, increased infectious diseases, increased need for air conditioning, and destruction of hotel infrastructure and wildlife deaths. The emissions of greenhouse gases from tourism transport and accommodation activities contribute to climate change. Tourism industry contributes 5 % of the global carbon dioxide emissions. Climate smart tourism activities and destinations reduce operational costs and earn hotels global recognition also extra income through the carbon market.

This course will equip the participants with the capacity to participate in climate change finance through mitigation, adaptation and resilience.

7.2 COURSE OBJECTIVES

Upon completion of this programme, the participants will be able to:

- Assess the climate change problem and preparedness for the hospitality and tourism industry.
- Evaluate the climate smart strategies and technologies in the tourism and hospitality industry
- Examine carbon markets opportunities and benefits for the tourism and hospitality businesses in Kenya.
- Evaluate the readiness for carbon market for the tourism and hospitality businesses in Kenya.

7.3 KEY FOCUS AREAS

- Lessons learnt and climate change preparedness for the tourism and hospitality businesses.
- Carbon market and opportunities for the tourism and hospitality businesses.
- Carbon market readiness strategies for the tourism and hospitality industry.

7.4 TARGET GROUP

Travel and Tour Company Managers, Hotel & Lodge managers, Restaurant Managers, Reservations Managers and Sales & Marketing Managers.

7.5 LEARNING & TEACHING METHODOLOGIES

Lectures, class discussions, case studies, group sessions and presentations



8.0 COURSE TITLE: MASTERING HR PRACTICES IN THE HOSPITALITY & TOURISM INDUSTRY

8.1 COURSE DESCRIPTION

Kenya's hospitality and Tourism sector offers promising opportunities despite ongoing challenges. Effective human resources management is vital for organizational success. As the industry continues to evolve, HR managers must embrace modern practices to meet the needs of today's workforce. They play a vital role in navigating the dynamic environment, requiring them to stay updated with current strategies and tools.

This course will equip the participants in order to empower them to drive excellence, foster positive workplace cultures, and guide organizations towards sustainable success in the Kenyan hotel industry.

8.2 COURSE OBJECTIVES

Upon completion of this programme, the participants will be able to:

- Cultivate a thorough understanding of contemporary HR practices
- Empower participants to enhance organizational success through HR initiatives.
- Create innovative recruitment and talent management strategies.
- Promote effective communication and conflict resolution skills.
- Establish a strategic HR plan aligned with business goals.

8.3 KEY FOCUS AREAS

- Agility in HR Practices: Adapt swiftly to industry shifts.
- Cultivation of a Culture of Belonging
- A focus on Employee Well-being
- Innovative Recruitment: Attract top talent in a competitive market.
- Personalized Learning & Development
- Diversity and inclusivity in the workplace.
- Navigate change and uncertainty with resilience.
- Strategic HR Business Partnering

8.4 TARGET GROUP

Human Resource Managers, Operations Managers, Training Managers, and Talent Managers in Hospitality and Tourism industry.

8.5 LEARNING & TEACHING METHODOLOGIES

Lectures, class discussions, case studies, group sessions and presentations



PROGRAMME COSTS

1. ACCOMODATION

Participants are advised to make their own accommodation arrangements.

2. INTERNATIONAL PARTICIPANTS

The cost for tuition will be as follows: -

One Programme	US\$ 530.00
Two Programmes	US\$ 1030.00
Three Programmes	US\$ 1500.00
Four Programmes	US\$ 2030.00

These costs include the Programme fee, Programme materials, lunch, mid-morning tea and afternoon tea.

3. KENYAN PARTICIPANTS

Non-levy paying establishments will be charged a non-resident fee of KShs.18,000/- per programme.

4. APPLICATION PROCEDURES

The application procedure begins with the completion of the enclosed application form. Companies sending more than one employee may make photocopies of the application form to facilitate individual employee application.

Application forms should be submitted by 10th May, 2024



GENERAL INFORMATION

LOCATION

Kenya Utalii College is located approximately 8 km from Nairobi's city Centre, off Thika Road. The College is about 40 minutes' drive from the Jomo Kenyatta International Airport and 15 minutes' drive from the City Centre. Taxis are readily available at the Airport.

OUTREACH PROGRAMMES

The College also offers standard and customized outreach programmes anywhere on the continent. Information on these programmes is available from the College on request.

For more information, contact:

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