Haward Technology Middle East

COURSE OVERVIEW SS0138
Protocol in Hotel, Housing & Accommodation

Course Title
Protocol in Hotel, Housing & Accommodation

Course Date/Venue
Session 1: August 24-28, 2025/Tamra Meeting Room, Al Bandar Rotana Creek, Dubai UAE
Session 2: December 15-19, 2025/Glasshouse Meeting Room, Grand Millennium Al Wahda Hotel, Abu Dhabi, UAE

H-STK© INCLUDED

3.0 CEUs (30 PDHs) AWARD

**Course Reference**
SS0138

Course Duration/Credits
Five days/3.0 CEUs/30PDHs

Course Description

80% of this course is practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.

This course is designed to provide participants with a detailed and up-to-date overview of hotel, housing and accommodation protocol. It covers the international business language in the modern era, different cultures, timeline of culture junction, human communication in the technological era and digital eco system and hospitality fundamentals; the effective and positive self-presentation and handshake protocol; managing a presentable, professional and impressive presentation; applying non-verbal messaging through body language; the quality service through proper manners and etiquette protocol as a tool to promote service upgrade; and developing service awareness in the modern era.
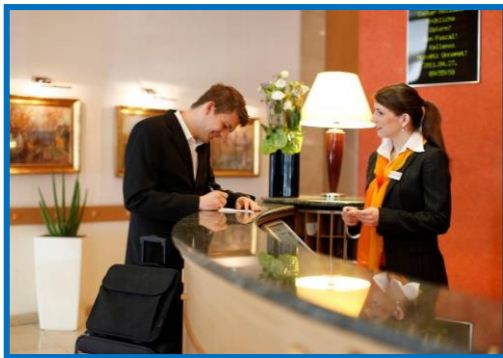
Further, the course will also discuss the needs of guest based on appearance, body language and style of communication; the proper workflow in front of hotel guests and business presentation to guests; the proper etiquette and manners as part of marketing and hospitality technique as well as the use of five senses as a tool to read the guests; and the identification of real objections including the rules and tools to soften and neutralize objections.

During this interactive course, participants will learn to construct a pleasant and effective work environment; apply correct communications between colleagues; allocate responsibilities correctly and effectively; and apply teamwork and support among staff members and effective teamwork between departments and elements in the organization.

Course Objectives

Upon the successful completion of the course, each participant will be able to:-

- Apply and gain an in-depth knowledge on hotel, housing and accommodation protocol

- Discuss the international business language in the modern era, different cultures, timeline of culture junction, human communication in the technological era and digital eco system and hospitality fundamentals

- Carryout effective and positive self-presentation and handshake protocol

- Manage a presentable, professional and impressive presentation and apply non-verbal messaging through body language

- Employ quality service through proper manners and etiquette protocol as a tool to promote service upgrade and develop service awareness in the modern era

- Get to know the guest and its needs based on appearance, body language and style of communication

- Apply proper workflow in front of hotel guests and display a business presentation to guests

- Implement proper etiquette and manners as part of marketing and hospitality technique as well as use the five senses as a tool to read the guests

- Identify real objections including the rules and tools to soften and neutralize objections

- Construct a pleasant and effective work environment and apply correct communications between colleagues

- Allocate responsibilities correctly and effectively

- Apply teamwork and support among staff members and effective teamwork between departments and elements in the organization

Exclusive Smart Training Kit - H-STK®

*Participants of this course will receive the exclusive "Haward Smart Training Kit" (**H-STK®**). The **H-STK®** consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend

This course provides an overview of all significant aspects and considerations of hotel, housing and accommodation protocol for all employees who works in hotel, housing and accommodation.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Certificates are accredited by the following international accreditation organizations:

- **BAC** British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

- **IACET** The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:

Ms. Sarah Henley Du Plessis, MEd, BTEC, BSc (Hons), BA (Hons), is a **Senior Management Consultant** with almost **30 years** of extensive experience specializing in **Training & Development**, **Training Needs Analysis & Delivery Methods**, **Training Management** & Coordination, **Skills Development** for **Trainers**, **Train-the-Trainer**, **Human Resource Management System**, **Recruitment & Selection**, **Assessment & Interviews**, **Performance Management Systems**, **Organisational & Leadership** Skills, **Coaching & Mentoring**, Self & Personal Development, **Creative Problem Solving**, **Performance** Management, **Facilitation** Skills, **Presentation** Skills, **Business Writing Skills**, **Writing Business Correspondence & Document Control**, **Writing Memos & Business Letters**, **Business & Technical Report Writing**, **Communication** Skills, **Business Communication Etiquette**, **Interpersonal** Skills, **Conflict** Management, **Talent** Management, **Risk** Management, **Resource** Management, **Emotional Intelligence**, **Customer** Service, Persuasion Techniques, **Supervisory** Skills, Public Relations & Corporate Communication, **Strategic Planning & Creative Thinking**, **Human Resource** Management, **Performance** Assessment & Appraisal, **Contract** Management, **Negotiation** Skills, **Tendering & Bidding**, Sourcing & Vendor Management, **Service Level Agreements**, **Purchasing** Skills, **Supply Chain** Management and **Logistics & Transportation**. She is currently the **Business Skills Trainer** working internationally across **Europe**, **Middle East**, **America** and **Asia**.

During her career, Ms. Sarah has held various significant positions and dedication both in academic and industrial as the **Divisional Purchasing Manager**, **Human Resource Manager**, **Services Buyer Manager**, **Category Manager**, **Senior Consultant/Lecturer**, **Business Skills Instructor**, **English Teacher**, **Business English Trainer**, **English Tutor**, Assistant National Park Ranger, Production & Project Buyer, Call Centre Agent, Customer Services Agent and Accounts Assistant from various companies and institutions like the **University of York**, Melton College, Inlingua, Field First Cartons, **Schneider Electric Ltd**, Armitage Bros. Plc, Ryder Systemcare, Denby Pottery and Torrington.

Ms. Sarah has a **Master** degree in **Education** (**Applied Linguistics**), **Bachelor** degrees (with **Honours**) in **Natural Sciences** and in **Business Administration & Enterprise** from the **Open University** and the **University** of **Central England**, **UK**, respectively. Further, she holds a **Professional Graduate Certificate in Education** (**PGCE**) from the **University of Northumbria,** a **Graduate Diploma** from the **Chartered Institute of Purchasing and Supply** (**CIPS**) and a **BTEC** Advanced Certificate in Supervision of Biological Surveys from the GUI. Moreover, she is a **Certified Instructor/Trainer**, a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management** (**ILM**) and a **Certified CELTA Level 4 Instructor**. She also delivered numerous trainings, courses, seminars and conferences internationally.

Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours: -

30%   Lectures
20%   Practical Workshops & Work Presentations
30%   Hands-on Practical Exercises & Case Studies
20%   Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Course Fee

US$ 5,500 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 – 0800	*Registration & Coffee*
0800 – 0815	*Welcome & Introduction*
0815 – 0830	**PRE-TEST**
0830 – 0930	**Introduction** *The International Business Language in the Modern Era • Different Cultures – Common Human Ground • A Timeline of Culture Junction • Human Communication in the Technological Era & Digital Eco System • Culture of Time & Timing: Hospitality Fundamentals*
0930 – 0945	*Break*
0945 – 1100	**Initial Interaction – Name Branding** *Effective and Positive Self-presentation: Name Tags • Names & Nicknames*
1100 – 1200	**Initial Interaction – Name Branding (cont'd)** *Small Talk – Great Potential • Handshake Protocol*
1200 – 1215	*Break*
1215 – 1420	**Initial Interaction – Name Branding (cont'd)** *Business Cards as Part as a Managerial and Professional Image*
1420 – 1430	**Recap**
1430	*Lunch & End of Day One*

Day 2

0730 – 0930	**A Presentable, Professional, Impressive Presentation** *Perfect Look Delivers a Professional Message • Beauty & Hygiene • Wardrobe Code – Basics of Styling, Appearance, and Dress Code*
0930 – 0945	*Break*

0945 – 1100	**A Presentable, Professional, Impressive Presentation (cont'd)** *Accessories – The Small Details of Success • Uniform – Wear it Neat & Right*
1100 – 1200	**Non-Verbal Messaging: Body Language** *Establishing a Strong, Stable, Effective Presence • Getting to Know Body Language and its Importance • Eye Contact, Smile, Posture, Correct Walking/Sitting on Duty*
1200 – 1215	*Break*
1215 – 1420	**Non-Verbal Messaging: Body Language (cont'd)** *Handshakes, Hugs & Kisses • Gestures Around the World*
1420 – 1430	**Recap**
1430	*Lunch & End of Day Two*

Day 3

| 0730 – 0930	**Verbal Message: The Messaging Beyond the Words** *The Art of Small Talk*
0930 – 0945	*Break*
0945 – 1100	**Quality Service** *Manners & Etiquette Protocol as a Tool to Promote Service Upgrade • Developing Service Awareness in the Modern Era*
1100 – 1200	**Quality Service (cont'd)** *Phone Communication • Digital Communication Etiquette*
1200 – 1215	*Break*
1215 – 1420	**Quality Service (cont'd)** *Direct Service: Face to Face • Professional & Effective Service as a Tool to Improve and Create Luxury Service Image*
1420 – 1430	**Recap**
1430	*Lunch & End of Day Three*

Day 4

0730 – 0930	**Guest-Driven Approach** *Getting to Know the Guest and its Needs Based on Appearance, Body Language and Style of Communication • Custom-Designed for Your Guest • "Imitating" Technique as a Tool to Create Understanding and Bond Between Staff and Guests (Matching Verbal Tone, Matching Body Language, Matching Messaging) NLSP*
0930 – 0945	*Break*
0945 – 1100	**Guest-Driven Approach (cont'd)** *Workflow in Front of Hotel Guests • Displaying a Business Presentation to Guests*
1100 – 1200	**Effective Service Process** *Etiquette & Manners as Part as a Marketing and Hospitality Technique • Service as a Marketing and Sales Promoter • Service Technique – NLP – Using All Five Senses as a Tool to Read your Guests*
1200 – 1215	*Break*
1215 – 1420	**Effective Service Process (cont'd)** *Identifying Real Objections • Rules and Tools to Soften and Neutralize Objections*
1420 – 1430	**Recap**
1430	*Lunch & End of Day Four*

Day 5

0730 – 0930	***Quality of Life in the Work Environment*** *Constructing a Pleasant and Effective Work Environment • Correct Communications between Colleagues*
0930 – 0945	*Break*
0945 – 1100	***Quality of Life in the Work Environment (cont'd)*** *Allocating Responsibilities Correctly and Effectively*
1100 – 1200	***Quality of Life in the Work Environment (cont'd)*** *Teamwork and Support among Staff Members*
1200 – 1215	*Break*
1215 – 1345	***Quality of Life in the Work Environment (cont'd)*** *Effective Teamwork between Departments and Elements in the Organization*
1345 – 1400	***Course Conclusion***
1400 – 1415	***POST-TEST***
1415 – 1430	*Presentation of Course Certificates*
1430	*Lunch & End of Course*

Practical Sessions

80% of this highly-interactive course is practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.
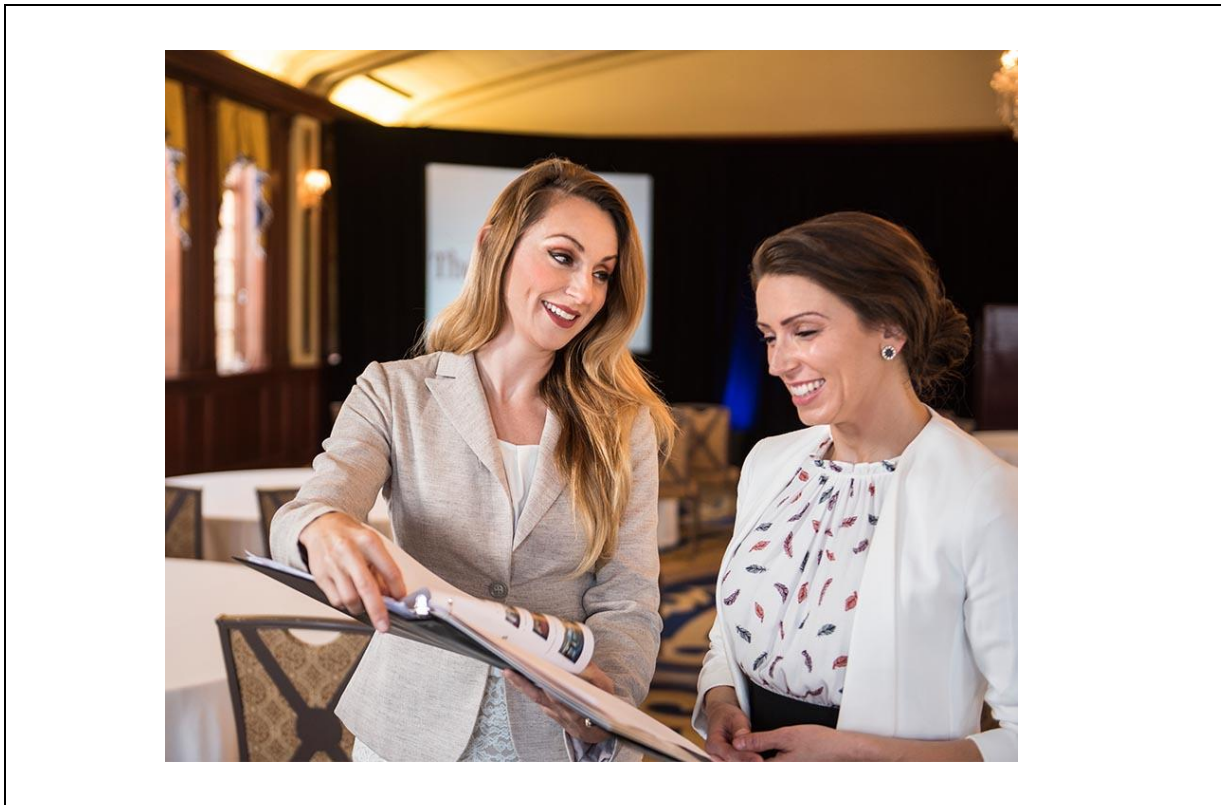
Course Coordinator

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