

55th Euhofa International Congress 2016 Nairobi, Kenya

Official Opening



Official opening ceremony with flag parade

The secretary general of the Ministry of Tourism together with the secretary general of the Ministry of Education opened the 55th Euhofa Int. Congress in Nairobi, Kenya, together with Mrs Maria Wiesinger, Euhofa Int. president



Monday, 28 November 2016

Academic Programme

Sustainable Livelihoods initiative, Dr. Isaac Kalua – Green Hotels
The concept of Green Hotels is based upon green economy, Kenya

The goal is to become profitable leaders on the grounds of sustainability

This is achieved by utilizing the environment and its valuable sources in such a way to be still valuable source to the needs of future generations. The following steps should be considered:

1st green: Treating people kindly (morale, value and ethics)

2nd green: peace, health, creating livelihood

3rd green: actual, passionate, environmental conservation (use sources carefully), touch your bottomline and do not go beyond

Tuesday, 29 November 2016

Truly sustainable hotel development – Marc Dunford

Finance vs. keeping to standards of sustainability, Kenya

The focus lies on developing **developing** foremost locally to set up a truly sustainable business.

Feasibility/planning (global and regional market research) – product definition – concept definition – forecasting and budgeting – business plan - design & build – pre-opening - opening

Key is to look at honest and true feasibility by keeping an eye on sustainability without cutting costs due to short budget – this will not pay off in the long run

Service Excellence – Damiannah Kieti

Hospitality Industry and Hospitality Education: An Epitome of Ambivalence?

Kenneth Ombonghi, Kenya

Paradox 1: Paradox of necessary evil

Hotel and Tourism Education - out dated

- No capacity for training natural and cultural resource tour guides
- Some level of ambivalence towards hospitality education from the industry
 - Some times good, sometimes bad
 - Sometimes positive, sometimes negative
- Some training is better than no training at all
- Semi-trained graduate is good for in-house training

Paradox 2: Paradox of scarcity among plenty:

Massive expansion of training opportunities

- Middle level colleges
- Universities

Cannot plug and play – it needs training of the standards first

Products are too theoretical...

Paradox 3: Paradox of rich beggars

Employment creation

Average basic salary US \$ 100

Offers have to be made to ensure that staff are retained, if not they are highly educated but do not have anywhere to go

Dr. Mary Mutisya – Exceeding Customer Expectations: An exploration of the experiential Dimension

Measurement on Destination Emotion Scale (DES): measures the diversity and intensity of joy, love and happiness of tourists during their stay.

Culture and identity is key to an unforgettable experience – that is why you should consider these to create the guest's experience

Hedonic and utilitarian dimensions to festival attendance are important

Wednesday, 30 November 2016

Customer-Centric Culture, Mr Gerson Misumi, Kenya

Moving from customer satisfaction to delight

Definition customer by Mahatma Gandhi – the customer is not dependent on us but the other way round. The customer is the employer. What can we do to satisfy our customers?

Customer has power due to new technology – sharing experience through social media

That power has to drive – not kill – the business.

Customer centricity: *empower staff – attitude is everything, adopt metric that matters (ie mystery guest), feedback drives continuous improvement, customer focussed leadership, ie., understanding the needs of our customers, design of the experience*

If you have a customer centric approach the customer experience will be enhanced, it will promote sales and will generate loyalty. You should cover the customer's needs: quality, value for money and constant and never ending improvement/innovation

Anticipation of customer's needs to exceed customer expectation:

Personalized service – profiling the customers: observation first then reaction, simple gestures matter, creation of products, processes, policies and culture that is designed to deliver great experience

- Carnivore experience
- Serena Hotels & Lodges
- Sarova Hotels & Lodges

Conclusion

Be passionate – the customer is the ultimate core; employers understand what the customer wants by creating and sharing customer data

Broken down to the business set up that means developing products around the customer's needs (Safaricom), building relationships and service experience, analysing, planning and implementing a formidable customer strategy which focuses on creating and keeping valued customers

Broken down to HR that means developing staff who are enthusiastic, vibrant, responsible, flexible and courteous while ensuring that they feel empowered, respected, and cared for in a harmonious work environment

Role of hospitality institution: customers of education are the hospitality industry itself. Cutthroat competition is the biggest threat. So to remain relevant for the industry, educational institutions have to constantly review their training programme to ensure that their students are thoroughly prepared to meet and exceed the expectations of today's well travelled, exposed, informed and empowered customers

When you are green, you grow, when you are ripe you rot – keep up to date with the evolving customer profile

Destination Marketing in line with the emerging trends in hospitality, Mr Damian Cook, CEO E-Tourism

- presentation was not given -

Destination marketing in line with the emerging trends in hospitality industry, Patric Kalifungwa

- presentation was not given -

The training mix Mrs Rosada Msoma, Tanzania

Objective is to share experience in designing an experiential learning

Training mix refers to an act of designing training to meet a particular requirement. This should be applied on all levels of employment of the respective company, operational as well as management levels.

Training mix can be applied in to ways: face-to-face or online

It helps to increase productivity in an organisation, to save wastage of resources in terms of finance and time...

Ed Kastli, AHLEI – American and Lodging Educational Institutes, USA

Introduction to educational material adjusted to the branch of hospitality and language courses now available for Euhofa Int. members at a discount rate – see appendix



Thursday. 01.12.2016

General Assembly, Euhofa International

Mrs Christiane Schöner officially elected to become a member of board of Euhofa International; Congratulations!



The board has initiated a grant programme for Euhofa member schools to fund collaboration (ie. teachers'/students' exchange) on an international level. Furthermore it has come to an agreement with an external accreditation institute of hospitality in terms of accrediting Euhofa member schools' curricula at a special fee as an online service.