

INVEST IN PEOPLE BY METROTEL



A. INTRODUCTION

Hospitality industry develops generally in conjunction with economical developments. In our region, the businessmen started travelling to the economically developing destinations initially for business purposes. These visitors gradually are getting interested in the sightseeing areas and the history of the region. This cycle has to be evaluated very carefully in order to create wider opportunities, for tourist travelers, as well as the destination.

Our point view is to draw attention to the vital importance of the human factor in the development of tourism. The hospitality industry has three compounds; the source, the producer and the consumer, which are all based on human capabilities. This is why widely named as the 'People Business'.

With more than 30 years of work experience, we all have learned that the success of the sustainable tourism industry development is to concern on meeting and exceeding the requirements of the clients. If a 'negative fist impression' arises to a traveler initially, it is very difficult to change it to a 'positive impression' than even to neutralize this negativity.

Sometimes travellers/tourists are very happy even with the booth restaurant; sometimes consumers are unhappy with the most luxurious hotels and 'state of art' equipped banqueting services. In today's global communication platforms people share their positive and negative experiences with other people. These correspondences guide people who are trying to choose a destination.

The buildings, architecture and interior design are the support factors of a satisfactory hospitality service. As per the natural flow of service in this industry, mostly the establishments are represented by the doormen, bellboys, reception agents, waiters, cooks, housekeeping attendants in which they have direct guest contact, rather than the owners, or even the general managers. Guests, mainly value the property, as per, how they are welcomed, and/or how their tea coffee is served, and/or the cleaning and security level of the property, which are directly offered by the employees performing these services.

Well trained guest-oriented team players of the tourism industry, starting from hospitality employees to customs officers, taxi drivers, restaurants, museums and even the habitants of the destination have direct and indirect influence on the development of a destination mainly on below aspects:

- ❖ Destination marketing;
- ❖ Socio-economically well being of habitants of the destination
- ❖ Protection of the economical life of investments managed by skilful professionals;
- ❖ Business opportunities and jobs for other occupations and industries, such as:
 - Suppliers and Manufacturers on food production, nonfood items, textiles, uniforms, cleaning and maintenance products, tools and equipment, electronic equipment, amenities and accessories, etc; and Technical assistance services, like electrical, plumbing, HVAC systems, etc.;
 - Entertainment and cultural values services;
 - Transportation; etc

If tourism activities are performed by highly skilled, talented man-power, it ends up with a 'WIN & WIN' situation for all stakeholders.

This is why we decided to start up investing people.

VISION

Foundation of a '**Tourism & Hospitality Academy**' in Türkiye, where enthusiastic young generation and all existing tourism and hospitality industry work-force can benefit.

MISSION

Supporting tourism establishments countrywide, to achieve sustainable high quality service standards for, we train and coach guest-oriented, self confident, diverse, capable young tourism and hospitality work-force and managers countrywide, by merging most-up-to date global industry applications with our cultural hospitality values.

TARGETS

- ❖ Study the qualified man power needs analysis in order to cover the positions of the existing and the under construction hospitality establishments.
- ❖ Conduct work force development training programs which play an important role to provide qualified man power by public private partnerships.
- ❖ Implement the latest teaching techniques to build a bright, diverse and capable workforce.
- ❖ Build up awareness on how guest satisfaction oriented service is the vital tool for on- going success of all sustainable hospitality industry establishments.
- ❖ Build and expand countrywide bright, diverse and capable staff, achieved through prevailing training techniques.
- ❖ Provide
 - the most up-to-date study programs tailored specifically for today's industry considering national values.
 - lecturers and trainers who are qualified and experienced professionals in the relevant subjects.
 - the practical experience through practical classes and internship for participants' subsequent careers besides career development, management programs.
 - language courses starting with the global communication language of the Hospitality World, English.
 - support other vocational training and education organizations at highschool and university level upon request.

OBJECTIVES (ACTION PLAN)

	PLANS & PROJECTS	REASON	BY	PERIOD
1.	Determine 3 destinations in Turkiye, where international and national hotel investments taking place.	➤ Metrotel Mission ➤ Industry Needs	Metrotel Local Governors	2010-2011
2.	Study work-force need at above destinations in conjunction with the property capacities	➤ To be able to meet the exact need ➤ To support regional the unemployment	Metrotel Local Governors Investors	2010-2011
3.	Design and conduct training and career development programs	➤ Metrotel Mission	Metrotel Training Center	2010-2013
4.	Public private partnership collaboration	➤ To achieve high quality training with high quality national and international professionals ➤ To spread hospitality quality standards countrywide	Metrotel Local Governors Investors EU Projects	2010-2011
5.	International Certification (Swiss and United Kingdom)	➤ Recognition of the training programs	Metrotel Training Center	2010 (initial agreement done)
6.	"Establishment of Mardin Mutfak Atolyesi"	➤ To raise chefs with cultural values considering gender balance ➤ To promote local cuisine to visitors	Metrotel Training Center Local Governor Associations	2011-2012
7.	Foundation of 'Metrotel Tourism and Hospitality Academy'	➤ To extend tourism and hospitality training and education projects	Metrotel Metrotel Training Center	2013-2014

B. TRAINING PROGRAMS

Certified Training programs are designed in four levels;

- Level 1& 2 programs are for beginners qualified manpower development for line level positions
- Level 3 programs are for supervisory positions
- Level 4 programs are for managerial positions

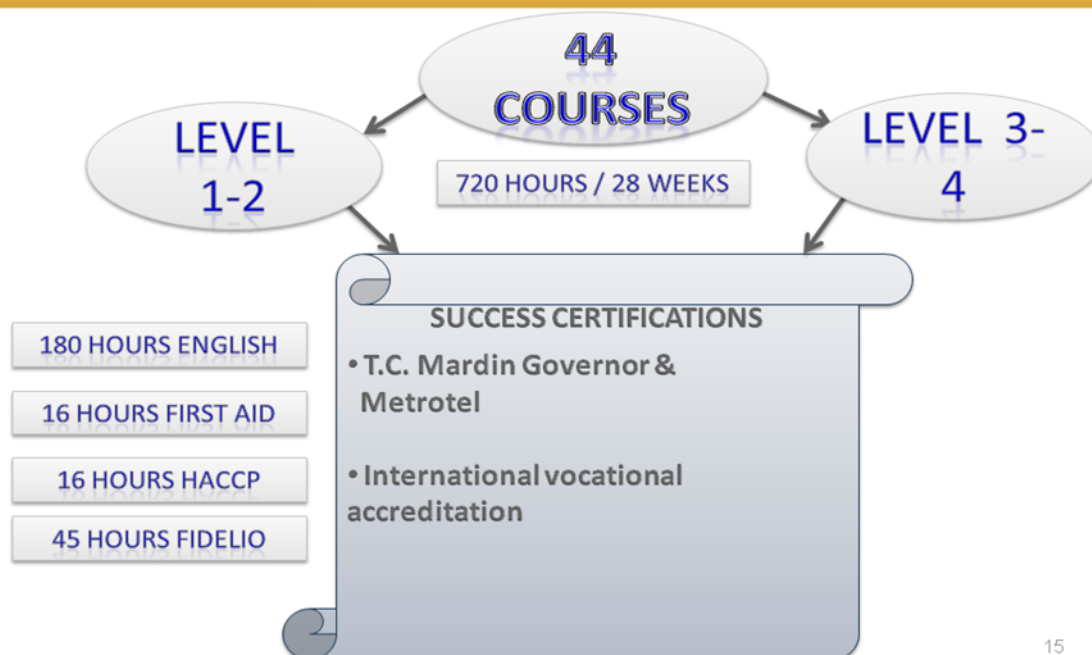
	TRAINING CODE	TRAINING PROGRAMS TO BE CONDUCTED OCT 2010- OCTOBER 2012 for MAKEP- Mardin	Training Hours	# Participants per GROUP
Aşama/ Level 1	GEN/01	Kaliteli Hizmet Anlayışı Ve Hizmette İnsan Faktörü Understanding quality service and impact on human relations	30	30
QUALIFIED WORK FORCE DEVELOPMENT TRAINING PROGRAMS LINE LEVEL				
Aşama/ Level 2	FO/01	Konuk Kabul (Ön Büro) Bölümü Temel Beceri Gelişimi Front Office Basic Skills Development	720	12
Aşama/ Level 2	FBS/01	Yiyecek & İçecek Servis Hizmetleri Temel Beceri Gelişimi Food And Beverage Service Basic Skills Development	720	24
Aşama/ Level 2	HK/01	Kat Hizmetleri Temel Beceri Gelişimi Housekeeping Basic Skills Development	720	24
CAREER DEVELOPMENT TRAINING PROGRAMS SUPERVISORY / MIDDLE MANAGEMENT LEVEL				
Aşama/ Level 3	S&M-A/ 01	Pazarlama ve Satış Operasyonuna Giriş Introduction to Marketing and Sales Applications	60	20
Aşama/ Level 3	CAD-SPV/01	Konaklama Endüstrisi Ara Kademe Yönetici Becerileri Gelişimi Hospitality Industry Supervisory Skills Build-up	60	20
Aşama/ Level 3	ACC/01	Konaklama Endüstrisi Muhasebe Uygulamaları Hospitality Industry Accounting Applications	90	20
Aşama/ Level 3	ENG/01	Konaklama Sektörü Bina Yönetimi Teknik Personel Eğitimi Hospitality Industry Engineering Supervision	60	20
Aşama/ Level 4	CAD-RD/01	Odalar Bölümü Yönetimi Rooms Division Management	60	15
Aşama/ Level 4	CAD-FB/01	Yiyecek ve İçecek Bölümü Yönetimi Food And Beverage Management	60	15
Aşama/ Level 4	CAD-ACC/02	Konaklama Endüstrisi Muhasebe ve Finans Yönetimi Hospitality Industry Accounting and Finance Management	60	15
Aşama/ Level 4	CAD-SEC/01	Konaklama Endüstrisi Tesis Güvenlik Yönetimi Hospitality Industry Security Management	60	15
Aşama/ Level 4	CAD-HRD/01	Turizm Endüstrisi İnsan Kaynakları Yönetimi Human Resources Management for Tourism Industry	60	15
Aşama/ Level 4	CAD-GEN/01	Turizm Endüstrisi Yönetim Paketi Tourism Industry Management Package	60	15

MAKEP 2010-12 FIGURES



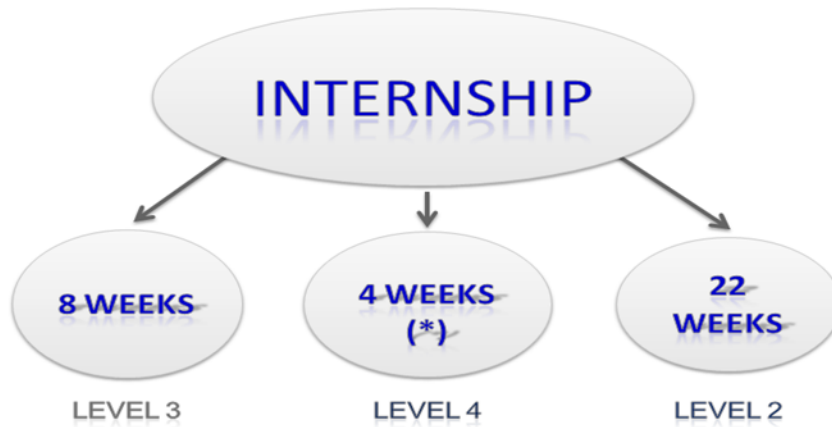
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MAKEP 2010-12 FIGURES



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REGIONAL INTERNSHIP PROGRAMS



(*) On the job performance evaluation

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Vocational and Social Responsibility Events



(available for all region industry stakeholders)

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C. BENEFITS “TOURISM WORKFORCE DEVELOPMENT PROGRAM”

- Providing variety of job opportunities to those that accomplish the proper training thorough, a team of academicians, working in various universities on applied sciences programs and multi-lingual experts with decades of experience in international establishments of the industry.

A win&win situation for all stakeholders of the industry as below:

- **For Employees:**

By becoming skillful with a certified professional occupation, participants have proof that they possess the skills required to succeed in their position, and they have achieved a milestone that should help them advance in their hospitality careers.

- Prepares students for entry-level lodging positions
- Promotes confidence and positive work ethics
- Provides smooth transition to higher-level hospitality coursework

- **For Employers:** Reduced turnover; More knowledgeable, competent employees; Measurable improvements in high quality service standards in entire industry quality.

- **For Investors:** Protection of the asset value through proper management applications; achieving return on investment as structured initially.

D. SAMPLE COURSE OUTLINES:**a. SKILLS DEVELOPMENT CERTIFIED TRAINING PROGRAMS**

TITLE	Practical Food and Beverage Service Basics
CODE:	FBS-A/01
OBJECTIVE:	These courses introduce the trainees to the basic principles of food and beverage service. The trainee learns to assure the wellbeing of the guest from welcoming through the departure. He/she gains an appreciation of the service flow and is able to master the basic tasks of food and beverage service in a hotel or restaurant.
FORMAT:	Course
DURATION:	720 hours
PARTICIPANTS:	Practicing basic level positions (i.e. Waiter/ress) and candidates for these positions
PARTICIPANT REQUIREMENTS:	Minimum high school graduates Upper Intermediate Level English Being successful in selection interviews and exams
INSTRUCTOR:	Professionally Industry experienced trainers
METHOD:	40% Lecture, workshop, group assignments 60% Practice
CERTIFICATION:	60% Success achievement required through theory and 80% Success achievement required through practical evaluation and 90% attendance
CONTENT SUMMARY:	General Introduction to Hospitality Industry Role, duties and relations of F&B with other departments Service theory / Service Practical Basic principles of Kitchen- coordination with Service Hospitality Terminology in English

CAD-FB01- FOOD AND BEVERAGE MANAGEMENT

- Understanding the Food Service Industry
- Organizing the Food and Beverage Operations
- Food and Beverage Marketing
- Menu Management
- The Menu Planning and Design
- Standard Product Costs and Pricing Strategies
- Production and Service
- The Art of Food and Beverage Service
- The importance of Sanitation and Safety
- Facility Design, Layout and Equipment of F&B areas
- F&B Financial Management
- Managing Human Resources

Duration : 60 hours
Number of Sessions : 10
Duration of each Session : 6 hours
Number of attendees : 15-20 participants/group

We can also conduct trainings on below subjects:

KIT-A/01	Food Production Basic Skills Development
TURGUI-01	Tour Guiding
TURAG-01	Travel Trade Applications for Travel Agency Personnel
CAD-SM-01	Marketing and Sales Management
CAD-TURMAN- 01	Managerial skills for Travel Agency Owners and Managers
CAD- TURAG-01	Travel Trade Management
CAD-DESDEV-	Destination Development Management
CAD-TRTRA-	Training Package For Tourism Educators