



American Hospitality Academy

Your *Passport* to the  
**World** of Hospitality

Program Manual

# Congratulations!

Hello Hoy 你好 Hallo Hola مرحبا Bonjour नमनननCiao HUIJAMBO Merhaba

The American Hospitality Academy is your passport to the exciting and rewarding world of hospitality! Since 1986, the American Hospitality Academy (AHA) has been working with premier hotel partners in the United States including Marriott, Ritz Carlton, Hyatt, Sheraton and Hilton and has since become one of the world's most well-known and respected providers of structured training and exchange programs.

AHA's program allows participants to be immersed in a new culture, gain valuable experience and grow personally and professionally while building international friendships. AHA is committed to providing students and young professionals with experiences that open minds, promote international dialogue, enhance careers and foster international understanding.

The overall goal of the AHA Program is to develop students and young professionals who have the knowledge and skills to effectively manage and lead in today's diverse hospitality workforce. Have you ever wondered what separates the best from the rest? What separates the gold medalist from the silver medalist in the Olympics? What separates success from failure? What makes it possible for one person to thrive even when obstacles are tossed their way, while others simply give up? It's attitude!

Throughout your training you will be challenged to become a critical thinker, demonstrate professionalism, embrace cultural differences, display strong work ethics and develop a positive attitude or “*a ha!*” – what AHA likes to call an **A**mazing **H**ospitality **A**ttitude!

Anyone can develop the “*a ha!*” – It's not dependent on your education, experience or background. Throughout your program, remember you cannot always choose what happens to you, but you can always choose what happens in you. Choose to be filled with positive energy and have a positive outlook, choose “*a ha!*” We wish you luck and much success! May your heart sing as you embrace what you were created to be and do!

Warm Regards,



Cindi Reiman  
President and Founder

## **AHA Mission**

*To provide tomorrow's hospitality industry leaders with the knowledge, practical training, leadership and multi cultural skills necessary to succeed in today's global economy while fostering international goodwill and friendship.*

## **AHA Vision**

*To create a better world through education, integrity and cultural understanding.*

## Believe In Yourself

Set your standards high  
You deserve the best.  
Try for what you want  
And never settle for less.

Believe in yourself  
No matter what you choose.  
Keep a winning attitude  
And you can never lose.

Think about your destination  
But don't worry if you stray  
Because the most important thing is  
what you have learned along the way.

Take all that you've become  
To all that you can be.  
Soar above the clouds  
And let your dreams set you free.

## Welcome to the American Hospitality Academy!

You have chosen a career in one of the world's most competitive -- and most rewarding -- marketplaces: the hospitality industry. Top industry organizations believe that a certificate puts a professional stamp on everything you do. The Hospitality Professional Certificate (HPC) shows your dedication to professional development and cultural awareness.

AHA's program is specifically designed to develop hospitality professionals who can effectively manage and lead in today's diverse workforce. AHA's structured training program consists of three components:

- ★ Practical Training
- ★ Education
- ★ Cultural Exchange

Each of these components and their requirements are detailed below. Use this requirement manual to help you make a commitment to your career, yourself and make earning your AHA Hospitality Professional Certificate a goal during your training experience.

## Practical Training

### Practical Training Positions

Practical training, also referred to as on-job-training is an informal approach to developing job skills and knowledge. The focus of practical training is "learn by doing." The following descriptions are designed to give you a realistic view of the type of on-the-job training you will be performing during your practical training. The area of practical training reflects your expressed desire to focus on a selected division within the hospitality industry.

- ★ Food and Beverage Division
- ★ Guest Service Division. May include Front Office, Guest Service Agent and Reservations
- ★ Housekeeping Supervisor
- ★ Resort Activities
- ★ Spa Services
- ★ Culinary/Kitchen Management
- ★ Accounting and Administration, to include Human Resources

## Inspiring YOUR "a ha!"

*Watch your thoughts;  
They become words.*

*Watch your words;  
They become actions.*

*Watch your actions;  
They become habits.*

*Watch your habits;  
They become character.*

*Watch your character;  
It becomes YOUR destiny.*

*Do all the good you can, by  
all the means you can, in all  
the ways you can, in all the  
places you can, at all the  
times you can, to all the  
people you can, as long as  
ever you can.*

~John Wesley

*There are no shortcuts to  
any place worth going.*

*Sow an act and you reap a  
habit. Sow a habit and you  
reap a character. Sow a  
character and you reap a  
destiny.*

~Charles Reade

## POSITION DESCRIPTIONS

### Food and Beverage Service Training

This position offers trainees the opportunity to gain hands-on experience in the food service operation within the hospitality industry. Trainees will be exposed to the daily operations within the food service industry, while performing their practical training assignments. Practical training may include the following restaurant functions: server assistant, host/hostess, food service, room service, beverage service, banquet/catering set-up and service and food retail sales.

### Guest Service

This position offers trainees the opportunity to understand the procedures and daily operation of the hotel guest service operations. Practical training assignments may include front desk, reservations, bell stand, transportation and PBX operations.

### Housekeeping Supervisor/Rooms Division

This position offers trainees the opportunity to train in a supervisory role of one of the largest operations in the hotel industry, housekeeping. During training, trainees will learn the basic functions of housekeeping, quality control, inspections, scheduling of staff, organizational skills, inventory and the business relationship between housekeeping and the other departments of the hotel/resort.

### Retail

This position offers trainees the opportunity to understand the procedures and daily operation of a retail outlet. During training, trainees will learn first hand the point of sales system, inventory control, display and marketing, retail trends, cost of sales and daily operations of a retail operation.

### Resort Activities

This position will give the trainees the opportunity of learning the operation of an activities program in a hospitality organization. During this training, trainees plan, implement and evaluate diverse activities within their host property such as games, fitness sessions, arts and crafts, special events, etc. Trainees will coordinate the marketing and promotion of the activities and prepare the recreational events schedules and will lead some or all of the activities.

### Spa Services

As the spa industry continues to grow and become an essential amenity in the industry, this training is designed to provide trainees the opportunity to understand the daily operations of a spa. Trainees will learn luxury guest service training, point of sales, reservations, and daily functions of spa experts. Due to licensing requirements, trainees will not perform actual services or treatments, but will train as an attendant and will assist in overseeing the entire spa experience.

### Culinary

This position provides trainees the opportunity to gain hands on culinary experience while being exposed to the operation of a culinary department within the hospitality industry. Practical training may include food preparation, sauces, stock, line cooking, pastry, breads, dessert, inventory, and kitchen sanitation.

“

Every job is a **self portrait** of the person who did it.  
Autograph **YOURS** with **Excellence!**

”

## The Bricklayers

Once there were 3 bricklayers.  
Each one of them was asked what they were doing.  
The first man answered gruffly,  
    “I’m laying bricks.”  
The second man replied,  
    “I’m putting up a wall.”  
But the third man said enthusiastically and with pride,  
    “I’m building a cathedral.”  
~Author Unknown

### *Lesson:*

This story reveals two secrets of success:

#### **ONE - Attitude**

Your attitude toward whatever you are doing determines your ultimate level of success.

#### **TWO - Ability to See the Bigger Picture**

Being able to see the end result, rather than just the task, eliminates obstacles, focuses your energy, and provides motivation to excel.

## Practical Training Requirements

### Compliance with AHA and Host Property Agreements

- ★ Remain a participant in good standing with AHA and your host property. Adhere to AHA and Host Property policy and procedures.
- ★ Fulfill the dates outlined in your AHA agreement. Early termination (voluntarily or involuntarily) from the program disqualifies you from the program certificate.

### AHA and or Host Property Evaluations

Receive a successful AHA or host property evaluation. The type of evaluation you receive is based on your training location and property.

### Self-Study Training Competencies

As detailed in your training plan, AHA provides you with training competencies identified by industry leaders as the skills and work functions essential to developing a successful career in hospitality.

AHA encourages you to become a lifelong learner and take initiative by using these competencies as a self-study training guide to maximize your learning experience. The competencies can be found in your World Campus library, which you will have full access to once you complete your pre-arrival steps.

### Practical Training Cultural Promotion

You are encouraged to share your country or state's culture, heritage and traditions through daily guest interaction.

### Industry Standards

Adhere to the industry standards of proper appearance and grooming, uniform standards and essential work ethics both in and out of your training position.

Inspiring YOUR  
“a ha!”

*Work joyfully and peacefully,  
knowing that right thoughts  
and right efforts will  
inevitably bring about right  
results.*

*I'm a great believer in luck,  
and I find the harder I work  
the more I have of it.*

~Thomas Jefferson

*Good work habits help  
develop an internal  
toughness and self-confident  
attitude that will sustain you  
through every adversity and  
temporary discouragement.*

~Paul J. Fleyer

*The highest reward for man's  
toil is not what he gets for it,  
but what he becomes by it.*

~John Ruskin

*If you can't excel with talent,  
triumph with effort.*

## Education



What do leading hotel companies around the world look for when hiring new employees?



First and foremost .... **Attitude!**

As a participant of the AHA internship program you can take advantage of a new and unique online training program that will help motivate and inspire you to deliver service excellence and display an **A**mazing **H**ospitality **A**ttitude. AHA genuinely cares about your future and developing hospitality professionals who have a passion to succeed in this industry and want to make a difference in their own special way.

If taken seriously, you are able to refresh, develop passion and gain the following essential industry skills: Exceptional People Skills, A Positive Attitude and An Understanding and Ability to Manage Cultural Diversity.

### AHA Online Training Seminars

All program participants are enrolled into World Campus and required to complete a minimum of 10 online seminars. Each seminar is self-paced and includes a corresponding quiz that you must pass with 85% or better.

### Taking a Seminar on World Campus

You will find the seminars on AHA's World Campus under the "My Courses" tab. Each seminar will consist of the following:

- ★ Voiced-Over Flash Power Point lecture of the Seminar found in the Course Materials tab
- ★ Seminar Quiz found on the Knowledge Check Tab

To successfully pass each seminar you are required to watch each seminar's Flash video and pass the Knowledge Check Quiz with a score of 85% or higher as mentioned earlier. After successful completion of each seminar and quiz, an online certificate will be available to print for your records.

*Inspiring* YOUR  
"a ha!"

### An Important Lesson

*During my second year of nursing school our professor gave us a pop quiz. I breezed through the questions until I read the last one. "What is the first name of the woman who cleans the school?"*

*Surely this was some kind of joke. I had seen the cleaning woman several times, but how would I know her name?*

*I handed in the paper, leaving the last question blank. Before the class ended, one student asked if the last question would count toward our grade.*

*"Absolutely," the professor said. "In your careers you will meet many people. All are significant. They deserve your attention and care, even if all you do is smile and say hello."*

*I've never forgotten that lesson. I also learned her name was Dorothy.*

*~Joanne Jones, Guideposts.*



**We could all learn a  
lot from crayons:**

Some are sharp,  
Some are pretty,  
Some are dull,  
Some have weird names,  
Some are used more than others,  
And all are different colors... *but*  
They all exist very nicely in the same box.

*~Author Unknown*

## SEMINAR DESCRIPTIONS

### Celebrating Diversity

This seminar offers you the opportunity to learn how to celebrate cultural diversity with your peers, other employees or guests/clientele at your place property. It introduces you to workplace diversity, explains the characteristics and challenges of a multi cultural workplace, and presents leadership strategies for you to practice and implement.

### Communication

To effectively communicate, it is important to make certain that the people you are talking to clearly understand both your words and your actions. The most important principle in communication is to learn how to hear what isn't being said. This seminar will help you learn how to successfully "speak the same language" with a variety of people from a variety of places.

### Cooperation

Without cooperation, the hospitality industry could not survive, much less thrive. Your ability to cooperate with your coworkers will greatly impact your individual success, the success of your team, and the success of your organization. This seminar reviews these professional interactions and cooperation skills.

### Attendance and Time Management

Time is always a scarce and precious resource for everyone. Those who manage their time wisely lead well-rounded lives, accomplish more personally, as well as professionally, and, at the same time, experience less stress and feel better about themselves. This seminar helps you develop strategies for delegating tasks, prioritizing, and planning to increase your efficiency.

### Appearance and Etiquette

Studies have shown that thirty seconds is all it takes for someone meeting you to form an entire list of impressions about your character and your abilities. In this seminar we will discuss the importance of appearance, grooming, hygiene and etiquette in the workplace. Once we learn to look through the eyes of the guest, we will begin to realize that our success depends not only in acting, but in looking the part as well.

### Embrace Change

Failure is not the falling down, but the staying down. In other words, if you stay down you quit- you fail! Things do not always go our way; you are going to have disappointments in your work and in your personal life. But the question that separates the best from the rest is how you are going to deal with negativity and embrace the change? This session will discuss how you can fall up and embrace the change around you.

### Elements of Service and Customer Magic

3 C's of Customer Magic: Connect, Contribute and Conclude. This session will discuss how you can own and take charge of your customer interactions and deliver the "a ha!" with magic! We will discuss commitment, imagination, creativity and how you can develop customer magic skills by having an open mind and consistency.

“

You can't climb the ladder of **success**  
with your **hands** in your pocket!

”



## SEMINAR DESCRIPTIONS

### Spirit of Hospitality

Increasing competition within the hospitality industry has also increased the importance of the role guest service excellence plays in the success of any hospitality venue. This seminar will help you develop the kind of positive, caring guest service attitude that will enable you to shine! You will learn to recognize what constitutes and contributes to guest satisfaction and how exceeding these standards directly correlates to the success of your organization

### Choose Your Attitude

It is not your aptitude but your attitude that will determine your success during your career. A positive attitude is the essence of providing exceptional guest service which is why the most successful hospitality organizations hire for attitude and train for aptitude. Life produces extraordinary rewards for those who give in extraordinary ways. This course will show you how to soar to new heights with an "attitude of gratitude" that sees life challenges as opportunities.

### Character

Good character does not just happen; it is developed each and every day by the choices we make in both our personal and professional lives. After completing this seminar you will appreciate the importance of developing positive character traits, be able to identify desirable traits and explain their benefit in the workplace. You should also be able to recognize personality and behavior flaws that cause difficulties on the job.

### Understanding Culture

This seminar defines key terms, processes, and concepts to help you understand the general meaning of culture and how it works in our world. The central focus of this course is the relationship between "Culture in the Abstract" and "Culture in the Flesh". It's important to understand that the beliefs and behaviors of a particular culture are not arbitrary, but are part of that culture's rich history and heritage.

### Breaking Down Stereotypes

This seminar focuses on the important keys to building a cross-cultural community, specifically the need for breaking down harmful stereotypes. Breaking down stereotypes requires that individuals, societies, and government institutions make a commitment to gaining new insights and perspectives through compassion, honesty, self-control, compromise and participation with the common good in mind.

### Cross Cultural Communication

This seminar explains the challenges of communicating in a multi cultural workplace and introduces you to issues that may occur as a result of miscommunication. It presents effective cross cultural communication skills and strategies that you may implement to increase your ability to communicate in a multi cultural setting.

### Teamwork - Wear your "a ha!" Onstage!

The ultimate goal of any organization is to achieve overall effectiveness. In other words, the sum should be greater than its parts! Of course, we all want to succeed as individuals, but our primary focus should always be on the success of the organization as a whole. This requires teamwork. This session will discuss how you and your team can work together to display Amazing Hospitality Attitudes while onstage at work.

“

We all *smile* in the **same** language.

”

## Cultural Exchange

*eCafé* – Travel the **world** without leaving your training location!

The cornerstone of all of AHA's educational and training programs is the study of culture, and the ability of our participants to understand and respect different cultures and beliefs in order to successfully manage and lead within a multi cultural workplace. The ability to get along with all cultures and lead diverse teams is one of the top traits industry looks for when hiring managers.

During your AHA experience, you will be asked to share your culture as a requirement of the Hospitality Professional Certificate. Use the online community to build both your communication and collaboration skills to help you become a global hospitality professional.

Log on to World Campus daily and take advantage of the opportunity to meet new friend from around the world. eCafe allows you to join global discussion forums, participate in our international recipe book, share your culture through our online cultural spotlight center and have access to AHA's monthly calendar.

### *Training Center*

Within eCafe you will have access to AHA's Training Center. At AHA, we care about your ongoing learning experience and professional development. "a ha!" University, AHA's online Corporate Training Division has designed this professional resource center to help you reach your professional goals. We encourage you to take advantage of our weekly professional development topics taught by our AHA training team and also visit our list of professional resources.

*Inspiring* YOUR  
"a ha!"

*Each of us shines in a different way, but this doesn't make our light less bright.*

*Tolerance implies a respect for another person, not because he is wrong or even because he is right, but because he is human.*

*Learn to respect differences so that differences don't make a difference anymore*

*Never look down on anyone unless you are helping them up.*

*We need to reach that happy stage of our development when differences and diversity are not seen as sources of division and distrust, but of strength and inspiration.*

*~Josefa Iloilo*

# Final Certificate

## Receiving your AHA Certificate

You must successfully complete the following requirements fifteen (15 days) prior to your program end date to AHA's Hospitality Professional Certificate.

- ★ Remain a participant in good standing with AHA and your host property.
- ★ Adhere to AHA and Host Property policy and procedures.
- ★ Fulfill the dates outlined in your AHA agreement. Early termination (voluntarily or involuntarily) from the program disqualifies you from receiving your HPC designation.
- ★ Receive a successful AHA or Host Property evaluation.
- ★ Complete a minimum of 10 online seminars with 85% or higher on the quiz.

Once you have satisfied all of the above your HPC will be mailed to your host property prior to your last day of training. Remember, this **must** be completed **15 days** prior to your end date in order to receive your HPC!

## Printing Individual Course Certificates

Prior to your program end date you may print individual course completion certificates and program transcript directly from World Campus. To print individual certificates:

- ★ Click on My Courses Tab, then HPC course.
- ★ At the top, click on the Quizzes tab, you will see quiz results.
- ★ Under results, click on each individual score and there is a tab titled "Download Certificate."

## Returning AHA Participants

We are honored you made the decision to complete a 2nd program with AHA. During your 2nd program we encourage you to fully utilize all the benefits of eCafe. If there are new courses you did not previously take, you are required to pass these courses, additionally you will be required to meet the practical training and cultural components of the program in order to receive a 2nd letter of completion from AHA.

## Additional Certification

As a participant of one of AHA's program you have the added advantage to earn additional certifications through all of our online courses at a discounted fee. To learn more about our certificate courses you can find information in the following areas:

- ★ AHA Website: [www.americanhospitalityacademy.com](http://www.americanhospitalityacademy.com)
- ★ eCafé Training Center Tab

Inspiring YOUR  
"a ha!"

### The Essence of Character

*Your true character is revealed by the clarity of your convictions, the choices you make, and the promises you keep.*

*Hold strongly to your principles and refuse to follow the currents of convenience. What you say and do defines who you are, and who you are.....*

**YOU are forever.**

*Some men succeed by what they know; some by what they do; and a few by what they are.*

~Elbert Hubbard

*Nice guys may appear to finish last, but usually they are running in a different race.*

~Norman Vincent Peale



# Attitude

The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people say or do.

It is more important than appearance, giftedness, or skill. It will make or break a company...a church...a home. The remarkable thing is you have a choice every day regarding the attitude you will embrace for that day. We cannot change the past...we cannot change the fact that people will act in a certain way.

We cannot change the inevitable.... The only thing we can do is play on the one string we have, and that is our attitude. I am convinced that life is 10% what happens to me and 90% how I react to it.  
And so with you....

**YOU** are in charge of your Attitude!

*~John Maxwell*