



Mediterranean Hotels & Restaurants Academy



Keep **On** LEARNING

operated by



MALTA HOTELS
& RESTAURANTS
ASSOCIATION

Who are We

The Mediterranean Hotels and Restaurants Academy (MHRA) brings together leading training and consulting institutions working together as learning partners. The Academy aims to enable synergies amongst established learning partner organisations in delivering continuous professional development programmes with a view to upgrade the skills base in the Tourism and Hospitality industry. Indeed, this unique methodology offers a pragmatic goal-based approach backed-up with industry-specific insights of local and international learning partner organisations.

To achieve this goal MHRA supports both individuals and groups coming from all levels of the Tourism and Hospitality industry. Apart from off the shelf and open-enrolment courses we also offer tailor-made courses. Through our learning partners we partner with client organisations to identify business goals and accordingly build highly customised programs with clear, commonly agreed business metrics to be improved. Individuals are also supported with Mentoring and Coaching, both from a business and personal development point of view. The Academy also organises

and facilitates various conferences, seminars and information sessions with a view to keep up-date the stakeholders of the Tourism and Hospitality industry with the latest trends and developments.

The Mediterranean Hotels and Restaurants Academy is a strategic business unit within the Malta Hotels and Restaurants Association and accordingly is a non-profit initiative.

Contact us for a meeting or teleconference to discuss your needs. Our dedicated account teams are at your service.

Objectives

Whilst the Academy offers a uniquely wide range of training programmes, our mission goes beyond that. We work to realise the vision of improved service delivery by changing the way people work, changing the way people think, and changing the way people connect.

Changing the way people work requires that people learn new skills, use existing skills in different ways, or become familiar with new structures or processes. There no right or wrong way to achieve this – what is important is that the right learning occurs.

Changing the way people think concern people's perceptions about their work, their organisations, themselves, and others inside and outside their organisations. The shape of the tourism and hospital-

ity industry is changing, and increasing taking a new form. Part of our task is to ensure that people move with it, feel part of it and can contribute to it. In a period of unprecedented change, a strong tourism and hospitality industry is especially important as reflected in our economies.

Changing the way people connect is closely connected with the idea of the 'learning organisation', which suggests that organisations can continually improve performance through exposure to new ideas. So an important part of our work is to capture – and make easily accessible – innovative thinking and best practice. We create opportunities for owners and employees of Hotels and Restaurants to meet, exchange thoughts and develop relationships. By accessing our training portfolio you will

see the fruits of our drive to harness the Internet, making information, advice and training more readily available to those who need it.

Increasingly, the Academy is becoming a point at which the diverse elements of the tourism and hospitality industry – whether people, ideas or skills – meet. We strive to inform and capture the unique thinking this produces, and make it the collective property of everyone who works to improve the delivery of service to clients. Ultimately, of course, transforming the tourism and the hospitality industry is not about us – it is about you. When you use our services you will be adding to the industry's pool of knowledge and skills, helping the industry collectively, become an effective learning organisation.

CPD

Bringing together top providers of executive education, the Academy delivers the strategic and operational tools to help owners, directors, managers and operators to contribute positively to the challenges facing today's Tourism and Hospitality industry. In this light, we offer a wide and innovative range of Continuous Professional Development courses and are dedicated to ongoing support through the transfer of knowledge into practical solutions. The philosophy underpinning our work embodies a wholly practical orientation, from ideas to action. This because we recognise that outcomes for development must be realistic and achievable in order to be effective.

Business plan and strategic management

Strategic awareness

Operations planning and management

Sales and e-commerce

Revenue and yield management

Marketing for the tourism industry

Financial strategy

Creativity and innovation

Tourism management and promotion

Quality management

Leadership

Personal development

Project management

Information systems

General vocational

Health and safety

Risk management



Why us?

Leadership and Personal Impact

In our experience one of the most effective methods of delivering practical solutions is to link personal development with managerial and organisational effectiveness. In particular, the development of leadership and personal impact skills play an important role in many of our programmes and this sets the Academy portfolio apart.

Converting Knowledge into Practice

All our programmes are intensive and offer practical solutions. We recognise that the issues faced of all those working in the Tourism and Hospitality industry demand not just knowledge but the capability to convert knowledge into practice. We provide relevant information as well as giving access to the resources that individuals and organisations need to achieve their objectives, adding real value in the long term.

Opportunities to Network

At the Academy, trainees will learn from experts coming from various accredited learning partners, but participants are also encouraged to network and will gain valuable experience by working on the challenges they face with a distinguished peer

group. The training programmes will be offered at an international level thus creating a multi-cultural atmosphere where delegates will be encouraged to gain new perspectives and use their time away from the working environment to think creatively.

International Perspective

Today, no business can ignore the impact of international competition and increasing globalisation. Our in-depth understanding of international tourism and hospitality issues, built through research and practice, offers insights and experience to help organisations involved in all areas of global business. Whether you are involved in the fast moving world of international hotel chain business or working in a small family run restaurant operation, the Academy can provide skills and business models to develop workable tactics and strategies for success. We are continuing to develop links with other learning partners worldwide to provide our clients with an even broader perspective.

Partnership

We have a strong belief in the value of partnership with its clients. In our experience the most successful programmes

result from close collaboration between consultants, tutors and stakeholders within our client organisations. Above all, our emphasis is on building long-term relationships for the continued delivery continuous professional development that makes a positive impact to the lives of trainees and their organisations. Our expertise lies in the way that we match the needs of the participant and the specific organisational outcomes. From needs analysis, through programme design to delivery and evaluation, our partnership approach offers a choice of tools, frameworks and resources available to support learning events.

Value added learning

We endorse the use of appropriate project work as a value-adding activity that can provide immediate benefits, transferring learning in the work environment. We can provide mentoring, coaching and group facilitation to support post programme application of learning. Increasingly our clients are seeking flexible approaches to learning and the potential for global reach. Our commitment to innovate learning design and our ability to partner other leading learning partners forms the basis of enhanced client satisfaction.

Customised In-House Programmes

We recognise that there is no single route to the development of owners, directors, managers and operators in the Tourism and Hospitality industry. Accordingly apart from offering a wide range of open and CPD programmes, our learning partners have a strong track record of tailored programmes, both in specialist functional areas and in strategic learning to support major change initiatives. Where organisations principally create a 'critical mass' of employees who will be able to move the business forward, in-Company customised programmes can provide the most appropriate approach. Through tailored programmes our commitment is to disseminate leading edge research and best practice in the field.

Conference Series

Individuals and organisations vary in their needs, the speed at which they want change to happen and the outcomes they require. The wide spectrum of expertise held by our learning partners helps to make a difference to both the organisation and to individuals also through our conference series. Indeed the Academy gives delegates the opportunity to explore leading edge topics of direct relevance to stakeholders of the tourism and hospitality industry by participating in forums that bring together both experts and those who ultimately are directly influencing the markets with their decisions. Our topical calendar of events is constantly being developed to ensure that you can take advantage of the latest developments to address your learning needs.

Tertiary Education

Life-long learning is complemented with tertiary education, so the Academy - through it's learning partners - also offers support to participants in engaging into tertiary education offered by accredited Universities. Such education programmes range from certificate levels up-to masters qualifications in various fields related to management, finance, IT, hospitality and tourism. We believe that tertiary education in today's dynamic markets is essential so our commitment is to act as bridge to a selection of education institutions that offer leading and innovative graduate and post graduate programmes.



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