

catalog

certification





American Hotel & Lodging Association

Serving the hospitality industry for more than a century, the American Hotel & Lodging Association (AH&LA) is the sole national association representing all segments of the 1.8 million-employee U.S. lodging industry, including hotel owners, REITs, chains, franchisees, management companies, independent properties, state hotel associations, and industry suppliers.

Headquartered in Washington, DC, AH&LA provides active advocacy, clear communications, and educational empowerment for this vital industry.

- Managing over 4.9 million rooms
- Employing more than 1.8 million
- Welcoming 4.7 million guests every day
- Generating \$1.3 trillion in travel revenue
- Creating \$155.5 billion in lodging sales revenue
- Raising \$129 billion in business travel tax revenue annually



American Hotel & Lodging Educational Institute

Established in 1953, the American Hotel & Lodging Educational Institute (AHLEI), a non-profit organization, is committed to investing in the workforce development of the hospitality industry. For over 60 years, we have provided hospitality education and training solutions to those preparing for hospitality careers and those already working in the industry.

Because we are the training and education arm of the *American Hotel & Lodging Association*, we have a clear vision of what the industry needs and how to prepare people to succeed in this vibrant field. Direct industry input goes into the development of every one of our products, ensuring that the knowledge you gain is up-to-date, practical, and accurate.

Leading hotel brands, management companies, hospitality schools, convention bureaus, and associations around the world turn to AHLEI for **hospitality education** and **training resources** and **professional certification**. More than 1,500 universities, colleges, vocational technical schools, and government agencies worldwide use AHLEI courses, textbooks, and supplemental media assets in their classroom.

As the certifying body for hospitality, several of our training programs feature **portable, stackable, industry-recognized certifications** that provide participants with tangible recognition for their skills and knowledge.

CERTIFICATION

TABLE OF CONTENTS

Certification Career Path.....	2
Professional Certification.....	3
Getting Certified.....	3
Qualifications.....	3
Review Sessions and Exams.....	3
Certification Process.....	4
Recertification.....	5

Certification Designations

Executive

Certified Hotel Administrator (CHA®).....	7-8
---	-----

Department Head

Certified Rooms Division Executive (CRDE®).....	9-10
Certified Food and Beverage Executive (CFBE®)	11-12
Certified Hospitality Housekeeping Executive (CHHE®).....	13-14
Certified Hospitality Facilities Executive (CHFE).....	15-16
Certified Lodging Security Director (CLSD®).....	17-18
Certified Hospitality Trainer (CHT®)	19-20

Managerial

Certified Hospitality Revenue Manager (CHRM®).....	21-22
Certified Hospitality Sales Professional (CHSP®).....	23-24

Supervisor

Certified Hospitality Supervisor (CHS®).....	25-26
Certified Lodging Security Supervisor (CLSS®).....	27-28
Certified Hospitality Department Trainer (CHDT®).....	29
Trainer Development Program.....	30

Front-Line

Certified Guest Service Professional (CGSP®).....	31
Certified Guest Service Property/Partner.....	31
Guestroom Attendant.....	32
Front Desk Representative.....	32
Restaurant Server.....	32
Maintenance Employee.....	32
Certified Lodging Security Officer (CLSO).....	33

Specialty

Certified Master Hotel Supplier (CMHS).....	34
Certified Hospitality Educator (CHE®).....	35-36
Certified Hospitality Instructor (CHI).....	37
Certification in Hotel Industry Analytics (CHIA).....	38
Certified Spa Supervisor (CSS).....	39-40
Certified Hospitality & Tourism Management Professional (CHTMP)...	Inside back cover

Certification Career path

Widely recognized as the preeminent leader in hospitality certification, the American Hotel & Lodging Educational Institute (AHLEI) strongly supports and encourages the certification of hospitality professionals in all facets of the industry, from front-line workers through general managers and executives.

	Front Office	Revenue Management	Food & Beverage	Housekeeping	Maintenance	Security	Human Resources	Sales
Executive	CHA Certified Hotel Administrator							
Department Head	CRDE Certified Rooms Division Executive		CFBE Certified Food and Beverage Executive	CHHE Certified Hospitality Housekeeping Executive	CHFE Certified Hospitality Facilities Executive	CLSD Certified Lodging Security Director	CHT Certified Hospitality Trainer	
Managerial		CHRM Certified Hospitality Revenue Manager						CHSP Certified Hospitality Sales Professional
Supervisor	CHS Certified Hospitality Supervisor					CLSS Certified Lodging Security Supervisor	CHDT Certified Hospitality Department Trainer	
Line	Certified Front Desk Representative		Certified Restaurant Server	Certified Guestroom Attendant	Certified Maintenance Employee	Certified Lodging Security Officer		
	CGSP Certified Guest Service Professional							
Specialty	CMHS Certified Master Hotel Supplier	CHE Certified Hospitality Educator	CHI Certified Hospitality Instructor	CSS Certified Spa Supervisor	CHTMP Certified Hospitality & Tourism Management Professional	CHIA Certification in Hotel Industry Analytics		

CERTIFICATION

PROFESSIONAL CERTIFICATION

Widely recognized as the preeminent leader in hospitality credentials, the **American Hotel & Lodging Educational Institute (AHLEI)** provides certification for hospitality professionals in all facets of the industry, including:

- hotels
- food & beverage establishments
- trainers
- hospitality educators
- hotel suppliers
- spas

Professional Certification demonstrates proficiency. It is a concrete indication of your skill, and shows employers and guests that you are committed to your profession and are well trained with proven abilities.

Continuing education is a lifelong process and is motivated by a number of factors, including curiosity, self-identified gaps in knowledge, and the desire to provide the very best as an individual – and the very best guest service.

Although certification is voluntary, individuals have the responsibility to demonstrate competence before expecting the recognition and rewards of a profession. In addition, certification and the process of certificate maintenance through continuing education lend credibility to many professions in legislative and policy arenas.

Benefits of Certification

- Competitive edge in the industry
- Career improvement
- Employment opportunities
- Higher wages
- Job retention
- Promotion eligibility

Qualifications and prerequisites are subject to change without notice.

Getting Certified

In order to become certified by AHLEI, you must meet the **knowledge requirements**, the **experience requirements** and **successfully complete a certification examination**. AHLEI recommends that you carefully review the prerequisites for the designation of interest, to ensure that you meet the eligibility requirements.

Qualifications

A qualification recognizes the competence of individuals in specific areas. A certification candidate must currently hold the qualifying position in order to apply for a designation and take the certification exam.

Certification Completion

Candidates who complete the qualification process and meet the eligibility requirements and successfully complete the exam will receive a certificate and lapel pin.

The certification designation may be used on letterhead, business cards, and other writings.

For complete qualification information, paperwork requirements, application and information on the specific certification designation you are interested in, please visit www.ahlei.org/certification or contact the Certification Department.

Certification Examination

Our high-quality exams are designed to ensure maximum value to our customers, and each has been rigorously tested before release. Certification exams are offered through traditional print testing, with select exams offered through online testing.

All examinations must be administered under the supervision of a proctor. A proctor may be a CHA®, a hospitality educator, an AH&LA member association/federation executive, your immediate supervisor, or a member of the clergy.

Review Sessions and Exams

Certification-specific review sessions and exams are offered for select designations. The review class is an excellent opportunity to prepare for the exam.

A standard review session features an overview of the program materials that you study prior to attending the review and allows you a chance to ask questions in an informal discussion environment, and is usually followed by a proctored exam session.

CERTIFICATION PROCESS

When You Apply

It is important when applying for a certification that all supporting documentation listed on the application is provided. This will help ensure that the application is processed in a timely manner. Single applications are processed in approximately two weeks from being received. Applications submitted in groups, (more than ten) are processed in approximately four weeks from being received.

Exam Preparation Material

If exam preparation materials are included in the certification program fee, they will ship once the application process is complete with supporting documentation and payment.

Exam

See individual certifications for the time allowance from date of enrollment to successfully complete the exam.

Candidate Passes Exam

Candidates receive their pin and certificate approximately three weeks after successfully passing the certification exam. Candidates enrolled in the Early Entry (Plan C) option do not receive a certificate and pin until the time requirement has been met.

Contact the Certification Department for an up-to-date listing of review classes and examination sessions, or to learn more about holding an AHLEI-sponsored review and/or exam session at industry conventions or through a local state association.

In this photo: Mr. James Lu, Executive Director of the Hong Kong Hotels Association, congratulated a group of hotel general managers who received their Certified Hotel Administrator (CHA®) certificates and pins this February during a ceremony at the City University SCOPE Learning Centre (GAP licensee).



CERTIFICATION

Recertification

Recertification begins the day candidates earn their certification, and designees hold their certification for five years. During this time, the program requires that certification designees maintain their qualifying position within the industry; and earn a minimum amount of documented points by fulfilling various activity requirements based on the level of involvement and time spent doing the activity within the next five years.

The categories for which points are awarded include:

- Professional Experience
- Professional Development Activities/Seminars
- Industry Related Involvement
- Educational Services

Upon successful completion of the Recertification Maintenance Program, the certification holder will be permitted to continue using the initials as part of their certification designation.

Ways to Earn Recertification Points

- Maintain their qualifying position within the industry
- Completion of any AHLEI Distance Learning Course provides 5 points toward the recertification point total. Courses may be taken online or through traditional, paper-based distance learning. For list of course offerings, visit www.ahlei.org/distancelearning
- Attend industry tradeshow, conferences or conventions.

Visit www.ahlei.org/recertification or contact the Certification Department for a recertification packet.

Free Courses Count toward Recertification

Schneider Electric's Energy University™ offers many free courses that count as education points toward recertification for the following designations:

- Certified Hotel Administrator (CHA)
- Certified Hospitality Facilities Executive (CHFE)

Visit the MyEnergy University website to enroll today.
<http://www2.schneider-electric.com>



Recertification Designations

The following certifications require maintenance over a five year term for recertification and continued recognition.

- Certified Hotel Administrator (CHA)
- Certified Rooms Division Executive (CRDE)
- Certified Food & Beverage Executive (CFBE)
- Certified Hospitality Housekeeping Executive (CHHE)
- Certified Hospitality Facilities Executive (CHFE)
- Certified Lodging Security Director (CLSD)
- Certified Hospitality Trainer (CHT)
- Certified Hospitality Revenue Manager (CHRM)
- Certified Hospitality Sales Professional (CHSP)
- Certified Hospitality Educator (CHE)
- Certified Master Hotel Supplier (CMHS)
- Certification in Hotel Industry Analytics (CHIA)

Achieve the highest **RECOGNITION** for hospitality excellence through **PROFESSIONAL CERTIFICATION**

The **American Hotel & Lodging Educational Institute (AHLEI)** is globally recognized as the preeminent leader in hospitality certification for all facets of the industry, including:

HOTELS • FOOD & BEVERAGE OUTLETS • TRAINERS • HOSPITALITY EDUCATORS • HOTEL SUPPLIERS



AHLEI offers more than 20 certification programs covering every level of hotel employees, from front-line all the way to general managers.

Certified Hotel Administrator (CHA®)

The **Certified Hotel Administrator (CHA®)** is the most prestigious certification available to a hotel general manager or hospitality executive. Those who earn the CHA® become part of an elite group of hospitality professionals who, by combining education and experience with dedication to the industry, have achieved a high level of expertise. The CHA® designation may be used on letterhead, business cards, and other writings.



Qualifying Candidate

General manager, owner/ operator in a lodging hospitality company; or employed as a corporate executive at a lodging hospitality company responsible for the operation of three or more properties.

Examples: Area/regional manager, corporate director of rooms, marketing, accounting/finance, human resources, or engineering.



Topics Covered

- Financial Management
- Marketing and Sales
- Leadership Management
- Human Resources Management
- Rooms Management
- Food and Beverage Management

Application

Candidates must submit an application and meet the necessary prerequisites. The CHA® program must be completed within one year from enrollment. Candidates have the option of extending their enrollment expiration date up to one year upon paying a \$100 administration fee.

Fee includes

- CHA® Exam Preparation Booklet
- Three Volume Resource Materials CD
- First exam
- Certificate and lapel pin upon successful completion of the exam

Online Review (optional)

The CHA® Online Review (6.5 hours) offers busy hospitality professionals a convenient, self-paced means to prepare for their CHA® exam. It offers the same instruction as the live event and more! 120 days of access. *Separate fee applies.*

Online Assessment Tool (recommended)

Candidates for the CHA® designation can test their readiness for the exam with the optional online Assessment Tool. 120 days access. *Separate fee applies.*

Exam

We require that individuals arrange to take their examination under the supervision of an approved proctor.

- A proctor may be a CHA®, a local educator, an AH&LA member association/federation executive, your immediate supervisor, or a member of the clergy. Designated proctor cannot be a relative.
- Exam consists of 200 multiple-choice questions that must be answered within a four-hour time period. Candidate must achieve a score of 75% or higher to pass.
- Two retakes are allowed if a candidate does not pass the exam. The fee is \$75 and must be completed within the same one year time frame of enrollment.
- Exam is available online and paper-based.

Recertification: Every five years | \$200

Once certified, designees are automatically enrolled in the CHA® Recertification Program, which recognizes and rewards continuing efforts toward hospitality career growth. A portfolio to help track professional-development activities is provided.

A new jeweled lapel pin (reflecting the number of years certified) and certificate are awarded at the time of each recertification. **www.ahlei.org/recertification**

Certified Hotel Administrator (CHA®)

Prerequisites

Because individual backgrounds vary widely in the hospitality industry, applicants may pursue the Certified Hotel Administrator (CHA®) designation through one of three options. All plans require documented evidence of executive level hospitality experience and successful completion of a comprehensive examination.



Plan A Eligibility | Education Emphasis

- Current full-time employment in a CHA® qualifying position with at least two years' experience in one or more such positions.
- At least a two-year degree from an accredited institution or successful completion of the Educational Institute's twelve course Hospitality Management Diploma program.

Plan B Eligibility | Experience Emphasis

- Current full-time employment in a CHA® qualifying position with at least three years' experience in one or more such positions.
- Educators Only: Currently teaching hospitality management courses on a full-time basis at an accredited academic institution, have three years of experience in this capacity, and have three years of full-time experience in a CHA® qualifying position in a lodging hospitality company.

Plan C Eligibility | Early Entry

Current full-time employment in a CHA® qualifying position at the time of application. Plan C does not have an education requirement, but a degree will reduce the length of time you are required to spend in a qualifying position.

A Plan C candidate who is in a qualifying position

- May sit for the examination BEFORE meeting the experience requirement.
- May take the examination up to 3 times.
- May sit for the examination while in the process of completing a degree.
- Will be required to submit documentation of employment at the time the experience requirement is met.

Through **Plan C** you can begin working on your CHA® designation and demonstrating your commitment to professional development the first day on the job. You no longer need to wait to see if you meet the benchmark of industry quality. You can prove it, and pursue a strong professional development regimen. This plan will allow individuals who are in qualifying positions to begin pursuing their certification even if they are lacking in experience.

"Training and education are so important in our industry. That's why my CHA designation is so important—it's a recognizable validation of the knowledge and skills I've acquired during my professional career. Now that I have my CHA, I'm encouraging Kimpton's general managers to pursue this professional designation if they have not already achieved it."



Ron Vlasic, CHA®
Regional Vice President
Kimpton® Hotels & Restaurants

Certified Rooms Division Executive (CRDE®)

A rooms division executive must have effective human resource and rooms management expertise, sound judgment, and practical skills. **Certified Rooms Division Executive (CRDE®)**, candidates sitting for the examination demonstrate knowledge and understanding of relevant principles in their field. The CRDE® designation may be used on letterhead, business cards, and other writings.



Qualifying Candidate

Executive-level or management-level in rooms division operations at a lodging hospitality company.

Examples:

Assistant general manager, director/assistant director of rooms, front desk manager, guest service manager



Topics Covered

- Rooms Management
- Financial Management
- Motivation and Leadership
- Human Resources Management

Application

Candidates must submit an application and meet the necessary prerequisites. The CRDE® program must be completed within one year from enrollment. Candidates have the option of extending their enrollment expiration date up to one year upon paying a \$100 administration fee.

Fee includes

- CRDE® two volume study guides
- First exam
- Certificate and lapel pin upon successful completion of the exam

Exam

All exams require that examinations be administered under the supervision of a proctor. Individuals must arrange the examination administration through an individual proctor.

- A proctor may be a *Certified Hotel Administrator (CHA®)*, a CRDE®, a local educator, an HR director/manager, an AH&LA member association/federation executive, your immediate supervisor, or a member of the clergy. Designated proctor cannot be a relative.
- Exam consists of 150 multiple-choice questions that must be answered within a three-hour time period. Candidate must achieve a score of 70% or higher to pass.
- Two retakes are allowed if a candidate does not pass the exam. The fee is \$50 and must be completed within the same one year time frame of enrollment.
- Exam is available online and paper-based

Recertification: Every five years | \$200

Once certified, designees are automatically enrolled in the CRDE® Recertification Program, which recognizes and rewards continuing efforts toward hospitality career growth. A portfolio to help track professional-development activities is provided.

A new jeweled lapel pin (reflecting the number of years certified) and certificate are awarded at the time of each recertification. www.ahlei.org/recertification

Certified Rooms Division Executive (CRDE®)

Prerequisites

Because individual backgrounds vary widely in the hospitality industry, applicants may pursue the Certified Rooms Division Executive (CRDE®) designation through one of three options. All plans require documented evidence of managerial experience and successful completion of a comprehensive examination.



Plan A Eligibility | Education Emphasis

- Current full-time employment in a CRDE® qualifying position with at least one year experience in one or more such positions.
- At least a two-year degree from an accredited institution or successful completion of the Educational Institute's five course *Rooms Division Management Specialization* program.

Plan B Eligibility | Experience Emphasis

- Current full-time employment in a CRDE® qualifying position with at least two years' experience in one or more such positions.
- Educators Only: Currently teaching rooms division hospitality management courses on a full-time basis at an accredited academic institution, have one year of experience in this capacity, and have one year of full-time experience in a CRDE® qualifying position in rooms division management in a lodging hospitality company.

Plan C Eligibility | Early Entry

Current full-time employment in a CRDE® qualifying position at the time of application. Plan C does not have an education requirement, but a degree will reduce the length of time you are required to spend in a qualifying position.

A Plan C candidate who is in a qualifying position

- May sit for the examination BEFORE meeting the experience requirement.
- May take the examination up to 3 times.
- May sit for the examination while in the process of completing a hospitality degree.
- Will be required to submit documentation of employment at the time the experience requirement is met.

Through **Plan C** you can begin working on your CRDE® designation and demonstrating your commitment to professional development the first day on the job. You no longer need to wait to see if you meet the benchmark of industry quality. This plan will allow individuals who are in qualifying positions to begin pursuing their certification even if they are lacking in experience.

Certified Food & Beverage Executive (CFBE®)

The primary objective for earning the **Certified Food & Beverage Executive (CFBE®)** designation is to raise the professional standing of the food and beverage executive. Through professional experience and education, candidates sitting for the examination demonstrate knowledge and understanding of relevant principles in their field. Participation in the CFBE® program recognizes an interest in professional development and a commitment to excellence in the industry. The CFBE® designation may be used on letterhead, business cards, and other writings.



Qualifying Candidate

Executive-level or management-level in food and beverage or culinary operations.

Examples:

Food and beverage director/manager, assistant food and beverage director/manager, executive chef, restaurant manager, and assistant restaurant manager



Topics Covered

- Managing Food Operations
- Managing Beverage Operations
- Marketing and Sales Management
- Financial Management
- Leadership
- Human Resources Management

Application

Candidates must submit an application and meet the necessary prerequisites. The CFBE® program must be completed within one year from enrollment. Candidates have the option of extending their enrollment expiration date up to one year upon paying a \$100 administration fee.

Fee includes

- CFBE® Exam preparation booklet
- Resource Materials CD
- First Exam
- Certificate and Lapel Pin upon successful completion of the exam

Online Assessment Tool (recommended):

Candidates for the CFBE® designation can test their readiness for the exam with the optional online Assessment Tool. *Separate fee applies.*

Exam

All exams require that examinations be administered under the supervision of a proctor. Individuals must arrange the examination administration through an individual proctor.

- A proctor may be a *Certified Hotel Administrator (CHA®)*, a CFBE®, a local educator, an HR director/manager, an AH&LA member association/federation executive, your immediate supervisor or a member of the clergy. Designated proctor cannot be a relative.
- Exam consists of 150 multiple-choice questions that must be answered within a three hour time period. Candidate must achieve a score of 70% or higher to pass.
- Two retakes are allowed if a candidate does not pass the exam. The fee is \$50 and must be completed within the same one year time frame of enrollment.
- Exam is available online or paper based.

Recertification | Every five years | \$200

Once certified, designees are automatically enrolled in the CFBE® Recertification Program, which recognizes and rewards continuing efforts toward hospitality career growth. A portfolio to help track professional-development activities is provided.

A new jeweled lapel pin (reflecting the number of years certified) and certificate are awarded at the time of each recertification.

www.ahlei.org/recertification

Certified Food & Beverage Executive (CFBE®)

Prerequisites

Because individual backgrounds vary widely in the hospitality industry, applicants may pursue the Certified Food and Beverage Executive (CFBE®) designation through one of three options. All plans require documented evidence of managerial experience and successful completion of a comprehensive examination.



Plan A Eligibility | Education Emphasis

- Current full-time employment in a CFBE® qualifying position* with at least one year experience in one or more such positions.
- At least a 2-year degree from an accredited institution or successful completion of the Educational Institute's five course *Food and Beverage Management Specialization program*

Plan B Eligibility | Experience Emphasis

- Current full-time employment in a CFBE® qualifying position with at least two years' experience in one or more such positions.
- Educators Only: Currently teaching food and beverage hospitality management courses on a full-time basis at an accredited academic institution, have one year experience in this capacity, and have one year of full-time experience in food and beverage management in a lodging hospitality company.

Plan C Eligibility | Early Entry

- Current full-time employment in a CFBE® qualifying position at the time of application.
- Plan C does not have an education requirement, but a degree will reduce the length of time you are required to spend in a qualifying position.

A Plan C candidate who is in a qualifying position

- May sit for the examination BEFORE meeting the experience requirement.
- May take the examination up to 3 times.
- May sit for the examination while in the process of completing a hospitality degree.
- Will be required to submit documentation of employment at the time the experience requirement is met.

Through **Plan C** you can

begin working on your **CFBE®** designation and demonstrating your commitment to professional development the first day on the job. Plan C enables you to take the CFBE® certification test up to three times so you can gauge your progress and knowledge against an industry proven standard. You no longer need to wait to see if you meet the benchmark of industry quality. You can prove it, and pursue a strong professional development regimen. This plan will allow individuals who are in qualifying positions to pursue their certification even if they are lacking in experience.

"This is the best investment I have done for myself to acquire depth and knowledge of Food & Beverage professionalism, which enabled me to be not only good, but the best."

The CFBE certification has given me a better understanding and learning of my role and how I could excel and grow."



Mr. Ajit Singh—CHA, CFBE
General Manager
The Lemon Tree Hotel Company, Ahmedabad,
Gujarat, India

Certified Hospitality Housekeeping Executive (CHHE®)

Housekeeping executives must have effective human resource and housekeeping operations expertise, sound judgment, and practical skills. The **Certified Hospitality Housekeeping Executive (CHHE®)** certification is an honor awarded to professionals whose leadership and managerial abilities are exemplary. The CHHE® designation may be used on letterhead, business cards, and other writings.



Qualifying Candidate

Executive or management level in housekeeping operations at a lodging hospitality company.

Examples:

Executive housekeeper, director/assistant director of housekeeping, manager/assistant housekeeping manager



Topics Covered

- Housekeeping Operations
- Financial Management
- Leadership
- Human Resources Management

Application

Candidates must submit an application and meet the necessary prerequisites. The CHHE® program must be completed within one year from enrollment. Candidates have the option of extending their enrollment expiration date up to one year upon paying a \$100 administration fee.

Fee includes

- CHHE® two volume study material
- First exam
- Certificate and lapel pin upon successful completion of the exam

Exam

We require that individuals arrange to take their examination under the supervision of an approved proctor.

- A proctor may be a *Certified Hotel Administrator (CHA®)* or CHHE®, a local educator, an HR director/manager, an AH&LA member association/federation executive, your immediate supervisor, or a member of the clergy. Designated proctor cannot be a relative.
- Exam consists of 150 multiple-choice questions that must be answered within a three-hour time period. Candidate must achieve a score of 70% or higher to pass.
- Two retakes are allowed if a candidate does not pass the exam. The fee is \$50 and must be completed within the same one year time frame of enrollment.
- Exam is available online and paper-based.

Recertification: Every five years | \$200

Once certified, designees are automatically enrolled in the CHHE® Recertification Program, which recognizes and rewards continuing efforts toward hospitality career growth. A portfolio to help track professional-development activities is provided.

A new jeweled lapel pin (reflecting the number of years certified) and certificate are awarded at the time of each recertification. www.ahlei.org/recertification

Certified Hospitality Housekeeping Executive (CHHE®)

Prerequisites

Because individual backgrounds vary widely in the hospitality industry, applicants may pursue the Certified Hospitality Facilities Executive (CHHE®) designation through one of three options. All plans require documented evidence of managerial experience and successful completion of a comprehensive examination.



Plan A Eligibility | Education Emphasis

- Current full-time employment in a CHHE® qualifying position with at least one year experience in one or more such positions.
- At least a two-year degree from an accredited institution or successful completion of the Educational Institute's five course *Rooms Division Management Specialization* program.

Plan B Eligibility | Experience Emphasis

- Current full-time employment in a CHHE® qualifying position with at least two years' experience in one or more such positions.
- Educators Only: Currently teaching hospitality management courses on a full-time basis at an accredited academic institution, have one year of experience in this capacity, and have one year of full-time experience in a CHHE® qualifying position in rooms' division management in a lodging hospitality company.

Plan C Eligibility | Early Entry

Current full-time employment in a CHHE® qualifying position at the time of application. Plan C does not have an education requirement, but a degree will reduce the length of time you are required to spend in a qualifying position.

A Plan C candidate who is in a qualifying position

- May sit for the examination BEFORE meeting the experience requirement.
- May take the examination up to 3 times.
- May sit for the examination while in the process of completing a degree.
- Will be required to submit documentation of employment at the time the experience requirement is met.

Through **Plan C** you can

begin working on your CHHE® designation and demonstrating your commitment to professional development the first day on the job. You no longer need to wait to see if you meet the benchmark of industry quality. This plan will allow individuals who are in qualifying positions to begin pursuing their certification even if they are lacking in experience.

Certified Hospitality Facilities Executive (CHFE)

Engineering executives must have effective human resources and facilities management expertise, sound judgment, and practical skills. The **Certified Hospitality Facilities Executive (CHFE)** certification gives you, employers, and customers' confidence in your abilities; it means you've got the credentials to earn their trust. The CHFE designation may be used on letterhead, business cards, and other writings.



Qualifying Candidate

Executive-level or management-level in engineering/facilities operations at a lodging hospitality company.

Examples:

Director/assistant director of engineering, chief/assistant chief engineer, engineering manager/assistant manager, facilities director/assistant director.



Topics Covered

- Facilities Management
- Facilities Systems
- Financial Management
- Leadership
- Human Resources Management

Application

Candidates must submit an application and meet the necessary prerequisites. The CHFE program must be completed within one year from enrollment. Candidates have the option of extending their enrollment expiration date up to one year upon paying a \$100 administration fee.

Fee includes

- CHFE two volume study material
- First exam
- Certificate and lapel pin upon successful completion of the exam

Exam

We require that individuals arrange to take their examination under the supervision of an approved proctor.

- A proctor may be a *Certified Hotel Administrator (CHA®)* or CHFE, a local educator, an HR director/manager, an AH&LA member association/federation executive, your immediate supervisor, or a member of the clergy. Designated proctor cannot be a relative.
- Exam consists of 150 multiple-choice questions that must be answered within a three-hour time period. Candidate must achieve a score of 70% or higher to pass.
- Two retakes are allowed if a candidate does not pass the exam. The fee is \$50 and must be completed within the same one year time frame of enrollment.
- Exam is available online and paper-based.

Recertification: Every five years | \$200

Once certified, designees are automatically enrolled in the CHFE Recertification Program, which recognizes and rewards continuing efforts toward hospitality career growth. A portfolio to help track professional-development activities is provided.

A new jeweled lapel pin (reflecting the number of years certified) and certificate are awarded at the time of each recertification. www.ahlei.org/recertification

Certified Hospitality Facilities Executive (CHFE)

Prerequisites

Because individual backgrounds vary widely in the hospitality industry, applicants may pursue the Certified Hospitality Facilities Executive (CHFE) designation through one of three options. All plans require documented evidence of managerial experience and successful completion of a comprehensive examination.



Plan A Eligibility | Education Emphasis

- Current full-time employment in a CHFE qualifying position with at least one year experience in one or more such positions.
- At least a two-year degree from an accredited institution or successful completion of one of the Educational Institute's five course Management Specialization programs.

Plan B Eligibility | Experience Emphasis

- Current full-time employment in a CHFE qualifying position with at least two years' experience in one or more such positions.
- Educators Only: Currently teaching hospitality management courses on a full-time basis at an accredited academic institution, have one year of experience in this capacity, and have one year of full-time experience in a CHFE qualifying position in facilities management in a lodging hospitality company.

Plan C Eligibility | Early Entry

Current full-time employment in a CHFE qualifying position at the time of application. Plan C does not have an education requirement, but a degree will reduce the length of time you are required to spend in a qualifying position.

A Plan C candidate who is in a qualifying position

- May sit for the examination BEFORE meeting the experience requirement.
- May take the examination up to 3 times.
- May sit for the examination while in the process of completing a degree.
- Will be required to submit documentation of employment at the time the experience requirement is met.

Through **Plan C** you can begin working on your CHFE designation and demonstrating your commitment to professional development the first day on the job. You no longer need to wait to see if you meet the benchmark of industry quality. This plan will allow individuals who are in qualifying positions to begin pursuing their certification even if they are lacking in experience.

Certified Lodging Security Director (CLSD®)

The need for skilled and knowledgeable security professionals has never been greater. The primary purpose for earning the **Certified Lodging Security Director (CLSD®)** designation is to recognize the professional standing of the hospitality security/risk management executive/director. The CLSD® designation may be used on letterhead, business cards, and other writings.



Qualifying Candidate

Security director, risk management director, security managers, or loss prevention director at a property level or as a corporate executive employed by a firm responsible for the operation of three or more properties, who serves as regional or corporate director of security, or has ultimate corporate responsibility for security and/or risk management issues. *Tourism Police Officer may also qualify*



Topics Covered

- Lodging Security Overview
- The Legal System
- Security Planning
- Operational Policies and Procedures
- Locks, Keys and Safes
- Investigating and Reporting
- Additional Security Considerations
- Managing Security Department Human Resources
- Crisis Management and Emergency Response

Application

Candidates must submit an application and meet the necessary prerequisites. The CLSD® program must be completed within one year from enrollment. Candidates have the option of extending their enrollment expiration date up to one year upon paying a \$100 administration fee.

Fee includes

- CLSD® Exam Preparation Booklet
- One Volume Resource Materials CD
- First exam
- Certificate and lapel pin upon successful completion of the exam

Exam

We require that individuals arrange to take their examination under the supervision of an approved proctor.

- A proctor may be a *Certified Hotel Administrator (CHA®)*, CLSD®, a local educator, an HR director/manager, an AH&LA member association/federation executive, your immediate supervisor or a member of the clergy. Designated proctor cannot be a relative.
- Exam consists of 150 multiple-choice questions that must be answered within a three-hour time period. Candidate must achieve a score of 70% or higher to pass.
- Two retakes are allowed if a candidate does not pass the exam. The fee is \$50 and must be completed within the same one year time frame of enrollment.
- Exam is available online and paper based.

Recertification: Every five years | \$200

Once certified, designees are automatically enrolled in the CLSD® Recertification Program, which recognizes and rewards continuing efforts toward hospitality career growth. A portfolio to help track professional-development activities is provided.

A new jeweled lapel pin (reflecting the number of years certified) and certificate are awarded at the time of each recertification **www.ahlei.org/recertification**

Certified Lodging Security Director (CLSD®)

Prerequisites

Because individual backgrounds vary widely in the hospitality industry, applicants may pursue the Certified Lodging Security Director (CLSD®) designation through one of three options. All plans require documented evidence of managerial experience and successful completion of a comprehensive examination.



Plan A Eligibility | Education Emphasis

- Current full-time employment in a CLSD® qualifying position with at least one year experience in one or more such positions.
- At least a two-year degree from an accredited institution.

Plan B Eligibility | Experience Emphasis

- Current full-time employment in a CLSD® qualifying position with at least two years' experience in one or more such positions.

Plan C Eligibility | Early Entry

Current full-time employment in a CLSD® qualifying position at the time of application. Plan C does not have an education requirement, but a degree will reduce the length of time you are required to spend in a qualifying position.

A Plan C candidate who is in a qualifying position

- May sit for the examination BEFORE meeting the experience requirement.
- May take the examination up to 3 times.
- May sit for the examination while in the process of completing a degree.
- Will be required to submit documentation of employment at the time the experience requirement is met.

Through **Plan C** you can begin working on your CLSD® designation and demonstrating your commitment to professional development the first day on the job. You no longer need to wait to see if you meet the benchmark of industry quality. This plan will allow individuals who are in qualifying positions to begin pursuing their certification even if they are lacking in experience.

"Tourism is dynamic, but very different from other areas of law enforcement. It's important to be able to use the right hospitality and tourism terminology and to realize the sensitivity of certain issues when working with the hospitality industry. The Certified Lodging Security Director provides that background"



Sgt. Marcus Camacho, CLSD®
Orange County (FL) Sheriff's Office

Certified Hospitality Trainer (CHT®)

The **Certified Hospitality Trainer (CHT®)** certification designation recognizes your training expertise, gives you visibility in a competitive marketplace, and validates your ability to develop leaders.

The CHT® designation may be used on letterhead, business cards, and other writings.



Qualifying Candidate

Property-level training executive or director, department head at a lodging hospitality company.

Examples:

Training director/manager, corporate level training executive, HR director/manager, or department head at a hospitality company



Topics Covered

- The Investment of Training and Development
- Assessing Training Needs
- Instructional Design
- Training Tools, Techniques, and Technology
- Measuring and Evaluating Training and Development
- Training the Trainer
- The Hourly Employee Orientation, Socialization, and Training Process
- Mentoring
- Management Development and Executive Education
- Outsourcing Training and Development

Application

Candidates must submit an application and meet the necessary prerequisites. The CHT® program must be completed within one year from enrollment. Candidates have the option of extending their enrollment expiration date up to one year upon paying a \$100 administration fee.

Fee includes

- CHT® Exam Preparation Booklet
- One Volume Resource Materials CD
- First exam
- Certificate and lapel pin upon successful completion of the exam

Exam

We require that individuals arrange to take their examination under the supervision of an approved proctor.

- A proctor may be a *Certified Hotel Administrator (CHA®)*, a CHT®, a local educator, an HR director/manager, an AH&LA member association/federation executive, your immediate supervisor, or a member of the clergy. Designated proctor cannot be a relative.
- Exam consists of 150 multiple-choice questions that must be answered within a three-hour time period. Candidate must achieve a score of 70% or higher to pass.
- Two retakes are allowed if a candidate does not pass the exam. The fee is \$50 and must be completed within the same one year time frame of enrollment.
- Exam is available online and paper-based.

Recertification: Every five years | \$200

Once certified, designees are automatically enrolled in the CHT® Recertification Program, which recognizes and rewards continuing efforts toward hospitality career growth. A portfolio to help track professional-development activities is provided.

A new jeweled lapel pin (reflecting the number of years certified) and certificate are awarded at the time of each recertification. www.ahlei.org/recertification

Certified Hospitality Trainer (CHT®)

Prerequisites

Because individual backgrounds vary widely in the hospitality industry, applicants may pursue the Certified Hospitality Trainer (CHT®) designation through one of three options. All plans require documented evidence of managerial experience and successful completion of a comprehensive examination.



Plan A Eligibility | Education Emphasis

- Current full-time employment in a CHT® qualifying position with at least one year experience in one or more such positions.
- At least a two-year degree from an accredited institution or successful completion of one of the Educational Institute's five course Specialization programs.

Plan B Eligibility | Experience Emphasis

- Current full-time employment in a CHT® qualifying position with at least two years' experience in one or more such positions.

Plan C Eligibility | Early Entry

Current full-time employment in a CHT® qualifying position at the time of application. Plan C does not have an education requirement, but a degree will reduce the length of time you are required to spend in a qualifying position.

A Plan C candidate who is in a qualifying position

- May sit for the examination BEFORE meeting the experience requirement.
- May take the examination up to 3 times.
- May sit for the examination while in the process of completing a degree.
- Will be required to submit documentation of employment at the time the experience requirement is met.

Through **Plan C** you can begin working on your CHT® designation and demonstrating your commitment to professional development the first day on the job. You no longer need to wait to see if you meet the benchmark of industry quality. This plan will allow individuals who are in qualifying positions to begin pursuing their certification even if they are lacking in experience.

"Earning my Certified Hospitality Trainer (CHT) gave me both education and confidence. We all need to look for ways to improve upon what we do as business professionals and with CHT, I can feel confident in my skills and my class participants can know that they are being trained by a professional trainer."



Travis Smith, CHT®
Best Western International

Certified Hospitality Revenue Manager (CHRM®)

A **Certified Hospitality Revenue Manager (CHRM®)** candidate is competent and is able to maximize revenue opportunities and optimize profits. The CHRM® confirms your knowledge, capabilities, and experience in revenue management. The CHRM® designation may be used on letterhead, business cards, and other writings.



Qualifying Candidate

Fifty percent or more of the duties and responsibilities involve revenue management, including forecasting, analyzing inventories, rates and occupancy. Manage input of data and report generation. Manage block activity and monitor property management system. Manage and supervise reservations.



Topics Covered

- The Lodging Industry
- Forecasting and Planning
- Strategies and Tactics
- Statistical Analysis
- E-Commerce and Online Distribution

Application

Candidates must submit an application and meet the necessary prerequisites. The CHRM® program must be completed within one year from enrollment. Candidates have the option of extending their enrollment expiration date up to one year upon paying a \$100 administration fee.

Fee includes

- CHRM® Exam Preparation Booklet
- One Volume Resource Materials CD
- First exam
- Certificate and lapel pin upon successful completion of the exam

Exam

We require that individuals arrange to take their examination under the supervision of an approved proctor.

- A proctor may be a *Certified Hotel Administrator (CHA®)*, a CHRM®, a local educator, an HR director/manager, an AH&LA member association/federation executive, your immediate supervisor, or a member of the clergy. Designated proctor cannot be a relative.
- Exam consists of 125 multiple-choice questions that must be answered within a three-hour time period. Candidate must achieve a score of 70% or higher to pass.
- Two retakes are allowed if a candidate does not pass the exam. The fee is \$50 and must be completed within the same one year time frame of enrollment.
- Exam is available online and paper-based.

Recertification: Every five years | \$100

Once certified, designees are automatically enrolled in the CHRM® Recertification Program, which recognizes and rewards continuing efforts toward hospitality career growth. A portfolio to help track professional-development activities is provided.

A new jeweled lapel pin (reflecting the number of years certified) and certificate are awarded at the time of each recertification www.ahlei.org/recertification

Certified Hospitality Revenue Manager (CHRM®)

Prerequisites

Because individual backgrounds vary widely in the hospitality industry, applicants may pursue the Certified Hospitality Revenue Manager (CHRM®) designation through one of three options. All plans require documented evidence of managerial experience and successful completion of a comprehensive examination.



Plan A Eligibility | Education Emphasis

- Current full-time employment in a CHRM® qualifying position with at least six months experience in one or more such positions.
- At least a two-year degree from an accredited institution or successful completion of one of the Educational Institute's five course Specialization program.

Plan B Eligibility | Experience Emphasis

- Current full-time employment in a CHRM® qualifying position with at least one year experience in one or more such positions.

Plan C Eligibility | Early Entry

Current full-time employment in a CHRM® qualifying position at the time of application. Plan C does not have an education requirement, but a degree will reduce the length of time you are required to spend in a qualifying position.

A Plan C candidate who is in a qualifying position

- May sit for the examination BEFORE meeting the experience requirement.
- May take the examination up to 3 times.
- May sit for the examination while in the process of completing a degree.
- Will be required to submit documentation of employment at the time the experience requirement is met.

Through **Plan C** you can begin working on your CHRM® designation and demonstrating your commitment to professional development the first day on the job. You no longer need to wait to see if you meet the benchmark of industry quality. This plan will allow individuals who are in qualifying positions to begin pursuing their certification even if they are lacking in experience.

Certified Hospitality Sales Professional (CHSP®)

Sales professionals must possess effective marketing and revenue management skills, and strive to maintain and improve sound business practices and judgment. The **Certified Hospitality Sales Professional (CHSP®)** certification is available to all areas of hospitality sales to include the selling of rooms, conventions/conferences, and banquets/catering. The CHSP® designation may be used on letterhead, business cards, and other writings.



Qualifying Candidate

Banquet/catering manager, director of sales, sales manager, and sales coordinator. Fifty percent or more of the duties and responsibilities involve sales of sleeping rooms and/or meeting space to groups or individuals. All areas of hospitality sales are included: room, convention/conference, banquet/catering, group, etc.



Topics Covered

- The Marketing Plan
- Business and Leisure Travelers
- Travel Agents and Meeting Planners
- The Sales Office and Reservations
- Revenue Management
- Personal and Telephone Sales

Application

Candidates must submit an application and meet the necessary prerequisites. The CHSP® program must be completed within one year from enrollment. Candidates have the option of extending their enrollment expiration date up to one year upon paying a \$100 administration fee

Fee includes

- CHSP® study guide
- First exam
- Certificate and lapel pin upon successful completion of the exam

Exam

We require that individuals arrange to take their examination under the supervision of an approved proctor.

- A proctor may be a *Certified Hotel Administrator (CHA®)*, a CHSP®, a local educator, an HR director/manager, an AH&LA member association/federation executive, your immediate supervisor, or a member of the clergy. Designated proctor cannot be a relative.
- Exam consists of 100 multiple-choice questions that must be answered within a two-hour time period. Candidate must achieve a score of 70% or higher to pass.
- Two retakes are allowed if a candidate does not pass the exam. The fee is \$50 and must be completed within the same one year time frame of enrollment.
- Exam is available online and paper-based.

Recertification: Every five years | \$100

Once certified, designees are automatically enrolled in the CHSP® Recertification Program, which recognizes and rewards continuing efforts toward hospitality career growth. A portfolio to help track professional-development activities is provided.

A new jeweled lapel pin (reflecting the number of years certified) and certificate are awarded at the time of each recertification. www.ahlei.org/recertification

Certified Hospitality Sales Professional (CHSP®)

Prerequisites

Because individual backgrounds vary widely in the hospitality industry, applicants may pursue the Certified Hospitality Sales Professional (CHSP®) designation through one of three options. All plans require documented evidence of managerial experience and successful completion of a comprehensive examination.



Plan A Eligibility | Education Emphasis

- Current full-time employment in a CHSP® qualifying position with at least six months experience in one or more such positions.
- At least a two-year degree from an accredited institution or successful completion of the Educational Institute's five course *Marketing and Sales Management Specialization* program.

Plan B Eligibility | Experience Emphasis

- Current full-time employment in a CHSP® qualifying position with at least one year experience in one or more such positions.

Plan C Eligibility | Early Entry

Current full-time employment in a CHSP® qualifying position at the time of application. Plan C does not have an education requirement, but a degree will reduce the length of time you are required to spend in a qualifying position.

A Plan C candidate who is in a qualifying position

- May sit for the examination BEFORE meeting the experience requirement.
- May take the examination up to 3 times.
- May sit for the examination while in the process of completing a degree.
- Will be required to submit documentation of employment at the time the experience requirement is met.

Through **Plan C** you can begin working on your CHSP® designation and demonstrating your commitment to professional development the first day on the job. You no longer need to wait to see if you meet the benchmark of industry quality. This plan will allow individuals who are in qualifying positions to begin pursuing their certification even if they are lacking in experience.

Certified Hospitality Supervisor (CHS®)

Hospitality supervisors must have effective skills such as leadership, time management, and communication. They must keep pace with change, improve their knowledge, and share their experience with others. The **Certified Hospitality Supervisor (CHS®)** provides recognition for these skills. The CHS® designation may be used on letterhead, business cards, and other writings.



Qualifying Candidate

A person who supervises two or more individuals; has job duties in the hospitality industry that are at least 20 percent supervisory in nature and include such tasks as scheduling, training, interviewing, disciplining, inspecting, and conducting performance reviews; makes decisions and judgment calls while performing daily duties; and has input on hiring and firing decisions within a department.



Topics Covered

- Supervision
- Leadership
- Time Management
- Effective Communication
- Problem Solving and Conflict Resolution
- Orientation and Training
- Motivation and Team Building
- Staffing and Scheduling
- Improving Employee Performance

Application

Candidates must submit an application and meet the necessary prerequisites. The CHS® program must be completed within six months from enrollment.

Fee includes

- First exam
- Certificate and lapel pin upon successful completion of the exam

Suggested study material

- Supervisory Skill Builders program

Exam

We require that individuals arrange to take their examination under the supervision of an approved proctor.

- A proctor may be a *Certified Hotel Administrator (CHA®)*, a local educator, an HR director/manager, an AH&LA member association/federation executive, your immediate supervisor or a member of the clergy. Designated proctor cannot be a relative.
- Exam consists of 100 multiple-choice questions that must be answered within a two-hour time period. Candidate must achieve a score of 70% or higher to pass.
- Two retakes are allowed if a candidate does not pass the exam. The fee is \$25 and must be completed within the same six-month time frame of enrollment.
- Exam is available online and paper-based.

Recertification: **None.**

There is no recertification required for the CHS® designation.

Certified Hospitality Supervisor (CHS®)

Prerequisites

Because individual backgrounds vary widely in the hospitality industry, applicants may pursue the Certified Hospitality Supervisor (CHS®) designation through one of two options. Plans A and B require documented evidence of supervisory experience; all plans require successful completion of a comprehensive examination.



Plan A Eligibility | Education Emphasis

- Current full-time employment in a CHS® qualifying position with at least three months' experience in one or more such positions.
- At least a two-year degree from an accredited institution or successful completion of the Educational Institute's *Supervision in the Hospitality Industry* course (include transcript or copy of diploma) or *Supervisory Skill Builders* series.

Plan B Eligibility | Experience Emphasis

- Current full-time employment in a CHS® qualifying position with at least six months' experience in one or more such positions.

Plan C Eligibility | Early Entry

Currently not employed in a CHS® qualifying position. However, if accepted in the CHS® program you will have six months from the time you successfully complete the CHS® test to secure full-time employment as a qualified supervisor in the hospitality industry and you will need to have held one or more such positions for a minimum of six months (or three months if you meet the Education requirements as listed under Plan A).

Certified Lodging Security Supervisor (CLSS®)

Security supervisors must have effective human resources and emergency management expertise as well as sound judgment and practical skills. The **Certified Lodging Security Supervisor (CLSS®)** provides recognition for these skills. The CLSS® designation may be used on letterhead, business cards, and other writings.



Qualifying Candidate

A supervisor who supervises two or more individuals; has responsibilities for security issues at property-level; has job duties that are at least 20 percent supervisory in nature and include such tasks as scheduling, training, interviewing, disciplining, inspecting, and conducting performance reviews; makes decisions and judgment calls while performing daily duties; and has input on hiring and firing decisions within a department.



Topics Covered

- Lodging Security Overview
- The Legal System
- Security Implementation
- Operational Policies and Procedures
- Locks and Keys
- Investigating and Reporting
- Additional Security Considerations
- Supervising Human Resources
- Crisis Management and Emergency Procedures

Application

Candidates must submit an application and meet the necessary prerequisites. The CLSS® program must be completed within one year from enrollment. Candidates have the option of extending their enrollment expiration date up to one year upon paying a \$100 administration fee.

Fee includes

- CLSS® Study Guide
- First exam
- Certificate and lapel pin upon successful completion of the exam

Exam

We require that individuals arrange to take their examination under the supervision of an approved proctor.

- A proctor may be a *Certified Hotel Administrator (CHA®)*, a *Certified Lodging Security Director (CLSD®)*, a CLSS®, a local educator, an HR director/manager, an AH&LA member association/federation executive, your immediate supervisor, or a member of the clergy. Designated proctor cannot be a relative.
- Exam consists of 125 multiple-choice questions that must be answered within a two-hour time period. Candidate must achieve a score of 70% or higher to pass.
- Two retakes are allowed if a candidate does not pass the exam. The fee is \$25 and must be completed within the same six-month time frame of enrollment.
- Exam is available online and paper-based.

Recertification: **None.**

There is no recertification required for the CLSS® designation.

Certified Lodging Security Supervisor (CLSS®)

Prerequisites

Because individual backgrounds vary widely in the hospitality industry, applicants may pursue the Certified Lodging Security Supervisor (CLSS®) designation through one of three options. All plans require documented evidence of supervisory experience and successful completion of a comprehensive examination



Plan A Eligibility | Education Emphasis

- Current full-time employment in a CLSS® qualifying position with at least three months' experience in one or more such positions.
- At least a two-year degree from an accredited institution or successful completion of the Educational Institute's Security and Loss Prevention Management course.

Plan B Eligibility | Experience Emphasis

- Current full-time employment in a CLSS® qualifying position with at least six months' experience in one or more such positions.

Certified Hospitality Department Trainer (CHDT®)

Successful department trainers build a strong team and increase productivity, and strive for the three "S" of training: standards, service, and safety. The **Certified Hospitality Department Trainer (CHDT®)** certification provides recognition for these skills. The CHDT® designation may be used on letterhead, business cards, and other writings.



Qualifying Candidate

Hospitality employee with job responsibilities that include training individuals for functional skills within their department.



Topics Covered

- Training Overview
- Four Step Training Method
- Learning
- Communication
- Orientation
- Using Audiovisual Aids
- Group Training
- One-on-One Training
- E-Learning
- Procedures

Application

Candidates must submit an application after attending a facilitated workshop; or upon completing the web-based version of the Trainer Development Program.

Fee includes

- Paper-based study guide and participant manual when attending a facilitated workshop; or six month access to web-based version to include an electronic copy (PDF) of the study guide.
- First exam
- Certificate and lapel pin upon successful completion of the exam

Study Resources:

- Attend a Facilitated Workshop of *Trainer Development Program*
- Take the web-based version of the *Trainer Development Program*

Exam

When attending a Trainer Development Program workshop/review session the facilitator will proctor the paper-based exam.

- Access to the online CHDT exam is provided upon completing the web-based version of the Training Development Program.
- Exam consists of 50 multiple-choice questions that must be answered within a two-hour time period. Candidate must achieve a score of 70% or higher to pass.
- Two retakes are allowed if a candidate does not pass the exam. The fee is \$25 and must be completed within the same six-month time frame of enrollment.

Recertification: **None.**

There is no recertification required for the CHDT® designation.

Prerequisites

Complete the Trainer Development Program, and be a hospitality employee with job responsibilities that include training individuals for functional skills within their department.

See reverse side for details on the Trainer Development Program.

TRAINING AND CERTIFICATION PROGRAM

REVISED! Trainer Development Program

©2014

The Trainer Development Program will help new or prospective departmental trainers feel more confident about their job. The new version includes updated information throughout with a new section covering E-Learning, and an updated Instructor's Guide.

Through AHLEI's Trainer Development Program, employees will better understand how adults learn, how to prepare for training, how to lead one-on-one and group training, and how to follow up on training. The print-based program can be taught in a facilitated setting using the program's instructor guide and review session participant manual, while the web-based version is available online 24/7, regardless of employee schedules.

Topics include:

- An overview of the purpose, benefits, and types of training
- The importance of orientation
- How to reinforce and measure training
- Using audio visual aids
- Steps to prepare, conduct and follow through on training
- Techniques for effective group training
- The learning process and understanding adult learning styles
- Breaking down the elements of how to learn to communicate
- Conducting self-paced one-on-one training
- Training with E-Learning

To conduct a Workshop with a CHDT® Exam Review Session, please contact AHLEI's professional certification department for details at +1 407 999 8100.

Facilitated Workshop Components

Instructor Guide with PowerPoint CD
09300IGP02ENGE – English/print

CHDT® Certification Exam with Study Guide and Review Session Participant Manual
09300SGP02ENGE – English/print

To purchase the Trainer Development Online Program visit AHLEI's online store at www.ahlei.org.

Web-based version is also available for licensing by organizations for training multiple employees.

"The CHDT Program is an excellent program which surpassed all my expectations. The program is very informative and a necessity for training standards. Through it I am now better able to plan and execute each training module resulting in maximum benefits to the participants."



Rose Forde, CHDT
ROSJO Hospitality Services,
Barbados

CERTIFICATION

FRONT-LINE

Guest Service Gold® Training Program and Certification

©2011

Look beyond the standard guest service training and get recognized for implementing and achieving guest service best practices with **Guest Service Gold®**.



Guest Service Gold® is a comprehensive program designed to accomplish the goal of creating guest service-oriented front-line employees who know how to engage with their guests to provide memorable guest service.

Core components include **training, employee certification** and **property certification** and can be implemented by any service oriented business, such as restaurants, transportation companies, attractions, and retail outlets, not just lodging properties.

Completion of Guest Service Gold® can lead to the **Certified Guest Service Professional (CGSP®)** designation. Once all front-line employees pass the CGSP, the property or organization can apply for the **Certified Guest Service Property** designation.

Guest Service Gold® features a video with seven brief stories designed to motivate and inspire employees to 'go for the gold'. The elements focus on: *authenticity, intuition, empathy, delight, delivery, initiative and being a champion!*

- Program includes: 22 minute video (DVD), pre-shift lesson plans, one Trainer's Guide, and one Participant Workbook

Additional workbooks sold separately.

Certified Guest Service Professional (CGSP®)

Each employee who completes the Guest Service Gold® Training Program is eligible to become a Certified Guest Service Professional (CGSP®).

- Pre-requisites: None
- Candidate must pass the 30-question CGSP® certification exam with a score of 70% or higher.

Certified Guest Service Property

Once all front-line employees who have guest contact pass the CGSP® exam, your property can apply to be recognized as a **Certified Guest Service Property**.

Successful properties will receive a CGSP certification plaque to display prominently for guests to recognize their commitment to providing exceptional guest service.



- The Property designation is valid for one (1) year from the property issue date.
- Properties will need to certify their new hires in order to receive a new plaque.

This certification is essential to promote your property's commitment to guest service and guest satisfaction.

Components

For Workshop/Review Session/Classroom

Guest Service Gold® Trainer Package, includes: 22-minute video (DVD), pre-shift lesson plans, one trainers guide, one participant workbook
06500DVP01ENGE – English (print)
06500DVP01SPGE – Spanish (print)
Also available in Hindi, French, Chinese.

Guest Service Gold® Participant Workbook

06500WKB01ENGE – English (print)
06500WKB01SPGE – Spanish (print)
Also available in Hindi, French, Chinese.

For Independent Study

Guest Service Gold Online Course
06500WEB01ENGE – English (online)
06500WEB01SPGE – Spanish (online)

CGSP Exam

06500PGF01ENGE – English/Certification (print/online)
06500PGF01SPGE – Spanish/Certification (print/online)

Visit www.ahlei.org/guestservicegold for details.

Hospitality Skills Certification

These hospitality skills certifications recognize the skills and knowledge needed to succeed within a line position.

- Certified Front Desk Representative
- Certified Restaurant Server
- Certified Guestroom Attendant
- Certified Maintenance Employee



Program Details

Each certification is supported by the START (Skills, Tasks, and Results Training) program. START provides the skills and knowledge training objectives with performance assessments to achieve success and recognition for the job.

START is available in three training options:

- Group Training: Instructor-led Workshop/ Review Session
- quick START: On-the-Job Training
- Online Training: Study at your own pace

Fee includes

- Paper-based study guide with START and quick START; or three-month access to START Online
- First exam
- Certificate and lapel pin upon successful completion of the exam

Exam

- Exam consists of 30 multiple-choice questions that must be answered within one-hour time period. Candidate must receive a score of 70% or higher to pass.
- Paper-based exam to be proctored by instructor when attending a workshop/ review session or proctored by on-the-job Trainer.
- Access to the online certification exam is provided upon completing the web-based version of the START program.

Recertification: None

There is no recertification required for the Hospitality Skills Certifications.

Prerequisites

Complete the START Program for designated hospitality position.

To conduct a START Workshop with a certification exam Review Session, or to purchase Quick START please contact AHLEI's professional certification department for details at +1 407 999 8100.

To purchase START Online, visit AHLEI's online store at www.ahlei.org.

Web-based versions of START programs are also available for licensing by organizations for training multiple employees.

START
SKILLS, TASKS, AND RESULTS TRAINING

quick START
SKILLS, TASKS, AND RESULTS TRAINING

Certified Lodging Security Officer (CLSO)

The **Certified Lodging Security Officer (CLSO)** is a competency based certification program that recognizes lodging security officers for their knowledge and job performance. The CLSO designation may be used on letterhead, business cards, and other writings.

The CLSO integrates three training functions:

1. Skill and Knowledge Training
2. Performance Assessment and Testing
3. Recognition and Achievement



Qualifying Candidate

Full-time employment as a hospitality security officer for 90 days.



Topics Covered

- Lodging Security Overview
- Routine Security Activities
- Handling Misdemeanors and Felonies
- Handling Emergencies

Fee includes

- Exam
- Certificate and lapel pin upon successful completion of the exam

Suggested Study Materials

- CLSO Study Guide
or
- Lodging Security Officer Program

Exam

- All exams require that examinations be administered under the supervision of a proctor.
- Individuals must arrange the examination administration through an individual proctor.
- A proctor may be a *Certified Hotel Administrator (CHA®)*, a *Certified Lodging Security Director (CLSD®)*, a *CLSS®*, a local educator, an HR director/manager, an AH&LA member association/federation executive, your immediate supervisor, or a member of the clergy. Designated proctor cannot be a relative.

- Exam consists of 60 multiple-choice questions that must be answered within a two-hour time period. Candidate must achieve a score of 70% or higher to pass.
- Exam is available paper-based.

Recertification: None

There is no recertification required for the CLSO designation.

Prerequisites

Current employed in the position of a Lodging Security Officer and have a minimum of 90 days experience in the position.

The Lodging Security Officer Program

©2011, Program

The Lodging Security Officer Program provides general techniques and tips as well as hospitality-specific information that security officers and other employees need to provide effective security at lodging properties.

Topics include:

- Child trafficking/Protection of children
- Expanded bomb search information
- Anti-terrorism/Signs of terrorism
- Active shooters
- Hostage situations
- Shelter-in-place
- Handling the death of a guest
- Revised ADA service

The program consists of:

- four modular textbooks
- one 15-minute DVD supplement
- one workbook with progress quizzes

Certified Master Hotel Supplier (CMHS)

Professional hotel suppliers must possess a level of expertise that extends beyond the role of salesperson and order taker. This expertise prepares them to serve as advisors who help customers make better business decisions. The **Certified Master Hotel Supplier (CMHS)** designation recognizes that expertise. The CMHS designation may be used on letterhead, business cards, and other writings.



Qualifying Candidate
Supplier of products or services to the hospitality industry.



Topics Covered (by track)

- Sales, Hospitality Operations
- Food & Beverage, Hospitality Operations

Application

Candidates must submit an application and meet the necessary prerequisites. All Professional Certification programs must be completed within one year from enrollment.

Fee includes

- Once enrolled, the candidate will receive their study materials and the online exam at the same time.
- Study materials corresponding with Supplier or Food & Beverage track (as indicated on application)
- Practice questions
- First exam
- Certificate and lapel pin upon successful completion of the exam

Exam

We require that individuals arrange to take their examination under the supervision of an approved proctor.

- A proctor is not required unless taking a paper exam.
- Exam consists of 125 multiple-choice questions that must be answered within a three-hour time period. Candidate must achieve a score of 70% or higher to pass.
- Two retakes are allowed if a candidate does not pass the exam. The fee is \$50 and must be completed within the same one year time frame of enrollment.
- Exam is available online and paper-based.

Recertification: Every five years | \$100

Once certified, designees are automatically enrolled in the CMHS Recertification Program, which recognizes and rewards continuing efforts toward hospitality career growth. A portfolio to help track professional-development activities is provided.

A new jeweled lapel pin (reflecting the number of years certified) and certificate are awarded at the time of each recertification. **www.ahlei.org/recertification**

Prerequisites

To be accepted as a candidate in the Certified Master Hotel Supplier program, you must currently hold a position as a supplier of products or services to the hospitality industry.

Certified Hospitality Educator (CHE®)

Discover effective instructional methods that can energize your teaching and help your students excel! The **Certified Hospitality Educator (CHE®)** program is the only professional development opportunity designed for post-secondary hospitality educators around the world.

The CHE® enables you to strengthen students' critical thinking and motivation to learn, share ideas with your peers, and receive recognition for your teaching abilities from students, colleagues, and the industry. The CHE® designation may be used on letterhead, business cards, and other writings.



Qualifying Candidate

Instructors and professors in college and university hospitality programs. Examples: Novice teachers, seasoned professors, industry professionals serving as adjunct instructors or lecturers at a college or university.



Topics Covered

- Understanding Adult Learning Theory
- Establishing a Positive Classroom Culture and Communication
- Content Presentation Methods
- Interactive Teaching Methods
- Classroom Evaluation

Application

Candidates must submit an application and meet the necessary prerequisites. Program must be completed within one year from enrollment.

Fee includes

- CHE® Pre-workshop Materials
 - Includes approximately six hours of readings and assignments that must be completed prior to attending the workshop.
- Participant Manual for CHE® Workshop
- First exam
- Certificate and lapel pin upon successful completion of the exam and the video

Host a CHE® Workshop!

Hosting a CHE® workshop at your college or university is an excellent way to encourage your faculty to pursue certification.

For additional information, visit www.ahlei.org/che

Exam and Video

- The CHE® examination is offered on the last day of the workshop.
- If you choose not to take the exam at the workshop, we require that individuals arrange to take their examination within two weeks of the last day of the workshop (must be an approved proctor).
- A proctor may be a *Certified Hotel Administrator (CHA®)*, a CHE®, a local educator, an HR director/manager, an AH&LA member association/federation executive, your immediate supervisor, or a member of the clergy. Designated proctor cannot be a relative.
- Exam consists of 100 multiple-choice questions that must be answered within a two-hour time period. Candidate must achieve a score of 75% or higher.
- Two retakes are allowed if a candidate does not pass the exam. The fee is \$50 and must be completed within the same one year time frame of enrollment.
- Exam is available paper-based.
- The candidate **must also submit a 45-60 minute video** presentation of a classroom session that incorporates the techniques taught in the CHE® workshop within six months of passing the exam.

Recertification: Every five years | \$200

Once certified, designees are automatically enrolled in the CHE® Recertification Program, which recognizes and rewards continuing efforts toward hospitality career growth.

A new certificate is awarded upon each recertification.

Certified Hospitality Educator (CHE®)

Prerequisites

Because individual backgrounds vary widely in the hospitality industry, applicants may pursue the Certified Hospitality Educator (CHE®) designation through one of two options. All plans require documented evidence of academic and hospitality managerial experience as well as successful completion of a comprehensive examination and video.



Plan A Eligibility | Must meet all requirements

- Currently employed full-time as a post-secondary hospitality educator, with at least two years of experience in one or more such positions.
- Have at least a four year degree or international diploma from an approved institution
- Have at least two years of full-time professional experience in the hospitality industry, with a minimum of one year in a managerial or supervisory position.
- Candidate must speak, read, and write English fluently.

Plan B Eligibility | Must meet all requirements

- Currently employed full-time or part-time as a post-secondary hospitality educator.
- Have at least five years of full-time professional experience in the hospitality industry, with a minimum of two years in a managerial or supervisory position.
- Candidate must speak, read, and write English fluently.

Certified Hospitality Instructor (CHI)

The Certified Hospitality Instructor (CHI) program will enhance your hospitality knowledge and skills and sharpen your ability to convey the information to students so they may be better prepared for a career in the hospitality and tourism industry.

The CHI was developed to help secondary school and workforce development teachers effectively teach lodging, tourism, and food & beverage courses. The newly developed self-study format makes it convenient and flexible for educators to fit into their schedules. Teachers receive a custom printed textbook, as well as access to online lectures delivered by a Certified Hospitality Educator to help guide them during the study process. The CHI designation may be used on letterhead, business cards, and other writings.

There are 15 hours of online content for Level 1, and 10 hours of online content for Level 2.

Topics Covered

Level 1:

- Introduction to Hospitality and Guest Service
- Operations
- Finance

Level 2:

- Leadership
- Human Resources
- Sales and Marketing
- Safety and Security

Application

Candidates must submit an application and meet the necessary prerequisites. All Professional Certification programs must be completed within one year from enrollment.

Qualifying Candidate

Hold an academic degree; be currently employed full- or part-time as a secondary school instructor teaching a hospitality curriculum or teaching one of AHLEI's programs to include Hospitality and Tourism Management Program (HTMP), and Skills, Tasks, and Results Training (START).



CHI Internship Verification Form must be submitted as proof of completion of the CHI's 120-hour internship requirement.

Fee includes

- CHI Level 1 Resource Participant Manual
- CHI Level 2 Resource Participant Manual
- CHI Internship Verification Form
- Exam for both Level 1 and Level 2
- Certificate and lapel pin upon successful completion of the exams and internship requirement

Exam

The CHI has two exams, one each for Level 1 and Level 2. Exam consists of 50 multiple-choice questions that must be answered within a four-hour time period. CHI candidates must pass each exam with a score of 70% or higher. Two retakes are allowed if a candidate does not pass the exam. The fee is \$75 and must be completed within the same one year time frame of enrollment. CHI exams are delivered online; there is no paper-based option for the CHI when taking as an individual.

Recertification: Not required.

Prerequisites

To successfully earn the CHI, a candidate must complete the following requirements:

Currently be employed as a secondary school hospitality instructor or workforce program hospitality instructor. Successfully complete Level 1 and Level 2 of the CHI self-study materials. Pass Level 1 and Level 2 exams with a score of 70% or higher. Complete 120 hours of internship with a hospitality organization.

Certification in Hotel Industry Analytics (CHIA)

The **Certification in Hotel Industry Analytics (CHIA)** is the only hotel-related certification for industry professionals focused on analytics. This recognition provides evidence of a thorough knowledge of the foundational metrics, definitions, formulas, and methodologies that are used by the hotel industry. Recipients learn how to “do the math” and interpret the STAR (Smith Travel Analytics Reports) reports to identify specific areas of improvement. The CHIA designation may be used on letterhead, business cards, and other writings.

Qualifying Candidate

Hospitality professionals such as general managers, revenue managers, corporate staff, travel and tourism professionals, trainers, research staff, and hospitality and tourism students(*).

**Schools must contact EI directly.*

The CHIA provides an excellent introduction to the hospitality and tourism industry for non-hoteliars. This is a knowledge-based certification with no ‘time in position’ requirement, so anyone is eligible. *(Individuals obtaining the Certification in Hotel Industry Analytics are awarded five recertification points that can be used for AHLEI certifications having a maintenance requirement.)*

Topics Covered

- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals, the metrics used by the Hotel Industry
- Property Level Benchmarking (STAR Reports)
- Hotel Industry Performance Reports

Obtaining the CHIA certification confirms recipients have:

- demonstrated an ability to analyze various types of hotel industry data and to make strategic inferences based upon that analysis
- a comprehensive understanding of benchmarking and performance reports
- a grasp of the current landscape of the hotel industry, including relevant current events

The CHIA is jointly offered by the American Hotel & Lodging Educational Institute (AHLEI) and STR.

Content

Includes case scenarios, hints, sample reports, industry “tricks of the trade”, analysis examples, quizzes, discussion questions, and application exercises where participants gain hands-on experience working with hotel data.

Fee includes

The **CHIA® Online Course** (4-8 hours) offers busy hospitality professionals a convenient, self-paced means to prepare for their CHIA exam.

- CHIA online course
- First exam
- Certificate upon successful completion of the exam

Exam

The CHIA online review program has been specifically developed to prepare candidates for the actual exam. This valuable resource provides an in-depth review of the program content and includes both condensed and expanded versions of the training. Quiz questions are also included to help target preparation activities and test the candidate’s comprehension of hotel industry analytics.

- Testing is administered online by AHLEI.
- Individuals achieving a minimum score of 70% on the 50-question exam will earn the Certification in Hotel Industry Analytics.

Recertification: Every five years

Prerequisites: None

Facilitated Workshops

Personalized one- or two-day facilitated training workshops are available at an additional fee. Please call for more information.



Certified Spa Supervisor (CSS)

The **Certified Spa Supervisor (CSS)** program is a certification for spa supervisors and managers. The certification program was developed by the International SPA Association (ISPA) in partnership with the Educational Institute to provide education and resources for spa supervisors who may be new to their positions or those who are seeking additional education and recognition. The CSS designation may be used on letterhead, business cards, and other writings.



Qualifying Candidate

A qualifying supervisor is a person who supervises two or more individuals; has job duties that are at least 20 percent supervisory in nature and include such tasks as scheduling, training, interviewing, disciplining, inspecting, and conducting performance reviews; makes decisions and judgment calls while performing daily duties; and has input on hiring and firing decisions within a spa facility.



Topics Covered

- Supervision
- Leadership
- Time Management
- Effective Communication
- Problem Solving and Conflict Resolution
- Orientation and Training
- Motivation and Team Building
- Staffing and Scheduling
- Improving Employee Performance

Application

Candidates must submit an application and meet the necessary prerequisites. All Professional Certification programs must be completed within one year from enrollment.

Fee includes

- First exam
- Certificate and lapel pin upon successful completion of the exam

Supervisory Skill Builders for the Spa Industry (Required Study Resource)

This series of nine workbooks provides *spa supervisors* with insight into the skills and competencies they need to manage their time, communicate effectively, motivate their employees, resolve workplace conflicts, and manage the performance of their direct reports. Separate fee applies.

Exam

We require that individuals arrange to take their examination under the supervision of an approved proctor.

- A proctor may be a *Certified Hotel Administrator (CHA®)*, a CSS, a local educator, an HR director/manager, an AH&LA member association/federation executive, your immediate supervisor, or a member of the clergy. Designated proctor cannot be a relative.
- Exam consists of 116 multiple-choice questions that must be answered within a two-hour time period. Candidate must achieve a score of 70% or higher to pass.
- Two retakes are allowed if a candidate does not pass the exam. A retake fee applies, and retake exam must be completed within the six month of enrollment.
- Exam is available online and paper-based.

Recertification: Not Required.

Certified Spa Supervisor (CSS)

Prerequisites

The Certified Spa Supervisor (CSS) application is only available as part of the Supervisory Skill Builders for the Spa Industry program, which must be completed as a prerequisite for certification.



All plans require documented evidence of experience and successful completion of a comprehensive examination. Applicants may pursue the CSS designation through one of two options:

Plan 1 Eligibility | Experience

- Successful completion of the ISPA Supervisory Skill Builders Series
- And
- Current full-time employment in a CSS qualifying position with at least three months of full-time experience in one or more such positions.

Plan 2 Eligibility | Early Entry

- Successful completion of the ISPA Supervisory Skill Builders Series
- And
- Not currently employed in a CSS qualifying position. Candidate will have six months from the time of successfully passing the CSS exam to secure full-time employment as a qualified supervisor in the spa industry and to have held one or more such positions for a minimum of three months.

Certified Hospitality & Tourism Management Professional (CHTMP)

The American Hotel & Lodging Educational Institute's **Hospitality and Tourism Management Program** introduces the hospitality and tourism industry on a global scale with a large focus on diversity. The program is delivered with graphic-rich textbooks, and workbooks that give participants the opportunity to apply what they've learned.

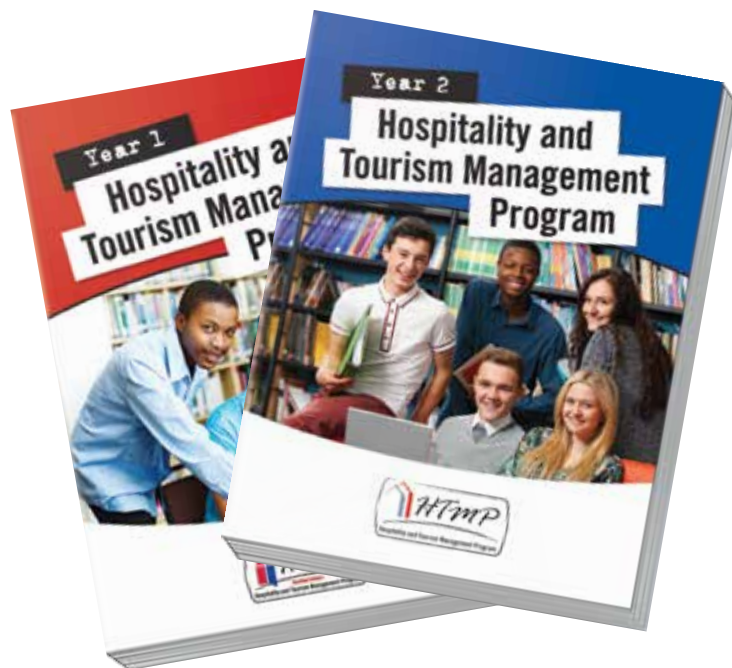
Most importantly, this curriculum is industry driven as evidenced by the fact that we invited more than 60 industry leaders to serve as subject matter experts, ensuring that today's program matches the needs of hospitality employers across the world. And with the stamp of the American Hotel & Lodging Educational Institute, you can guarantee that this program comes packed with industry insight and professional development activities to take students straight from the classroom and into the workforce.

Program Benefits:

Provides specific skills knowledge for participants, leading to an industry-recognized and portable professional certification from the American Hotel & Lodging Educational Institute—**Certified Hospitality & Tourism Management Professional (CHTMP)**

- Aligned to the Common Core State Standards
- Showcases Career Pathways for a dynamic and fast-growing industry
- Teaches employability skills and job-specific technical skills for the Hospitality & Tourism Career Cluster
- Includes everything the instructor will need to teach the program, from lesson plans to assessments and examinations
- Leads to advanced placement in college through articulation agreements
- Includes work-based learning experiences with an industry internship

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"Being able to provide a curriculum to my students that really enforces and follows the industry standard has been so instrumental in their growth as future professionals. I feel that it really drives home the fundamentals, giving my students the groundwork they need for a successful career in hospitality and tourism."



Teira Youngdell
FCS Instructor
Lakeland High School
Rathdrum, Idaho

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