Certifications tailor-made for student success

Academic media assets that lead to industry certification

AHLEI
AMERICAN HOTEL & LODGING EDUCATIONAL INSTITUTE
EDUCATE | DEVELOP | CERTIFY
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.

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.

- 97 international distributors, affiliates and licensed institutions in 55 countries
- 16,500+ hotels and resorts currently use our training resources and certification programs globally
- 250,000+ hotel professionals currently hold a professional certification globally
- 2,000+ high schools, college and universities use our academic programs and supplemental materials globally

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.
# Industry Certifications

<table>
<thead>
<tr>
<th>Specialization</th>
<th>Front Office</th>
<th>Revenue Management</th>
<th>Food &amp; Beverage</th>
<th>Housekeeping</th>
<th>Maintenance</th>
<th>Security</th>
<th>Human Resources</th>
<th>Sales</th>
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<tbody>
<tr>
<td><strong>Executive</strong></td>
<td>CRDE</td>
<td>CFBE</td>
<td>CHHE</td>
<td>CHFE</td>
<td>CLSD</td>
<td>CHT</td>
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<tr>
<td>Certified Rooms Division Executive</td>
<td>Certified Food and Beverage Executive</td>
<td>Certified Hospitality Housekeeping Executive</td>
<td>Certified Hospitality Facilities Executive</td>
<td>Certified Lodging Security Director</td>
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<td>Certified Hospitality Trainer</td>
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<td><strong>Managerial</strong></td>
<td>CHRM</td>
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<td>CHSP</td>
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<td>Certified Hospitality Revenue Manager</td>
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<td>Certified Hospitality Sales Professional</td>
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<td><strong>Supervisor</strong></td>
<td>CHS</td>
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<td>CLSS</td>
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<td>CHDT</td>
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<td>Certified Hospitality Supervisor</td>
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<td>Certified Lodging Security Supervisor</td>
<td>Certified Lodging Department Trainer</td>
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<tr>
<td><strong>Line</strong></td>
<td>Certified Front Desk Representative</td>
<td>Certified Restaurant Server</td>
<td>Certified Guestroom Attendant</td>
<td>Certified Maintenance Employee</td>
<td>Certified Lodging Security Officer</td>
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<td>Certified Kitchen Cook</td>
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<td><strong>Specialty</strong></td>
<td>CMHS</td>
<td>CHE</td>
<td>CHI</td>
<td>CSS</td>
<td>CHTMP</td>
<td>CHIA</td>
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<tr>
<td>Certified Master Hotel Supplier</td>
<td>Certified Hospitality Educator</td>
<td>Certified Hospitality Instructor</td>
<td>Certified Spa Supervisor</td>
<td>Certified Hospitality &amp; Tourism Management Professional</td>
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<td>Certification in Hotel Industry Analytics</td>
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Certifications highlighted in red are available for students.

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The American Hotel & Lodging Educational Institute (AHLEI) offers several supplemental programs designed to provide your students with industry-proven training to take them from the classroom to the job. These print and online programs are easy to integrate into almost any hospitality management course. In many cases, students can earn the same certification credentials available to hospitality industry professionals.

- Certification in Hotel Industry Analytics (CHIA)
- Certified Guest Service Professional (CGSP®)
- Certified Hospitality Supervisor (CHS®)
- Certified Hospitality Department Trainer (CHDT®)
- Certified Front Desk Representative
- Certified Guestroom Attendant
- Certified Restaurant Server
- Certified Maintenance Employee
- Certified Kitchen Cook

**Academic Degree + Industry Certification = CAREER!**

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Features

• Most AHLEI supplemental programs are short, making them ideal for homework assignments.
• Professors do not need to change their entire syllabus and class outline to integrate these programs into the student learning path.
• Online programs come bundled with the certification exam for ease of integration.
• Programs are content neutral: can be used with or without an AHLEI textbook.

Benefits

• Student earn industry-validated certifications.
• Students are more marketable because employers are looking for these credentials. You are now the link to the industry and offer the BEST job candidates.
• Students earn a degree plus a certification.
• Certifications can be earned by students in for-credit programs and in non-credit continuing education programs.

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Certification in Hotel Industry Analytics (CHIA)

Certification in Hotel Industry Analytics (CHIA) is the only hotel-related certification for hospitality and tourism students focused on analytics. Jointly offered by the American Hotel & Lodging Educational Institute (AHLEI) and STR, it provides recognition of thorough knowledge of the foundational metrics, definitions, formulas, and methodologies used by the hotel industry.

The CHIA preparation material can be presented in a variety of formats, including capstone classes, stand-alone labs, and workshops. Students must take a 50-question exam and receive a score of 70% or higher to earn the certification.

Please note: Professors must complete a Train-the-Trainer experience conducted by STR in order to teach the CHIA program at their school. Upcoming sessions are listed on the AHLEI website, under “Certification Review Sessions and Workshops,” at www.ahlei.org/certifications.

Core content areas include:

- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals
- Property Level Benchmarking (STAR Reports)
- Hotel Industry Performance Reports

Course Integration

- Revenue Management: Maximizing Revenue in Hospitality Operations
- Hospitality Sales and Marketing
- Introduction to Hospitality Courses
- Lodging Operations Courses
Certified Guest Service Professional (CGSP®)

The Certified Guest Service Professional (CGSP®) designation provides recognition for those individuals who know how to achieve and express exceptional service by engaging with their guests and creating memorable experiences. Recognized worldwide, the CGSP® designation is the highest acknowledgment of awarding-winning guest service for employees in the lodging industry.

Media Asset

Guest Service Gold®

Guest Service Gold® features two separate programs, Guest Service Gold®: Making Connections and Guest Service Gold®: Golden Opportunities. Each option features seven different stories designed to motivate and inspire individuals to ‘Go for The Gold’ when it comes to providing service that goes above and beyond what is expected. You can select the program that best fits your curriculum needs. The segments can be viewed individually to emphasize or strengthen individual competencies in service, or enjoyed together as one comprehensive program.

Course Integration

- Hospitality Today: An Introduction
- Introduction to Hospitality Courses
- Lodging Operations Courses
- Hospitality Human Resources Courses

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Certified Hospitality Supervisor (CHS®)

Supervisors perform a crucial role in every hospitality organization, with responsibilities to employees, managers, and guests. The CHS® designation provides recognition that the recipient understands how to use key supervisory skills including communication, time management, conflict resolution, team building, and more to contribute to an efficient and effective work environment.

Supervisory Skill Builders

This program provides an entertaining approach to help students learn the "how-to" skills of effective hospitality supervisors. Loaded with need-to-know information, this series of nine modules covers how supervisors should carry out their responsibilities.

Topics covered:

- You as a Supervisor
- Conducting Orientation and Training
- Leadership
- Handling Problems and Conflicts
- Motivation and Team Building
- Staffing and Scheduling
- Improving Employee Performance
- Effective Communication
- Time Management

Course Integration

- Supervision in the Hospitality Industry*
- Introduction to Hospitality Courses
- Lodging Operations Courses
- Hospitality Human Resources Courses

*AHLEI’s textbook, Supervision in the Hospitality Industry, may be used in place of Supervisory Skill Builders in preparation for the CHS exam.

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Certified Hospitality Department Trainer (CHDT®)

The CHDT® provides formal recognition for those employees who not only excel at their own job, but also take on the added responsibility of showing others how to do the job right. This certification acknowledges that the recipient understands how to train individuals and groups in order to maintain standards and deliver consistent service.

Media Asset

Trainer Development Program

Hospitality students and recent graduates may find themselves in the role of department trainer. The content of this online program is a natural fit for position-specific courses for lodging or food service operations, as well as for supervision, human resources, or management classes. Students learn to prepare for training, how to lead one-on-one and group training, and eLearning methods.

Course Integration

- Hospitality Human Resources Courses
- Hospitality Supervision Courses
As future supervisors and managers, your students need to be familiar with the skills used by line-level employees. AHLEI offers Hospitality Skills Certification for five key positions, which can be earned by your students by completing the START for Individual Position program for those positions. These online hospitality skills training programs include activities, printable checklists and worksheets, and quizzes to test learner mastery of required tasks and skills, and include access to the certification exam for each position.

Print instructor resources for each position are available for an additional fee to assist instructors with presenting the program material and certification exams.

Certified Front Desk Representative

Add this program to a front office or lodging operations course to teach students the task breakdowns and skill standards needed to succeed as a front desk representative—the welcoming face of every property.

Course Integration

- Managing Front Office Operations
- Front Office Courses
- Lodging Operations Courses

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- START Front Desk Representative
Certified Guestroom Attendant:

Whether you teach a housekeeping management course or general lodging overview, this online program will provide students with detailed information on the many steps required to create the perfectly clean room that guests demand.

Course Integration

• Managing Housekeeping Operations
• Housekeeping Management Courses
• Lodging Operations Courses

Media Asset

• START Guestroom Attendant

Certified Restaurant Server:

This online program demonstrates the skills and tasks that every server must be able to execute to deliver the experience that makes every meal special. Food service operations and food service management courses alike will be enhanced by adding this program for students to explore.

Course Integration

• Managing Service in Food and Beverage Operations
• Introduction to Hospitality Courses
• Food Service Operations Courses
• Food Service Management Courses

Media Asset

• START Restaurant Server

Get a solid START to a career in Hospitality
Certified Maintenance Employee:
Add this online program to your facilities management, housekeeping, or lodging operations course to show students the importance of maintaining every aspect of a property.

Course Integration
- Hospitality Facilities Management and Design
- Lodging Operations Courses

Media Asset
- START Maintenance Employee

Certified Kitchen Cook:
This online program demonstrates the skills and tasks needed in the kitchen of a food service operation. Add it to your culinary preparation courses, or to any food service operations or management course to give your students an insider’s perspective on this job.

Course Integration
- Management of Food and Beverage Operations
- Introduction to Hospitality Courses
- Food Service Operations Courses
- Food Service Management Courses
- Culinary Preparation Courses

Media Asset
- START Kitchen Cook
The AHLEI programs presented here are available in print and online versions. In most cases, AHLEI recommends the online version of these programs, because the related certification exam is bundled with the online content, creating a seamless experience for students, while also reducing costs. (The exception to this is the Certified Hospitality Supervisor (CHS®), which must be ordered separately from the preparation materials.)

Online Training Programs with Certification

- The instructor selects and orders program materials for each student through the school’s normal process. The AHLEI account executive submits the order to the AHLEI Helpdesk for processing.

- The AHLEI Helpdesk sends instructor key code with directions for creating a new account or adding a new program to an existing account.

- Once the instructor has enrolled with the provided key code, the code becomes the GROUP key code.

- Instructor provides that code to each student, who follows the “group enrollment” section online instructions when registering his or her own key code for access.

- When all students have logged in, the instructor is able to track progress and scores online.

- Students are given one opportunity to take the certification exam. If a student fails, the instructor should contact their AHLEI academic account executive to arrange for a retake.

- Certification pins and certificates are sent to the instructor to be distributed to those students who passed the exam.

Certified Hospitality Supervisor (CHS®)

- Select and order study materials for each student (either Supervisory Skill Builders—print or online; or Supervision in the Hospitality Industry textbook).

- Download CHS® application from AHLEI website (www.ahlei.org/chs).

- Fill out one application per student.

- The instructor sends all applications to AHLEI’s Professional Certification department with appropriate fees (details are on application).

- The Certification department sends all applicants’ CHS exams to designated proctor at the school or training center.

- The proctor submits completed exams to AHLEI for grading (passing score is 70%).

- Student applicant must be currently in a supervisory hospitality position (employment or internship) to earn the CHS® designation. Time in position is three months (90 days); however, completion of the Supervisory Skill Builders program or attainment of an academic degree eliminates that time in position requirement.

- Certification pins and certificates are sent to the instructor to be distributed to those students who passed the exam.
eiReader. Any time. Any place.

The eiReader provides easy access to hospitality books from the American Hotel & Lodging Educational Institute.

These digital books are available for online viewing and are downloadable only through our app. The eiReader is compatible with iPad iOS 7.0 or later and Android 4.0 and up.


For additional details email AHLEI at academics@ahla.com

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