



# Hotel Asset Management



ONLINE COURSE



**Length**

5 weeks



**Effort**

8 hours / week



**Language**

Taught in English

# Course Content

## WEEK 1

*Understanding hotel asset management explores various topics such as what is hotel asset management?, history of asset management, definition of hotel asset management and the principles of hotel asset management.*

*Why hotel asset management is necessary looks at the hotel asset manager's mission: operator & owner interests' dilemmas, asset manager's interaction with key stakeholders, the hotel management contract and Reality outside HMA: communication & transparency.*

## WEEK 2

*Taking on a hotel asset management assignment explores the data and information required and covers basic information received, starting an asset management assignment, monthly package and ownership of information.*

*Analysis, tools and department strategies explores various topics such as general market benchmarking, P&L overall review, room, F&B, Spa focus, analysis of other departments, undistributed operating expenses and below GOP responsibilities.*

## WEEK 3

*Budget - owner's perspectives is of paramount importance in hotel asset management. The weekly content will go through the budget approval process and discusses key elements of the budget package as well as some of the common challenges encountered during the process.*

*Asset management plan (AMP) is a key deliverable that an asset manager prepares for the owners. What is the objective of the AMP? Is this a standard document or adapted to each owner? How often is the AMP updated?*

# Course Content

## WEEK 4

*The various stages of asset management* explores the on-going asset management, asset manager's role and take over.

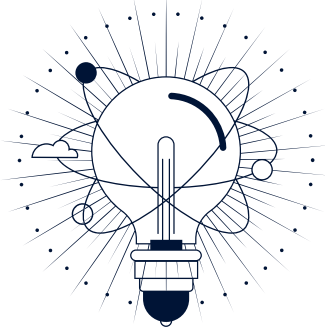
*Investing in existing physical assets* discusses the factors that may influence the capital expenditure (capex) requirements for a hotel property.

*Hotel development* focuses on hotel real estate cycles and how these favor geographical investment diversification.

*Hotel investment ventures* covers the buy, hold or sell analysis, as well as capital structuring

## WEEK 5

Week five is dedicated to the final assessment. To successfully pass the assessment, a minimum of 60% of the total points available need to be obtained. The type of assessment may range from multiple choice quizzes (MCQ) to more open response evaluations, like a case study.



# Learning objectives

**1.**

**Defend the crucial perspective of hotel asset management, in order to meet investment objectives and create sustainable profits**

**2.**

**Analyze the components of the hotel sector in terms of types of hotel products, international brands and various business models and contracts**

**3.**

**Develop an 'asset management' toolkit for evaluating projects**