



HSMAI
UNIVERSITY

CERTIFICATIONS



In difficult economic times, it is more important than ever to you personally and to your employer to know that you are the best of the best in your field. Certification provides an individual not only with a personal sense of accomplishment, but serves as individual leverage in current and future career opportunities. A certification serves as a key differentiator in illustrating one's understanding and commitment to an industry or a competency.

To provide professionals in the hospitality industry with the opportunity to prominently showcase and market their talents and expertise, the Hospitality Sales and Marketing Association International (HSMAI) and HSMAI University offer four prestigious certification programs. To learn more about them including the qualifications and procedures to apply, and to download applications, please go to: <http://www.hsmi.org/resources/certification.cfm>, but below are brief descriptions of the:

- CRME (Certified Revenue Management Executive)
- CHSC (Certified in Hospitality Sales Competencies)
- CHME (Certified Hospitality Marketing Executive)
- CHBA (Certified in Hospitality Business Acumen)

CRME (Certified Revenue Management Executive)

For those engaged in revenue management, a CRME recognition demonstrates that one is a professional in the field of revenue management and clearly conversant with its intricacies and importance, competent to develop an infrastructure to support revenue management within the framework of an organization, able to maximize revenue opportunities and optimize profits by managing revenue, capable of making informed decisions to accept or reject pieces of business to meet overall organizational goals, and proficient at the art and science of revenue management.

CHSC (Certified in Hospitality Sales Competencies)

A CHSC designation will indicate that you are a professional who has attained an expertise in your career, increasing your value to your employers, maximizing your confidence, and improving the industry by raising performance standards, practices, and ethics. The certification is an opportunity to confirm your knowledge, experience, and capabilities in the field of hospitality sales, and recognition that you have demonstrated a high level of performance and knowledge, a commitment to impeccable standards and ethics, and an understanding of what it takes to compete and succeed in the hospitality industry.

CHME (Certified Hospitality Marketing Executive)

The CHME is a designation earned by those professionals who have effectively demonstrated the credibility, knowledge, expertise and confidence that has become increasingly necessary in today's fast-moving and ever-changing hospitality industry. Being named a CHME is a prestigious honor that carries with it new opportunities and increased recognition. Not only will your leadership capabilities be more visible, but your ability to develop and execute highly successful marketing programs will be evident as well. A new level of respect and admiration from your peers will also arise as a result of your designation. CHME is not attainable for everyone. There are specific requirements that must meet high standards in order to become a candidate for certification, including experience in the industry and submission of an original research paper before an examination can be administered.

CHBA (Certified in Hospitality Business Acumen)

Pre-qualification requirements include experience in the industry as well as a certificate of completion of two unique training courses offered by HSMAI University and Johnson & Wales University, "Managing Business Results" and "Managing Revenue." Usually presented twice a year in 3-day and 2-day seminars, respectively, the seminars are designed around the renowned hotel management simulation referred to as "HOTS" (Hotel Operation Tactics and Strategy) and the REV® Simulation. The HOTS simulation course has been offered as a core management course to major hotel chains and as upper level courses at noted hotel schools such as Cornell, UNLV, UMass, and Penn State. HSMAI University is the only professional association to present the course to the public. Both courses are presented by Peter Starks, MSC, MBA, CHE, FHCIMA, Managing Director of Training Technology International, which conducts some 25 computer-based management development programs per year around the globe using the preeminent HOTS Simulation.