



# Conferinta HRBexpert

21 mai 2008

NOVOTEL HOTEL BUCAREST

Razvan E. PIRJOL – CEO TourismHotelRestaurant Consulting Group - *Leading Hospitality & Tourism Educators in Romania*

[www.thrgroup.ro](http://www.thrgroup.ro)

# Hospitality & Tourism Industries

5-star Restaurants

Airlines

Health and Fitness Clubs

Wineries

Chambers of Commerce

And Much More...

Signature Spas

Luxury Resorts

Sports Venues

Tourism Offices & Travel Agencies

Consulting Management Companies

World-class Hotels

Casinos

International Congresses and Conferences

Adventure Travel Companies

Real Estate Management Companies

Cruise Ships

Banks

# Negustori de vise ?

Hospitality : experienta complexa, bazata  
pe senzatii & emotii

# Devize

Clientul nostru, stapanul nostru

Le client est roi

We are Ladies & Gentlemen, Serving  
Ladies & Gentlemen



! sau ?

# Situatii proprii meseriei si nu locului

o bericica, o rosioara **VS** doar un mar ? doar o cafea ? Mmmmda ...

cappuccino-ul “suflat”

hartia de pe jos si monitorul din receptie

Eminescu la Casablanca

# Ce dorește clientul ?



# ATITUDINE

esențial, dar nu suficient

# your **attitude** determines your altitude



# KEY PERFORMANCE INDICATOR

main KPI for a Hospitality & Tourism Management School :

**employability of the alumni**

From May to June 2007, Taylor Nelson Sofres (TNS) Travel & Tourism (U.K.), the world's largest provider of custom research and analysis, conducted a broad industry survey amongst a large sample of hiring managers from leading international hospitality organisations around the world.

*“Thinking about the hiring of graduates for an international career in the hospitality industry, from the following list of hospitality management schools, please select the ones you would consider to be in your Top 10?”*

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1998

Scoala zambetului si a “ananasului” – simbol  
international al ospitalitatii

**T H R**



*leading hospitality &  
tourism educators*

**2 0 0 8**

“*Teach to do things right VS Teach the right thing to do*”



Cursuri de initiere, calificare, perfectionare dar si Post-universitare (colaborare cu Universitati de Turism ca un complement pentru partea vocationala)

Evaluare a competentelor profesionale dobandite prin experienta

Impreuna cu scoli de specialitate din tari cu traditie in formarea hoteliera si turistica, ca de ex. ***Ecole hôtelière de Lausanne (EHL)***, **THR CG** va propune o curricula cu posibilitati multiple de intrare-iesire.

Cursuri on-campus dar si e-learning

Stagii in Romania si/ sau strainatate de 6 luni, parte integrante din procesul educational

Feed-back constant din partea industriei prin ***Advisory Board*** (Consiliu Consultativ)  
double certification THR CG & EHL

*“Teach to do things right VS Teach the right thing to do”*



### **Evenimente profesionale :**

eno - gastronomice : Alain Ducasse Formation,  
Bucatarie Thai – sub inaltul patronaj al Amb. Thailandei

### **Fondurile Structurale Europene :**

**THR** este un partener fiabil atat pentru identificarea nevoilor interne, cat si implementarea programului de instruire pentru Dezvolarea Resurselor Umane (DRU) din domeniul HORECA

In cadrul proiectelor pentru cresterea competitivitatii economice a IMM-urilor, **THR** (in calitate de consultant) in parteneriat cu **TopHoreca** (integrator sist. IT Horeca) ofera asistenta in realizarea acestora.

**THR**



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