

Update on the Steigenberger Academy

The Steigenberger Academy is now offering digital crash courses for the hotel industry

Frankfurt am Main, 1 July 2022

The Steigenberger Academy has launched a series of digital crash courses specifically geared to employees in the hotel industry. The training program “Refresh your Hotel Skills” is to focus on essential know-how in the hotel industry, such as an understanding of front office, kitchen, housekeeping, and service operations. There will also be more detailed updating training dealing with aspects including hotel revenue management, upselling, and the right way to handle guest complaints. “Refresh your Hotel Skills” aims to support employees in their daily work by boosting their competence in various areas.

“The Steigenberger Academy is seeking to assist in areas where the need is the greatest,” said Ulrich Bensele, Chief Human Resources Officer at Deutsche Hospitality and Managing Director of the Steigenberger Academy. “‘Refresh your Hotel Skills’ has been designed based on an internal and external needs analysis to meet the industry’s requirements. After two years of the pandemic, there is a need to refresh knowledge and ensure that skills are up to date. Therefore, the Academy is putting this new offer in place.”

From July onwards, the Steigenberger Academy will also be offering new face-to-face courses for initial and continuing training. Hotel staff who are regularly involved in purchasing will benefit from two days, “Modern Procurement in the Hotel Industry,” scheduled for 19 and 20 July 2022. In September, head chefs will have the opportunity to attend a two-day course on the basic principles of vegetarian and vegan cuisine. A six-week program starting in November will prepare lateral entrants to the industry for the kind of work they can expect in the hotel sector.

The Steigenberger Academy has been one of Germany’s leading specialist vocational schools and schools of hotel management since 1948. The Steigenberger Academy was reintegrated into Deutsche Hospitality at the beginning of 2022. This means that Deutsche Hospitality is the only hotel group in Europe to have its own state-recognized initial and continuing training venue. The Academy has been laid out to resemble a hotel and boasts its restaurant area, central kitchen, and reception. Theory and practice thus go hand-in-hand. Deutsche Hospitality and the

Steigenberger Academy collaborate closely to give students rapid access to appropriate practical placements. Permanent employment may also be offered to those who have completed their courses and studies.

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