



# SERVICE CHARTER

Consulting, training, and strategic  
development for the hospitality sector

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# Organization

A strategic partner for the growth of your property.



**GHA Global Hospitality Academy** was founded with a clear mission: to support hospitality businesses in improving their operational and economic performance by providing continuous, practical, and results-oriented assistance.

We operate daily in the **hospitality sector**, collaborating with entrepreneurs, directors, and managerial figures, working directly within business dynamics to fully understand challenges and potential. Our intervention focuses on process optimization, work organization, and increasing overall profitability.

Unlike traditional consulting, often limited to theoretical guidance, our approach is **strongly operational**: we work side by side with the team within the property, transforming **strategies into concrete actions** and supporting staff in the daily implementation of identified solutions.



# Context

An increasingly competitive market requires new skills.

The hospitality sector is becoming increasingly competitive and requires careful, strategic, and results-oriented **management**.

To understand the real dynamics that influence a property's performance, it is essential to **analyze** its main strengths and areas for **improvement**.

## SWOT Analysis of the Hospitality Sector

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"><li>• Strong growth potential driven by tourism and demand for experiences</li><li>• Opportunity to differentiate through service and perceived quality</li><li>• Enhancement of property, location, and services as strategic assets</li></ul>	<ul style="list-style-type: none"><li>• Difficulty in cost control and operational management</li><li>• Shortage of qualified staff and inefficient organization</li><li>• Low margins and lack of structured commercial strategies</li></ul>	<ul style="list-style-type: none"><li>• Growing demand for personalized experiences and high-quality services</li><li>• Revenue increase through upselling and ancillary services</li><li>• Use of digital tools for marketing, sales, and management</li></ul>	<ul style="list-style-type: none"><li>• Increasing competition and price pressure</li><li>• Rising operational costs and shrinking margins</li><li>• Continuous changes in customer needs and behaviors</li></ul>

This analysis highlights how, without a structured approach, even high-potential properties risk underperforming.

This is precisely where the importance of targeted intervention arises—capable of **transforming challenges into opportunities** and concretely improving **performance**.

# GHA Method

An operational, customized, and results-oriented approach.



The GHA method is based on one essential principle: **every property is unique** and requires a tailored intervention based on its characteristics, target market, and objectives.

Our process develops in four phases:

## 1. Operational Analysis

Our work begins with an in-depth **operational analysis**, during which we evaluate every aspect of the property—from internal organization to cost management, from staff to services offered, up to market positioning.

## 2. Strategic Intervention

We then develop a **concrete strategic plan**, defining an action plan with clear, measurable, and achievable objectives designed to improve performance in the short and medium term.

## 3. On-Site Implementation

The most important phase is **on-site implementation**, during which we **directly support** the team in executing strategies, ensuring that every action is applied correctly and effectively.

## 4. Specialized and Detailed Consulting

To complete the process, we provide **targeted consulting** in specific areas of the property, offering technical and **strategic solutions** to **optimize results** and ensure solid, long-term growth.

Our goal is not to provide theoretical solutions, but to **generate real and lasting changes** that have a **concrete impact** on business results.

# Target

Who our services are for.



GHA Global Hospitality Academy collaborates with various types of **accommodation businesses**, including residences, hotels, tourist villages, resorts, and campsites—each with different characteristics, needs, and business models.

We also support new hospitality **startups**, assisting them from the early stages of project development. From concept definition to service structuring, we help build a solid and competitive offering designed from the outset to deliver an optimal customer experience aligned with market needs.

Each business has specific dynamics related to its size, target clientele, seasonality, and type of services offered. For this reason, our approach is never standardized, but based on the design of customized interventions tailored perfectly to the context in which we operate.

This adaptability allows us to work effectively with both small properties and **more complex**, structured organizations.



# Training

Developing skills to increase performance.



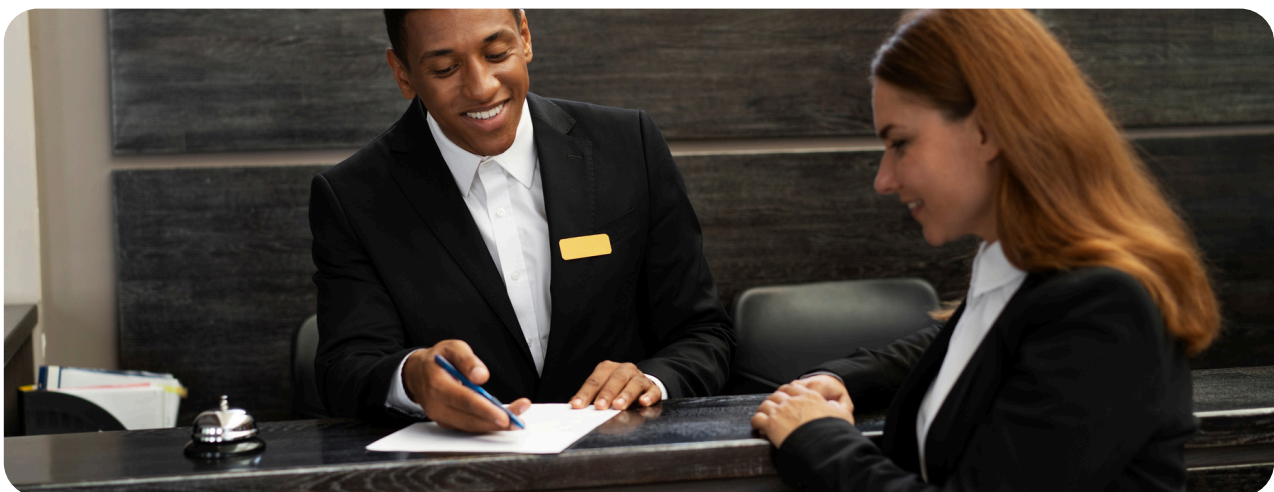
**Staff** represent one of the most important elements for the success of an accommodation business, as they are directly involved in the **guest experience** and in daily **operations**.

GHA delivers targeted **training programs**, carried out directly within the property, involving key operational and managerial roles: management, reception, food & beverage department, entertainment and activities, lifeguard service, facility care (gardening and cleaning), housekeeping, as well as specific programs for bar staff, hostesses, guest relations, and customer assistance.

The goal is to improve **service quality**, increase **operational efficiency**, and develop commercial skills that enhance every customer interaction.

Particular attention is given to **customer management**, from the welcome phase to the stay and post-stay, with the aim of creating **memorable experiences**.

The training provided is practical, immediately applicable, and **results-oriented**, enabling the team to gain greater **autonomy**, confidence, and awareness in their role.



# Cost and Revenue Analysis

Control, optimization, and increased profitability.

Effective management of an accommodation business starts with a thorough understanding of the numbers.

Costs, revenues, and operational performance are **key indicators** for understanding the real condition of the business and **identifying opportunities** for improvement. Through a structured analysis, it is possible to identify inefficiencies, reduce waste, and take targeted actions to **increase profitability**.

Phase	What we analyze	Outcome for the property
Analysis	Operating costs, revenues, processes, and departmental performance	Clear and comprehensive view of the situation
Identification of issues	Waste, inefficiencies, untapped margins	Identification of areas for improvement
Optimization	Actions on costs, resources, and organization	Waste reduction and increased efficiency
Development	Strategies to increase revenue and margins	Growth in actual profit

The goal is not only to reduce costs, but to **improve the balance** between costs and revenues, turning turnover into **concrete profit**.

Through targeted and immediately applicable interventions, we support the property in achieving more efficient, sustainable, and **growth-oriented** management over time.

# Entertainment & Food & Beverage

We enhance the guest experience and turn services into profit.

## Entertainment and Guest Experience

The **customer experience** is now one of the most decisive elements for the success of a property.

GHA designs and organizes tailor-made activities and entertainment programs, with the aim of increasing **guest satisfaction**, extending the average stay, and encouraging repeat visits over time.

Each activity is designed according to the **target audience** and the property's positioning, helping to strengthen its **identity**.

## Food & Beverage Management

The Food & Beverage department is one of the main drivers of **revenue**, but also one of the most complex areas to manage.

GHA supports the **full management** of the department, handling operational organization, cost control, resource optimization, and the development of the gastronomic offering.

The goal is to **improve service efficiency** and increase profit margins.



# Tourism Offer Optimization

Creation of experiential packages and targeted objectives for the growth of the property.



GHA supports properties that aim to grow, relaunch, or improve their **performance**, through the development of effective **commercial strategies** and a clear, competitive market positioning.

We intervene to **increase** room occupancy, improve the property's visibility, and develop revenue in a structured and continuous way.

## Tourism Packages and Integrated Services

To increase the value of the offer and enhance the **guest experience**, we support properties in the creation and sale of complete **tourism packages**, bookable directly online.

Packages may include accommodation, flights, transfers, and additional services, offering customers a convenient and **complete solution** from booking to arrival at the property.

## Objectives for Partner Properties

This approach allows to increase the **average booking value**, generate new revenue opportunities, build guest loyalty, and position the property more competitively in the market.

Properties participating in the program have the opportunity to contribute to the development of **qualified professionals**, focused on operational and strategic management, team coordination, performance analysis, and continuous improvement of the customer experience.

The program also promotes the introduction of **new skills**, an **innovative approach** to internal processes, and greater attention to key topics such as sustainability, service quality, and the use of technology in the hospitality sector.

# Strategy, Recruiting and Offering



From business growth to building the right team.

At the same time, we manage the recruitment of specialized personnel in the **hospitality sector**, selecting qualified professionals aligned with the property's needs, reducing hiring time and minimizing recruitment risks.

To support daily operations, we offer dedicated **training programs** for professionals and existing **staff**, with customized paths aimed at improving technical, operational, and interpersonal skills, fostering continuous growth and enhancing service quality.

We also provide an **initial free audit**, which includes an on-site visit, a comprehensive operational analysis, direct consultation with our specialists, and the immediate identification of key areas for improvement.





## **Transform your property into an efficient system.**

Improve performance, achieve concrete results, and discover new growth opportunities.

**Book your free audit today!**

# **Contact us for more information**

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