



Ask Gail

by William D. Frye, Ph.D., CHE

Questions about the value of obtaining the CHA certification

Another great article from *The Rooms Chronicle*®, the #1 journal for hotel rooms management! ***Important notice: This article may not be reproduced without permission of the publisher or the author.*** College of Hospitality and Tourism Management, Niagara University, P.O. Box 2036, Niagara University, NY 14109-2036. Phone: 866-Read TRC. E-mail: editor@roomschronicle.com

Notice: The ideas, opinions, recommendations, and interpretations presented herein are those of the author(s). The College of Hospitality and Tourism Management, Niagara University/The Rooms Chronicle® assume no responsibility for the validity of claims in items reported.

Dear Gail:

I have heard that there is a certification designation for hotel managers known as a “CHA”. Is this something that is worthwhile pursuing and how will it benefit me and my hotel?

Aubreyanna L.
Springfield, MO

Dear Aubreyanna:

The Certified Hotel Administrator (CHA) designation is a special honor that all full-service hotel general managers should strive to earn. It has been recognized throughout the Lodging Industry as the pinnacle of excellence for hotel managers. The prestigious certification is available to hotel general managers and hospitality executives, who by combining education and experience with dedication to the industry, have achieved a high level of expertise. The CHA designation is a highly respected globally recognized professional credential that validates a manager’s advanced knowledge in the hospitality industry. It is an honor awarded to lodging professionals whose leadership and managerial abilities are deemed exemplary. Achieving the CHA certification announces that you have a place among the best in your profession, are abreast of current trends and latest hospitality protocols, and serves as leverage in current and future career opportunities. In fact, many hotel owners seek out CHA certified candidates when filling a vacant general manager position.

Managers must have completed a variety of prerequisites that demonstrate sufficient professional and educational background before they may sit for the CHA certification exam. Because individual backgrounds vary widely in the hospitality industry, applicants may pursue the CHA designation through one of three options: Plan A emphasizes an education background; Plan B emphasizes industry experience; and Plan C emphasizes early entry. All plans require documented evidence of managerial experience and successful completion of the comprehensive CHA examination.

Once certified, designees are automatically enrolled in the CHA Recertification Program, which recognizes and rewards continuing efforts toward hospitality career growth. A portfolio to help track professional-development activities is provided to newly certified managers. Every five years, the Certification Commission of the American Hotel & Lodging Educational Institute will recertify those who qualify based on their accomplishments.

Established in 1953 as a nonprofit educational foundation of the American Hotel & Lodging Association (AH&LA), the Educational Institute’s mission is to support AH&LA by becoming the preferred provider to the lodging industry, hospitality schools, and related hospitality industries both domestically and internationally by developing and providing quality resources to train, educate, and certify hospitality professionals. The Educational Institute offers over 30 different professional certifications at all levels of hotel ownership, management, educator, and line-level employment. A similar designation known as the Certified Lodging Manager (CLM) is available as the lodging industry’s highest acknowledgment of professionalism for managers at economy and limited-service properties.

The CHA designation is recognized as the premiere certification offered. Certified Hotel Administrators who go on to long and distinguished careers may be conferred the special status of CHA Emeritus near retirement and are recognized during the annual International Hotel, Motel & Restaurant Show in New York City each November.

Pictured left: Candidates who successfully meet the requirements for certification are authorized to wear the CHA lapel pin and use the “CHA” designation on letterhead, business cards, and other writings.



Additional information about the CHA and other designations can be found at the Educational Institute's website at www.ahlei.org. ✧

*(Dr. William D. Frye is an associate professor in the College of Hospitality and Tourism Management at Niagara University and co-author of the textbook *Managing Housekeeping Operations*, published by the American Hotel & Lodging Educational Institute. E-mail: wfrye@roomschronicle.com)*