

## **Third Batch of Shaza Kifah Graduates Complete First Phase of Training at Shaza Al Madina**

***To celebrate the accomplishments of the candidates a special ceremony was organised by the hotel management***

**Saudi Arabia:** Shaza Al Madina, member of Global Hotel Alliance and winner of Saudi Arabia's Leading Luxury Hotel 2018 Award, has announced the successful completion of the first phase of training for the third batch of Shaza Kifah graduates. During the period the candidates underwent an intensive 3-months training in multiple departments based on their interest, experience, knowledge, education and management skills.

This marks the beginning of the second phase of the training that will extend over 9 months and will help the participants gain valuable experience in a specific area identified to optimise their potential and learning in the hospitality industry. The candidates have now been placed in various roles ranging from front office to concierge, food and beverage, finance, purchasing and sales departments under the supervision of specialised and experienced associates.

To recognise and celebrate the accomplishments of the group during the first phase of training, Shaza Al Madina that is part of the DISCOVERY loyalty programme, organised a special ceremony attended by the top executives of the hotel.

Speaking on the occasion Amjad Irshaidat, Country General Manager for Shaza Hotels in KSA, stated, "The Shaza Kifah Programme provides local Saudi talents unique opportunities to leverage their skills in the hospitality sector. We are very excited to see their drive and ambition and are very proud of their achievements. The various modules are designed to provide outstanding on-the-job training for young talents to support their professional goals."

Created in collaboration with the Saudi Human Resource Development Fund (HRDF), Shaza Kifah is the first Saudi development programme in KSA aimed at training and preparing local Saudi talent for a career in hospitality. Shaza Al Madina has been working closely with the College of Tourism – a government institute in KSA operating under the umbrella of Technical and Vocational Training Corporation. The college offers Shaza Kifah participants a qualified team to regularly oversee the trainees' performance and certification at the end

of the programmed as well as provide motivation, guidance and training to the candidates throughout the period.

On successful completion of the one-year training, the candidates are evaluated for potential employment at any of Shaza Hotels.

In addition to reducing unemployment, the Shaza Kifah programme supports Vision 2030 and its goal to make tourism and hospitality a pillar of the government's economic diversification strategy. It is in line with the Ministry of Tourism's Vision 2021 of preparing Saudis to take the lead in tourism and hospitality.

Inspired by the culture and traditions of the legendary Silk Route, Shaza Al Madina, combines sophistication and location in effortless style, creating an intimate and discreetly luxurious ambience that is the first choice of the culturally refined.

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### **About Shaza Hotels**

Shaza is one of the leading luxury hotel brands in the Middle East, characterised by its dedication to offering true Arabian hospitality inspired by the traditions and culture of the legendary Silk Route and reflected by the supremely elegant Middle Eastern style décor and serene ambience that is appreciated by the most discerning travellers.

With two hotels already operational in the Middle East – Shaza Makkah and the multiple award-winning Shaza Al Madina – the brand is expanding with the upcoming openings of two new hotels in the Kingdom of Saudi Arabia: Shaza Riyadh scheduled for opening in December 2018 and Shaza Jeddah in 2019.

Shaza is a member of Global Hotel Alliance (GHA) the world's largest alliance of independent hotel brands, bringing together more than 35 brands with over 500 hotels in 78 countries. GHA's award-winning loyalty programme, DISCOVERY, provides 12 million members exclusive opportunities to immerse themselves in local culture wherever they travel.

**For more information please visit [www.shazahotels.com](http://www.shazahotels.com)**

### **About Global Hotel Alliance**

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands, bringing together 35 brands with 550 hotels in 76 countries. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands. GHA's award-winning loyalty programme, DISCOVERY, provides over 10 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit [gha.com](http://gha.com)

### **Attachments**



The third batch of Shaza Kifah graduates with Amjad Irshaidat, Country General Manager for Shaza Hotels in KSA.

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