



INTERNATIONAL
HOTEL SCHOOL



Hospitality Today- An Introduction

This course may carry credits towards the Higher Certificate in Hospitality Management (SAQA ID 88062, NQF Level 5) and the Higher Certificate in Food and Beverage Management (SAQA ID 88063, NQF Level 5), if certain conditions are met



- Duration -

10 weeks
(5-10 hours per week).



- Certification -

Graduates receive the IHS Short Course Certificate as well as an AHLEI award.

Course Description

This course takes a management perspective in explaining the organisation and structure of hotels, restaurants, casinos, cruise lines, and clubs. It further examines related topics such as franchising, management contracts, business ethics, human resources and marketing. The hospitality industry's impact on the national and international economy is examined.

What does the programme cover

- The concept of "service" and how service businesses differ from manufacturing businesses.
- Reasons people travel and describe travel trends and types of travel research.
- The scope of the travel and tourism and hospitality industries and its economic impact on local, national, and international levels.
- Makeup and size of the lodging and food service industries.
- Advantages and disadvantages of a career in hospitality.
- The restaurant industry, menu preferences, design and pricing.
- Explain various ways hotels can be owned and operated, distinguish chain hotels from independent hotels, and explain how hotels can be categorised by price.
- Distinguish a hotel's revenue centres from its cost centres.
- Different types of meetings typically held in lodging facilities.
- The operation of cruise ships, gaming and clubs.
- Managerial tasks and responsibilities.
- Marketing and selling and how a marketing plan is developed.

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