



INTERNATIONAL
HOTEL SCHOOL
SHORT COURSES

Hospitality Today – An Introduction



ADMISSION REQUIREMENTS

You must be 16 years
or older.



DURATION

5-10 hours per week,
10 weeks



Exclusive Licensee

CERTIFICATION

AHLEI short course
certificate

Introduction

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 will I learn?

- 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.