

HOTEL, TRAVEL AND TOURISM MANAGEMENT COURSES

Travel and Tourism has industry major potential for a country and the entire Southern African region!



Tourism has major potential for a country and the entire Southern African region. It puts equal value on untouched natural resources and culture. It celebrates the birthright of a nation and has huge potential for speeding up economic empowerment and growth. Africa, particularly Southern Africa has great beauty in its and, natural resources and people. It's tourism natural. But a pretty face is not enough in this competitive industry without appropriately skills professional to run the industry.



The CPS travel, tourism and hospitality management courses training programmes, examined by The Confederation of Tourism, Hotel & Catering Management (CTHCM), The Association of Business Executives – ABE and The Chartered Institute of Marketing – CIM are internationally recognized and are aimed at unblocking human capital and shortage of professional skills barriers to tourism

thereby contributing towards the transformation of the sector to more dynamic foreign exchange earning source for SADC member countries. There is still a lack of knowledge and information among certain communities of what tourism is all about, its importance in everyday life, and the opportunities it presents for economic empowerment. Tourism is still largely considered a white-dominated industry, and lacks proper involvement of historically disadvantaged sections of our society. Our trainings are particularly aimed at empowering more previously disadvantaged people with relevant skills that once gained will enable them to benefit from local and foreign tourism.



Not long ago, travel to wild places and resort hotels seemed to account for most tourism activities. A

bachelor's degree in tourism and hospitality management is designed to prepare you for a broad range of managerial roles across the hospitality and tourism industry. Your curriculum cover industry standards and practices; you can focus on hospitality management; convention and meeting planning; destination services management; travel and tourism; recreation related industries; fundamentals of purchasing; or food and beverage. These courses will be supplemented with classes in liberal arts, business, specialized courses in technical applications, leadership, and case analysis applied to the global industry. The CPS travel, tourism and hospitality management courses training programmes will allow you to specialize in; Casino Management, Club Management, Food and Beverage Management, Lodging Management and Tourism, Convention and Event Management.



Graduates of our courses work as Hotel Officers and Managers, Travel Consultants and Managers, Tourism Marketing & Sales Managers, Event Planners and Managers, Special Events Coordinators, etc.

4.6.1 The Confederation of Tourism, Hotel & Catering Management (CTHCM)
www.cthwards.com



Overview

The Confederation of Tourism & Hospitality was established in 1982 to provide recognized standards of management training appropriate to the needs of the hotel and travel industries via its syllabi, examinations and awards. Those studying for the examinations of the Confederation are offered a structured learning process, encompassing both the theoretical and practical aspects of the industry, together with a clearly defined path of development through progressive grades of membership. The Confederation offers four externally examined Diploma training programmes, each of which will normally take an academic year to complete, and four grades of membership each indicating a level of personal development. CTH management programmes are widely recognized by universities as offering equivalency to degree level study and CTH Diploma students may therefore gain direct entry onto the second year of a variety of tourism and hospitality degree programmes.

The CTH Diploma and Advanced Diploma programmes are recognized by major organizations in the hospitality and tourism industries as suitable for employment at supervisory and management level. CTH Management Programmes have been awarded Institute of Hospitality Endorsement, (formerly the HCIMA). All learners on CTH Diploma programmes are eligible for Affiliate Membership of the Institute of Hospitality, and learners who successfully complete the CTH Advanced Diploma programmes are eligible to apply for Associate membership. The qualifications are recognized by a number of British universities.

HOTEL MANAGEMENT

Hospitality industry

The hospitality industry is one of the largest industries in the world. Each year progressively more meals and bed nights are purchased, which is why the hotel industry is experiencing rapid growth. Customers are becoming ever more demanding in their requirements for high standards of service and facilities. It is only through organized and structured training that the industry can meet these expectations.

Diploma in Hotel Management

What is it?

The Diploma in Hotel Management aims to provide students with a broad understanding of the operational aspects of the international hotel industry, and a knowledge of the underlying principles involved.

Modules

- Food and Beverage Operations
- Food Hygiene, Health and Safety
- Front Office Operations
- Facilities and Accommodation Operations
- Hospitality Finance
- Introduction to Business Operations
- Marketing
- The Tourism Industry
- Business Computing
- Understanding the Global Hospitality Industry

Assessment Start Dates Study Mode

Each of the modules has a two and a half hour examination, set and marked by CTH. February and July each year

Part-time (evening) and Distance. Full time to start in January 2010

Duration & Hours

This programme has been devised on the basis that students will attend a course of study of not less than 450 hours. Private study will be required over and above this figure.

Advanced Diploma in Hotel Management

What is it?

The Advanced Diploma in Hotel Management aims to provide an understanding of the managerial, decision making and leadership aspects of the international hotel industry and to develop independent research and study skills which will be required when working at senior managerial level in the industry.

Modules

- Understanding the Global Hospitality Industry
- Food and Beverage Management
- Strategic Hospitality Management
- Facilities Management
- Management Accounting
- Human Resource Management
- Management Research Report
- Tourism Management

Assessment

Each of the modules has a 3 hour examination, set and marked by CTH.

Start Dates

February and July each year

Study Mode

Part-time (evening) and Distance. Full time to start in January 2010

Duration & Hours

The scheme has been devised on the basis that students will attend a course of study of not less than 450 contact hours. Private study will be required over and above this figure.

TRAVEL AND TOURISM

Tourism Overview

Travel and tourism is the fastest growing industry in the world. It has been estimated by the World Tourism Organization that around one job in ten depends upon tourism, which includes holidaymakers and business visitors. It is only through organized and structured training that the industry can meet these expectations

Diploma in Tourism Management

What is it?

The Diploma in Tourism Management aims to provide students with a broad understanding of the operational aspects of the international tourism industry, together with a knowledge of the basic principles which underpin the industry. This Diploma has been devised on the basis that students will attend a course of study of not less than 450 hours. Private study will be required over and above this figure. Each of the modules has a two and a half hour examination, set and marked by CTH.

Modules

- Travel Geography
- The Tourism Industry
- Business Computing
- Travel Agency & Tour Guiding Operations
- Introduction to Tourism Economics
- Special Interest Tourism
- Destination Analysis
- Introduction to Business Operations
- Finance for the Travel Industry
- Marketing

Assessment

Each of the modules has a 3 hour examination, set and marked by CTH.

Start Dates

February and July each year

Study Mode

Part-time (evening) and Distance. Full time to start in January 2010

Duration & Hours

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Diploma in Travel Agency Management

Option in Travel Agency Management

The Diploma in Travel Agency Management aims to provide students with a broad understanding of the operational aspects of travel agency management and airline ticketing, along with an understanding of the tourism industry. This Diploma incorporates three modules from our IATA approved Fares and Ticketing courses.

Modules

- Travel Geography
- The Tourism Industry
- Business Computing
- Travel Agency Operations
- Fares and Ticketing level 1
- Fares and Ticketing level 2
- Computer Reservations Systems
- Supervisory Management
- Sales and Marketing
- Finance for the Travel Industry

Assessment

Each of the modules has a 2 and a half hour examination, set and marked by CTHCM.

Start Dates

February and July each year

Study Mode

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Advanced Diploma in Tour Operation and Management

What is it?

The Advanced Diploma in Tour Operation and Management aims to provide an understanding of the managerial, decision making and leadership aspects of the international tour operation industry and to develop the independent research skills which will be required when working as a senior manager in the industry. The scheme has been devised on the basis that students will attend a course of study of not less than 450 contact hours. Private study will be required over and above this figure. Each of the modules has a 3 hour examination, set and marked by CTH.

Modules

- Tour Operation
- Management Accounting
- Strategic Tourism Management
- Sustainable Tourism & Destination Management
- Human Resource Management
- Management Research Report

Assessment

Each of the modules has a 3 hour examination, set and marked by CTH.

Start Dates

February and July each year

Study Mode

Part-time (evening) and Distance. Full time to start in January 2010

Duration & Hours

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Modules

- Tour Operation
- Management Accounting
- Strategic Tourism Management
- Sustainable Tourism & Destination Management
- Human Resource Management
- Management Research Report

Assessment

Each of the modules has a 3 hour examination, set and marked by CTH.

Start Dates

February and July each year

Study Mode

Part-time (evening) and Distance. Full time to start in January 2010

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4.6.2 London Chamber of Commerce and Industry (LCCI)/ Education Development International (EDI)
www.lccieb.com or www.ediplc.com/lcci-international-qualifications.asp

Course Description:



London Chamber of Commerce and Industry International Qualifications (LCCI IQ) have been awarded since 1887 and are recognized and respected by employers, governments and universities worldwide. In 2003 the London Chamber of Commerce and Industry Examinations Board merged with Goal assessments, a pioneer in online testing, to form EDI. EDI has now become one of the UK's leading awarding bodies accredited by the British government. We work closely with Ministries of Education around the world. LCCI International Qualifications are offered through a growing network of around 5,000 centres, supported by extensive learning resources and easy online administration. The qualifications are taken in more than 120 countries and each year around 250,000 are awarded throughout the world. LCCI offers qualifications and diplomas in a range of subject areas, covering all the key functions of business including Financial and quantitative qualifications.



LCCI International Qualifications in Financial and Quantitative subjects are amongst the best regarded across EDI's range of international qualifications and are used for a variety of applications, ranging from gaining introductory knowledge to developing technical knowledge and skills for specific vocational purposes. The portfolio offers good progression routes through to higher levels as well as to university courses and professional qualifications.

Group Award Titles	Accumulation Period	Courses
Group Certificate in English for the Tourism Industry – L2	Pass 2 subjects within 6 months	<ul style="list-style-type: none"> ▪ Written English for Tourism ▪ Spoken English for Industry and Commerce
Entry Requirements	No formal qualifications required.	
Assessment	LCCI conducts paper based exams at its accredited centres	
Start Dates	February and July each year	
Study Mode	Full-Time, Part-time (evening) and Distance	
Duration	About 3 – 12 months	

The Chartered Institute of Marketing – CIM

4.6.3

www.cim.co.uk

The Chartered Institute of Marketing is the leading international professional marketing body with some 50,000 members worldwide. Established in 1911 it defines the marketing standards that operate in the UK and is the global champion of best marketing practice. The Institute exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organizations. It does this by providing membership, qualifications and training to marketing professionals around the world. CIM is committed to delivering world-class support to equip marketers with the knowledge and tools they need to stay ahead and excel in this most challenging of professions. Through market leading industry awards and practical courses, and professional services which members can call upon whenever they are needed. CIM Learning and Development offers a broad range of marketing and sales courses which are recognized the world over for their excellence and relevance. We offer programmes for every level of skill and experience, for support staff through to cutting edge strategic thinking for senior managers and directors. CIM offers a range of internationally-recognized qualifications, from introductory courses aimed at those just starting out in marketing, to strategic level qualifications for more senior marketers. CIM qualifications are based on detailed research and constant feedback from employers who have indicated the skills and knowledge they require from marketing professionals to ensure their business growths.

Qualifications

Diploma in Tourism Marketing

What is it?

A qualification that gives you a strong grounding in marketing and business skills in the tourism and leisure industries.

Modules

- Hospitality and Service Marketing
- Marketing Planning
- Tourist Behavior and Motivation
- Marketing Management in Practice

Ideal for...

Marketing professionals already working in tourism and leisure or looking to break into the industry.

You'll need to meet one or more of the following criteria:

- Hold a CIM Certificate in Marketing/CIM Professional Certificate in Marketing/CIM Certificate in Marketing Practice/CAM Diploma in Marketing Communications
- Have appropriate degree qualifications approved by CIM
- Have suitable work experience as a marketing practitioner
- If English isn't your first language, you will also need to provide us with evidence of at least LCCIEB qualification in business communication.
- Each of the four modules can be assessed by a three-hour examination or by submitting a written assignment.

Do you qualify?
How will I be assessed?

- However, please note that not all study centres offer assignment-based assessment, particularly if you're studying overseas.

By the end of this qualification you should be able to:

What will you learn?

- Understand how to use the marketing mix to achieve success in the hospitality industry, as well as the importance of people management
- Know how to collect relevant consumer data and how to use it to improve marketing performance
- Write a marketing plan, conduct an audit, set budgets, and identify marketing objectives
- Effectively manage operational responsibilities, along with staff

Start Dates

February and July each year

Study Mode

Part-time (evening) and Distance. Full time to start in January 2010

Duration & Hours

About 6-12 months