



International Diploma

in

Hospitality Industry & Administration

**A program teaching about the wide and varied aspects and fields of
the hospitality industry**



The Program teaches about the modern hospitality industry, which is composed of a number of different but interwoven sectors providing a diverse range of products including: accommodation or lodging; food and beverages; travel, tourism and leisure travel; meetings, incentive travel, conventions & events (MICE); entertainment and recreation; gaming; visitor information; and more.

Many hospitality products are intangible services whose characteristics differ from physical products, and therefore specialised knowledge and skills are required to be able to provide them to the satisfaction of customers - whether those are services offered, food and drink, accommodation, transportation or others, or combinations of them - which this Program clearly explains.

Customer satisfaction for local residents and/or visitors to a destination is paramount for the success of all people and businesses engaged in modern hospitality; why and how to provide customer satisfaction for the varied elements of the hospitality industry are dealt with, to help ensure you are able to succeed in this industry.

Course Outline

Module 1 - The Hospitality Industry and its Sectors

- Hospitality as an industry.
- Hospitality sectors.
- Hospitality products.
- Hospitality and customer service.

Module 2 - The Accommodation Sector (1): Hotels

- Accommodation as a business.
- Purposes or motives for travel.
- Importance of knowing travel motives.
- Hotels: types, sizes, locations, rating, categorisation, classification, grading, descriptions

Module 3 - The Accommodation Sector (2): Other Units

- Motels, Bed & Breakfast (B&B), Guest houses.
- Camping sites and caravan parks.
- Lodges, Boutique hotels, Timeshare.
- Destination resorts.

Module 4 - Visitor Destinations and Attractions

- Business travellers, leisure travellers, excursionists.
- Visitor destinations and visitor attractions.
- The “5As”: attractions, accessibility, accommodation, amenities, activities.
- Promotion of destinations, visitor experiences.

Module 5 - Travel and Transportation

- Transportation safety and regularity.
- Transportation routes.
- Air transport, Rail transport, Road transport, Sea and waterways transport.
- Hybrid and mixed transport.

Module 6 - Inclusive Tours (ITs) or Package Tours

- Tour operators.
- Characteristics and types of tours.
- Components of packages, supplements.
- Incoming operators, ground staff, tour reps.

Module 7 - Catering and Meals, Food and Beverages

- Meals and tariffs.
- Food outlets, bars and drink service
- Menus and styles of service.
- Food preparation, recipes, methods.

Module 8 - Restaurants and other Eating Places

- Variety of catering establishments.
- Influence on selection of destinations and accommodation selected.
- Physical environment, ambience, restaurant staff.
- Kitchen and food hygiene.

Module 9 - Accommodation Front Office and Housekeeping

- Welcoming guests, registration/check-in, rooming.
- Guest assistance, accounts, check-out, departure.
- Housekeeping functions and responsibilities.
- Supervisors, subordinates, personnel, activities.

Module 10 - Events, Meetings and Conferences (MICE)

- Professional planning and organisation of events.
- Selecting venues, themes, entertainment, catering.
- Meetings, briefings, conferences, conventions, congresses, seminars, Incentive travel.
- Venue organisation, seating, layout.

Module 11 - Entertainment, Gaming, Sport & Recreation

- Active and passive forms of entertainment, performers, participation.
- Sporting events, activities, trips, holidays/vacations.
- Amusement and theme parks.
- Gaming, casinos, electronic games.

Module 12 - Visitor Information, Advertising & Publicity

- National, regional and local visitor information centres or offices.
- Public and private promotion of destinations and attractions.
- Travel and tour brochures, websites.
- Promotion of events, attracting visitors.

