



FOCUS

THE PRIVATE HOTEL SCHOOL

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Cultural Diversity

Globalization has enhanced the diversity experienced in the hospitality and tourism industry as a result of its multicultural nature. As the workforce of hospitality expands the focus is on diversity and inclusion in the workplace. Understanding different cultures assists in building bridges of friendship and creates harmony in the workplace. Diversity is our present, our future and is the key to success for the hospitality industry.



Ms Elni Le Roux completed the Advanced Certificate in Hospitality Management, accredited by AHA as the International Diploma in Hospitality Management. She completed her six month internship at La Residence Hotel in Franschoek, and was also employed by La Residence Hotel thereafter. She furthered her studies at Silwood School of Cookery, completing their City and Guilds Diploma in Patisserie and the Silwood Certificate in Patisserie. She was also the Assistant Bakery Manager at The Birdcage in Stellenbosch. Ms Le Roux says that "PHS ensures that you are ready for the fast paced industry with long hours and hard work, by exposing you to numerous hospitality information resources, practical hours within the industry and the experience of the great team of lecturers. They have been in this industry for quite some time, so they have the knowledge, experience and passion to help students to excel in what they do. PHS aided me in growing my passion for the industry, keeping my head up high, and always raising the bar higher for great quality of work". Ms Le Roux has recently been appointed to the team of PHS as a Junior Lecturer and the PHS Event Coordinator. We wish her well with her endeavors.



PHS welcomes Ms Esmé Bornman to the team. Ms Bornman has been involved in the hospitality industry for 30 years. She has a wealth of experience ranging from managing her own business, lecturing, finance and managing projects for FEDICS. Ms Bornman has also been involved with managing purchasing control and logistics for famous Chefs such as David Higgs. Ms Bornman says "it is good to be just as enthusiastic about the success of others as you are about your own success".

Being diligent and hardworking brings rewards and results. The following PHS students have proved their passion and commitment to hospitality by achieving a cum laude in their respective semesters. First semester - Mr Kudzanai Mushure 75%; Ms Anna Turnball 83% and Ms Kerryn Lachenicht 84%. In the second semester - Ms Michaela Scott 82%; Ms Michelle Krebs 86% and Ms Casey Roskilly 88%. Ms Kerryn Lachenicht received the Services Basics award and achieved an outstanding 92%. We are proud of our achievers and wish them success with their studies in 2015 and setting the example of passion and commitment.



During the week of 19 January PHS welcomed 32 new entrants to the hospitality industry. Besides all the normal protocol of orientation and registering at a higher learning establishment for the first time, there was fun on the programme. They were welcomed by an international guest who shared some hot trends of what is happening in the industry. They were introduced to their lecturers and then the fun started. A Cape Town fieldtrip was undertaken and visits included Grand Daddy Hotel, Hemelhuis, The One & Only Hotel, the Aquarium at the V&A Waterfront and Eastern Food Bazaar. Everyone also participated in an "A-maize-ing Rys" through the streets of Stellenbosch which put fitness and skills to test. After the race a reward in the form of a Marshmallow and Meringues pairing was enjoyed at JC Le Roux. We wish our new students and current students all the best for 2015. May you be committed to build the foundation of your future.



Professor John Fong, Marketing Director and Director of International Relations for The Emirates Academy of Hospitality Management (EAHM), Dubai, visited PHS during January. Professor Fong was a guest speaker at the official opening of the PHS campus for the first semester. During his presentation he focussed on the importance of the three A's in hospitality, namely Attitude, Attire and Attendance. PHS is in the process of entering into an educational cooperation agreement with EAHM. The EAHM is part of the Jumeirah group, the Dubai-based luxury hospitality company which operates a world-class portfolio of hotels and resorts in the United Arab Emirates, London, Germany, the Maldives and China. EAHM also works in academic association with Ecole hôtelière de Lausanne, Switzerland. The iconic hospitality landmark Burj Al Arab, combined with signature service is part of the portfolio.

"Contentment is the secret to success"



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