



FOCUS

THE PRIVATE HOTEL SCHOOL

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Effective Leadership in hospitality is essential

If you want to assist your organization to survive in a changing world and want to strengthen your role as leader you need to be an adaptive leader. Adaptive leadership is an approach to move outside of your comfort zone to take risks and to improvise. Leading through adaptive challenges implies going beyond what people expect of you. As a leader always make 'thank you' part of your focus. People need to know that they are appreciated as it keeps the 'Spirit of Hospitality' alive.



Spotlight on PHS Alumni - Michael Fourie

Michael Fourie started his internship at Fancourt hotel in George, December 2012. After completing his internship he was offered a position as Assistant Conference and Banqueting Manager at Fancourt, a position that he currently holds within the company. Michael says that "planning is a crucial part of my job, I really think that the pace at which PHS expects its students to study taught me how to effectively plan my day, week and month. The practical elements of the course are cleverly developed to provide students not only the experience needed to succeed in the industry, but also valuable insight into their own personalities". Michael further indicates that without this insight and guidance from PHS it would have been very unlikely for him to reach future success within the hospitality industry. He encourages students to enjoy their time at PHS and to make the most of their time while studying, "your attitude will determine whether you actually become successful within the industry. Never give up". We wish him great success with all his endeavours.



PHS visits WTM Africa

The first World Travel Market Expo for Africa was held during May in the city of Cape Town at the International Cape Town Convention Centre. Dr. Deborah Johnson (Vice Dean for Innovation and Strategic Planning) represented PHS and EuroCHRIE at the WTM Africa. The World Travel & Tourism Council (WTTC) predicts a growth rate of 4.8% for tourism over the next 10 years for Africa. Tourism is seen as the key economic driver in Sub-Saharan Africa and the World Bank Tourism report (2013) cites that tourism accounts for one in every 20 jobs in Sub-Saharan Africa. Tourism and hospitality education in Africa was addressed at one of the event discussion sessions and the importance of quality education and training for the tourism and hospitality industry was once again highlighted as a key priority for Africa.



FEDHASA Event

PHS in association with FEDHASA hosted a networking event during May. The event was organised by second semester students of PHS as part of their Event Planning module. Mr Alan Diaz, Senior Vice President of the Laureate International University group shared his three decades of experience in the global industry with members of FEDHASA and students of PHS. He highlighted two major trends that the industry needs to embrace, namely segmentation and customer loyalty. Ms Susina Jooste (Director of Academic Development) says that the value of Mr Diaz's experiences lies in the fact of knowing your customer. The participants who attended the event congratulated the PHS students on putting together such a professionally organised event. FEDHASA presented the PHS students and staff with an excellence award for staging the event. Well done to the PHS students.



Culinary Cultural Exchanges

Ms Susina Jooste has a heart for the community. Kayamandi Secondary School, recently appointed a new educator for hospitality studies and Ms Jooste assisted the new facilitator with content development, assessment practices and practical culinary activities to enrich the learning experience of learners enrolled for this subject. The focus of the outreach is to empower community members and to cultivate a love for hospitality.



A Heart for our Community

In one's own community there are a variety of cultures, each following their own traditions. We often live past one another to keep up with the fast pace of our changing society. Food and eating is part of a culture's tradition and forms part of the core tourism product of any destination. Recently PHS visited Willeen's restaurant at Kassiesbaai, based in the Amiston region. The PHS staff and staff from Willeen's restaurant exchanged traditional cooking techniques, learning from each other and enjoyed the fresh fish and local produce from the region.

"Education lights a fire and knowledge becomes power"



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