

Focus on *TPHS*



First Butler Programme coming to South Africa

We are delighted to introduce to you the first dedicated Butler Training Program for Hotel Butlers in *South Africa* at The Private Hotel School, Stellenbosch in conjunction with Magnums Butlers of Australia.

An exciting new training program is coming to South Africa from 9th July – 13th July 2007.

The Magnums Hotel Butler training program

Hotels should not miss this valuable opportunity to take their butlers to world class levels. Through this course, you can be confident that your hotel is meeting international standards of service excellence.

MAGNUMS is one of the foremost butler trainers in the world with The Private Hotel School as their local partner in South Africa. As a result of their alliance, South Africa now has the opportunity for state of the art butler training and with the guarantee of a local business contact.

Butlers trained on this hotel butler program in South Africa will add a point of difference with their new skills to provide a seamless service.

Hotel butlers will be trained to take gentle care of your guests from arrival until departure, they will understand the importance of being sensitive and prompt in response to the guest's needs and requests that will exceed the expectation of the guest, thus creating wonderful memories and repeat business.

'Full Hotel Butler Service' – will be taught as a unique concept of consolidated services associated with the utmost personalized care.

Topics include Personal presentation; Interpersonal skills; Etiquette and protocol; Butler style food and beverage service; Packing and unpacking guest's luggage; Assisting the guests with their day to day requests and much more.

The incredible attention to detail required and the ability to anticipate the needs of guests demand that the butler is a consummate hotel professional with impeccable standards. Your hotel butlers will be trained to create an atmosphere that makes that 'wow' impression on the guests.

Josephine Ive of Magnums is one of the world's most respected members and educators of a growing profession which social scientists thought would have disappeared by the 21st Century – the art of the butler – and is now bringing this art to South Africa.

More information can be seen on Magnums website; www.magnumsbutlers.com and on The Private Hotel School website; www.privatehotelschool.co.za. Contact details: Telephone 021 886 8121 or e-mail holckers@privatehotelschool.co.za

Registrations close 31 March 2007!!

The face behind PHS

By Merwede Snyman

Principal/owner of The Private Hotel School, Hein Olckers, has over two decades of extensive management experience in the hotel and entertainment industry.

He holds a National Diploma in Hotel Management (Wits) and an internationally recognised Certified Hospitality Educator designation. After years of extensive hospitality work locally and abroad Mr Olckers opened the only institution of hospitality in South Africa that operates within the realm of a fully functional five star hotel and wine farm...namely The Private Hotel School.

We asked Principal Hein Olckers to take a few minutes out of his day to answer a few questions about his career in the hospitality industry.



Q: Why did you choose to make hospitality your career?

A: I enjoy taking care of people, whether it is guests or employees. I am a bit of a snob and enjoy the glamour that goes with the hospitality industry.

Q: What qualities do you think are required to succeed in the hospitality industry?

A: Perseverance, honesty, being service orientated, integrity, emotional, determination, good listening skills, attitude, leadership and teamwork.

Q: What does “success” mean to you?

A: What you focus on, you achieve.

Q: What are the downfalls of a hospitality career?

A: No training, recognition, motivation or career development.

Q: In your opinion, what attracts people to work in hospitality?

A: Glamour and unfortunately they do not last.

Q: Any advice to students?

A: Life does not require us to make good, it asks only that we give of our best at each level.

Q: Has, and if so how has the industry changed in the past few years?

A: The industry has changed in many ways. One of the most important changes is that hotels tend to fit into the schedule of the guest more and no longer the other way around.

Q: What is your vision for The Private Hotel School? Where do you see the school in 10 years time?

A: To be associated with likes of Cornell University and to be the first fully operational “College” hotel on the African continent.

Q: What makes The Private Hotel School so unique?

A: Our innovative integrated learning environment whereby learning and the internship happen simultaneously.

Q: Is it a misconception that the hotel industry is a glamorous industry?

A: No, as long as one realizes that what makes a hotel tick is not only the front of house but also back of house.

Q: Where have you done your most valuable experience?

A: The Peninsula Beverly Hills Hotel, Los Angeles in the United States

Q: Who is your mentor/ideal in the industry, and why?

A: Ali Kasikci, MD Peninsula Beverly Hills, because he is an innovator and highly successful - to achieve high occupancies is important, but high return guest occupancies makes you successful.

Q: What would you say, from your experience, is the most valuable practical experience or having an academic qualification?

A: Both compliments each other if you are lucky enough to enjoy our integrated learning environment. Practical experience with the right attitude (willingness to listen, learn and to do your best) is the most valuable - no book can give you experience.

Next intake July 2007-Applications close 31 March!

The Fast-Growing Hotel Industry Needs You!



Prospective Students - Full Time

- Two Year Hospitality Operations Management Programme: Starting 9 July 2007
- Skills, Tasks and Result Training
(Introduction to the Hospitality Industry): Starting 16 July 2007

Courses for Professionals & Enthusiasts

- One Year 8 Course Hospitality Operations Certificate: Starting 16 July 2007
- Food & Beverage Management Certificate: 16 April - 29 June 2007
- Housekeeping Management Certificate: 16 April - 29 June 2007
- Food & Beverage Service Certificate: 16 July - 21 September 2007
- Basic Hotel & Restaurant Accounting Certificate: 16 July - 21 September 2007
- Hospitality Sales & Marketing Certificate: 01 October - 30 November 2007
- Supervision in the Hospitality Industry Certificate: 01 October - 30 November 2007

Seminars

- Butler Training: 9 - 13 July 2007

Receive globally recognised credentials: The Private Hotel School offers tuition for various programmes on offer. All programmes are either certified by the American Hotel and Lodging Association or the Institute of Culinary Arts or both.

Registrations close 30 March 2007

Contact us today: The Private Hotel School at the Lanzerac Hotel & Spa, Stellenbosch.
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THE
PRIVATE
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DEVELOPING TOMORROW'S BEST TODAY



Departmental Trainers Play Vital Role

By: The Educational Institute of the American Hotel & Lodging Association

Do any departments at your property use the “follow Mary” method of training new employees? That’s when new workers shadow a more experienced employee for a few days until they get the hang of what to do. There’s only one problem with this method. It doesn’t work.

What’s the problem with shadowing? Usually “Mary” is simply told to train the new hires—without any specific guidelines about what should be taught or how the training should be conducted. New employees may learn bad habits or undesirable shortcuts, while the veteran employee may resent being asked to accept additional duties. “Mary” may feel stressed at having added responsibilities for which she is not prepared. Just because someone can perform his or her job well is no guarantee that that person can also teach someone else how to do that job.

Employees want to be trained. In fact, lack of training is a key reason why workers leave one job for another. But slipshod, sporadic, or inconsistent training may be as bad as no training at all. If training is delegated to line-level or supervisory employees within a department, it is to everyone’s benefit to ensure that they know how to train properly.

Department trainers are usually experienced line-level employees or supervisors. Because they don’t have the title of “trainer,” their work is often unnoticed and underappreciated. They are the unsung heroes of hospitality, essentially performing two jobs. Whether they’ve asked for it or not, these trainers would welcome some training for themselves to become more confident and effective. Investing the time and resources to train your trainers can reap huge benefits in productivity, performance, and morale—for both new employees and the trainers themselves.

Train the trainer programs help trainers understand how adults learn, how to prepare for training, how to lead one-on-one and group training, and how to follow up on training. Training becomes more organized, more focused, and more consistent. The process creates a ripple effect—a well-prepared trainer delivers training that employees absorb and retain, which leads to better performance, which results in great customer satisfaction and repeat business.

But training these department trainers is only part of the equation. The next step is recognizing their achievements with professional certification. The Certified Hospitality Department Trainer (CHDT) designation offered by the Educational Institute of the American Hotel & Lodging Association offers formal recognition for those employees who not only excel at their own job, but also take on the added responsibility of showing others how to do the job right.

Preparing for certification enables department trainers to learn and improve their training skills. Earning certification spotlights department trainers’ expertise and dedication. It lets other employees and guests know that they are important and valuable members of the staff. It also encourages managers to take departmental training seriously.

Professional development through certification offers a career ladder for hospitality industry employees. Certified workers, such as department trainers, are more likely to pursue additional learning opportunities and additional certifications, and also to recommend certification for the people they supervise. Generating a culture of learning and development can energize your entire organization. Your employees will benefit—and so will your guests.



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