

# FOCUS

THE PRIVATE HOTEL SCHOOL

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## GRADUATION 2010



Our guest of honour and guest speaker at our graduation on 19 March will be Doctor Reinie Mornet.

Having worked through the ranks of lecturer, senior lecturer, head of the department and assistant director of the former Hotel School at The Technikon Witwatersrand - now The University of Johannesburg, Dr Mornet was promoted to director in 1987. A position he held until 2003 from which time he

became the senior project coordinator for the new hotel school, now known as the STH.

Apart from membership to a number of associations and committees, Dr Mornet was the founder member of both the South African Hotel School Associations in 1996 and the Sub-Saharan Hotel Schools in 1994. He has extensive experience of more than 30 years in the service of the hospitality industry.

"The hospitality industry is not only about the quality of the education you have but the attribution of your personality, attitudes and behaviour of how you treat others around you, is extremely imperative," said Dr Mornet.



**The Private Hotel School is a partner of AHA World Campus**

[Click here to see the AHA World Campus Video:](#)



### HOSTEX – 10 MARCH 2010



On Wednesday 10 March, the students of The Private Hotel School made a trip to the Hospitality Exhibition (Hostex) which took place at the Cape Town International Convention Centre. It was a unique and memorable experience, as well as an eye-opener for the students as they learnt the current trends in the hospitality industry. It was also a great opportunity for the students to get an insight on how an exhibition in the hospitality industry took place.

There were definitely a few parts of Hostex that caught the students' eye. The focal point of the event was how the hospitality industry is implementing 'Going Green.' Items selling included coffee machines that use less power, dish washing machines that save 70 000 litres of water per year, and Bio-citrus laundry detergents that are environmentally friendly. It is inspirational to know that the industry that we are in truly care about the environmental impacts. Another trend is striving to become healthier, which inspired the creation of an oven that cooks with steam. You put the item in and specify what degree of doneness you would like it, and it will roast, bake and grill many different dishes at once. This saves time as well as energy, because it holds the heat inside.

A famous event of Hostex is the Chef Cook Off, sponsored by Nestle Professional. This year, competitors included four of the youngest chefs from across the country. Members of the public got to see how top chefs prepare and cook their meals, and this was specifically a motivation point for students who wish to follow this career path. One of the chef's creations was using liquid nitrogen to make an instant sorbet. The visitors also got to participate in fun and interesting games, and as a bonus, got to watch and taste the deliciously cooked three course meals.

Students learnt how important networking is, as it may be a great benefit in the future when they apply for internships or are seeking jobs. Overall, it was a great experience and made visitors realize how dynamic the industry is and how many opportunities lie out there for hospitality students.

### **THE 2010 UNWTO INTERNATIONAL SUMMIT ON TOURISM, SPORT AND MEGA-EVENTS**

On behalf of the United Nations World Tourism Organisation (UNWTO) and the Government of South Africa (SA), thank you for making the inaugural UNWTO/SA International Summit on Tourism, Sport and Mega-events, held in South Africa from 24 to 26 February 2010, such a great success. Together, focused and committed to make the summit one of the most value-adding events on the 2010 international travel and tourism (T&T) calendar, over 450 delegates ranging from tourism ministers to business leaders,

industry experts and top academics from 40 countries came together to discuss, deliberate and debate our ability as a global T&T industry to leverage fully the opportunities posed by tourism, sport and mega-events to restimulate and re-inspire the tourism economy, with a lasting effect.



As was felt by all attendees, the high-quality inputs received - the presentations, the papers submitted, and the discussions from the floor - proved that the summit achieved its goal, being a remarkable coming together of the global community and global minds. As an overview of the fruitful outcomes of the summit, we are proud to share with you the following:

1. The South African Ministry of Tourism will compile a technical project report, which collates all source material and expert contributions, as well as the valuable best practice and knowledge shared, into one volume, and, by way of a summary, highlights the key themes and issues related to mega-events. All the summit's PowerPoint presentations and other handout materials can now be downloaded from <http://www.tourism.gov.za/>.
2. The UNWTO will intensify its focus on sport, tourism and mega-events as a tool for development, including greening guidelines for mega-events, a knowledge repository on the management of mega-sporting events, and reconsidering the ways in which we evaluate the costs and benefits of these events.
3. The summit's team of academics will complete a detailed report, sponsored by Visa and commissioned by the South African Government and the UNWTO, which will, in our humble opinion, contribute to the basis of a framework for maximising the benefits of mega-events.



### **FUN FILLED COOKING CLASSES**

Fun-filled Cooking Classes for Food Enthusiasts

Join us for our new series of fun-filled cooking classes. Be sure to book in advance so you won't miss out, we are going to have so much fun while we learn the finer skills of appreciating and preparing good food.



Our specific topics:

<b>12 May 2010</b>	Putting your best <i>FORK</i> forward	Enjoy the month of May and spoil your mom on Mother's day!
<b>9 June 2010</b>	Are you <i>GAME</i> ?	The hunting season is open and the game is on!
<b>21 July 2010</b>	Midlife <i>RICES</i>	Sugar and spice and all things <i>RICE</i> : Sushi, Risotto, Paella, Pilaf and rice pudding
<b>11 August 2010</b>	Wine land Winter <i>COMFORT</i>	Indulge in cozy, slow, rich, saucy, full flavours
<b>15 September 2010</b>	<i>FISHING</i> for compliments	Are you a fish out of water in the kitchen or looking for bigger fish to fry?
<b>13 October 2010</b>	<i>KNEAD</i> to impress	Bread, gnocchi and the pinching of a Duck
<b>17 November 2010</b>	<i>SEASONINGS</i> greetings	Get ready for those end of the year parties with rubs, pesto's, marinades and flavourful condiments
<b>15 December 2010</b>	To <i>WRAP</i> or not to <i>wrap</i>	Whether you are considering wrapping presents or food this Christmas, join us for a session and unwrap fresh ideas for gifts, table decorations, festive menus and easy meals to prepare!

Other possible topics – we can 'custom made' your request:

- Food and Wine Pairing
- South African Cooking: Exciting new approaches to traditional SA recipes
- Thai cooking: Soy sauce, fish sauce, bamboo shoots, ginger and garlic with the focus on flavour
- Italian cooking: Risotto, Home-made Pastas & Lasagne and Biscotti
- Pastry and Confectionary: Choux pastry (Éclairs, Profiteroles, Paris-Brest), Short crust pastry (Quiche, Lemon Meringue tart), Puff pastry (Croissants and traditional milk tart)
- Different breads and bread baking techniques. Ciabatta, Naan, Baguettes, Chelsea Buns, soft rolls and healthy bread. g
- Vegetarian cooking

Groups of eight or more can book.

Cook your own 3 course meal and find a perfect wine match for each flavour profile.

The focus will be on fresh, fruity and healthy ingredients. Prepare exciting, flavourful dishes with legumes. (beans, lentils, chick peas and more!) Desserts with a difference! Why should dessert be an 'after thought'? Eat your dessert first. Crème Brûlée, Flambéed fruit, Homemade ice cream and baked puddings.

Space is limited to 16 participants per session; all classes cost R400 per person. This includes class notes, recipes and wine during the meal.

## **MONTAGE HOTELS & RESORTS**

### **Appointment Recognizes Kasikci's Successful Launch Of Montage Beverly Hills**

LAGUNA BEACH, Calif., March 25 /PRNewswire/ -- Montage Hotels & Resorts today announced that Ali Kasikci, who joined Montage in 2007 as Managing Director with responsibility for opening Montage Beverly Hills in November 2008 and establishing it as the brand's second property and first urban hotel, has been promoted to the position of Vice President of Strategic Planning & Development for the growing collection of hotels and residences.

"This new position recognizes Ali's extraordinary accomplishments at achieving five-star status for Montage Beverly Hills in record time. Not only was this the newest luxury hotel to open in this competitive market in 16 years, the opening occurred during very challenging economic conditions," said Alan J. Fuerstman, Founder and CEO, Montage Hotels & Resorts.

"During his impressive tenure, Ali and his team attained remarkable results. Now his mission is to grow the Montage brand."

Effective April 1, 2010, James Bermingham, Vice President of Montage Hotels & Resorts, will add Montage Beverly Hills to his responsibilities of overseeing Montage Laguna Beach and Montage Deer Valley.

"I am proud of our success in establishing Montage Beverly Hills as the premiere hotel in Beverly Hills. I am excited about working closely with Alan Fuerstman and James Bermingham on the growth of the Montage brand," said Ali Kasikci.

### **About Montage Hotels & Resorts**

Montage Hotels & Resorts is a hotel and resort management company founded in 2002 by Alan Fuerstman. Designed to serve affluent travelers and homeowners, the company features an artistic collection of distinctive hotels, resorts and residences in stunning settings that offer comfortable elegance, a unique sense of place and spirit, impeccable hospitality and memorable culinary, spa and lifestyle experiences. Montage Laguna Beach, the company's flagship oceanfront resort, opened in the vibrant arts community of Laguna Beach, California, in 2003. Montage Beverly Hills, the company's second hotel, opened in Beverly Hills in 2008 and was the first Gold LEED certified hotel and residences in Southern California. The newest property under development is Montage Deer Valley® in Park City, Utah, scheduled to open in 2010. [www.montagehotels.com](http://www.montagehotels.com)

### **PERSONALITY vs. SKILLS AND EXPERIENCE, WHAT IS OPTIMAL?**

Article taken from American Hotel & Lodging Association.

### **In the Hospitality Industry, Image is (Almost) Everything**

Most hiring managers would tell you that a candidate's experience is the most important criterion in the decision-making process. While the concept of organizational fit has gotten more attention in recent years, many employers would rather take a chance on a skilled candidate who may need time to adjust on a personal level than an unskilled candidate who seems to be a great match for the staff culture.

In the specific context of the hospitality industry, however, this equation does not always hold true. The intangible qualities that make a particular property uniquely attractive to guests are often seen as equally important to core service competencies, and factors like personality and team fit are a big part of maintaining that mystique. So, how should decision makers in the hospitality industry balance the concerns of personality, fit, skills and experience in the recruitment process?

### **Personality: It Matters More than You Think**

While there's a lot to be said for technical competence, personality is one of the most vital components of success in the hospitality industry. Although it may seem to be

counterintuitive, decades of market research suggest that, for example, a restaurant with excellent food but lackluster personnel is unlikely to be as successful as a competing facility with a muddling menu and a dynamic staff. Likewise, guests usually report that a hotel's amenities and features pale in comparison to a staff comprised of personable, outgoing, empathic team members.

Most consumers seem to be motivated by much more than a utilitarian need for food or lodging. Instead, guests are seeking out a multi-dimensional experience in which every controllable variable should be superlative. However, unforeseen circumstances can impede the quality of the core service or product, but if the property is staffed by amiable, outgoing workers, it is likely that the impression that guests take away from the experience will be largely positive.

Although personable staff members are one part of the equation, no single individual can buoy a team alone; instead, it takes a group of likeminded, compatible people working together to create an environment that is so appealing that it represents an amenity in and of itself. The key to fostering such an atmosphere may be the variable that HR experts refer to as FIT, which refers to the way an individual's personality matches and complements the needs of the employers and the dynamics of the existing staff.

### **Skills: Show What You Know**

Even without the benefit years of accumulated experience in the field, some people seem to be naturally skilled at a particular role or task. Likewise, many of the skills that are beneficial in the hospitality industry can be gained in non-professional venues, such as hobbies, volunteer organizations, extracurricular activities, or even the performing arts.

As such, some employers tend to prioritize potential candidates' skills as the top criteria when making a hiring decision, but skills may sometimes be overrated, particularly in the unique context of the hospitality industry. Some employers in the hospitality industry report eschewing accumulated skills in favor of genuine warmth and hospitality, qualities that are not always readily cultivated. Still, for highly technical positions, skills should carry more weight in the recruitment decision-making process.

### **Experience: A Strong Foundation for Success**

Much like skill, experience functions as one of the most significant variables in the recruitment decision-making process. In mission-critical roles that require a threshold level of skill and experience to ascertain a candidate's suitability, accumulated experience may serve as the most important factor. For example, it would be ill-advised to rely on factors like fit and personality rather than verifiable experience when filling managerial positions, or when staffing technical kitchen roles.

However, in the hospitality industry, many of front-line and front-of-the-house positions do not actually require a great deal of prior experience in order to ensure long-term success. Indeed, because of the considerable guest interaction requirements associated with most front-line roles, it may be better to bypass experienced candidates in favor of those with personable, outgoing dispositions, keeping in mind that skills and experience will be accumulated over time.

### **Creating a Balanced Decision-Making Framework**

Personality, fit, skills, and experience are all factors that should play a role in the recruitment decision-making process. But in the unique setting of the hospitality industry, the traditional paradigm that assigns more weight to skills and experience may be reversed. Guests' impressions of a property are heavily influenced by their interactions with front-line staff, so team members with exceptional fit and personality but relatively little experience may be the key to generating a loyal, lasting customer base.

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