

FOCUS

THE PRIVATE HOTEL SCHOOL

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THE PRIVATE HOTEL SCHOOL PIONEERS ACCREDITED DIPLOMA

A cutting edge diploma programme of the Stellenbosch-based Private Hotel School has just received accreditation from South Africa's Council on Higher Education (CHE) and students can now enrol for January 2011. The newly endorsed Advanced Diploma in Hospitality Education, on NQF level 7, broadens the already impressive curriculum which provides hospitality students with specialised instruction.

"Whereas most higher education institutions in South Africa have abandoned programmes for hospitality management, thus eliminating the possibilities for the tuition of educators in this field, The Private Hotel School has worked proactively to develop a curriculum to address the lack of opportunities in hospitality education," explains Susina Jooste, Director of Academic Development.

The aim of the Advanced Diploma in Hospitality Education is to offer candidates, including educators, developers, teachers and trainers who already have a teaching qualification but no background in hospitality, culinary art and/or consumer study teaching, further education to improve their knowledge and skills so that they can teach in these fields. By attaining this qualification the student would therefore be able to play a significant role in the provision of training as required by the Department of Education and the hospitality industry.

"We are one of a very few private hospitality and culinary arts further and higher education institutions that are registered with the Department of Education," Jooste says. "The fact that we also have programme accreditation with the CHE and are registered with the South African Qualifications Authority is not only an achievement, but a necessity for all students wishing to obtain a recognized local qualification."

The Advanced Diploma in Hospitality Education is a one year full time course, but can also be completed over two years with an online approach. It is structured to address the inherent complexity and multidisciplinary nature of the subject areas of hospitality, consumer and culinary studies that are the main reason educators often do not possess the variety of necessary skills. The diploma's content is made up of subjects such as applied food and beverage management, food safety and microbiology, accounting and revenue management, and leadership and cultural diversity.

The qualification is fully recognised by the American Hospitality Academy whose credits are transferable to the University of Southern New Hampshire should students wish to pursue a Bachelors Degree in Hospitality Administration in the USA.

The strength of tuition at the Private Hotel School, the sole African partner school of the American Hospitality Academy, centres on its practical approach, as well as the focus on cultural awareness skills necessary to succeed in the global economy. Students are prepared to successfully transcend country borders in terms of the hospitality industry. Students in the Advanced Diploma in Hospitality Education will be placed at appropriate hotels for an internship period of 100 hours.

Other programmes on offer at The Private Hotel School include diplomas in International Hospitality Management and International Culinary Arts, as well as an advanced certificate in culinary arts and several professional certification short courses.

For further information, contact Susina Jooste, Director of Academic Development at tel 021 881 3792 or susina.jooste@privatehotelschool.co.za or visit www.privatehotelschool.co.za.

The Private Hotel School was established in 2006. It is a member of Fedhasa and the Association of Private Providers of Education, Training and Development (APPETD) and a faculty member of the American Hotel & Lodging Association. It is headed up by directors Hein Olckers and Susina Jooste, both experienced hospitality professionals and trainers.

HOTEL GENERAL MANAGEMENT IN THE 21ST CENTURY

The Private Hotel School takes great pleasure in inviting you to an innovative one-day seminar, presented by world-renowned hotelier and 30 year veteran of the hospitality industry, Mr Ali Kasikci

Date: Saturday 06 November 2010

Time: 09h00-17h00

Venue: The Private Hotel School, 33 Stellenbosch, Vlottenburg Road

Vlottenburg, Stellenbosch.

Cost: R400.00 per person

Accommodation

Please contact The Guest House directly should you require any accommodation – Tel: 021 8813792 Very special hotelier's rates are applicable at 33 Stay R600 per room, bed & continental Breakfast.

For more information

Hein Olckers Tel: 021 8813792 Email: holckers@privatehotelschool.co.za.

Registration deadline: Friday 1 October 2010



Mr. Ali V. Kasikci

Vice President of Strategic Planning and Development,
Montage Hotels & Resorts

The Independent Hotelier of the World 2004 award winner, Ali Kasikci, is considered to be one of the industry's foremost pioneers. HOTELS magazine's editor Jeff Weinstein states, "Ali Kasikci is a 21st-century hotel leader." The Wall Street Journal referred to Kasikci as "The Gatekeeper" to the posh, and USA Today claimed that "His Hotel Lights

Up the Stars."

Following the successful launch of Montage Beverly Hills, charged with the responsibility of opening and establishing it as the brand's second property and first urban hotel, Ali Kasikci moved into his new role as Vice President of Strategic Planning & Development for the growing collection of hotels and residences. This new position recognizes Kasikci's extraordinary accomplishments at achieving five-star status for Montage Beverly Hills, in record breaking time, to become the only new hotel in California to receive the 2010 Forbes Five Star Award. Now his mission is to grow the Montage brand.

A graduate of the Hotel and Catering College in Germany, Kasikci holds a Master of Business Administration degree from Claremont Graduate University Peter F. Drucker Graduate Management School in Claremont, California. Following his apprenticeship at Hotel Bayerischer Hof in Munich, Germany, Kasikci held several senior management positions with leading hotels in Germany and with casino resorts in South Africa. Accomplished at a young age, Kasikci has enjoyed a long and illustrious career in the hospitality industry, from 1992 to 2007 as the Managing Director of The Peninsula Beverly Hills. Under Kasikci's management and direction, The Peninsula Beverly Hills continuously received highest accolades as well as Five-Star and Five-Diamond awards.

Kasikci is an honorary member of the Cornell Hotel Society, an active community leader who has served as President of the Beverly Hills Chamber of Commerce, a member of the Mayor's Economic Advisory Committee, and on the Board of Directors of the Wallis Annenberg Centre for the Performing Arts. He currently serves as the Chairman of the Beverly Hills Visitors & Conventions Bureau. The City of Beverly Hills appointed him

"Executive of the Year" to acknowledge his continued support of the Beverly Hills community and leadership in the local economy.

Ali Kasikci resides in Los Angeles with his wife Donanne, and "Billy Bean" and "Ivy," acclaimed hospitality pet correspondents.

Developing Tomorrow's Best

Course Overview

Throughout the entire session, participants develop a sound understanding of the crucial role they play in the success of their companies. They return to their organization with the knowledge and skills to competitively position their business well into the future.

Advantages

In this turbulent economic environment, general managers assume a new realm of responsibility and confront a unique set of challenges. This seminar enables participants to step back from their day to day responsibilities and gain a broad ,integrated perspective, in understanding their roles and how they encompass all organizational disciplines; learn to manage up, down, across and outside the organization and formulate solutions to individual job challenges

Content includes:

Strategic service vision

Understanding the difference between leadership and management roles and responsibilities

Inspiring and leading others in the organization.

MORE ABOUT WORLD CUP HOST NATION SOUTH AFRICA

For those fans who want to learn more about World Cup host nation South Africa, Goal.com presents a list of interesting facts which shed some light on a very interesting and impressive nation.



South African Flag at Cape Town Stadium

Economy

1. The Rand was the best performing currency against the US Dollar between 2002 and 2005. (Bloomberg Currency Scoreboard)
2. South Africa has 55,000 high net-wealth individuals holding at least US \$million in financial assets. (World Wealth Report 2008)
3. South Africa has the 27th biggest economy in the world, with a Gross Domestic Product of US\$254 billion. (World Bank)



Johannesburg Stock Exchange

4. South Africa accounts for almost 25% of the GDP of the entire African continent, with an economy more than twice the size of the second biggest – Algeria. (World Bank)
5. Gauteng (where Johannesburg and Pretoria are situated) is South Africa's smallest province but produces 34% of South Africa's Gross Domestic Product. (Stats SA)
6. The JSE Securities Exchange is the 14th largest equities exchange in the world, with a total market capitalisation of some R2.3 trillion. (JSE)

Infrastructure

1. South Africa generates two-thirds of Africa's electricity. (Eskom)
2. Chris Hani-Baragwaneth Hospital in Soweto is the biggest hospital in the world. (Wikipedia)
3. Durban is the largest port in Africa and the ninth largest in the world.



Durban Harbour

4. There are 39 million cell phone users in South Africa (International Telecommunication Union)

Tourism

1. The number of tourists visiting South Africa has grown by 200% since 1994, to over 9 million in 2007. (Dept of Environment and Tourism)
2. The Singita game reserve was voted the best hotel in the world by the readers of a leading travel magazine. (Conde Nast Traveller)
3. The world's best land-based whale-watching spot is located in Hermanus in the Western Cape.
4. In 2002, South Africa was the world's fastest growing tourist destination. In 2006, South Africa's tourism grew at three times the global average.



Clifton Beach - Cape Town

Sport

1. South Africa hosts the largest timed cycle race in the world (the Cape Argus Cycle Tour), the world's oldest and largest ultra-marathon (the Comrades Marathon) and the world's largest open water swimming event (the Midmar Mile).
2. South Africa will become the first African country to host the FIFA World Cup in 2010 ... and only the second country in the world to have hosted the Cricket, Rugby and football World Cups.
3. Since the 1940s, South African golfers have won more golf majors than any other nation, apart from the United States.



Golf Course On The Garden Route

4. In 1994, South Africa won 11 medals in the Commonwealth Games. In 2002, that number 46 medals were won.

Learning And Teaching

1. South Africa houses one of the three largest telescopes in the world at Sutherland in the Karoo.
2. South Africa is the first, and to date the only, country to build nuclear weapons and then voluntarily dismantle its entire nuclear weapons programme.
3. South Africa's Constitution is widely regarded as being one of the most progressive in the world, drawing from the experiences of the world's most advanced democracies.



Supreme Court Of Appeal

4. The South African oil company Sasol has established the only commercially viable oil-from-coal operations in the world.
5. Two of the world's most profoundly compassionate philosophies originated in South Africa – Ubuntu (the belief in a universal bond of sharing that connects all humanity) and

Gandhi's notion of "passive resistance" (Satyagraha), which he developed while living in South Africa.

Education

1. Almost a quarter of South Africa's non-interest budget is spent on education.
2. The University of South Africa UNISA is a pioneer of tertiary distance education and is the largest correspondence university in the world with 250,000 students.
3. The first MBA programme outside of the United States was started by the University of Pretoria in 1949. (Gordon Institute of Business Science)

Social

1. Over 13 million South Africans (a quarter of the population) have access to social grants. (Department of Social Development)
2. Since 1994, 500 houses have been built each day for the poor and 1,000 houses per day have received electricity.
3. Seventy per cent of South Africa's population is urbanised.

Environmental

1. The Kruger National Park supports the greatest variety of wildlife species on the African continent.



Kruger National Park

2. The Cango Caves near Oudsthoorn is the world's longest underground cave sequence.
3. South Africa is the only country to house an entire floral kingdom (fynbos), one of only six on the planet.
4. In 1991, South Africa became the first country in the world to protect the Great White shark.



Natal Sharks Board

5. South Africa has the oldest meteor scar in the world, at the Vredefort Dome near Parys. The scar is two billion years old.
6. South Africa has embraced the concept of trans-frontier 'peace parks', linking ecological reserves across national borders.

General

1. The Western Deep Levels is the world's deepest mine at 3,777 metres.
2. South Africa has the world's largest deposits of gold, chromium, platinum and manganese.
3. The only street in the world to house two Nobel Peace Prize winners is in Soweto. Nelson Mandela and Archbishop Desmond Tutu both have houses in Vilakazi Street, Orlando West.
4. South African Breweries (SABMiller) ranks as the second largest brewing company in the world. It supplies up to 50% of China's beer, and owns Castle Lager, Peroni and Miller.

These facts have been provided by South Africa: The Good News www.sagoodnews.co.za

eCAMPUS MEDIA ARTICLES

Cultural Appreciation is the key

1. The Word Culture itself makes many bells ring aloud in most our mind. Today, knowingly or unknowingly, we all belong to a culturally sensitive environment, due to globalisation. We all try to be culturally tolerant. However, this era is demanding more of cultural appreciation than just cultural tolerance.

Read more...

Second Cultural Difference

2. The class strength was comparatively very less as compared to in Indian classroom scenario. There were 16 students in the class. Students were extremely diverse in culture, race, ethnicity, nationality, gender, sexual orientation, socio-economic status, age ,physical abilities ,religious beliefs, political beliefs, and ideologies

Read more...

First Clarification

3. It is a general culture practice that students do not stand up for the educators at the university level. However it is a common practice at the school level in Thailand.

Read more...

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For information regarding functions, please email ltheron@privatehotelschool.co.za.

For more details regarding the curriculum, please contact Director: Operation Mr Hein Olckers or Director: Academic Development Mrs Susina Jooste at tel 021 881-3792 or email holckers@privatehotelschool.co.za / susina.jooste@privatehotelschool.co.za.