MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Event , Travel and Tourism Management

Business with Hospitality and Tourism Management

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2757	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

Magna Skills presents the Business with Hospitality and Tourism Management course, a comprehensive program designed to provide participants with a solid foundation in business management principles with a specific focus on the hospitality and tourism industry. This course is ideal for individuals aspiring to pursue careers or advance their careers in hospitality management, hotel operations, event management, and tourism enterprises.

Course Outcomes

Upon completion of the course, participants will:

1. **Understand Business Management Fundamentals:**
   - Gain a comprehensive understanding of business management principles, theories, and practices.
   - Learn how to apply business management concepts in the context of the hospitality and tourism industry.
2. **Explore Hospitality and Tourism Industry Dynamics:**
   - Understand the structure, dynamics, and trends of the hospitality and tourism industry.
   - Explore the various sectors within the hospitality and tourism industry and their interrelationships.
3.

Develop Skills in Hospitality Operations Management:

- Learn key aspects of hospitality operations management, including front office management, housekeeping, food and beverage operations, and guest services.
- Understand the principles of revenue management and yield optimization in hospitality operations.

4. **Gain Insight into Event Management and Tourism Marketing:**
   - Explore event management principles, including event planning, coordination, and execution.
   - Learn strategies for tourism marketing and destination management to attract and retain visitors.
5. **Enhance Leadership and Management Skills:**
   - Develop leadership and management skills essential for success in hospitality and tourism management roles.
   - Learn how to effectively lead and motivate teams in hospitality and tourism enterprises.

Course Outline / Curriculum

Module 1: Introduction to Business Management

- Overview of business management principles and practices
- Business management functions and roles in organizations

Module 2: Hospitality and Tourism Industry Overview

- Structure and dynamics of the hospitality and tourism industry
- Trends and challenges in the hospitality and tourism sector

Module 3: Hospitality Operations Management

- Front office management and guest services
- Housekeeping operations and cleanliness standards
- Food and beverage operations and service excellence

Module 4: Revenue Management in Hospitality

- Principles of revenue management and yield optimization
- Pricing strategies and tactics in hospitality operations

Module 5: Event Management in Hospitality

- Introduction to event management principles and practices
- Event planning, coordination, and execution in hospitality settings

Module 6: Tourism Marketing and Destination Management

- Tourism marketing strategies and campaigns
- Destination management and sustainable tourism practices

Module 7: Leadership and Management in Hospitality

- Leadership styles and approaches in hospitality management
- Team management and motivation in hospitality enterprises

Module 8: Customer Relationship Management in Hospitality

- Understanding customer needs and expectations in hospitality
- Building and maintaining customer relationships in hospitality settings

Module 9: Financial Management in Hospitality

- Financial principles and practices in hospitality management
- Budgeting, financial analysis, and cost control in hospitality enterprises

Module 10: Case Studies and Best Practices - Analysis of real-world case studies in hospitality and tourism management - Best practices and lessons learned from successful hospitality enterprises

This course is suitable for individuals seeking to enter or advance their careers in the hospitality and tourism industry,

including hotel managers, restaurant managers, event planners, tourism marketers, and hospitality entrepreneurs. Through a blend of theoretical knowledge, practical case studies, and industry insights, participants will gain the skills and expertise needed to excel in hospitality and tourism management roles

Target Audience

Business with Hospitality and Tourism Management

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi,
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flex

Organisation-Based Training

Magna Skills can also arrangededicated in-house training forministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Business with Hospitality and Tourism Management
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____