

## Business with Hospitality and Tourism Management Course Details

Department: Event , Travel and Tourism Management

Presented by Magna Skills Development Institute

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## Course Summary

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 Objectives

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

### 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

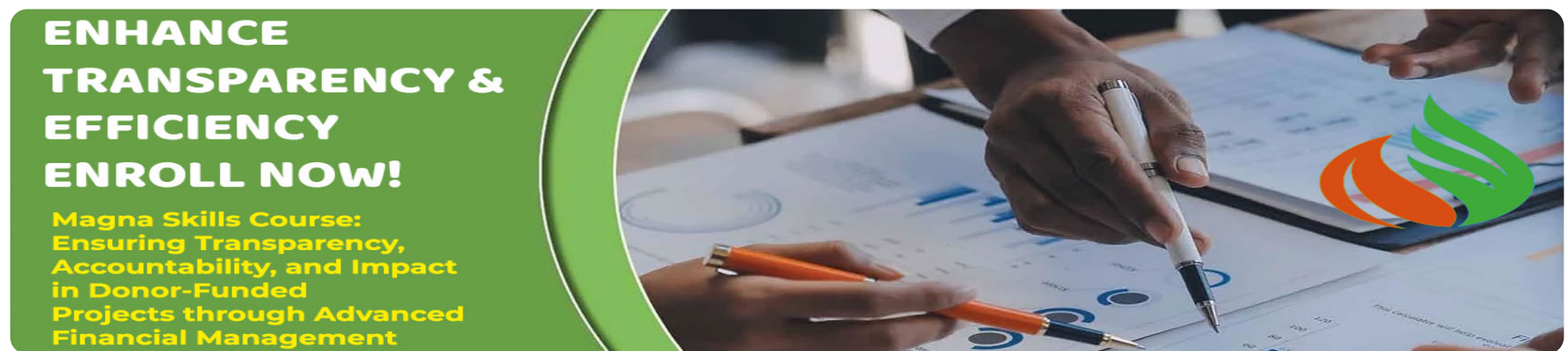
## **Module 9: Financial Management in Hospitality**

- 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



## Company Overview

**Who We Are:** Magna Skills is a premier training and capacity-building organization specializing in professional development for government institutions, NGOs, and the private sector.

**Our Mission:** To provide world-class training solutions that equip professionals with the expertise needed to excel in their careers and contribute meaningfully to their organizations.

**Our Vision:** To be the leading provider of professional training and development across Africa, fostering excellence, innovation, and capacity-building in public and private sectors.

## Core Values

- **Excellence** – Delivering high-quality training tailored to meet the evolving needs of professionals.
- **Integrity** – Upholding the highest ethical standards in all our engagements.
- **Innovation** – Embracing new technologies and methodologies to enhance learning experiences.
- **Customer-Centric Approach** – Ensuring client satisfaction by providing relevant, practical, and impactful training.
- **Collaboration** – Partnering with industry experts and institutions to provide the best learning opportunities.

## Our Training Methodology

We use a blended learning approach that includes instructor-led training, case studies, workshops, and post-training support.

## Why Choose Magna Skills?

- Experienced Trainers
- Customized Training Solutions
- Interactive Learning
- Global Recognition
- Proven Track Record

Request for Training Form

Complete the form and share with Magna Skills Support Team on email info@magnaskills.com or Send Whatsapp on: +27630079022

Approval & Authorization	
Applicant Details	Course Details
First Name:	Course Name:
Last Name:	Training Venue:
Mobile:	Month:
Email:	Training Method: Online[ ____ ] Face to Face [ ____ ]
Company Name:	Duration:
Country:	Number of Staff Members:

By signing this agreement, both parties confirm their commitment to the terms outlined in this proposal.