



TOURISM & HOSPITALITY MANAGEMENT



OVERVIEW

The only constant and most asset of any county's sector of the industry is tourism & hospitality. In most cases, hospitality is the bread and butter of the most third world countries and that they depend on the income of the industry. Constant in the sense that even pandemic arises, tourism and hospitality continue to deliver its services and satisfy the needs of the customer.

Having advanced knowledge on tourism & hospitality will ignite your capabilities to invest your potentials may it be on business platform, career enhancement, professional growth and or personal satisfaction.

Tourism and hospitality course provides in-depth understanding of the industry and prepares you to enter in the segment of the industry including F & B Management, hotel and travel management food marketing, event management and catering.

This short course will empower your full capacity and widen your horizon in the field of hospitality and tourism industry. Making you equipped with the shield to be used against life's journey on seeking potential jobs or businesses in the future. Enhanced awareness in this field will boost your capacity to prepare yourself for whatever combat you may encounter, thus making you acquire an asset that cannot be traded whomsoever – that's knowledge and remember that knowledge is power!





COURSE CONTENT

01 Introduction to Hospitality & Tourism

- Brief History

02 THM - Business Management

- Size & scope of Hospitality Industry
- Types of Accommodation Industry
- Food Service Sector of the Industry
- Public & Private Sector Involvement
- Framework for analyzing the Industry Environment
- External & Internal Influences affecting the Industry

03 The Service Marketing

- Concept, Function & Various Definition of Marketing
- Factors compromising good service marketing
- Marketing Approaches in Tourism & Hospitality product
- The 9 Ps of Marketing
- Types of Service marketing

04 Introduction to Accounting in the context of Tourism & Hospitality

- Concept, Function & Various Definition of Marketing
- Factors compromising good service marketing
- Marketing Approaches in Tourism & Hospitality product
- The 9 Ps of Marketing
- Types of Service marketing

05 The Event Management

- Kinds & Classification of Events
- The impact of Events in Hospitality & Tourism
- Benefits of Events in Hospitality & Tourism
- M.I.C.E sector of the industry

06 The Growth of Global Hospitality Brands

- Categories of Branding
- Types of Branding
- Benefits of Branding
- Hospitality Globalization Strategies
- Types of Alliances

07 The Accommodation Industry

- Broad categories in Accommodation Industry
- Types of Accommodation & current trends
- Types of distribution system
- Functions and departments of Hotel

08 The Food Service Industry

- Who eats out and why?
- Factors in the meal experience
- Types of Food service or Catering
- Food Services at Hotels
- Contract Catering & Employee Feeding

09 Total Quality Management (TQM) in the Global Hospitality Industry

- Understanding Quality & Hospitality Services
- Characteristics of Service products
- TQM in Hospitality
- Five Gap Model – Framework to analyze service perception and quality

10 Academic & Professional Development in Tourism & Hospitality

- Importance of Academic & Professional skills development
- Opportunities for Professional development
- Company Culture
- Types of Learning Style thru VARK Model
- Seven different Learning styles
- Career Planning



Course Duration:

3 Months



Local Certification:

Professional Qualification
attested by Qatar Chamber of
Commerce and MOFA



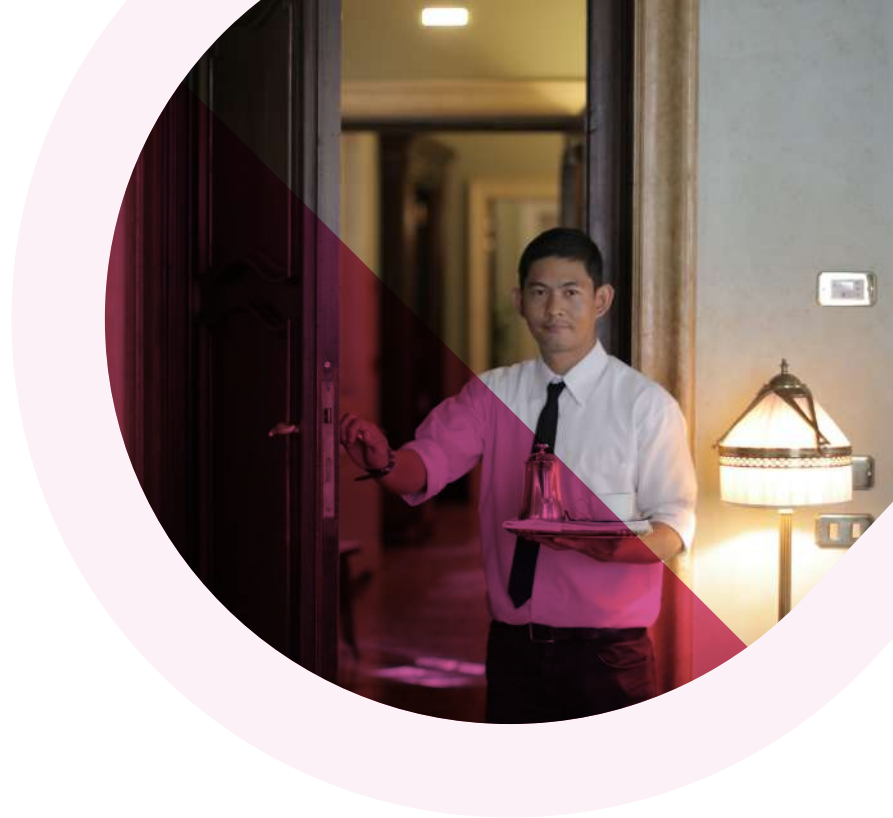
International Recognition:

OTHM Qualifications UK



SAMPLE CERTIFICATE





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Build your future with ICON — and let your dream find its direction.

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