



## Information pack

This document details the Guest House Management course presented by GetSmarter and the University of Cape Town.



The University of Cape Town's Department of Construction Economics and Management, in conjunction with GetSmarter, is pleased to offer the **UCT Guest House Management course**. The course meets the high and exacting standards of the University of Cape Town.

### **Need for the course:**

Guest house, bed and breakfast, boutique hotel and backpacker accommodation is the fastest growing accommodation sector in the tourism industry today. From its humble beginnings over a decade ago, the industry has now become highly competitive and professional, demanding experience and knowledge of professional hospitality practices as well as adherence to sound business principles.

### **About GetSmarter:**

GetSmarter is a specialist online training company that works together with top universities and industry experts to present professional short courses throughout South Africa.

### **About the course:**

This practical 10-week course, presented in English, deals extensively with all facets of guest house management, from the planning stages for establishing a guest house, right through to the checkout of a satisfied client.

### **About the Course Convener:**

Corine van Dyk is an authority in the South African hospitality industry. Apart from successfully running her own guesthouse for the past 13 years, Corine held the position of chairperson for the Bed & Breakfast Association of Pretoria (BBAPT) for several years and is a business product partner for Chambers Accommodation and Tourism (CACCT).

### **Who should attend:**

This course has been designed for both current and prospective owners and managers of guest houses, backpackers, boutique hotels, self-catering and bed and breakfast establishments.

While prospective managers and owners will benefit from the essential practical knowledge required for planning and establishing a guest house, existing managers will benefit from the in-depth knowledge gained about industry best practices.

### **Course modules:**

The following modules are covered during the course:

- Module 1: Understanding the tourism industry
- Module 2: Planning stages
- Module 3: Financial management
- Module 4: Legal requirements
- Module 5: The physical guest house
- Module 6: Communication and customer service
- Module 7: General management
- Module 8: Day-to-day operations



Module 9: Understanding marketing  
Module 10: Website planning and eMarketing

\*See Appendix A for a detailed overview of each module.

### **Entry requirements:**

Students must have a current email account, must have access to a computer, and must be able to read documents in Adobe PDF, create documents in Microsoft Word and access the internet. A matric certificate is recommended, but is not required.

### **Course delivery:**

The course is conducted online through the **GetSmarter Learning** website. (<http://www.getsmarter.co.za/learning>)

Each module is divided into the following components:

- Course notes
- Online discussion forum
- Online multiple-choice quiz
- Module assignment
- Further reading and references

For the duration of the 10-week course, a new module is released to the student group each Monday. Students complete each week's module by working through all of the components listed above. Proactive support is provided to all students by the Course Convener, Corine van Dyk, and the Course Coordinator, Tamara Breytenbach.

### **Award of the certificate:**

Certificates can only be awarded to those students who obtain a combined final mark of at least 50% for the assignments. Successful students will receive the University of Cape Town's Certificate in Guest House Management.

### **Course dates:**

**Registrations close:** 18 February 2011  
**Course starts:** 28 February 2011

A course calendar and module mind map are available on request.

### **Payment details:**

**Course fee:** R6,000 (excl. VAT)  
**Payment deadline:** 18 February 2011

A 10% discount is offered to groups of 3 or more when arranged with GetSmarter staff.



## How to register:

### Four-step registration process

1. Visit [www.getsmarter.co.za](http://www.getsmarter.co.za).
2. Click "Guest House Management" on the left menu and then click "Register Now".
3. Complete the online registration form.
4. You will receive confirmation of registration by email and SMS within 24 hours.

## Payment details:

The following payment options are available:

- 1. Once-off payment**  
R6,840 on registration or by 18 February 2011
- 2. Two-month payment plan**  
R3,500 on registration or by 18 February 2011  
R3,500 on or by 31 March 2011

### **\*\*October 2010 Promotion\*\***

*Students who sign up for the course and pay by the end of October 2010 will be charged the 2010 course fee of R5,250 (excl. VAT).*

GetSmarter accepts payments by direct deposit, electronic funds transfer (EFT) and credit card (Mastercard and Visa). Students opting to pay by credit card will be contacted by phone to obtain their credit card details. Students opting to pay by direct deposit and EFT are required to use their name and surname as a reference.

Non-South African students should contact GetSmarter for payment details.

## Banking details:

Account name: Get Learning  
Bank: Standard Bank  
Branch: Constantia  
Branch code: 025309  
Account number: 04 332 0813  
SWIFT code: SBZAJJ

## Contact details:

Should you have any queries, please contact Abby at GetSmarter:

**Contact:** Abby  
**Tel:** 021 685 4775  
**Fax:** 021 685 4883  
**Email:** [abby@getsmarter.co.za](mailto:abby@getsmarter.co.za)



## Appendix A

The table below provides a comprehensive description of each of the 10 modules covered in the course.

<b>Module 1: Understanding the tourism industry</b>
This module provides a broad introduction to the tourism industry in South Africa and the various sectors and organisations that cater to its demands. It looks at the role of the private and public sector, the community, associations and major figures in the industry. The module outlines the various sales channels that exist, how to take advantage of them, and the standard practice rates that apply.
<b>Module 2: Planning stages</b>
This module gives you an overview of the guest house industry, the realities of the lifestyle and the opportunities that exist. This module provides you with the necessary tools to research your target market, local hospitality industry and personal situation, and outlines the process involved in drawing up a business plan.
<b>Module 3: Financial management</b>
The primary reason most small businesses fail is because of poor financial management. This module will equip you with the essential skills for managing your establishment's flow of finances effectively and in line with relevant legislation.
<b>Module 4: Legal requirements</b>
This module has been designed to give you practical insight into the legal requirements of opening and running a small hospitality business. We look at the legal requirements for everything from registering your business for tax, to understanding the applicable conditions of the Basic Conditions of Employment Act.
<b>Module 5: The physical guest house</b>
This module focuses on the planning and layout of the building itself. We provide practical advice on the design of your guest areas, service areas and private areas. We also look at local town planning requirements, short-term letting and evictions, costing your building work, making your guest house "green" and tips on buying and selling an existing guest house.
<b>Module 6: Communication and customer service</b>
As the hospitality industry is a service-based industry, developing effective and appropriate communication skills is essential to offering excellent customer service for owners and staff members. This module explores a range of topics, from understanding cross-cultural communication to dealing with unsatisfied guests.



<b>Module 7: General management</b>
The nature of the small hospitality industry means the typical guest house manager must be a “jack of all trades”. This module unpacks the management responsibilities and procedures involved in administrative and human resource management.
<b>Module 8: Day-to-day operations</b>
Well-defined and efficient daily operational procedures are central to maintaining standards and providing customers with consistent and professional service. This module breaks down the reservation, front desk, food and beverage, housekeeping and checkout procedures into practical and logical steps based on industry best practice. The module also looks at going the extra mile for your guests.
<b>Module 9: Understanding marketing</b>
Marketing is the essential function that generates awareness of your guest house and keeps “heads on beds”. This module introduces the principles of modern marketing practice, the four Ps (product, position, price, promotion), and implementing an effective marketing plan.
<b>Module 10: Website planning and eMarketing</b>
The internet has become the modern lifeline for many hospitality establishments. This module looks at taking full advantage of the many opportunities available on the internet. It covers everything from setting up a website to blogging, email marketing and pay-per-click advertising.

We hope to welcome you to the course!