

UCT Guest House Management Course



information | pack

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

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

Need for the course:

Guest House, Bed & 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 a highly competitive and professional industry, demanding skills in and knowledge of professional hospitality practices as well as adherence to sound business principles.

About the course:

This 10-week online course, presented by the University of Cape Town in conjunction with GetSmarter and convened by Corine van Dyk, deals extensively with all facets of guest house management, from the planning stages for establishing a guest house, right through to the check out 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 a number of years and is a business product partner for Chambers Accommodation and Tourism (CACCT). In her previous career she was a marketing consultant and trainer for a major banking group. Corine was a trainer for the South African Tourism Institute (SATI) and has trained guest house owners throughout the country in successful guest house management. Corine currently acts as a guest house consultant for both new and established guest house owners.

What is GetSmarter?

GetSmarter is a specialist Online Training Company that makes first-class continuing education possible for working professionals throughout South Africa and abroad.

Who should attend?

This course has been designed for both current and prospective owners/managers of guest houses, backpackers, boutique hotels, self catering and bed & breakfast establishments. Whilst prospective managers/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 regarding industry best practises and requirements in marketing, law, design, service, administration, operation and management. Current owners/managers will be empowered to operate their establishments to their full potential.

Entry requirements:

Students must have a current email account, access to a computer and the Internet and a general familiarity with the Internet and computers, including the ability to read documents in Adobe PDF (Portable Document Format), create documents in Microsoft Word[®] and view video content.

A matric certificate is recommended.

Format of the course:

This 10-week course is completed through distance learning via the Internet and comprises 10 modules. The course module outline is included below:

Module	Brief Description of Contents
Module 1 Understanding the Tourism Industry	This module provides a broad introduction to the tourism industry in South Africa and the various sectors and organisations that cater for its demands. We look at the role of the private and public sector, the role of communities, associations, and major role players 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.

<p>Module 2 Planning Stages</p>	<p>Planning Stages 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, as well as the process involved in drawing up a business plan.</p>
<p>Module 3 Legal Requirements</p>	<p>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 Employment Act.</p>
<p>Module 4 The Guest House</p>	<p>The Guest House 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 family/private areas. We also look at local town planning requirements, costing your building work, and tips on buying and selling an existing guest house.</p>
<p>Module 5 Communication and Customer Service</p>	<p>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.</p>
<p>Module 6 Management</p>	<p>The nature of the small hospitality industry results in the typical guest house manager having to be a “jack of all trades”. In this module we unpack the management responsibilities and procedures involved in administrative, financial and human resource management.</p>
<p>Module 7 Day to day operations</p>	<p>Well defined and efficient daily operational procedures are central to maintaining standards and providing customers with consistent and professional service. In this module we break down the reservation, front desk, food and beverage, housekeeping and check out procedures into practical and logical steps based on best industry practice. The module also looks at going the extra mile for your guests.</p>
<p>Module 8 Understanding Marketing</p>	<p>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 P’s (Product, Position, Price, Promotion), and implementing an effective marketing plan.</p>
<p>Module 9 Website Planning and eMarketing</p>	<p>The Internet has become the modern lifeline of many hospitality establishments. In this module we look at taking full advantage of the numerous opportunities available to us on the internet. We cover everything from setting up a website, to blogging, email marketing and pay per click advertising in this module.</p>
<p>Module 10 Short Term Letting, Evictions and Community Schemes</p>	<p>This module explains the increasing trend of “short term letting” in the accommodation industry, the role of the Rental Housing Act and the eviction procedure. We then cover the special considerations for establishment owners operating in community schemes such as Sectional Title Complexes, Home Owners Associations and so on.</p>

Course delivery:

Interaction with students will be via the **GetSmarter Learning** website and the notes and guidelines for study will be delivered to students in electronic format (PDF® or MS Word®).

(<http://www.getsmarter.co.za/learning>)

Each module listed above is divided into several components and is delivered via a user-friendly website, which caters for the varying needs and preferences of students. These components include:

- course notes
- video tutorials
- online discussion forum
- multiple choice quizzes answered online (as a practice assignment)
- module assignment
- smart games (used as a study tool)
- further reading and references

Each week a new module is made available to the student body. Every second week an assignment is completed and commented on by the Course Convener. Corine van Dyk is the Course Convener who provides academic support during the 10-weeks. Tamara Breytenbach is the Course Coordinator who provides administrative assistance for the duration of the course. Together they ensure quality assistance is provided throughout the 10-weeks.

Course Dates:

Registrations close: 3 September 2010

Course starts: 13 September 2010

The course calendar is available on request.

Award of the certificate:

Certificates can be awarded only to those students who obtain a combined final mark of 50% or more for the 5 assignments. Successful students will receive a certificate stating that they have completed the *University of Cape Town's Guest House Management Course*.

Course fee:

R5 250,00 excluding Value Added Tax, which includes all courseware, continuous support, assignments and a University Certificate.

Registration and enquiries:

Final date for registration and payment: **3 September 2010**

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

Tel: 021 685 4775

Fax: 021 685 4883

Email: deborah@getsmarter.co.za

REGISTRATION FORM
UCT GUEST HOUSE MANAGEMENT COURSE
SEPTEMBER 2010

Registrations close: 3 September 2010
Final date for payment: 3 September 2010
Course start date: 13 September 2010

How to register:

- complete registration form below and email to deborah@getsmarter.co.za
- **or** complete registration form below and fax to +27 21 685 4883
- **or** complete online registration form found at www.getsmarter.co.za

STUDENT DETAILS

SURNAME:

FIRST NAMES: (as you wish them to appear on your UCT certificate)

PREFERRED NAME: (the name by which you wish to be called during the course)

ID NUMBER: _____ PHONE: _____

MOBILE: _____ FAX: _____

EMAIL: _____

POSTAL ADDRESS: (P.O. Box Preferable)

_____ POSTAL CODE: _____

FIRM OR ORGANISATION: _____

What is your role in the hospitality industry?

- Owner Manager Employee Entering the hospitality industry

What type of establishment(s) are you involved in?

- Self Catering Guest House Backpackers Boutique Hotel B & B

Other (Please specify) _____

Where did you hear about this course?

- Google Facebook Email Newspaper Article
 Website Past Student Word of Mouth Twitter
 Google Advert SMS Other _____

FEES AND PAYMENT

- The course fee **R5 985,00** including Value Added Tax.
- A pro forma invoice will be sent to you on acceptance of this registration form.
- Places are limited and will be awarded on a first-come first-served basis.

Please indicate if you are registering as part of a group of 3 or more, entitling you to a **10% discount**:

Yes No

If yes, please specify the names of your other group members:

Please indicate if you require a VAT invoice: Yes No

Please indicate invoice details (including VAT number): _____

CANCELLATIONS

- (a) Registrations cancelled in writing before 3 September 2010 will qualify for a refund of your payment, but you will be liable for a 10% cancellation fee.
- (b) Cancellations after the 3 September 2010 do not qualify for a refund and will be liable for the full course fee.

PAYMENT DETAILS

Please indicate how you are paying your course fee: *(mark with an x for both sections)*

Section A

Once off payment

(EFT, direct deposit or credit card (straight or budget))

- R5 985 on registration or by 3 September 2010

2 month payment plan

(EFT or direct deposit)

- R3 200 by 3 September 2010
- R3 000 by 30 September 2010

Section B

By credit card

(Master and Visa cards only)

GetSmarter will contact you via telephone to obtain your credit card details.

Direct deposit

Account Name: GetSmarter
Bank: Standard Bank
Branch: Claremont
Branch Code: 025109
Account Number: 07 251 0684

Please use your **name and surname** as a reference and then fax proof of payment to +27 21 685 4883.

Please note: UCT and GetSmarter reserve the right to cancel the entire course if there is insufficient demand for the course. In this case the relevant students will receive a full refund of the course fees.

*******I acknowledge that I have read and accept all the terms and conditions set out in this registration form.**

Signature of applicant

Date