

HOSPITALITY MANAGEMENT

TRT3701



1 Conclusion

The field of hospitality management is dynamic and exciting. We hope that the learning units and activities contained in this module allowed you to explore the fundamental elements in this field and discover more about hospitality as it is practiced today.

Hospitality Management (TRT3701) introduced you to the important terms, concepts and principles employed within the hospitality industry. The information conveyed in this module provided you with an overview of the hospitality industry and gave you an introduction to the hospitality product. This was done by looking at the different segments of the hospitality industry. The important role of location and technology was also presented. An insight into the accommodation segment; with specific reference to rooms division including front office and housekeeping

was given; and an explanation of the food and beverage segment was provided. The module concluded with a look at marketing and branding in the hospitality industry.

We hope you still remember the case study presented at the beginning of this module about David Malope, the Grade 12 student who decided to take Hospitality Studies as one of his elective subjects. Do you remember the interesting discussion presented by his teacher, Mrs Nduna? She focused on various important points about the hospitality industry and also opened the dialogue about the diverse and interesting careers available in the tourism and hospitality industries. A number of careers were identified by David and his fellow students, including a chef, guest house owner, events co-ordinator, caterer, travel consultant, flight attendant and a tour guide.

Has this module helped you identify the career you would like to pursue? Our desire is that the content of this module has been helpful and that you are able to apply this new knowledge in your own career development. We sincerely trust if you haven't yet decided to follow a career in hospitality, by becoming a front office manager; working in housekeeping; or in the food and beverage sector for example, that you now have a good frame of reference from which to work and a better idea of what you aim to achieve at the successful completion your tourism qualification.

Best wishes with you studies and remember the importance of lifelong learning.