

Introduction to the World of Hospitality



Introduction to the World of Hospitality

The Swiss Education Group is pleased to present the Introduction to the World of Hospitality program: learning and adventure filled courses in Switzerland to help you discover how a hospitality education can open doors to your future!

Structure

The program is 2-weeks long and offer a variety of classes, cultural excursions, workshops, and hospitality related visits. This includes:

Introduction to the World of Hospitality Classes:

Description of the two-week session

Team dynamism has been the prime reason for the success of the past sessions, we therefore start each session with a team building activity including a welcome cocktail, presentation of the team members, dinner and indoor/outdoor group activities.

Discover the World of Hospitality

Students receive an introduction to the basics of hospitality encompassing grooming, punctuality, first impressions, gestures of politeness and mannerisms. They get an overview of the dynamic and ever changing nature of the lodging and food service industry. They learn about the roles and functions of all major hotel departments along with the management principles involved. By the end of the course, students have a strong understanding of the components of the hospitality industry and their contribution to making it a success.

Beverages of the World

This course introduces students to the management theory necessary to control a beverage operation and to understand the product. Emphasis is placed on social skills, customer relations, bar planning, and the legal aspects of beverage operation. Product knowledge includes the origin, identification, and production of alcoholic beverages. The class ends with an elaborate wine tasting activity including various wines of the region and champagnes.

Understanding Cultures and Customs

There are logical explanations to why people behave the way they do. Understanding world cultures and customs with a closer look at geography, history, religion, philosophy, economics, language, art and music help understand cultural factors associated with the choice of certain tourist destinations over others, which also explains the popularity of certain destinations.

Introduction to Fine Dining

Our in-house expert is always ready to give our students a refined Swiss class introduction course about the Art of Fine Dining. Students will learn about the different table settings, crockeries and cutleries, glasses and 'Mets et Vin' which is the combination of food and wine. Certain behaviours at the table indicate that the customer is ready for the next course. Students will get accustomed with these behaviours and the different styles of food service.

Culinary Workshop

Students participate in a food workshop that takes place at our César Ritz Colleges Bouveret campus. They will work with the Chef to create a set menu for the day. Menu planning requires consideration to the nutritional values, diet requirements, time factoring and population among other components. After

requisitioning the food items, students learn how to process these food items including cutting, design and cooking methods. The workshop ends with a food display and food tasting ceremony.

Communication Skills in the Hospitality Industry

It's all about people, an industry run by people for people. You have no doubt heard that "Communication is the key to success". At the end of this session students will understand how the various communication channels contribute to the success of this people focused industry, with emphasis on the main skills required in the hospitality industry.

Understanding Banquets and Events

Just the idea of planning a wedding puts us in such a state of excitement... While planning banquets and events, students will embrace strategies and knowledge required to schedule, organise, and market events such as conferences, receptions, weddings and other functions. Students will conceptualise a menu, set and control the process of development, implementation, finances and operational procedures.

Introduction to the World of Hotels

This course will enable students to have a greater knowledge and understanding of the size and structure of the lodging and tourism industry. They will explore the various hotel chains and their classification at the international level. Service differentiation will also be analysed to understand customer choice and buying behaviour.

Creating a Positive Customer Experience

Students will examine the central role played by the front office in the success of a hotel. We will trace the guest cycle from the time a reservation is made until the guest's departure, evaluating the front office functions and how it coordinates with other

departments in achieving customer satisfaction. We will also examine how unhappy customers are dealt with.

Creating Banquets and Events

Students will organise an event on the last Friday before their departure to exhibit their talents, skills and knowledge acquired during the two weeks. With the help of their lecturer they will design a menu and create an event concept for their Gala dinner. In this session, emphasis will be laid on menu planning and aspects to consider while designing a menu. The practical menu management exercise relies on how successfully they manage their event.

A Career in Hospitality, What are my Options?

This course introduces the students to a multi-dimensional career path available in the hospitality industry. Students are presented the different career options awaiting them after successfully completing hospitality studies. They will also receive information about the International Recruitment Forum, which is exclusively organised by Swiss Education Group twice a year.

Master Classes: Chocolate and Cheese

During the two-week session, students will have the opportunity to assist two master classes. The cheese master class will introduce Switzerland's famous cheese dishes raclette and fondue and of course Swiss chocolate making will be discussed (and sampled) in detail.

Excursions and visits:

Vineyard excursion

5* Hotel Tour

Cheese factory excursion

Chocolate factory excursion

Opportunities to discover the beautiful mountains and lakes of Switzerland

Entry requirements

There are no entry requirements, however in order ensure you have a positive experience and can follow the course, we strongly recommend a 4.5 IELTS level or equivalent.

Duration

The duration of the courses is 2 weeks. 2017 sessions are available between:

Sunday, April 9th to Sunday, April 23^d

Sunday, July 2^d to Saturday, July 15th

Sunday, July 16th to Saturday, July 29th

Sunday, July 24th to Saturday, August 6th

Sunday, July 30th to Saturday, August 12th

Sunday, August 13th to Saturday, August 26th

Location

The Introduction to the World of Hospitality and Culinary are offered at the Swiss Education Group partner school, Hotel Institute Montreux in Montreux, Switzerland. Here, students will have the opportunity to discover the school, connect with current students, and benefit from the exceptional setting and infrastructure of the hospitality school.

[Click here](#) to discover more about Montreux, the course centre and the meals.

Tuition, Accommodation and Meals

CHF 3'500.- for the 2-week programme.

The fees include:

Tuition

All required teaching materials are included in the fees.

Accommodation

Accommodation is provided in comfortable double rooms. Rooms are cleaned once per week by the housekeeping department.

Bed linen and towels are provided. Towels are changed once per week by the housekeeping department. Bed linen is changed every two weeks or upon request.

Meals

All meals are included 7 days/week: breakfast, lunch and dinner from Monday to Friday; brunch and dinner on weekends.

Special Diet

For vegetarians, a special main course is available.

For students who cannot eat pork or beef due to religious reasons, other choices will be available.

Excursions and visits

All excursions, visits, and activities in the programme are included in the fees.

