



*Training Course:  
International Hospitality & Tourism Management*

*6 - 10 January 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: International Hospitality & Tourism Management

Training Course code: MA234592 From: 6 - 10 January 2025 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 4250 € Euro

### Introduction

The International Hospitality Management program is comprised of a number of core management and hospitality-specific modules as you will see in the curriculum of each year below.

One of the big advantages of studying hospitality management is the transferable skills gained through such an education. Simply put, transferable skills are those that can be applied to, and are in demand by, businesses not necessarily under the umbrella of hospitality and tourism services.

In general, they are technical skills such as communications technology, people skills, sales and marketing skills, human resources, finance, accountancy skills, strategic business, and entrepreneurship. Some of Alpine's graduates can be found working successfully in non-hospitality/tourism occupations belonging to the service management industries also known as the experience economy, including telecommunications, training and education, banking, consultancy, human resource consultancy, sales and marketing, finance, and television and broadcasting to name a few.

### Course Objectives

- Introduction to Hospitality Management
- Hospitality Management
- Food and Beverage Services
- Hotel Operations
- Health and Safety in Food Service

### Target Audience:

- Perfect for Hotel Management Students
- Driven Individuals in the Early Stages of their Hospitality Career
- Hospitality Professionals just starting an internship or first job

### Course Outline:

#### Day 1

- Characteristics of the Hospitality Industry
- The accommodation sector
- The accommodation sector product
- Guest types and related services
- Introduction to hotel management

#### Day 2

- Hotel operations

- Organization and function of hotel departments
- Hotel front office operations
- Hotel housekeeping department
- Introduction to food & beverage sector
- Restaurant organization and duties of key positions

### Day 3

- Food & beverage services
- Classification of food & beverage services
- Food & beverage service principles
- Restaurant Operations Planning
- Menu planning & design
- Knowledge of food & beverage services in restaurants

### Day 4

- Kitchen design & layout
- Kitchen layout for food & beverage services
- Personal Hygiene
- Safe food handling in Food Service Operations
- Food safety
- Food handling process

### Day 5

- Preventing & treating accidents in food services operations
- Foodservice accidents
- Fire safety & first aid

## Registration form on the Training Course: International Hospitality & Tourism Management

Training Course code: MA234592 From: 6 - 10 January 2025 Venue: Casablanca (Morocco) - New Hotel  
Training Course Fees: 4250 € Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.