

LODGE MANAGEMENT

| INFORMATION | |
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| Campus Site | Stenden South Africa |
| Department | International Hotel Management |
| Target Groups | Management studies (i.e. BBA degrees) (except IBMS) |
| Minor coordinator South Africa | Yathika Gowpall – yathika.gowpall@stenden.com |
| Entry level and Conditions | (Conditional) Positive Study Advice |
| Availability | Module 1 and 3 Unlimited Applicants |
| Extra | |

INTRODUCTION NICHE MARKET

South Africa is often known as “the world in one” – it is a beautiful country with a wide variety of landscapes and an abundance of wildlife. As a result the wildlife industry has been flourishing since its establishment in the late 1800's. In addition, ecotourism has now become the fastest growing industry in South Africa, on its way to overshadowing the country's biggest source of income: gold. Whether you want to become a field guide or manage your own reserve, this minor prepares you for this industry.

INTRODUCTION MINOR

Students gain practical and theoretical knowledge about game lodges and the management thereof. Students learn about conservation and the natural environment and how to apply basic conservation principles to wildlife management operations, as well as their personal choice of study. This program also develops interpersonal skills, where students of different lines of study are forced to work together in a secluded environment.

EDUCATIONAL METHOD

- CBL (two times a week, with action tasks)
- Guest lectures (e.g. General Manager of a Lodge and an Architect) and workshops (e.g. Wine and Cultural Food)
- Weekly lodge visits (this includes a boat cruise and a game drive)

OBJECTIVES

- Understand South Africa's culture, politics, demographics, geography and climate, history, economy, (eco)-tourism and conservation
- Understand social, economic and legal constraints as they are applicable to the lodge operation in South Africa.
- Understand the impact of the lodge industry on the natural environment in South Africa and what legal implications are in place.
- Apply the concept of sustainable development and ecological- and environmental friendly practises in the lodge industry.
- Understand the basics of lodge building design and layout + Know the basic principles of interior design and decoration of lodges
- Understand any structural considerations to be taken when building a lodge, including health & safety aspects and risk management
- Apply marketing principles to identify and attract specific target markets to a unique tourism concept
- Apply the principles of hospitality, service quality and service standards to the lodge industry.
- Understand local health and safety rules and regulations with regard to food production and service
- Apply safety measures in the workplace for all employees and how to identify and prevent accidents
- Understand the activities that can be created and provided from the natural environment.

ASSESSMENT ACTIVITIES

You can earn 15 EC's for this module. You will be assessed by means of a lodge design (approx. 100 pages), investor presentation, attendance points CBL, attendance lodge visits, learner reports and a module test.

