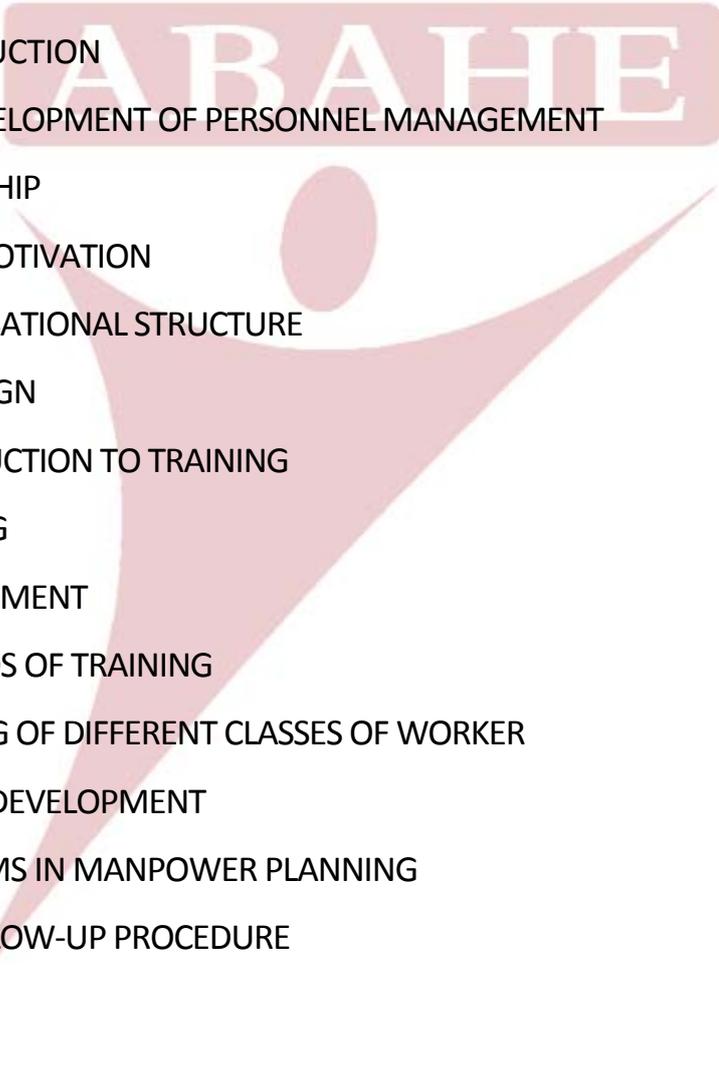


**Diploma in Tourism & Hospitality Management**

**This Unit of your course covers the following topics:**

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- ❑ INTRODUCTION
  - ❑ THE DEVELOPMENT OF PERSONNEL MANAGEMENT
  - ❑ LEADERSHIP
  - ❑ STAFF MOTIVATION
  - ❑ ORGANISATIONAL STRUCTURE
  - ❑ JOB DESIGN
  - ❑ INTRODUCTION TO TRAINING
  - ❑ TRAINING
  - ❑ DEVELOPMENT
  - ❑ METHODS OF TRAINING
  - ❑ TRAINING OF DIFFERENT CLASSES OF WORKER
  - ❑ CAREER DEVELOPMENT
  - ❑ PROBLEMS IN MANPOWER PLANNING
  - ❑ THE FOLLOW-UP PROCEDURE

**INTRODUCTION**

The hotel and catering industry can be rightly described as a service industry, because its main function is to provide a service, as opposed to a product, to its customers. To this

end, the industry employs a large number of staff, of whom most deal directly with the public. It is very much a "people industry".

The people employed in the industry are one of its greatest assets. Indeed, in some sectors, like contract catering, the asset of the staff may well be on equal basis with the cash which is invested in the company.

Therefore, the efficient management of staff must rank very highly as a success factor in a service industry, and as only the very largest companies set up personnel departments, it is the responsibility of all managers in every sector of the industry to understand staff management, and to implement effective employment policies.

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