



**Stenden
SouthAfrica**
Higher Education in Hospitality Management

Stenden South Africa
1 Grand Street
Port Alfred
6170

Postal Address
Stenden South Africa
P.O. Box 2821
Port Alfred
6170

Telephone Numbers
Tel: +27 46 604 2200

grandtour@stenden.co.za
web: www.stenden.co.za



www.greenroom.co.za



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Stenden South Africa

is situated in the scenic coastal town of Port Alfred. It is a bustling commercial and residential town, lying midway between Port Elizabeth and East London on the Kowie River. Its beautiful beaches and magnificent marina provide natural attractions to locals and holidaymakers alike.

Thanks to the influx of South African students each year, together with the twice yearly arrival of groups of exchange students from Stenden in the Netherlands, the town has become a lively hub of young people who further the economic development in the area.

The Eastern Cape boasts over 30 game parks in the surrounds of Port Alfred, with many providing the Big 5 experience! There are a variety of sporting activities to choose from, namely water-skiing, surfing, diving and canoeing. In addition, Port Alfred boasts the historic Royal Alfred Golf Course. One of the true links courses in South Africa, it is set on the rolling hills of Port Alfred, with plenty of indigenous bush, game and wonderful sea views.

You will be accommodated off campus within walking distance from Stenden South Africa. Wi-Fi internet is available on campus as well as a twenty four hour computer room. Students will be provided with three hearty meals a day in the Stenden South Africa dining room.

Our Community Development programme at Stenden South Africa focuses on social upliftment and development. Local and international students alike are encouraged to use their personal and professional skills to improve the lives of individuals within the communities in and around Port Alfred. Over 20 projects are active in these communities at any one time.

2nd Year IHM

IHM students in their 2nd year can join the South African students in semester 2 and in module 2.

Module Period 2: International Business Communication – Spanish Beginners level
Semester 2: Controlling & Evaluating + Planning

As Stenden South Africa does not have its own learning hotel it organises dinner functions in each module in accordance with the structure that is in place at the Stenden Hotel. As a 2nd year IHM student you will be expected to coach and train the 1st year students during these functions.

3rd Year Strategic Semester

Third year IHM students can do their entire strategic semester at Stenden South Africa. As we organise functions almost every two weeks, your appointment as a manager is not limited to the HOM module, but continues for the entire semester. The semester has the same content as the one in Leeuwarden, though you will find your management responsibilities to be significant. In addition, the application training is hosted off campus in a beautiful lodge.

This is especially interesting during the 1st semester as there are a limited number of South African students whilst the management responsibilities are varied and challenging. The semester runs through both module 1 and 2 as well as module 3 and 4.

Lodge & Wildlife Management

Open to all third year students from Stenden, this semester offers a life changing experience. During the Lodge Management module you will be expected to design your own lodge and cover all management aspects related to it. A number of visits to different lodges should give you inspiration whilst the PBL sessions and varied guest lectures will provide you with all the theoretical knowledge required. The Wildlife Module takes place

at Madolas, a game lodge situated on the edge of the award winning Shamwari Game Reserve and within close proximity to Alicedale.

Through many different excursions, workshops, lectures, assignments and PBL sessions you will learn about environmental management in general and wildlife specifically. The campus grounds are isolated but beautiful and even features a swimming pool. Lodge and Wildlife are offered every module and may also be done as a single module or in combination with the Tourism Development Module.

Entrepreneurship

Open to all Stenden students from business programmes (Hospitality, Leisure, Tourism, MEM, etc), this semester combines community development and business management principles allowing you to develop your strategic, training and consulting skills whilst working in a different culture. In groups of 3 to 4 students, you will be responsible for consulting and training entrepreneurs in the township of Port Alfred.

Different workshops, lectures, excursions, project meetings and PBL sessions will equip you with the necessary skills to consult and train local entrepreneurs in creating a successful business or improving an existing one. Entrepreneurship is offered every semester; module 1 and 2, or 3 and 4.

Tourism Development

South Africa: a world in one country. Imagine standing on a rocky outcrop watching two mighty oceans meeting, or sitting round a campfire hearing the call of the hyenas as they flee from lions. Imagine a culture where Hindi can be heard alongside Xhosa, where fusion cuisines create a tapestry of colours and flavours. This is South Africa. A country regarded as the cradle of humanity, a country with a turbulent social and political past, a

country described by a Nobel Peace Prize winner as the Rainbow Nation. Stenden South Africa opens the door to this world and gives you an opportunity to explore international tourism development issues in the picturesque Eastern Cape, where unspoilt nature meets technology and where untapped potential is there for you to develop.

Open to Tourism, Leisure and Hospitality students and students that can prove to have a significant tourism background, this module is offered every module period provided there are enough enrollments. You may combine this module with Wildlife or Lodge Management. After three weeks of intensive theory you will be involved in actual tourism development projects.

Advanced Wine Studies

Imagine a whole semester unravelling the age-old mystery and romance of wine. Imagine subtropical beaches, wildlife and sunshine. Explore the future, the present and the past of an industry as old as humankind. Stenden South Africa offers all this and more. Our new wine semester opens up formal studies in wine, leads to the threshold of a Wine Masters qualification and provides students with an in-depth informed knowledge of the international wine industry.

But, of course with all of this as with everything at Stenden South Africa, it's not all about work! You'll meet wine-makers and industry experts, attend wine tastings of natural wines and blends from across the globe, visit winelands and literally discover a new world in every glass.

This semester is offered only during the first semester of each year and is open for IHM students. Due to the varied scope and content of this particular semester and the accreditation of the Cape Wine Academy there will be additional costs of approximately 1000 Euros.