

# Certified Hotel Receptionist

## MODULE 1

### TOURISM INDUSTRY

The parts of the hospitality and travel industry

Restaurant business

Food & Beverage

Activity companies

Important terms

Attitude

Professional treatment

Business Insight

Organizational culture

The influence of the smile

Satisfied customers

DISC analysis

Dealing with unhappy customers

TASK

ASSIGNMENT

## MODULE 2

### LODGING

The development of hotels

Influencing factors

Schweizeri

City hotels

Modernization

Hotels Today

Influencing factors

Chain affiliation

Exceptional Management/Quality Management

Different types of accommodation

Meeting hotels

Boutique

Hostel

Cottage accommodation and camping

Rental housing

Bed and Breakfast

Hotel Classification

STR

Central organisations

Forms of hotel organization

TASK

ASSIGNMENT

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## MODULE 3

### INFORMATION AND COMMUNICATION 1

External communication  
Internal communication  
Branding  
Written communication  
Telephone Service/Website  
Web browser  
Layout  
Excel  
Calculations in Excel  
Table in Excel  
Graph in Excel  
Keyboard shortcuts  
Copyright  
Economic rights  
Moral rights  
Creative Commons  
Images without licenses  
Word processing

TASK

ASSIGNMENT

## MODULE 4

### INFORMATION AND COMMUNICATION 2

Information technology  
Administrative procedures  
Graphic presentation  
Hierarchy  
Contrast  
Space  
Symmetry/Asymmetry  
Balance  
Social media  
Blogs, vlogs  
Basics of communication  
Conscious/unconscious communication  
Our self-image  
The Halo Effect  
Stereotypical views  
Attribution  
Nonverbal communication  
Listening  
Mirroring

How do conflicts arise?

The impact of conflicts in the workplace

Structural conflicts

Personal conflicts

Role expectations

Role conflicts

The ABC triangle model

The conflict iceberg model

The nine-stage model of conflict escalation

Conflict management

TASK

ASSIGNMENT



## The goal of the education

The goal of the education is that the student, after completing the education, has acquired the knowledge required for qualified and independent work in the field.

## Eligibility requirements

No special eligibility requirements.

## Assessment criteria

After completing the education, with a passed result on all assignments and tests, the student receives a certificate. The main teacher for the education is the one who examines the student.

## Degree title

Certified Hotel Receptionist

## Extent of education

The studies are conducted at any study pace and include about 6 weeks of full-time studies.