

## UNITS OF LEARNING OUTCOMES – A: HOSPITALITY AND ACCOMMODATION

A unit of learning outcomes is a component of a qualification consisting of a coherent set of knowledge, skills and competence that can be assessed and validated.  
(ECVET Recommendation)

Reference system: German vocational training act Ausbildungsberuf / training occupation / qualification:			
German	English	French	
1. Hotelkaufmann 2. Hotelfachmann	1. Management Assistant for the Hotel Industry 2. Hotel Industry Expert 3. Hotel and Catering Industry Expert	1. Agent commercial dans l'hôtellerie 2. Employé qualifié dans l'hôtellerie 3. Employé qualifié en hôtellerie et restauration	
<b>Unit: A3</b> (min 2 week mobility)	<b>Unit: A3</b> Title: <b>Hotel Organisation / Marketing</b>		
	Level 3 or 4 (DQR/EQF ) = knowledge of facts, principles, processes and general concepts in a field of work or study (EQF)		
	Knowledge	Skills	Competences
	<b>He/ she knows...</b>  * the significance of the hotel, catering and tourism industry * how to deal courteously with complaints and compliments and demonstrate a commitment to customer satisfaction * project-management software (tools for planning and monitoring of activities) * research, analysis and presentation of solutions * methods and tools for marketing activities (mailing, advertising, branding, CI,...) * how to calculate costs (identify the components of the budget) * basic marketing terminology in foreign language	<b>He/ she is able to.../ the learner understands to...</b>  * use ICT taking into account data protection regulation * plan, organise and structure office work processes taking into account priorities * plan, realise and assess marketing activities efficiently under supervision * work with text processing software * work with spreadsheet software * deal with paper and electronic files and manage e-mail * work with presentation programs (Powerpoint,...) * schedule tasks and work to deadlines * organise tasks to be carried out (self-management) * assigning priorities, working goal-oriented * work in a team * act culturally sensitive * communicate with others (people skills/ empathy) * act and plan flexibly * be on time * motivate him-/herself	<b>He/ she is responsible for/ supervises...</b>  * planing and realising marketing activities (promotion, PR, event management) * decorating according to occasion * creating promotionally effective offers * controlling results of marketing activities * creating, sorting, filing and archiving documents * backing up data considering data protection regulations and directives

