

Annex 1: DATA SHEET – SUSTAINABILITY TRAINING SYSTEM

TITLE OF TRAINING SYSTEM	
Service marketing in hotel industry	
Please assign the training course to one or more of the 10 Tourism2030-Topcis ¹ : Marketing & Certification;	
COURSE FRAMEWORK DATA	
Time period and dates: (→ Dates/ frequency/ period of course offer)	On request
Type of training course: (→ seminar, workshop, self-checks)	Seminar
Course venue: (→ Online/In-situ)	Depending on contractor/participants interests
Amount of working hours to complete the course:	N/A
Language of instruction:	Croatian
Training course provider:	Faculty of Tourism and Hospitality Management, University of Rijeka
COURSE CONTENT	
Short course description:	Course provides overview of specific characteristics of services in hospitality industry with focus on hotels. It offers structured insights on internal and external marketing processes, guest relations management, management of service marketing in hotel industry etc.
Competences and skills: (→ What will be learned)	<ul style="list-style-type: none"> - Basic knowledge of characteristics of services and potentials of better positioning of hotels on tourism market based on the quality of tourist product offered - understanding of importance of guest relations management and knowledge of proper tools for ensuring guest satisfaction -
Specific course topics: (→ E.g. circular economy, plastic, food, energy, water, waste, biodiversity, green procurement, culture, etc...)	Service marketing, Green marketing, guest relations
Structure of course (Syllabus):	N/A
Working methods:	Lectures, team work, case study analysis, etc.

¹ Natural Heritage & Biodiversity, Climate Change, Energy & Resource Efficiency, Travel, Transport and Mobility, Good Governance and CSR, Marketing & Certification, Cultural Heritage, Lifestyles and Diversity, Value Chain Management & Fair Trade, Human Rights & Labor Rights, Destination Management, Knowledge Networking, Training, Education

PARTICIPATION DETAILS	
Target group: (→Hotels, apartment providers, camp sites, tour operators, restaurants, other)	Employees and managers of marketing departments in hotels, reception managers, sales managers
Number of participants:	/
Participants prerequisite:	/
Technical requirements	/
FURTHER INFORMATION	
Certificate:	Only certificate of attendance
Course fee:	N/A
Registration (modalities):	
CONTACT DETAILS TRAINING ORGANISATION	
Name:	Faculty of Tourism and Hospitality Management, University of Rijeka
Postal address:	Primorska 46, p.p. 97, 51410 Opatija, Croatia
Website:	https://www.fthm.uniri.hr/en