

02. Quality Service to tourists from hotels, tourist and self-catering accommodation (air bnb)

Unit A/A	ANALYSIS OF THE CONTENT OF SECTIONS	DURATION (HOURS)
1	<p><b>Introduction to Quality Tourist Service</b></p> <ul style="list-style-type: none"> <li>• Basic principles and concepts of hospitality</li> <li>• Importance of quality in customer service</li> <li>• Contemporary trends in tourism and customer expectations</li> </ul>	0,5
2	<p><b>Communication with Customers</b></p> <ul style="list-style-type: none"> <li>• Active listening skills</li> <li>• Effective verbal and non-verbal communication</li> <li>• Managing difficult clients and situations</li> <li>• Cultural differences and how they affect communication</li> </ul>	1
3	<p><b>Management of Complaints and Special Requests</b></p> <ul style="list-style-type: none"> <li>• Complaint handling and negative feedback techniques</li> <li>• Approaching personalized requests</li> <li>• Examples of successful complaint management</li> </ul>	1
4	<p><b>Developing a Culture of Quality and Continuous Improvement</b></p> <ul style="list-style-type: none"> <li>• The importance of continuous education and information</li> <li>• Applying best practices to day-to-day operations</li> <li>• Promoting service excellence and innovation</li> </ul>	0,5
	<b>TOTAL</b>	<b>3</b>