



Lifelong Learning Programme

**LEONARDO DA VINCI PROGRAMME**  
**PEOPLE IN THE LABOUR MARKET**  
**MOBILITY**

## Leonardo da Vinci traineeship offer

**Host organisation: BEST WESTERN Hotelreservierungs GmbH, Vienna, Austria**

BEST WESTERN International is THE WORLD'S LARGEST HOTEL CHAIN® and the hotel industry's largest single brand, providing marketing and reservations to over 4,000 private BEST WESTERN, BEST WESTERN PLUS(TM) and BEST WESTERN PREMIER® (premium class) hotels in 90 countries. Hosting 400,000 guests each night, BEST WESTERN hotels combine international standards with individual flair and heartfelt hospitality.

BEST WESTERN Hotelreservierungs GmbH/BEST WESTERN Central Europe as a regional affiliate and service group attends to over 70 hotels in Austria, the Czech Republic, Slovakia, Hungary, Slovenia, Croatia, Serbia, Montenegro and Macedonia.

### Local and temporal specification of the traineeship:

Division/Department: Sales, Marketing, Member Service, Acquisition, Vienna, Austria

Starting date (earliest possible): position open continuously

Starting date (latest possible):

Duration: 5 – 6 months

Working hours: 40/week

### Training content (activities/tasks):

- ✓ General familiarisation training – collateral, manuals, systems, organisation structure, marketing & sales programmes
- ✓ Data search on tourism and economy of all nine countries for annual business plan
- ✓ Research of potential partners for specific target group marketing in CEE countries
- ✓ Press work – update of PR database via phone calls, translation of press releases
- ✓ Member acquisition follow-up – contacting potential members and explaining the advantages of Best Western Membership
- ✓ Graphic layout according to BI standards of acquisition brochure in Czech and Slovak language
- ✓ Update and translation of Front Office & Electronic Distribution Manual for hotel employees
- ✓ Tele-Sales – update of customer database via phone-calls, evaluation of potential, offer of corporate contracts incl. follow-up
- ✓ Control, update and improvement of hotel website in three languages in cooperation with hotels' management
- ✓ Research of various key word options for all 74 hotels for Search Engine optimisation
- ✓ Reservation system control – Control of hotels' rate parity on various booking platforms via meta search engines

### Required profile of the candidates:

- ✓ **University graduates** in Hotel-&Tourism Management, (Applied) Economics or Leisure Studies

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Company Reg No: 29187893 • VAT Reg No: CZ29187893 • The company is registered in the Commercial Register maintained by the District Court in Brno, Section C, File 64257.

- ✓ Skills within hotel & tourism industry
- ✓ Good command of German (verbal and written)
- ✓ English desired – not required
- ✓ Computer literacy (Word, Excel, Power Point, Internet, Email, ..)

Further, applicants must meet the following criteria:

- ✓ Graduates of Palacky University in Olomouc, Moravian College Olomouc, Tomas Bata University in Zlin or other higher education institution having its registered office in the Central Moravia region
- ✓ Date of graduation: no more than 1,5 year ago
- ✓ You have not carried out a Leonardo da Vinci traineeship, mobility of people in the labour market (PLM) yet
- ✓ Permanent residence or perspective employment in the region is advantage

**Remuneration:**

- ✓ financial support – will be agreed individually
- ✓ contribution in kind (e.g. accommodation, public transport, meals etc.) – in the value of 50 EUR/month (monthly public transport card)

Note: beside possible financial support and/or contribution in kind provided by the host organisation, the selected candidate shall receive a Leonardo da Vinci grant. The grant shall be allocated in the max. amount of up to a 4-month scholarship (monthly rate being max. 700 EUR).

**Please send your application documents (CV and cover letter in German language) to [info@edutrain.cz](mailto:info@edutrain.cz) at least two months before the planned start.**