



CAREER STARTS HERE



**HOTEL
AKADEMIE
DRESDEN**



Our academy

Who we are	4
Dresden, the perfect location	5
The foundation for your success	6
Understanding the world	8
The SRH, your helping hand	8

Our service

A tutor at your side	9
Reach your goals faster	10

Our network

Learn from the best	11
All the world's a stage	12
Top contacts around the globe	13
Experience, the best basis for your career	14
Our benefits at a glance	15

Dear readers,

welcome to the SRH Hotel-Akademie Dresden. On the following pages, you will find an introduction to what we offer and some of the services we provide.

First-rate, in-depth training is the foundation for your later success. And the success of any hotel is, in turn, based on the good training and friendliness of its staff. Often, it's the small things that leave the most lasting impressions in guests' minds: a smile, a spontaneous offer of assistance, or some other attentive gesture. The most important thing is to make a mental note of guests' preferences and anticipate their needs or desires. In other words, being the perfect host.

And it's just this sort of trusting relationship, like that between hotel staff and guests, that we want to build up and maintain with you. We will be at your side from the very start: developing your strengths, helping you to plan the various stages of your training, vocational development or studies and thus creating a solid basis for your professional career.

If you enjoy meeting and helping people, and are excited by the challenges of working in the hotel industry, then we are the perfect partner for you. Our teachers and trainers will show you how to optimally combine management ability and hospitality and help you learn the secrets of working successfully in the hotel sector.



Who we are

You believe that a career in the hospitality sector is the right one for you? You enjoy meeting and interacting with people? And you're not satisfied until your guests feel 100% comfortable? In that case, we are the perfect partner for you: we offer initial and advanced training and a study programme in modern hotel management. We complement your personal strengths with the specialist knowledge and practical expertise you need and thereby open the doors to a career in the international first-class hotel sector. Our trainers and teachers are all active in the hotel business and know what success in the industry really comes down to. We nurture our trainees, looking after each one on an individual basis. In doing so, we focus on practical experience as well as internationality, and to help us achieve this, we have partnerships with renowned schools and first-class hotels all round the world. But we don't draw the line at teaching you theoretical and practical skills; we also help you to recognise and realise your own individual potential – enabling you to make a targeted career plan.





Dresden, the perfect location

Dresden is a city that is not only steeped in culture but also boasts a large selection of recreational activities, making it one of Germany's best-loved tourist destinations. Here history meets modern flair, big-city atmosphere meets nature. Dresden also enjoys an excellent reputation on the international city tourism map, with plenty to offer holidaymakers as well as business travellers and convention guests. So not surprisingly, the city is also a major centre for the hotel and catering sectors – many of the world's most respected hotel chains are represented here. We cooperate with these big-name hotels to provide you with an ideal introduction to what working life is like in first-class hotels. You will be learning at the highest level. Dresden is also a great option as a place to live, thanks to reasonable rents, a broad range of cultural events, a modern university library, excellent shopping opportunities and an attractive surrounding landscape. Ideally located in the very centre of the city, the SRH Hotel-Akademie is close to the heart of the sector.

The foundation for your success

Do you dream of a career in the hotel sector? If so, there are a multitude of possibilities open to you: for instance, in marketing, guest relations or food and beverage management. But the golden rule is: it's almost impossible to get anywhere without job experience. With us, you'll learn all you need to get your professional career off the ground. We help you to pick the path that's best for you: training, academic study or advanced training.

Training as a state-certified hotel management assistant

During this three-year course you will acquire practical experience and business knowledge, improve your foreign language proficiency and pick up key skills for the hotel and catering sectors. Our goal is to help you successfully start your career in a first-class hotel with the long-term goal of moving into middle management. And if you'd like to go a step further when you finish, we have an ideal complementary study course set up in the Netherlands: in less than two years you can graduate with the internationally recognised qualification 'Bachelor of Business Administration'.





Double degree – vocational training and academic course in just four years

You want both things at once: practical vocational training and an academic degree? No problem. In cooperation with the SRH Fernhochschule Riedlingen, we offer you a combination of vocational training and distance learning leading to the double qualification state-certified hotel management assistant plus Bachelor of Arts. This combination of two high-standard, internationally recognised qualifications will prepare you for your future career in management and will ensure you have great chances of finding a position – at home or abroad.

Advanced training to state-certified business economist for the hotel and catering industry – full-time or part-time

You've already discovered the many possibilities offered by careers in the hotel and catering industry and would like to achieve more? As a state-certified business economist for the hotel and catering industry you will be ideally qualified for a career in middle management. And you'll acquire the expertise you need within two years. If you prefer to remain working, you can take the course part-time (regardless of your location) in three years plus an exam semester.

Understanding the world

You don't have to wait for your time at SRH Hotel-Akademie to be over before discovering the world: we have contact to hotels all over the globe, giving you an early opportunity to pick up some job experience abroad. Our extensive language training programme helps you on your way: alongside the compulsory languages English and French, you have the choice of learning Spanish, Italian, Russian, Dutch, Chinese and Arabic. There are also special training units that enable you to adapt quickly to other cultures, making it easier for you to deal with people abroad – whether you're in Asia or America.



The SRH, your helping hand

The SRH is an experienced service provider in the education and health segments with outstanding competencies and an extended network. And this brings major benefits for the SRH Hotel-Akademie Dresden, especially when it comes to developing innovative teaching concepts or making best use of cross-sector synergies. In the healthcare segment especially, a number of potential opportunities are expected for the hotel service in the future.



A tutor at your side

A key aspect of our training concept is the close collaboration between you and your tutors. It is a relationship based on trust: our tutors are there to answer your questions from the very first day. But they are much more than just your contacts at the academy, however. "We are a combination of teacher, advisor, nurturer and encourager in one person," explains Susanne Jordan, tutor and English teacher at the SRH Hotel-Akademie Dresden.

During the initial phase, your tutors help you to find your feet, giving you tips on which language level is suitable for you or helping you to find accommodation. During intensive, one-to-one advice sessions, we prepare you for your various job placements. These help you to learn the quirks and characteristics of the hotel industry and to discover how to make best use of your strengths to successfully further your career ambitions.

"It's important for us to build up a trusting relationship with our trainees."

*Susanne Jordan,
teacher at the SRH Hotel-Akademie Dresden*

Reach your goals faster

Regardless of whether you come to us for vocational training, academic study or advanced training, we do our best to prepare you for your professional career. Our goal is to provide you with the knowledge you need in the most engaging and efficient manner. That's why our teaching concept consists of both traditional and innovative teaching methods. For instance, we believe in 'blended learning', a mix of attended classes and virtual learning. It combines the effectiveness and flexibility of electronic educational methods with the social and practical advantages of face-to-face communication. Blended learning makes it possible for you to supplement your training with a distance learning programme, for example, or to take an advanced professional training course – regardless of where you live and work. You can choose when you want to study without having to forgo the personal contact and support of your tutors. It helps you to reach your goal much faster, namely a qualification that will open the door to your career in the first-class hotel sector.



“Thanks to distance learning, I can study alongside my training programme. It saves time and means I can start my career much earlier. Another benefit of distance learning is that I have the freedom to decide when I do my classes – as long as I complete the module in time for the exams.”

Martin Grebhahn is well on his way to achieving his double degree at the SRH Hotel-Akademie Dresden



Learn from the best

If you want to reach the top in the hotel business, you need to learn from the very best. That's why we work with numerous first-class hotels in Germany and abroad. Because the hotel segment is a particularly operational sector, practical experience plays an exceptionally important role. "It's all about people and all their emotions. That's why there are no 'standards' in the hotel business. And the higher the position you're trying to achieve, the more experience you need," explains Martina Wentz, Area Human Resources Manager, Rezidor Hotel Group. With this in mind, we place a high priority on organising placements for you with our cooperation partners as quickly as possible.

Looking at it from the other side, the managers at many first-class hotels are also keen to contact us: they attend our information events and regularly give lectures. Martina Wentz sees the hotel sector as an industry of the future. Young people joining the business are highly trained and have fully embraced the service ideal.

"The SRH Hotel-Akademie Dresden is one of our most important partners, because we're always on the lookout for well-trained and highly motivated new talent."

*Martina Wentz,
Area Human Resources Manager, Rezidor Hotel Group*

All the world's a stage

The first-class hotel business is a truly international industry. So make the whole world your place of work. We'll provide you with the necessary tools: foreign language skills, experience working abroad, and intercultural expertise. Thanks to our numerous international cooperation partners, you will have the chance to gather diverse and important impressions – for instance, during job placements in first-class hotels in the Canary Islands or in the USA. This helps you to experience and learn new cultures, practice and improve your foreign language skills, and to make new and interesting contacts.

Like Lara Milani, who completed a five-month job placement in a six-star lodge in the Seychelles during her training to become a hotel management assistant. While she was there, she acquired experience in all the different management activities, also worked as a personal assistant in a luxury villa, and even acted as an interpreter for a Spanish wedding party.

The world is waiting for you to come and discover it – make the most of this unique chance! We're there to help you.



“During my job placement in the Seychelles, every day was filled with new impressions, and I learnt so much. True, the work was sometimes pretty hard, but it was also so much fun! Sometimes it was as if I was bringing the people just that little bit closer to their dreams.”

Lara Milani, Graduate 2009



Top contacts around the globe

The SRH Hotel-Akademie Dresden maintains contact with more than 1,000 hotels throughout the world, including top hotels in the Canary Islands, the Maldives and Bahrain. The map below gives you an overview of the continents and countries where our partner hotels are located.



Experience, the best basis for your career

There's no simple formula for having a successful career. But there are certainly a few golden rules: "Acquire as much experience as you can, preferably abroad. And always be open to new experiences," advises Thomas Wirth, General Manager BRE/Nine Hotel Operations GmbH. Wirth completed his training as a hotel specialist in the mid-1990s and, after a number of stays abroad, followed this up with a two-year course in hotel/business administration at the SRH Hotelfachschule Pirna. In his opinion, anyone who wants to reach the very top in the hotel business must offer a certain level of dedication to the job. As far as the daily business of running a hotel is concerned, trainees learn best by being 'thrown in at the deep end', in other words, being integrated as quickly as possible in hotel practices. "And that was my experience, too: the practice-oriented approach taken during my initial and advanced training was especially useful. And because the teachers really know the business they are able to share their practical experiences with the trainees."



"My recommendation to anyone just starting their career would be: acquire as much experience as you can, preferably abroad."

*Thomas Wirth,
General Manager BRE/Nine Hotel Operations GmbH*



Our benefits at a glance

- Individually tailored, management-oriented training concept with a clear focus on the hotel segment
- International career opportunities thanks to worldwide collaborations with the best in the industry
- Innovative learning structures that offer maximum flexibility thanks to their unique variable combination options
- Expertise and knowledge advantages arising from the academy's integration in the SRH Group
- Attractive location with top hotels and partners right on the doorstep

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