

Hotel Sales And Marketing Manual

Colossal book per il settore ristorazione. Sono affrontate le tematiche dal budget al controllo di gestione. Ampio spazio all'organizzazione della sala ristorante, bar, cucina. Food cost e beverage cost. Dizionario traduttore gastronomico in cinque lingue. Revpash, Calcolo revpar presenze, Revpasf, Revpath, Net rev par, Costi mese bkf, INDICATORI DI REDDITIVITÀ, R.O.E., E.B.I.T., E.B.I.T.D.A. Manuali di procedure per tutti i reparti. ABSTRACT DESCRIZIONE LIBRO Colossal book per il settore ristorazione. Sono affrontate le tematiche dal budget al controllo di gestione. Ampio spazio all'organizzazione della sala ristorante, bar, cucina. Food cost e beverage cost. Dizionario traduttore gastronomico in cinque lingue. Revpash, Calcolo revpar presenze, Revpasf, Revpath, Net rev par, Costi mese bkf, INDICATORI DI REDDITIVITÀ, R.O.E., E.B.I.T., E.B.I.T.D.A. Manuali di procedure per tutti i reparti. SOGGETTO: Economia / Industria / Management CONTENUTI DEL LIBRO EMPATIA IL TUO BRAND? Il food & beverage manager _ L'hotel è suddiviso in dipartimenti (dpt) SUDDIVISIONE RICAVI/REVENUE PER REPARTI DPT F.&B. & RELATIVI COSTI Job description _ L'INTERVISTA PER UN POSTO DI LAVORO _ COME INTERVISTARE IL CANDIDATO CURRICULUM VITAE & SELF MARKETING _ MOTIVAZIONE Percentuali & calcolo _ SCONTISTICA _ ESERCIZI Metriche _ performance _ REVPASH _ CALCOLO REVPAR PRESENZE _ REVPASF _ REVPATH _ NET REV PAR _ COSTI MESE BKF Indicatori di redditività _ R.O.E. _ E.B.I.T. _ E.B.I.T.D.A. Imposta tassa tributo _ IMPOSTE DIRETTE E LE IMPOSTE INDIRETTE I.V.A. _ Significato _ Imponibile _ IMPRESA - AZIENDA – DITTA BUDGET _ FORECAST _ CONTROLLO DI GESTIONE (CdG) _ ANALYSIS IL BUDGET È BEN PIÙ DI UNA SEMPLICE PREVISIONE _ Bilancio di previsione Budget GD HTL ROYAL esempio _ LA CREAZIONE DI UN BUDGET MAPPATURA ROOMS DIVISION GD HTL ROYAL BUDGET POTENTIAL REVENUE ROOMS DIVISION GD HTL ROYAL BUDGET Presenze / rooms & percentuali SEGMENTAZIONE DI MERCATO Revenue /produzione METRICHE BUDGET ROOMS DIVISION GD HTL ROYAL BUDGET ROOMS DIVISION GD HTL ROYAL COMMISSIONI % Termini MKTG COSTI BUDGET ROOMS DIVISION GD HTL ROYAL COSTI ROOMS DIVISION DPT GOAL...YES MAN CASE HISTORY ROOMS DIVISION DPT ORGANIGRAMMA & COSTI PAURA & RABBIA Budget DPT FOOD & BEVERAGE REVENUE DPT F&B STATISTICHE COSTI BUDGET DPT F&B esempio COSTI DPT F&B SEGMENTI DI COSTO SUDDIVISI PER REPARTI esempio FORECAST COSTI PERSONALE LABOUR COST DPT F&B esempio ANALYSIS COSTI PERSONALE LABOUR COST DPT F&B esempio VG BAR BUDGET esempi o BVG COFFEE + THE-TEA BREAK esempio BVG BISTROT OPEN SPACE + RST MILANO esempio FOOD CUCINA RST MILANO esempio FOOD CUCINA BISTROT "OPEN SPACE" esempio FOOD CUCINA BNQ esempio FOOD CUCINA SERVITO AL BAR esempio FOOD CUCINA ROOM SERVICE

esempio FOOD CUCINA + BVG BREAKFAST esempio NOLEGGIO BIANCHERIA DPT F&B esempio MAPPATURA DPT F&B esempio SCALA DI YORK P&L Calculation / ANALYSIS GD HTL ROYAL P&L Calculation REPORT GD HTL ROYAL B.E.P. ROOMS DIVISION PRINCIPIO DI PARETO IL DIAGRAMMA DI PARETO BAR INTELLIGENZA Beverage cost cocktail esempio Figure professionali Attrezzature IL MARKETING INTERNO Termini al bar LONG DRINKS & INGREDIENTI COCKTAIL & INGREDIENTI Porzionature TASSO ALCOLICO & PORZIONATURE IRISH COFFEE Dove li serviamo Birra BIRRA E DIETA: CONTIAMO LE CALORIE Il malto: cereali germinati in acqua e poi essiccati e torrefatti. Il lievito: bassa e alta fermentazione Il luppolo: il gusto piacevolmente amarognolo della birra L'acqua: non tutte sono uguali per produrre buona birra. Dal malto alla birra: un procedimento pressoché uguale da sempre Composizione nutrizionale Contenuto Calorico Birre & calcoli Classificazione STYLE & TERMINI Scheda controllo gestione PROCEDURA E INSERIMENTO CALCOLO REDDITIVITA' CONTROLLO AMERICAN BAR CAFFETTERIA SCHEDE INVENTARIO MAGAZZINO BAR Curiosità Fisica e macinatura del caffè Organizzi degustazioni? Prepara un contrattino ICE Carta distillati e acqueviti ACQUEVITI DI FRUTTA ACQUEVITI DI VINACCIA DISTILLATI DI MELE DISTILLATI DI VINO LIQUORI VARI AMARO D'ERBE RHUM RON RUM DISTILLATI E ACQUEVITI Tè CARTA DEI TÈ CARTA DELLE TISANE INFUSI CARTA DEI CAFFÈ' CARTA DEGLI ORZI AUTOSTIMA & COMPETENZA CUCINA Chef di cucina profilo professionale LA CUCINA SOLITAMENTE È SUDDIVISA IN PARTITE: Food cost SCHEDE FOOD COST CALCOLO COSTO SCATOLAME MARKETING FOOD BVG E PREZZI DI VENDITA SCARTI E PERDITE DI PESO Brainstorming Breakthrough Organizzazione cucina & logistica Tipologia di cucina Controllo della merce Funzione dei singoli locali Progettazione PENTOLE: & MATERIALI CUCINA SENZA GLUTINE PERDITE MEDIE DI ALCUNE VITAMINE IN SEGUITO A COTTURA (%) PERDITE PERCENTUALI DI VITAMINA C RISPETTO AL TRATTAMENTO DI COTTURA COTTURE & PERDITE DI PROTEINE LE VITAMINE VITAMINE IDROSOLUBILI SOLUBILI IN ACQUA VITAMINA B2: RIBOFLAVINA Alimenti & conservazione MICRORGANISMI I PICCOLI SEGRETI DELLA COTTURA A VOLTE È CAPITATO DI RITROVARE SAPORI ED ODORI SGRADREVOLI IN CIBI SICUREZZA ALIMENTARE UOVO Fisica & chimica Atomi Tavola periodica Il peso e il numero atomico I legami chimici Il legame ionico Il legame covalente Il legame metallico Le reazioni chimiche I metalli I non metalli I composti chimici Acidi e basi STILI DI LEADERSHIP GLOSSARIO ALCUNE FAMIGLIE DI SALI L'ALCHIMIA LA SCOPERTA DEGLI ACIDI LE SOSTANZE BASICHE IL SALE COMUNE MICROCRISTALLI PERCHÉ L'ABBATTITORE: VANTAGGI = RISPARMIO DI TEMPO CONGELAMENTO MONTARE GLI ALBUMI A NEVE ACQUA E SALE CACAO & LAVORAZIONI LE SPEZIE E GLI AROMI DOLCE & SALATO I FUNGHI VELENOSI CONDIMENTI CALORIE & CALCOLI CUCINE ETNICHE KOSHER: LOCALI ETNICI La musica riveste una nota di accoglienza

importantissima. Cucina Giapponese Cucina Cinese Cucina Coreana Cucina Pachistana Cucina Indiana Cucina Thailandese Cucina Afghana Cucina Siriana Cucina Araba Cucina del Madagascar Cucina del Marocco Cucina di Zanzibar Cucina Peruviana Cucina Colombiana Cucina Messicana Cucina del Guatemala ANALISI SENSORIALE CURIOSO Com'è nata la toque blanche? IL RISO VENERE COME SONO NATI I RISTORANTI I LATINI DICEVANO "IEIUNARE" L'ETIMOLOGIA È INCERTA LA NATURA MORTA DI CUCINE: DALLA PREGNANTE CONCRETEZZA DEI SENSI AL SOGNO SCOPERTA L'AREA CEREBRALE RESPONSABILE DELL'ABUSO DI CIBO MENU PERIODICI IN ALBERGO CARTA BUFFET INSALATE SEMPLICI & COMPOSTE CARTA DEI CONTORNI CARTA DELLE UOVA CARTA DEI BURRI COMPOSTI CARTA DEL PANE GOURMET & GOURMAND CARTA DESSERT CARTA FORMAGGI ITALIANI CARTA FORMAGGI MONDO CARTA DEI SALI COMPOSIZIONE CHIMICA OLIO OLIVA CARTA OLII EXTRA VERGINE D'OLIVA ITALY CARTA DEGLI OLII EXTRA VERGINE D'OLIVA SPAGNA REQUISITI STRUTTURALI RISTORANTE R.E.I. PROGETTAZIONE AUTOCAD SPAZI MISURE CUCINA LAY OUT DISPOSIZIONE SERVIZI Il manuale e interpretazione LA COMUNICAZIONE DEL MANUALE AL PERSONALE NEOASSUNTO IL FORMATO DEL MANUALE E I SUOI CONTENUTI LA POLITICA QUALITÀ DELL'AZIENDA IL RESPONSABILE DEL "QUALITY ASSURANCE " DISTRIBUZIONI CONTROLLATE E NON CONTROLLATE LE LINEE GUIDA DEL SISTEMA UN TIPICO INDICE DI LINEE GUIDA POTREBBE ESSERE: INDICE DELLE PROCEDURE Metodi comportamentali COME PROPORSI AL CLIENTE COSA EVITARE PRESENTAZIONE ED ORDINE GENERALE ASPETTO ESTERIORE UOMINI DONNE NORME Manuale di procedure cucina LA QUALITÀ DEGLI ALIMENTI LA CONSERVAZIONE DEGLI ALIMENTI NORME GENERALI esempio OPERAZIONE "MANI PULITE" NORME D'IGIENE - IGIENE NEI LOCALI CUCINA ECONOMATO/MAGAZZINI TOILETTE DEL PERSONALE IGIENE DEI PRODOTTI ALIMENTARI RISPETTARE LE SEGUENTI TEMPERATURE PER UNA CORRETTA CONSERVAZIONE DEI CIBI: MOLTIPLICAZIONE BATTERICA Tossinfezioni BOTULINO SALMONELLA STAFILO-COCCO (AUREO) IGIENE E SICUREZZA BATTERI FRIGGITRICE – esempio GRADO DI BRUCIATURA DEI GRASSI – PUNTO DI FUMO IGIENE DEGLI UTENSILI E MACCHINE Acquisti & controlli INVENTARIO E MAGAZZINO MODULO CARICO / SCARICO MAGAZZINO LE RIMANENZE DI MAGAZZINO: ASPETTI OPERATIVI E CONTABILI ELEMENTI COSTITUTIVI DELLE RIMANENZE CONTROLLO E GESTIONE MAGAZZINI RIFERIMENTI CUCCHIAINO RIFERIMENTI CUCCHIAIO RIFERIMENTI LIQUIDI UNITÀ DI MISURA SISTEMA INTERNAZIONALE ESEMPIO CALCOLO INVENTARIO E PRODUZIONE FOOD & BEVERAGE ESEMPIO INVENTARIO MAGAZZINO CUCINA MODULO GRAMMATURE STANDARD PORZIONI esempio IL CONFEZIONAMENTO DEI PRODOTTI L'ARTE DI SCONGELARE IL "FRESCO CONFEZIONATO" METODI DI PULIZIA SCALA DEL PH SCHEDE TECNICHE PRODOTTI DI PULIZIA esempio

SCHEDE TECNICHE H.A.C.C.P. LOCALI E AREE DEL RISTORANTE esempio BREAKFAST IL SERVIZIO BREAKFAST IN ALBERGO BUFFET UNICO LE UOVA AL BREAKFAST YOGURT BREAKFAST ELENCO FOOD & BEVERAGE MENU DIETETICI PER BEAUTY FARM MENU SETTIMANALE QUANTO CIBO ? kCal MANUALE DI PROCEDURE BKF AL TAVOLO O AL BUFFET LA CLIENTELA ALLESTIMENTO DEL BUFFET MISE EN PLACE DEI TAVOLI PRIMA COLAZIONE IN CAMERA COMPOSIZIONE DEL BREAKFAST SET-UP SERVIZIO BREAKFAST ELENCO FOOD & BEVERAGE ANALYSIS BREAKFAST COSTI RICAVI esempio SALA RISTORANTE ACCOGLIENZA PSICOLOGIA IN SALA RISTORANTE LA CONVERSAZIONE IL CLIENTE SGARBATO PICCOLE ATTENZIONI PER IL "MIO" OSPITE CONTROLLO CONTINUO DELLO STILE DI SERVIZIO L'ELEGANZA DEL GESTO È ESSENZIALE PER IMPREZIOSIRE LA VENDITA IL MOMENTO PSICOLOGICO DEL CONTO AL CLIENTE JOB DESCRIPTION BRIGATA DI SALA PRIMO MAÎTRE D'HOTEL O DIRETTORE DEL RISTORANTE BANQUETING MANAGER SECONDO MAÎTRE D'HÔTEL TERZO MAÎTRE D'HOTEL MAÎTRE DE RANG CHEF DE RANG CHEF TRANCHEUR COMMIS DE RANG PRIMO MAÎTRE D'ÉTAGE CHEF D'ÉTAGE COMMIS D'ÉTAGE AFFIANCA LO CHEF D'ÉTAGE CONTORNO – DECORAZIONE - GUARNIZIONE SERVIZI IN SALA RISTORANTE Sommelier DECANTER ? – GLACETTE ? – SEAU A GLACE? SERVIZIO LA DEGUSTAZIONE PROFESSIONALE AMBIENTE STRUMENTI FASI DEGUSTAZIONE L'ANALISI VISIVA LIMPIDEZZA INTENSITÀ COLORE L'ANALISI OLFATTIVA INTENSITÀ CARATTERISTICHE AROMATICHE L'ANALISI GUSTATIVA Dolcezza Acidità Tannini Alcool Corpo Intensità dei profumi Caratteristiche dei profumi Struttura Persistenza Qualità AROMI E PROFUMI PRIMARI AROMI E PROFUMI SECONDARI AROMI E PROFUMI TERZIARI Manuale procedure sommelier LAY-OUT STRUTTURA ATTREZZI DEL MESTIERE COME APRIRE UNA BOTTIGLIA DI SPUMANTE DECANTARE O SCARAFFARE COME SERVIRE IL VINO ORDINE DI SERVIZIO TEMPERATURA DI SERVIZIO DEL VINO IL SERVIZIO DI ALTRE BEVANDE LA CANTINA LA BOTTIGLIA IL TAPPO TAPPO COMPOSTO TAPPO AGGLOMERATO TAPPO SINTETICO TAPPO A VITE TAPPO CORONA DIFETTI DEL VINO ENOLOGIA VITIGNI. COSA S'INTENDE PER VITIGNO AUTOCTONO? IN COSA CONSISTE LA VERNACOLIZZAZIONE? ESEMPIO: AGLIANICO SINONIMI ACCERTATI E PRESUNTI L'APPARTENENZA DI UN VITIGNO AD UNA " FAMIGLIA" È INDICE DELLA SUA ORIGINE? COS'È L'AMPELOGRAFIA? QUALI SONO I PRINCIPALI METODI DI DESCRIZIONE AMPELOGRAFICA? METODI MORFO-DESCRITTIVI METODI CHEMIO-TASSONOMICI ANALISI DEL D.N.A. pH GLI EFFETTI DEL PH NEL VINO SONO: CHIARIFICHE Benchmarking GLOSSARIO VINI WINE Beverage cost esempio ATTINENZE TRA CIBI E COLORI Carta vini esempio VINI BIANCHI VINI ROSSI Carta acque minerali Menu carte & liste LA CARTA MENU LE FASI DEL VENDERE NELLA SUCCESSIONE LOGICA DEI TEMPI COME SI PRESENTA LA SALA RISTORANTE? IL LOCALE

RIESCE A DARE UN "ATMOSFERA" FAVOREVOLE? DEFINIZIONE DELL'AMBIENTE IN RELAZIONE AL MENU
PROGETTAZIONE DELLA CARTA MENU IL LINGUAGGIO DELLE LISTE CHIAREZZA NEL LINGUAGGIO
DENOMINAZIONE DELLE PORTATE MISE EN PLACE Manuale di procedure SALA RISTORANTE Procedure di
servizio del personale di sala ristorante Durante il servizio: Fine servizio: Comande Conservare le merci stoccate:
Accogliere l'ospite a partire dal n° di posti ristorante pronti per clienti prenotati e walk-in: Ricette per flambée
TAGLIOLINI AL SALMONE FILETTI DI SOGLIOLA ALLA PROVENZALE SCAMPI AL CURRY FILETTO STROGONOFF
FILETTO AL PEPE VERDE LA CHIMICA DEL FLAMBÉE CATERING & BANQUETING PRINCIPALI OCCASIONI DI
ATTIVITÀ DI BANQUETING: LE PRINCIPALI FASI DEL SERVIZIO DI BANQUETING STUDIO DEL PIANO
OPERATIVO REALIZZAZIONE DEL SERVIZIO SMANTELLAMENTO VALUTAZIONI FINALI SCHEDA
PROGETTAZIONE FATTIBILITÀ PRODUZIONE BNQ SCHEDA VALUTAZIONE MARKETING HÔTEL Spazi:
circonferenze & diametri ALLESTIMENTO SALA BNQ SPAZI: CIRCONFERENZE & DIAMETRI Manuale procedure BNQ
IL BUFFET Esempio BROCHURE BANCHETTI PROPOSTE MENU BANCHETTO Ordine di servizio esempio Revenue
cost bnq PROCEDURE INSERIMENTO E SVILUPPO BANCHETTISTICA Esempio Contratto CAPARRA
CONFIRMATORIA ROOM SERVICE & MINIBAR PROFIT & LOSS STATEMENT PROCEDURE MINIBAR esempio
PROCEDURA SET-UP PROCEDURE PER L'APPROVVIGIONAMENTO DEI PRODOTTI STOCCAGGIO,
CONTROLLO E SMALTIMENTO PRODOTTI NEI MAGAZZINI PROCEDURE PER IL REFILL DEI MINIBAR NELLE
CAMERE GESTIONE DEI PRODOTTI IN SCADENZA GESTIONE DEL MINIBAR TRA FRONT OFFICE E
HOUSEKEEPING SERVICE DUTIES MORNING SHIFT 6:30-15:00 INTRODUZIONE ALLE TECNICHE TELEFONICHE
AVANTI TUTTA Traduttore gastronomico culinario ANTIPASTI APPETIZERS HORS D'HOEUVRE ENTREMESSES
VORSPEISEN CARNI FREDDE COLD MEATS VIANDES FROIDES FIAMBERS KALTER FLEISCHAUFSCHNITT
TARTELLETTE TARTLETS TARTELETTES TARTALETAS TÖRTCHEN MINESTRE SOUPS POTAGES SOPAS
SUPPEN PASTA E RISO PASTA & RICE PÂTES ET RIZ PASTA Y ARROZ NUDELN UND REIS PESCE FISH MAIN
COURSES CARNE MEAT MAIN COURSES DOLCI SWEETS DESSERTS POSTRES SÜB SPEISEN VERDURE
VEGETABLES LÉGUMES VERDURAS GEMÜSE VEGETABLE PREPARATION FRUTTA FRUIT FRUITS FRUTAS
OBST COLD CUTS EGGS BURRI E SALSE BUTTER & SAUCES BEURRES ET SAUCES MANTEQUILLAS Y SALSAS
BUTTER UND SAUCEN SALSE SAUCES ET SAUCES SALSAS SAUCEN ERBE SPEZIE AROMI AROMATIC HERBS
& SPICES FINES HERBES, ÉPICES ET AROMATES HIERBAS, ESPECIAS Y AROMAS KRÄUTER UND GEWÜRZE
ALTRI INGREDIENTI ADDITIONAL COOK'S INGREDIENTS AUTRES INGRÉDIENTS OTROS INGREDIENTES
WEITERE ZUTATEN BEVANDE BEVERAGES BOISSONS BEBIDAS GETRÄNKE PERSONALE & MANSIONI Quadri &

livelli Esempio Busta paga Addetto di 3° LIVELLO RETRIBUZIONE C.C.N.L. ESEMPIO Busta paga 3° LIVELLO CON SUPERMINIMO DI 560,00 € Costo azienda Area Quadri Politica del personale SAPER LEGGERE LA BUSTA PAGA RETRIBUZIONE DIRETTA RETRIBUZIONE INDIRETTA Retribuzione differita Fringe Benefit Superminimo Maggiorazioni Lavoro straordinario Malattia Controlli di malattia e le fasce orarie Contributi previdenziali Costruzione dell'imponibile contributivo Imposta fiscale Costruzione dell'imponibile fiscale Rimborsi spese per trasferta fuori dal comune sede di lavoro Trasferte a rimborso misto Trasferte con rimborso a piè di lista Rimborso spese per trasferta entro il comune sede di lavoro Rimborso spese al collaboratore per uso auto propria Aspetti fiscali dei rimborsi per le spese di trasferta per il lavoratore Trattamento fiscale delle trasferte Aspetti fiscali dei rimborsi per le spese di trasferta per l'impresa La documentazione delle spese Addizionali Regionali e Comunali Trattamento di fine rapporto (T.F.R.) Festività Stress da lavoro correlato Effetti dello stress sui lavoratori Che cos'è lo stress da lavoro correlato? DOCUMENTO DI VALUTAZIONE DEI RISCHI CHE COS'È? AZIONI CORRETTIVE QUANDO VANNO PROGRAMMATE? CHECKLIST INDICATORI STRESS LAVORO CORRELATO Burnout Coping: Distress Eustress Fatica Focus group Fonti di stress Procedimenti/sanzioni disciplinari Mobbing Processo di coping R.L.S. R.S.P.P. Valutazione cognitiva Valutazione della percezione soggettive PIANO SANITARIO Giudizi ANALYSIS II BILANCIO D'ESERCIZIO CONTO ECONOMICO (CE). STATO PATRIMONIALE. CONTO ECONOMICO D'ESERCIZIO NOTA INTEGRATIVA RELAZIONE DI GESTIONE IL DIRECT COSTING IL FULL COSTING Piano dei conti MEETING & RIUNIONI Strumenti manageriali CENTRO CONGRESSI TERMINI Codice fonetico I.C.A.O. Fabbisogno economico FABBISOGNO FINANZIARIO Budget meeting proposta e calcolo AUDIT SCHEDA ANALISI ORGANIZZAZIONE & STAFF STRUTTURALI BUSINESS PLAN LA STRUTTURA DEL BUSINESS PLAN & PRESENTAZIONE SINTETICA DEL PIANO LA PRESENTAZIONE SINTETICA DEL PIANO RIPORTA: IL PIANO DI MARKETING IL PIANO DI VENDITA E IL PIANO DI PRODUZIONE IL PIANO DEI COSTI GENERALI IL PIANO DELLE IMMOBILIZZAZIONI IL FABBISOGNO FINANZIARIO E I FLUSSI DI CASSA & PRESENTAZIONE SINTETICA DEL PIANO IL CONTO ECONOMICO E LO STATO PATRIMONIALE COSTI GENERALI E DEL PERSONALE SCHEDA AUTORE RINGRAZIAMENTI

The Beginner's Handbook in Hospitality Sales was created to give sales executives entering the hospitality industry a quick introduction on how to succeed in hospitality sales. It serves as a crash course and provides friendly advice and helpful tips on what to do and what not to do in those first few crucial months of onboarding. Accelerating your learning curve, leave your competition behind and help increase your hotels profitability. This practical and usable handbook will teach you how to start your career in the hotel industry on the right foot and how to avoid landmines that might get in your way. Authored by well-known hospitality and tourism industry expert, John C. Dunn; this guide will increase your

productivity and teach you practical and actionable sales principals used by highly successful hospitality sales professionals.

This handbook consists of 19 chapters that critically review mainstream hospitality marketing research topics and set directions for future research efforts. Internationally recognized leading researchers provide thorough reviews and discussions, reviewing hospitality marketing research by topic, as well as illustrating how theories and concepts can be applied in the hospitality industry. The depth and coverage of each topic is unprecedented. A must-read for hospitality researchers and educators, students and industry practitioners.

Grouped by general topic, this collection of the best "Sales Clinic" columns in Hotel Management written by Howard Feiertag over the course of 35 years provides an abundance of juicy nuggets of tips, tactics, and techniques for professionals and newbies alike in the hospitality sales field. Readers will take a journey down the road of the development of hospitality sales from the pre-technology era (when knowing how to use a typewriter was a must) to today's reliance on digital technology, rediscovering that many of the old techniques that are still applicable today. 'Business Travel and Tourism' provides a comprehensive, international overview of business tourism from both a theoretical and practical perspective. With the use of case studies from around the world, 'Business Travel and Tourism' explores a broad range of issues, including: * The global business tourism market * The design of business tourism facilities * The role of the destination in business travel and tourism * The social, economic, and environmental impacts of business tourism * The ethical dimension of business tourism * The marketing of business tourism products * The impact of new technologies on the business tourism market * How to organise successful conferences, exhibitions, and incentive travel packages Case studies include Disneyland Paris, Hong Kong, Amsterdam RAI International Exhibition and Congress Centre, Hilton, Page and Moy Marketing, Lufthansa, Air France, and Legoland UK. 'Business Travel and Tourism' is the first text to offer a comprehensive overview of the growing but neglected area of business tourism. With the use of a wide range of up-to-date case studies and major practical exercises to help students to broaden and deepen their understanding of this area of tourism, it is an invaluable text for all students on travel and tourism courses at degree and BTEC/HND level, or those taking tourism options in leisure, business studies, hospitality management or geography. Hospitality Marketing Management, 6th Edition explores marketing and themes unique to hospitality and tourism. The 6th edition presents many new ideas along with established marketing principles, exploring not only the foundations of marketing in the hospitality world but also new trends in the industry.

Whether you manage a multi-story resort or a family run bed and breakfast, if you want to sell your property effectively in today's society, you must be present on social networks. With SOCIAL MEDIA MARKETING: Hotel Industry Edition you will be online and

Where To Download Hotel Sales And Marketing Manual

effectively engaging consumers in no time at all. In this step-by-step guide, renowned Hospitality Marketing Specialist, Camilla Carboni outlines the actions and best practices proven to gain social media presence and convert online connections into offline guests.

This revised and updated edition of this widely read training manual essentially aims at empowering food service professionals in the hospitality industry with the knowledge and skills to meet the changing needs and challenges of this fast growing segment. Front Office is one of the major revenue producing department in the hotel. Whether hotel is small or big it requires front office to run the business smoothly without any trouble. Front office not only sells the rooms of the hotel but also sells other services offered by the hotels. It is controlling centre of movement of guest inside the hotel. Most of the hospitality and tourism business requires well managed front office to delegate the work in proper way. The book is based on extensive research on front office operation in Hospitality and Tourism services. It is prepared to meet with requirement of front office personnel in challenging scenario of hotel operation. It covers almost all important aspects of Front office operation as per the demand of hotel industry. It provides an opportunity to become true Front Office professionals. The book contains simplicity in diversity and touches almost all the important points which are required to understand the concept of Front office operation and management that is reservation, check-in to check-out and further leads to the advance stage that is Night Audit, Revenue Reports, PMS, GDS Hotel Statistic Reports, Room Forecasting, yield management, sales promotion, resorts and cruise and other aspects. It includes various procedures of front office starting from check-in to check-out and arrival to departure.

The Manual of Strategic Planning for Cultural Organizations adopts a hollistic approach to the creative world of cultural institutions. By encompassing museums, art galleries, gardens, zoos, science centers, historic sites, cultural centers, festivals, and performing arts, this book responds to the reality that boundaries are being blurred among institutional types—with many gardens incorporating exhibitions, many museums part of multidisciplinary cultural centers and festivals.. As cultural leaders transform the arts in the twenty-first century, this “whole career” manual will prepare readers for every stage. Three key areas covered are: Leadership change. This chapter explains the role of strategic planning when an institution is going through the process of hiring a new director. A question we are frequently asked is “Should the strategic plan precede the search process or should it wait until the new director takes up the position?” Institutional change. Increasingly, cultural organizations are going through major change: from public-sector agencies to nonprofit corporations; from private ownership to non-profit status; from nonprofit status to a foundation, and many other variations. This book addresses the role of strategic planning during these transitions. Staff empowerment. This manual addresses the opportunities for staff at all levelsto grow by participating in strategic planning. This edition focuses on how to engage and empower staff. A Guide for Museums, Performing Arts, Science Centers, Public Gardens, Heritage Sites, Libraries, Archives, and Zoos is a game-changing book with broad reach into the cultural sector, while still serving the museum community. This book, an essential text for hospitality management students, examines the relevance and applications of general management theory and principles to hospitality organizations. Using contemporary material and case studies, the book indicates

ways in which performance may be improved through better use of human resources. Rigorous academic theory is related to hospitality practice, based on the authors' great knowledge of the hospitality industry. The text takes a vocational basis and the illustration of the theory with the real-life examples of hospitality management in action provides a solid and stimulating introduction to the subject.

Inhaltsangabe:Zusammenfassung: Wie muss ein Businessplan aussehen und welche Elemente umfasst dieser konkret? Diese Fragen stellen sich Manager immer wieder und verlieren dabei oft schon bei der Grobplanung wertvolle Zeit. Die Konzeption eines Businessplanes ist eine zentrale Aufgabe jedes Unternehmens, nicht nur aus Planungs- sondern auch aus Strategischer Sicht. Erst mit dem Verfassen eines Businessplanes werden die inner- und ausserbetrieblichen Abhängigkeiten ins Bewusstsein eines Managers gerufen. Diese Bewusstseinsbildung für das eigene Unternehmen garantiert den Erfolg in der Zukunft. Anhand dieser Arbeit soll aufgezeigt werden, wie ein Businessplan verfasst werden soll und welches die zentralen Elemente sind. Hierbei handelt es sich nicht nur um eine theoretische Abhandlung, sondern um eine mit vielen praktischen Beispielen versehene Arbeit, welche den Schwerpunkt auf die finanzielle Planung und Kontrolle legt. Die Abhandlung ist aufgrund ihrer internationalen Aktualität auf Englisch verfasst, aber auch für den deutschsprachigen Leser sehr gut verständlich. Introduction The following essay functions as an example how to create a Businessplan. The following Businessplan has been specifically designed for the service sector which plays nowadays a major role in the modern post-industrial epoch. I have chosen the Hotel & Tourisme sector as illustrative example because of its complexity and importance to national stakeholder value. The presented solutions are nevertheless generally applicable for the major business-sectors in the service industry (e.g. Banking, Marketing, Consulting, HRM, etc.) Inhaltsverzeichnis:Inhaltsverzeichnis: 1.Introduction4 2.Management Summary Business Idea7 Leadership Premises8 Organization17 Client Value18 Business Risk19 Financial Key Data and Management Ratios20 3.Company Legal Form22 Capital Structure23 Management & Board of Directors24 Company History26 Strengths and Weaknesses Profile27 4.Management and Organization Organization Chart30 Responsibilities32 Company Substitution32 Strategy33 Corporate Mission34 Corporate Vision35 Mission Statement36 Client Information System (Data Base)37 5.Services Overall Services50 Competitive Advantage51 Sustainable Client Value52 6.Markets Position in the Market54 Client Structure55 Competitors56 7.Marketing Submarket-Matrix58 Client-Segment-Matrix59 Market-Segment-Matrix60 Customer Relationship Management [...]

This introductory textbook shows you how to apply the principles of marketing within the hospitality industry. Written specifically for students taking marketing modules within a hospitality course, it contains examples and case studies that show how ideas and concepts can be successfully applied to a real-life work situation. It emphasizes topical issues such as sustainable marketing, corporate social responsibility and relationship marketing. It also describes the impact that the internet has had on both marketing and hospitality, using a variety of tools including a wide range of internet learning activities. This 3rd Edition has been updated to include: Coverage of hot topics such as use of technology and social media, power of the consumer and effect on decision making, innovations in product design and packaging, ethical marketing and sustainability marketing Updated online resources

Where To Download Hotel Sales And Marketing Manual

including: power point slides, test bank of questions, web links and additional case studies New and updated international case studies looking at a broad range of hospitality settings such as restaurants, cafes and hotels New discussion questions to consolidate student learning at the end of each chapter.

This text covers all facets of convention organization and service, types of convention, and the companies that stage such events. It discusses how to reach these groups and sell to them, with advice offered on negotiation and contracts.

Instructor's Manual for the Management of Hotel Sales and Marketing
A Beginner's Handbook for Hospitality Sales
Practical Tips and Advice for New Sales Executives
CreateSpace

This introductory textbook shows you how to apply the principles of marketing within the hospitality industry. Written specifically for students taking marketing modules within a hospitality course it contains examples and case studies that show how ideas and concepts can be successfully applied to a real-life work situation. It emphasises topical issues such as sustainable marketing, corporate social responsibility and relationship marketing. It also describes the impact that the internet has had on both marketing and hospitality, using a variety of tools including a wide range of internet learning activities.

Have you been pounding your head against the wall wondering if you will ever be able to bring a new hotel development into your community? Whether you are an Investor, City Administrator, Mayor, Economic Development Director, or anyone in the business of growing the economy of communities across the United States, the task can be daunting. From developers that stretch the truth to brands that make promises they can never keep; the process can go on for months and even years without any real movement. This book is here for you! Your detailed, step-by-step guide to help you through the process and ensure you are not taken for a ride that leads to nothing!

Covers the major principles of marketing with a practical, applications oriented approach. This is a core marketing text specifically geared for the hospitality student. It covers the major principles of marketing with a practical, applications oriented approach, rather than traditional marketing texts found in the business programs that focus on a lot of theory. Includes coverage of tourism marketing Features new material on marketing technology and it's implications in the hospitality industry Offers international coverage Provides new, applications approach to the discipline of marketing

The training manual is written for those who work in airlines, cruise lines, hotels, motels, resorts, clubs, bars and restaurants. Hospitality and tourism workers help people enjoy vacations and entertainment activities. Commitment, communication and computer skills and enthusiasm are skills employees need to make customers happy and satisfied. The hospitality skills include role play activities, assessments, telephone etiquette, customer service exercises, checklists and group activities. Trained employees can increase revenue and customer satisfaction. <https://www.icigroupintl.org>

Understanding the global hotel business is not possible without paying specific attention to hotel chain management and dynamics. Chains are big business, approximately 80 percent of hotels currently being constructed around the world are chain affiliated and, in 2014, the five largest brands held over a one million rooms. The high economic importance of the hotel chains

and their global presence justifies the academic research in the field however, despite this, there is no uniform coverage in the current body of literature. This Handbook aids in filling the gap by exploring and critically evaluates the debates, issues and controversies of all aspects of hotel chains from their nature, fundamentals of existence and operation, expansion, strategic and operational aspects of their activities and geographical presence. It brings together leading specialists from range of disciplinary backgrounds and regions to provide state-of-the-art theoretical reflection and empirical research on current issues and future debates. Each of the five inter-related section explores and evaluates issues that are of extreme importance to hotel chain management, focusing on theoretical issues, the expansion of hotel chains, strategic and operational issues, the view point of the individual affiliated hotel and finally the current and future debates in the theory and practice of hotel chain management arising from globalisation, demographic trends, sustainability, and new technology development. It provides an invaluable resource for all those with an interest in hotel management, hospitality, tourism and business encouraging dialogue across disciplinary boundaries and areas of study. This is essential reading for students, researchers and academics of Hospitality as well as those of Tourism, Marketing, Business and Events Management.

The Sales & Marketing Policies and Procedures Manual - Easily Create your Growth Policy Manual Using a Process Approach to Manage Sales Strategies and Marketing Tactics Procedures. This Manual is the foundation of any business and can help you take control of your Sales & Marketing processes and improve key facets like lead generation and sales closing. Thoroughly researched and reviewed by experts, these pre-written policies and procedures are based on the continually improving process philosophy, and they incorporate best practices and proven techniques that provide results. Creating clear policies and procedures can help align your sales and marketing efforts, which dramatically improves your sales pipeline management. They also assist in determining which efforts and practices produce tangible results; leading to improved cost per lead and cost per sale performance. This new edition also includes updated and complete job descriptions for every job referenced in the text. Designed for busy professionals like Sales Managers, Marketing Managers, Sales & Marketing VPs, and Business Owners, the Sales & Marketing Policies and Procedures Manual can save you hundreds of hours in researching and writing the procedures you need to standardize efforts and practices in areas such as developing strategies and tactics, administration, lead management and lead qualification, customer life cycle management, training, and product launch. There is no need to start from scratch. It has already been done for you.

This is a directory of companies that grant franchises with detailed information for each listed franchise.

This is the first text that has been developed specifically to examine what revenue managers in the hospitality industry must know and do to be successful. Numerous cases and practical examples are used to illustrate revenue management concepts. Chapter ending questions and problems help them perform the calculations and practice the decision-making skills that are used in the field. RM in Action shows how the revenue management principles can be clearly illustrated using real-world examples reported in various news outlets. RM on the Web offers sites listed on the Internet to provide supplemental information about a topic or issue.

Where To Download Hotel Sales And Marketing Manual

Revenue managers will then gain hands-on skills to effectively manage their inventories and prices.

Guide for pursuing a career in the advertising field.

Management is used to conduct the day-to-day operations of a business. In the hospitality industry, management includes all aspects of the hotel, food service and restaurant, and travel and tourism businesses, as well as operations, marketing and sales.

Building Systems Magazine (BSM) is an award winning United States-based trade magazine read by builders, developers and general contractors using or considering using innovative construction technologies. Once commonly known as "pre-fab," today's modern building systems employ innovative materials and techniques to create residential or commercial structures in a factory setting in a fraction of the time it takes to site build. BSM focuses mainly on log, timber frame, modular, panel, and structural insulated panel building technologies. Since factory fabrication and site preparation take place simultaneously, structures are finished and ready for occupancy in weeks, rather than months or years as required by conventional site-building schedules.

The only advanced marketing textbook specifically focused on the hospitality industry . . . The time when you could run a hospitality business with nothing but a friendly smile and a strong work ethic has passed. Dining, lodging, and entertaining habits are changing rapidly as the information age revolutionizes the world economy. More than ever, businesses must focus their marketing efforts on specific segments within the market. Success in the hospitality industry demands that you develop the cutting-edge decision-making skills necessary for effective strategic market management. Marketing Management for the Hospitality Industry provides comprehensive coverage of marketing from both long- and short-term perspectives. Each chapter is an actual component of an overall strategic marketing model, and the book's easy-to-read, hands-on approach simplifies complex material and enables you to grasp difficult concepts quickly and completely. Inside you'll find: * How-to's for planning long- and short-term marketing strategies * Examples of successful marketing strategies * Specific techniques for analyzing markets * Strategic development and administrative aspects of marketing * Sample strategic marketing plans that clearly demonstrate how marketing strategies are applied in both the lodging and foodservice segments of the industry * Tips on integrating marketing strategy with overall business strategy * Numerous charts and tables that support the text and clarify difficult points Whether you are a marketing manager, general manager of a hotel or restaurant, corporate manager, or a student eager to make your mark on the industry, with this indispensable guide you will sharpen your competitive edge, reach the customers you need, and make the most of every opportunity to help your business grow.

La Cátedra Hotelera inaugura con Manual práctico de dirección de hoteles, marketing y ventas online del siglo XXI una colección de publicaciones relacionadas con la gestión de establecimientos hoteleros. El presente manual está pensado para que sirva de guía y ayuda a numerosos profesionales del sector, especialmente a estudiantes y másteres de las escuelas de turismo que deseen ahondar en las técnicas de la gestión hotelera a través de diversos casos prácticos y testados. Estos casos van desde la comercialización tradicional a las modernas estrategias y técnicas de ventas online. Además, el libro ofrece un amplio abanico de soluciones en el campo del diseño de nuevos hoteles diferenciados de la competencia.

Where To Download Hotel Sales And Marketing Manual

[Copyright: 0a28b93fa7b6da403f1e054f59583df8](#)