



What is hotel revenue management?

The ultimate beginner's guide

Hotel Revenue Management Training Manual

Wiley



Hotel Revenue Management Training Manual:

Hotel Sales and Revenue Management Book 2.0 Carol Verret, 2008 Hotel Sales and Revenue Management Book 2.0 reflects the changes that Web 2.0 has brought to the hotel industry Web 2.0 represents a seismic shift in how hotel sales marketers and revenue managers perform their jobs separating those that will be average and those that will be awesome The travel and hospitality industry has had an intricate relationship with the internet since the advent of the Online Travel Agencies such as Expedia Travelocity etc Far more than most industries the impacting Web 2.0 has been swift and become embedded in the fabric of how the hotel industry conducts business Do the basics still matter Yes but the basics have morphed into a new dynamic driven by changes in the buying habits of customers that increasingly use the internet and social media to make their choices This shift applies to all segments from the leisure traveler to the sophisticated meeting planner professionals Understanding this shift its evolution and applying the new basics this book provides a handbook for succeeding in a Web 2.0 world It is an exciting way and creative approach to hotel sales and revenue management **Hotel Revenue Management** Dave Roberts, 2022-01-27 This book guides the reader from the building blocks of revenue management to pricing science and merchandising and to broader issues of setting objectives in support of a revenue strategy The discipline is evolving and that evolution has been accelerated by the COVID 19 pandemic Leaders in hotel revenue management and more broadly in sales marketing need to understand these changes and lead and adapt accordingly This will require a strong foundation in analytics not just modeling but also business analytics in support of a holistic strategy As more of the tactics of revenue management are executed through automation and powered by machine learning revenue managers will become more focused on strategy and will need to think about revenue management in the context of marketing loyalty and distribution As the strategy component of the discipline increases so too must the breadth of knowledge of revenue managers **Revenue Management for the Hospitality Industry** David K. Hayes, Joshua D. Hayes, Peggy A. Hayes, 2021-11-09 REVENUE MANAGEMENT FOR THE HOSPITALITY INDUSTRY Explore intermediate and advanced topics in the field of revenue management with this up to date guide In the newly revised second edition of Revenue Management for the Hospitality Industry an accomplished team of industry professionals delivers a comprehensive and insightful review of hospitality pricing and revenue optimization strategies The book offers realistic industry examples from hotels restaurants and other hospitality industry segments that use differential pricing as a major revenue management tool The authors discuss concepts critical to the achievement of hospitality professionals revenue management goals and include new examinations of the growing importance of effective data collection and management A running case study helps students learn how to incorporate the revenue management principles and strategies included in the book s 14 chapters Written for students with some prior knowledge and understanding of the hospitality industry the new edition also includes A brand new chapter on data analysis and revenue management that addresses many of the most important data and

technology related developments in the field including the management of big data data safety and data security In depth discussions of revenue management topics including Net Revenue Per Available Room Direct Revenue Ratio and other KPIs Major changes to the book s instructor support materials and an expansion of the instructor s test bank items and student exercises An indispensable resource for students taking courses in hospitality management or business administration Revenue Management for the Hospitality Industry Second Edition is also ideal for managers and executives in the hospitality industry

Hotel Revenue Management: From Theory to Practice Stanislav Ivanov, 2014-03-15 This research monograph aims at developing an integrative framework of hotel revenue management It elaborates the fundamental theoretical concepts in the field of hotel revenue management like the revenue management system process metrics analysis forecasting segmentation and profiling and ethical issues Special attention is paid on the pricing and non pricing revenue management tools used by hoteliers to maximise their revenues and gross operating profit The monograph investigates the revenue management practices of accommodation establishments in Bulgaria and provides recommendations for their improvement The book is suitable for undergraduate and graduate students in tourism hospitality hotel management services studies programmes and researchers interested in revenue yield management The book may also be used by hotel general managers marketing managers revenue managers and other practitioners looking for ways to improve their knowledge in the field

Case Based Research in Tourism, Travel, and Hospitality Marianna Sigala, Marcela Fang, Anastasia Yeark, Julia N. Albrecht, Oscar Vorobjovas-Pinta, 2024-05-07 This book consolidates case study based research in tourism travel hospitality and events under one roof It aims to consolidate cutting edge case study based research within the wider tourism industry that investigates topical and contemporary industry challenges and practices which in turn can help tourism scholars to build new theory for advancing tourism research and educational practices Case study based research is well recognised for its ability to develop theories and to support pedagogical aims This book explores the repercussions of COVID 19 on tourism in how this has magnified the need and the urgency to use case based research and teaching COVID 19 has accelerated profound changes in the tourism industry that are demonstrated in transformed consumer profiles and behaviours industry structures business models and operations and tourism labour markets Subsequently tourism educators providers and researchers are required to study and address the abovementioned changes by undertaking transformational tourism research that can challenge and shift existing theories and knowledge frontiers help industry and academia alike to reset new industry standards and 2 develop tourism graduates that meet the new industry requirements are resilient flexible and adaptable they possess transferable knowledge and skills that can solve real industry problems The aim of this book to meets the market gap of books focusing on case study based research and teaching and further expands to address the COVID 19 repercussions and opportunities for tourism research and case studies

The Smart Hotelier: A Modern Guide to Running a Successful Hotel Howard Beck, Whether you re opening your first boutique inn managing a luxury resort or revitalizing a

struggling hotel The Smart Hotelier is your essential guide to success Packed with expert insights real world case studies and practical strategies this book covers everything from guest experience and staff management to marketing budgeting and handling unexpected challenges Discover the secrets of thriving in the hospitality industry how to create unforgettable stays boost occupancy rates and build a brand that keeps guests coming back With advice tailored for both newcomers and seasoned hoteliers The Smart Hotelier is your blueprint for running a profitable well loved hotel in today s competitive market Your guests deserve the best Let s make sure they get it

The Art of Hotel Management: A Guide to Success

Pasquale De Marco,2025-04-17 In a world where travel and tourism are thriving the hotel industry stands as a cornerstone of the global economy Effective hotel management is the key to unlocking success in this dynamic and ever changing sector and this comprehensive guide provides readers with the knowledge and skills they need to excel in this fascinating field Divided into ten chapters each focusing on a different aspect of hotel operations this book delves into the intricacies of running a successful hotel From the role of the general manager to the day to day operations of various departments no stone is left unturned Each chapter is further divided into five topic titles ensuring a thorough understanding of each subject area This book is not just a collection of theories and concepts it is a practical guide filled with real world examples case studies and expert insights Readers will learn from the experiences of seasoned hotel managers and gain valuable insights into the challenges and opportunities that the industry presents With its in depth analysis practical advice and engaging writing style this book is an essential resource for anyone seeking to succeed in the hotel industry Whether you are an aspiring hotel manager a seasoned professional looking to enhance your skills or simply someone interested in the inner workings of the hospitality industry this book is your ultimate guide to achieving success Within these pages you will discover The essential skills and qualities required for effective hotel management In depth analysis of front office operations housekeeping services food and beverage management sales and marketing strategies and more Expert advice on managing human resources finances information technology and sustainability in the hotel industry Real world examples and case studies that illustrate the practical application of hotel management principles Whether you are just starting out in the hotel industry or you are a seasoned professional looking to take your career to the next level this book is an invaluable resource that will equip you with the knowledge and skills you need to succeed If you like this book write a review on google books

The Routledge

Handbook of Hospitality Management Ioannis S Pantelidis,2014-03-26 Hospitality is an industry characterised by its complex nature and numerous sectors including hotels hostels B Bs restaurants pubs nightclubs and contract catering However despite its segmentation there are key issues that are pertinent to all subsectors The Routledge Handbook of Hospitality Management adopts a strategic approach and explores and critically evaluates current debates issues and controversies to enable the reader to learn from the industry s past mistakes as well as future opportunities Especially relevant at a time when many sectors of the industry have to re evaluate and reinvent themselves in response to the

economic downturn the Handbook brings together specialists from both industry and academia and from a range of geographical regions to provide state of the art theoretical reflection and empirical research Each of the five inter related sections explores and evaluates issues that are of extreme importance to hospitality organisations many of which have not been adequately explored before external and internal customers debates surrounding finance uncertainty risk and conflict sustainability and e Hospitality and Technology This book is an invaluable resource for all those with an interest in hospitality encouraging dialogue across disciplinary boundaries and areas of study It is essential reading for students researchers academics and managers of Hospitality as well as those of Tourism Events Marketing and Business Management

The Good Book of Business Don Farrell,2012 This book of tactical and practical BUSINESS techniques and case studies will teach you how to do some things better smarter and faster and learn how to do new things all together Avoid business mistakes and apply successful best practices from these entrepreneurs and experts on 31 business topics from accounting to advertising sales to marketing legal to leadership and everything in between

Embassy Suites ,2006

Vault Guide to the Top Hospitality & Tourism Industry Employers Laurie Pasiuk,2005 Get the scoop on top hospitality tourism industry employers

Hotel Accommodation Management Roy C. Wood,2017-10-10 This book offers students a uniquely concise accessible and comprehensive introduction to hotel accommodation management that covers the range of managerial subjects and disciplines in the sector The book focuses on enduring aspects of the accommodation management function front office management housekeeping revenue management the changing context of hotel accommodation provision the move to asset light the supply of accommodation trends in hotel investment and asset management the challenges engendered by social media and the collaborative economy to the hotel market and the role of accommodation in additional and integrated facilities and markets spas resorts MICE markets International case studies illustrating examples of practice in the industry are integrated throughout along with study questions and other features to aid understanding and problem solving This is essential reading for all hospitality and hotel management students

Franchise Opportunities Handbook ,1994 This is a directory of companies that grant franchises with detailed information for each listed franchise

The Routledge Handbook of Tourism Impacts Dogan Gursoy,Robin Nunkoo,2019-04-29 This handbook explores and critically examines both positive and negative impacts of tourism development focusing on the past present and future issues challenges and trends from a multidisciplinary global perspective Through a comparative approach involving international case studies this book explores our understanding of tourism impacts and contributes to the theoretical development on relationships between tourism impacts and community support for tourism development This handbook focuses on a variety of geographical locations drawing from the knowledge and expertise of highly regarded academics from around the world Specifically it explores the adoption and implementation of various tourism development and impact management approaches in a wide range of global contexts while identifying their trends issues and challenges It addresses strategies

relating to innovation sustainability and social responsibility and critically reviews the economic sociocultural environmental political and technological impacts of tourism The text also identifies future trends and issues as well as exploring the methods used to study tourism impacts Conveying the latest thinking and research this handbook will be a key reference for students researchers and academics of tourism as well as development studies geography cultural studies sustainability and business encouraging dialogue across disciplinary boundaries and areas of study **FOOD & BEVERAGE MANUAL**

GIANCARLO PASTORE, 2021-04-10 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 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 _ SCOSTISTICA _ 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 BEN PI 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 INTELLIGHENZIA 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 pressoch uguale da sempre Composizione nutrizionale Contenuto Calorico Birre calcoli Classificazione STYLE TERMINI Scheda controllo gestione PROCEDURA E INSERIMENTO CALCOLO REDDITIVITA CONTROLLO AMERICAN BAR CAFFETTERIA SCHEDA INVENTARIO MAGAZZINO BAR Curiosit Fisica e macinatura del caff 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 T CARTA DEI T CARTA DELLE TISANE INFUSI CARTA DEI CAFFE CARTA DEGLI ORZI AUTOSTIMA COMPETENZA CUCINA Chef di cucina profilo professionale LA CUCINA SOLITAMENTE 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 CAPITATO DI RITROVARE SAPORI ED ODORI SGRADUEVOLI IN CIBI SICUREZZA ALIMENTARE UOVO Fisica chimica Atomi Tavola periodica Il peso e il numero tomico 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 ALCIMIA LA SCOPERTA DEGLI ACIDI LE SOSTANZE BASICHE IL SALE COMUNE MICROCRISTALLI PERCH 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 nata la toque blanche IL RISO VENERE COME SONO NATI I

RISTORANTI I LATINI DICEVANO IEIUNARE L ETIMOLOGIA 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 QUALIT 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 QUALIT 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 UNIT 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 RICAVALI 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 ESSENZIALE PER IMPREZIOSIRE LA VENDITA IL MOMENTO PSICOLOGICO DEL CONTO AL CLIENTE JOB DESCRIPTION BRIGATA DI SALA PRIMO MA TRE D HOTEL O DIRETTORE DEL RISTORANTE BANQUETING MANAGER SECONDO MA TRE D HOTEL TERZO MA TRE D HOTEL MA TRE DE RANG CHEF DE RANG CHEF TRANCHEUR COMMIS DE RANG PRIMO MA TRE D TAGE CHEF D TAGE COMMIS D TAGE AFFIANCA LO CHEF D TAGE CONTORNO DECORAZIONE GUARNIZIONE SERVIZI IN SALA RISTORANTE Sommelier DECANter GLACETTE SEAU A GLACE SERVIZIO LA DEGUSTAZIONE PROFESSIONALE AMBIENTE STRUMENTI FASI DEGUSTAZIONE L'ANALISI VISIVA L'IMPIDENZA INTENSITA' COLORE L'ANALISI OLFATTIVA INTENSITA' 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 DECANter 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 SI INTENDE PER VITIGNO AUTOCTONO IN COSA CONSISTE LA VERNACOLIZZAZIONE ESEMPIO AGLIANICO SINONIMI ACCERTATI E PRESUNTI L'APPARTENENZA DI UN VITIGNO AD UNA FAMIGLIA INDICE DELLA SUA ORIGINE COSÌ L'AMPELOGRAFIA QUALI SONO I PRINCIPALI METODI DI DESCRIZIONE AMPELOGRAFICA METODI MORFO DESCRITTIVI METODI CHIMICI 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 Comandare Conservare le merci stoccate Accogliere l'ospite a partire dal n° di posti ristorante pronti per clienti prenotati e walk in Ricette per flambé e TAGLIOLINI AL SALMONE FILETTI DI SOGLIOLA ALLA PROVENZALE SCAMPI AL CURRY FILETTO STROGONOFF FILETTO AL PEPE VERDE LA CHIMICA DEL FLAMBÉ E 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 HOTEL Spazi conferenze 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 ENTREMES VORSPEISEN CARNI FREDDE COLD MEATS VIANDES FROIDES FIAMBERS KALTER FLEISCHAUFSCHNITT TARTELLETTE TARTLETS TARTELETES TARTALETAS T RTCHEN MINESTRE SOUPS POTAGES SOPAS SUPPEN PASTA E RISO PASTA RICE P TES ET RIZ PASTA Y ARROZ NUDELN UND REIS PESCE FISH MAIN COURSES CARNE MEAT MAIN COURSES DOLCI SWEETS DESSERTS POSTRES S B SPEISEN VERDURE VEGETABLES L GUMES VERDURAS GEM SE 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 PICES ET AROMATES HIERBAS ESPECIAS Y AROMAS KR UTER UND GEW RZE ALTRI INGREDIENTI ADDITIONAL COOK S INGREDIENTS AUTRES INGR DIENTS OTROS INGREDIENTES WEITERE ZUTATEN BEVANDE BEVERAGES BOISSONS BEBIDAS GETR NKE 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 pi 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 Festivit Stress da lavoro correlato Effetti dello stress sui lavoratori Che cos lo stress da lavoro correlato DOCUMENTO DI VALUTAZIONE DEI RISCHI CHE COS 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 IL BILANCIO D ESERCIZIO CONTO ECONOMICO CE STATO PATRIMONIALE CONTO

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