

Hotel Management Semester courses in Italy



April 2008



HOTEL MANAGEMENT COURSES

- *Europe, Italy especially, is known as the birthplace of the hotel management culture. With a reputation for and tradition of quality service standards that is acknowledged worldwide, schools and universities in Europe have a unique advantage when it comes to marketing their hotel management courses to overseas students.*
- *Approximately 95 per cent of hotel management students go to Europe at some stage of their studies. Students from countries that have a relatively new tourism industry hold the most growth potential in the coming years.*
- *Countries such as Russia and China will be tourism markets of the 21st century.*
- *The emphasis of operational skills in various departments and the strong knowledge in food and beverage as well as multi languages set the real hotel schools apart from the similar programs offered by universities throughout the world.*



OUR VALUES

- *Our team is composed of*
 - *tourism industry professionals who work in hotels and resorts.*
 - *Hospitality and tourism academics*
- *Each lesson is built on practical knowledge and experience.*
- *Our proposal of hotel management courses is focused on two value factors:*
 - ***Experiential operations***
 - ***Classroom theoretical instruction***



CONTENTS

- ***Our hotel management courses are divided in five main areas:***
 - ***ASSET MANAGEMENT***
 - ***FINANCIAL (Accounting and Finance)***
 - ***PEOPLE (Human Resources)***
 - ***TECHNOLOGY (Management Information Systems)***
 - ***MARKETING***
 - ***RESEARCH***
 - ***PRODUCT DEVELOPMENT***
 - ***SALES***
 - ***DESTINATION MANAGEMENT***
 - ***ROOMS DIVISION***
 - ***Front office***
 - ***Housekeeping***
 - ***Maintenance and Security***



CONTENTS

- ***FOOD and BEVERAGE MANAGEMENT***
 - *Kitchen*
 - *Bar and Restaurant*
 - *Meetings and Catering*

- ***ITALIAN STYLE OF HOSPITALITY***

COURSE AREA CHART 70 DAYS

	Classroom LESSONS (DAYS)	PRACTICAL LESSONS (DAYS)	TOTAL
ROOMS DIVISION	8	14	22
FOOD and BEVERAGE MANAGEMENT	6	16	22
MARKETING	8	6	14
ASSET MANAGEMENT	4	4	8
ITALIAN STYLE OF HOSPITALITY	4	0	4
TOTAL	30	40	70

SCHEDULE 70 DAYS

First Week-Immersion

	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Departure	Arrive in Otranto CAMPUS	9:00A.M.-11:00A.M. Italian Lesson	9:00A.M.-11:00A.M. Italian Lesson	9:00A.M.-11:00A.M. Italian Lesson	9:00A.M.-11:00A.M. Italian Lesson	9:00A.M.-11:00A.M. Italian Lesson
			11:00A.M.-1:00P.M. Classroom Lesson	11:00A.M.-1:00P.M. Classroom Lesson	11:00A.M.-1:00P.M. Classroom Lesson	11:00A.M.-1:00P.M. Classroom Lesson	11:00A.M.-1:00P.M. Classroom Lesson
ternoon			Lunch	Lunch	Lunch	Lunch	Lunch
			3:00P.M.-7:00P.M. Classrooml Lesson	3:00P.M.-7:00P.M. Classrooml Lesson	3:00P.M.-7:00P.M. Classrooml Lesson	3:00P.M.-7:00P.M. Classrooml Lesson	3:00P.M.-7:00P.M. Classrooml Lesson
			Dinner	Dinner	Dinner	Dinner	Dinner






SCHEDULE- 70 DAYS

Second - Sixth Week - Immersion

	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Free Time		9:00A.M.-11:00A.M. Italian Lesson	9:00A.M.-11:00A.M. Italian Lesson	9:00A.M.-11:00A.M. Italian Lesson	9:00A.M.-11:00A.M. Italian Lesson	9:00A.M.-11:00A.M. Italian Lesson
			11:00A.M.-1:00P.M. Classroom Lesson	11:00A.M.-1:00P.M. Classroom Lesson	11:00A.M.-1:00P.M. Classroom Lesson	11:00A.M.-1:00P.M. Classroom Lesson	11:00A.M.-1:00P.M. Classroom Lesson
Afternoon			Lunch	Lunch	Lunch	Lunch	Lunch
			3:00P.M.-7:00P.M. Classroom Lesson	3:00P.M.-7:00P.M. Classroom Lesson	3:00P.M.-7:00P.M. Classroom Lesson	3:00P.M.-7:00P.M. Classroom Lesson	3:00P.M.-7:00P.M. Classroom Lesson
			Dinner	Dinner	Dinner	Dinner	Dinner

SCHEDULE 70 DAYS

Seventh to Eighth Week – First Location

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Departure to internship	<p>INTERNSHIP AT THE HOTEL IN FIRST LOCATION – THE FIRST LOCATION WILL BE CHOSEN IN ROME OR VENICE FROM</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  <p>www.holidayinn.it</p> </div> <div style="text-align: center;">  </div> </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 20px;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div> <div style="display: flex; justify-content: center; align-items: center; margin-top: 20px;">  <p style="text-align: center;">REGINA HOTEL BAGLIONI ROMA *****</p> </div>					

SCHEDULE -70 DAYS

Ninth to Tenth Week – Second Location

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Departure to internship	<p style="text-align: center;"> INTERNSHIP AT THE HOTEL IN SECOND LOCATION – WILL BE CHOSEN IN ROME OR VENICE FROM </p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  <p>www.holidayinn.it</p> </div> <div style="text-align: center;">  <p>cuore delle città • the heart of the city</p> </div> </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 20px;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div> <div style="display: flex; justify-content: center; align-items: center; margin-top: 20px;">  <p style="text-align: center;"> REGINA HOTEL BAGLIONI ROMA ***** </p> </div>					



1 - ROOMS DIVISION

8 DAYS of 4 hours each of classroom lessons
14 DAYS OF PRACTICAL ACTIVITIES (INTERNSHIP)

ROOMS DIVISION Management is fundamental starting point.

Lessons will teach participants about work of jobs regarding:

- Front office
- Cleaning management
- Cleaning operations
- Housekeeping
- Concierge

Internship takes place in our partner hotels in these locations:

- MARIOTT – SHERATON – WESTING – HOLIDAY INN
- ROME & VENICE



ROOMS DIVISION CONTINUED

Lessons includes:

- Groundskeeping
- Landscaping
- Creation and maintenance of recreation facilities
- Ecofriendly resort procedures
- Pest control
- Emergency procedures
- Interfacing with local authorities

Internship takes place in our partner hotels in these locations:

- MARIOTT – SHERATON – WESTING – HOLIDAY INN
- ROME & VENICE



2 – FOOD and BEVERAGE MANAGEMENT

6 DAYS of 4 hours each of classroom lessons

16 DAYS OF PRACTICAL (ACTIVITIES-INTERNSHIP)

This area is focused on practical experience and management systems to organize activities and events that take place in a resort or business hotel. Food and beverage is divided into front of the house service (contact with client), and back of the house (kitchen).

Lessons include:

- Bar operations
- Kitchen operations
- Service style
- Welcome activities
- Restaurant service
- Wine tasting



2 – FOOD and BEVERAGE MANAGEMENT

Lessons include:

- Kitchen rules and activities
- Menu planning
- How to organize a business meeting
 - Planning a convention
 - Meeting planning
 - Role playing in planning a meeting event
 - Banqueting
 - Staffing, service orders

Internship takes place in our partner hotels in these locations:

– MARIOTT SHERATON WESTING HOLIDAY INN



3 –MARKETING

8 DAYS of 4 hours each of classroom learning utilizing actual case histories
6 DAYS OF PRACTICAL (ACTIVITIES-INTERNSHIP)

This part of hospitality management focuses on management systems to organize all types of events that take place in a resort or business hotel.

Lessons address:

- Marketing segmentation and strategies
- Positioning and pricing
- Differences in pricing and commercial partners
- Planning a sales blitz and creating a presence in a trade show
- Web site planning
- Dynamic packaging
- Tour operations
- Business travel



MARKETING CONTINUED

New specializations in hotel management schools are creating interest.

We can use unique case histories developed in Italian regions (some have partnerships with Italian food production companies)

Lessons include:

- How to evaluate a territory
- Management for private and public activities
- Promotion and marketing for a new destination
- Benchmark of new destination
- Destination management companies
- Project management



4 – ASSET MANAGEMENT

4 days of 4 hours each of classroom instruction

4 days of practical lessons

Considering that students will work abroad in Italy these lessons will be based on an International Standard of Uniform Account System.

Lessons include:

- Fixed and variable costs in hotels and restaurants
- Systems for managing hotel costs
- How to calculate and control food cost
- How to create a budgeting system
- Manual budgeting system
- PMS (Property Management Systems)
- People management systems
- Use of technology



5 – ITALIAN STYLE OF HOSPITALITY

4 DAYS of 4 hours each of classroom lesson

Italian sense of style is unique. Regarding hospitality, Italians have employed different methods and strategies to obtain success. One of most highly regarded hotel general managers will teach the fundamentals of “Italian Classe”.

Lessons include:

- Dressing for success
- Communication systems with clients
- Sense of hospitality
- Aesthetic sense
- Cultural management
- Italian design and creativity

Externship in Rome & Venice



Sheraton in Rome



Overview

In the heart of Rome's business center, the Sheraton Roma Hotel & Conference Center is a great choice when visiting the capital city. Surrounded by the lush greenery of the EUR district, we are located between the historical city center and Fiumicino/Leonardo Da Vinci Airport.

Rome is more than the capital of Italy, it's also the capital of the Italian art of living: 'la dolce vita'. The Sheraton Roma Hotel & Conference Center lets you immerse yourself in the best of Italian living in its 640 guestrooms featuring the incredibly comfortable Sheraton Sweet Sleeper (SM) Bed. In addition to our splendid restaurants, we offer one of the best equipped conference centers in Rome, where the art of living turns work into pleasure in 24 well-appointed meeting rooms.

Our lobby "connection destination", the Link@Sheraton experienced with Microsoft, is a space for you to work, relax, or connect. Stay in tune with work or play with its convenient High Speed Internet Access, flat-panel television, computer terminals, and printer.

Our friendly, multilingual staff looks forward to welcoming you to the Sheraton Roma Hotel & Conference Center.