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ROMA FIRENZE BOLOGNA PALERMO CATANIA NAPOLI MILANO TORINO FINALE LIGURE

PROFESSIONAL COURSE FOR RECEPTIONIST

The professional course for Receptionist organized by ANPA under the high and exclusive support of ADA Lazio - Hotel Managers Association, AICR - International Association of Capiricevimento, AIRA - Association of Hotel Employees, FAIPA "Golden Keys" - Federation of Associations of Italian Concierge and the SKAL International, is divided into three basic levels:

- **first level (basic)**, after which you get the title of " Receptionist"
- **second level (advanced)**, after which you get the title of "Room Division Manager"
- **third level (specialist)** after which you get the title of "Front Office Manager"

The structure and organization of the curriculum, as required by ANPA, will offer to each student, in total autonomy, the ability to customize their training based on personal profile and curricular objectives professional and business that deemed reach. These three fundamental levels of study are linked, in turn, further education and vocational aimed to further develop the knowledge, skills and technical skills already acquired, with the aim of offering students the opportunity to implement their own curriculum and achieve a degree of readiness of profile management and business: **"Course for Revenue Manager"**, **"Course for Sales Manager"**, **"Micros Fidelio Opera"**, **"Hotel Sysdat Genius"**, **"Course for Meeting and Congress Manager "**

COURSE FOR RECEPTIONIST (SPECIALIST LEVEL)

The professional course for Receptionist (specialist level) aims to form a professional profile aims to form a professional profile advanced in possession of the tools and expertise functional organization and management of conferences in a hotel with spa and conference centers, as well as the coordination and management of health clubs & SPA, according to international quality standards. The course will address, in detail, aspects and issues relating to the organization and management of conferences (management and cost control, location, human resources, construction, food and beverage, accommodation), control and management of services provided the spas, the Marketing Specialist industry conference & Wellness, techniques for determining the budget and business planning, management control organization staff, knowledge and tax laws. The course for Receptionist (specialist level) is aimed at young and old, Italians and foreigners, men and women, who already have experience in the hotel reception and they intend to update and / or retrain professionally, as well as to students who have already attended the Level 1 and Level 2 and wish to develop all the technical aspects related to the sector congressuale and Wellness. The course, theoretical and practical, will take place in prestigious hotel partners ANPA sites on the national territory and allow the students, since the formative stage, to make contact with the professional environment hotel and understand the dynamics of the management of all Tourism hospitality services. The teaching of the courses is entrusted exclusively to General Manager, Front Office Manager, Directors and Deputy Directors of Hotel, Concierge, experts of Marketing, Sales Revenue and Tourism Management with proven experience and high professionalism.

OBJECTIVE: To train professionals capable of working in the receiving department of national and international hotel facilities, through an innovative didactic methodology based on a full immersion of 18 hours spread over a period of six lessons, with the possibility of performing, after availability of facilities, a subsequent stage from 1 to 6 months in national and international hotels. ANPA's method aims to reduce the time spent in the classroom of the students and, conversely, to speed up their contact with local businesses hotel through a concrete experimentation in the field of skills acquired during training.

A major advantage for the same companies that will benefit from a potential of resources that can be used already formed and partially integrated into the same business areas.

EDUCATIONAL PROGRAM

- **The conference events:** types and management techniques: the conference market in Italy, hotels with tourist congress, the congress department of a large hotel, morphology and function of conferences or a big event (meetings and conferences), the sale of conference services of a hotel, the customer contact and management contracts, design, planning and management of a congress, event management, the conclusion of the event.
- **Hydrotherapy and SPA & Wellness Management:** the market of wellness and spas; the characteristics of the target; technical sales and guest relations; the placement of a spa; planning and organization of activities of SPA and Wellness; the customization of products and services
- **Technical marketing of tourism products online and e-commerce in the tourism sector:** the structure of the commercial area of a hotel of international chain (Sales and Marketing); the direct sales business internal and external (sales); Sales in the organization of an international chain; the Sales plan; Marketing of the structure of an international hotel chain; principles and techniques of Marketing hotel; the business plan (marketing plan); Internet and e-commerce in the tourism sector; reservations and selling online; sales strategies on line; the web reputation in the hotel industry, the activities of Marketing; internal activities of research and development; public relations; promotion; advertising; the external communication activities; market research; promotional campaigns; market segmentation; the marketing of tourist destination; marketing tariff, seasonality and its influence in sales; cultural tourism; alternative tourism; eco tourism and social development; the role of new technologies in the marketing plan: the visibility on the web, keyword advertising, viral marketing; the hospitality marketing mix; marketing tariff
- **Yield and Revenue Management:** the culture of the yield in the exercise of the hotel business; definition of yield; statistics and efficiency ratios; the compressibility of the costs; Up-selling and Cross-selling; management of telephone booking; the marginal cost of the room: high and low occupancy; event management; the revenue management as a method of optimizing revenues; the process of revenue management and Application

STAGE: For a period of 1 to 6 months, the students will have the opportunity to be included, subject to availability of the companies, in the receiving department of a hotel. In this phase of training will, therefore, possible to field test the technical skills acquired during the theoretical teaching. The stage does not constitute employment and is only open to persons in possession of the requirements of Article. 18, paragraph 1, letter d of Law 196/1997 and art. 11 of Legislative Decree no. 13 August 2011.

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| START COURSES | Every month |
| DURATION | 18 hours of practical training, with the possibility to carry out a subsequent path of stage from 1 to 6 months in company |
| PARTICIPANTS | Max 15 |
| FREQUENCY | Three times a week (Monday, Wednesday, Friday) |
| TIMETABLE | 17.30 – 20.30 |
| COST | € 600,00 + VAT 22% |
| STAGE | Allowed students to meet the requirements of Article. 18, paragraph 1, letter d of Law 196/1997 and art. 11 of Legislative Decree 13 August 2011. For the activation of the stage is scheduled payment of € 150,00 + VAT 22 % to answering internships ANPA, only upon verification by the same requirements of the participant the performance of the internship. This fee covers the training period from 3 to 6 months exclusively within a single structure. If the student intends to carry out the training period in most structures, for each activation stage it will be necessary to pay the sum of € 150,00 + VAT 22 % |
| INSTALLMENTS | € 232,00 + 1 installments of € 500,00 |