



ROMA FIRENZE BOLOGNA PALERMO CATANIA NAPOLI MILANO TORINO

PROFESSIONAL MASTER IN FRONT OFFICE MANAGER

The International Master in Front Office Manager, organized by ANPA - National Academy of Hotel's Professions, with the patronage and the exclusive partnership of the Associations ADA (Hotel General Manager Association), AICR (International Hotel Deputy General Manager Amicale), AIRA (Italian Hotel's employees association), Micros Fidelio Italy and SKAL International, aims to train a professional Manager holding the most advanced tools and technical/professional knowledge for the organization and the management in the Hospitality Management field (Front Office and Back Office department of national and international hotel companies), ranging from financial, commercial, marketing and communication knowledges to new IT tools and hotel management softwares, essential to aspire to a managerial and an executive position within the hospitality industry. The Front Office Manager is one of the most recruited managerial profiles in the national and international hospitality market, constantly looking for new graduates, Italians and foreigners with a specialistc training in the hotel industry, with good language skills and leadership vocation. Employment opportunities for young people who wish to start a career as a Front Office Manager are therefore extented. The Master, predominantly technical and entrusted only by General Managers and professional consultants of the hospitality industry, will enable the students to acquire the technical and practical tools needed to coordinate and to manage the Front Office and Back Office department of national and international hotel companies, as well as all the administrative and accounting tasks that can guarantee the achievement of a higher productivity of the structure. Particular attention will be paid to the thorough study of the most important hotel management software in the market (Software MICROS FIDELIO OPERA), the real added value for working in medium/large/ international chain hotels, as well as to the improvement of the English language. The Master is divided into a theoretical / practical full immersion phase of training of 72 hours spread over three months, with the possibility to carry out, subject to the availability of the hosted companies, a subsequent internship from 1 to 6 months in national and international hotel facilities: we speed up, in this way, the direct contact between the students and the entrepreneurial market through a concrete experimentation in the field of the skills acquired during the training.

DIDACTICAL SCHEDULE:

- **Tourism Legislation and organization of the tourism industry:** the basic legal elements; Tourism in the international law; civil law in tourism; the role of public and private institutions for the promotion of tourism; the national and the international tourism market; the actors and the tourism industry; the various types of tourist; intermediaries in the tourism industry, travel agencies, tour operators; DMC; search engines, carriers, airlines, rail, sea, car rental; accommodation firms, hotels, villages, camping sites, cruise ships
- **Hotel and Territorial Marketing Techniques:** marketing activities; 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 and social tourism; the role of new technologies in the marketing plan: the visibility on the web, keyword advertising, viral marketing; the hospitality marketing mix; marketing tariff.

- **Technical management of the Front Office and the Back Office:** the services and the professionals positions of the Front Office, the direction and the organization of the reception; relations between the Front Office Manager and the various hotel departments; how to manage the front office; the services and the professionals figures of the Back Office; how to manage the back office; activities of administrative control of the Back Office; the management of the P.S. boards.
- **Techniques of Hotel Communication:** the corporate identity and the staff; strategic management of the services; sensitivity to the clients needs; the quality of the service and the mechanisms used in the process of service delivery; quality management services; customer satisfaction; the role of the contact staff; behavioral skills; the hierarchy of roles; the qualities of the manager; team meetings and teamwork; basic techniques of neuro / linguistic communication.
- **Technical of tourism products online sale and e-commerce in the tourism sector:** the structure of the commercial area of an international chain hotel (Sales and Marketing); the internal and external direct sales business (Sales); Sales organization in international chain; the Sales plan; Marketing structure of an international hotel chain; principles and techniques of Hotel Marketing; the business plan (marketing plan); Internet and e-commerce in the tourism sector; online reservations and selling; online sales strategies; the web reputation in the hotel industry
- **Coordination and control of the reception service (check-in, live-in, check-out):** the customer management at various stages (guest cycle): pre-arrival (booking), arrival (check in), the stay (account management), departure (check out), guest relations and management of the complaint, issue of tax documents, sorting incoming mail, commissions and internal and external mandates, complaint management, the overbooking
- **Technics of conference events management:** definition, morphology and function of conferences or events; conception, design and management of a congress; the sale of conference services in a great hotel: the contact with the customer and the management of contracts; the conclusion of the event; meetings and conferences
- **Techniques of administrative and accounting management:** the budget of tourism companies; the budget as a tool for planning and control; the purchasing department and its staff; the personnel department: the pre-selection, selection, training and probation period; insurance; liquidation; accounting of the hotel; the hotel contract; liability of the management.
- **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 methods of application
- **Thermalism, 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
- **Architecture of the system Micros Fidelio Opera:** Front Office, Training, Groups / Allotments; Rate Availability Account Receivable; Commission Handling
- **Professional Tourism English:** Conversation and technical glossary
- **Safety and prevention in the workplace** (optional learning module - cost € 120.00 + VAT 22%)

INTERNSHIP: For a period from 1 to 6 months, subject to the availability of the hosted companies, the students will have the opportunity to be included in prestigious hotel with the tutoring of Front Office Manager and Executive general Manager of the hosted companies. In this phase of training it will be possible, therefore, to test on the field the technical skills acquired during the first phase of training. The internship does not constitute an employment contract and is only permitted to persons in possession of the requirements of the Article. 18, paragraph 1, letter d of Law 196/1997 and art. 11 of Legislative Decree no. 13 August 2011.

START COURSES 2 times per year

DURATION 72 hours of theoretical/practical training with the possibility to carry on a subsequent period of internship from 1 to 6 months

N° STUDENTS 15

FREQUENCY 2 times per week (monday – wednesday)

LESSONS TIME 17.30 – 20.30

COST € 2610,00 + VAT 22%

INTERNSHIP Available for students in possession of the requirements of Article. 18, paragraph 1, letter d of Law 196/1997 and art. 11 of Law Decree 138/2011. For the activation of the stage is required the payment of € 150.00 + VAT 22% to ANPA, only upon the checking of the compliance of the legislative internship requirements. This fee covers the training period from 1 to 6 months just in a single firm. If the student intends to carry out the training period in many structures, for each subsequent activation of internship it is required to pay the sum of € 150.00 + VAT 22%.

INSTALLMENTS € 364,00 + 3 monthly consecutive installments of € 940,00 or
€ 364,00 + 12 monthly consecutive installments of € 250,00

If the student intends to include in the course the module for training and information for workers (art. 36 and 37 of Legislative Decree. 81 dated 9 April 2008 PCM Act 221 - CSR 21.12.2011 - State-Regions Agreement), there is an additional cost of € 120,00 + VAT 22% that will be added to the initial amount of € 2610.00 + VAT 22%.

With the patronage and the partnership of:



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