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FROM AIRLINE RESERVATIONS TO SONIC THE HEDGEHOG

A HISTORY OF THE SOFTWARE INDUSTRY

MIT Press A business history of the software industry from the days of custom programming to the age of mass-market software and video games. From its first glimmerings in the 1950s, the software industry has evolved to become the fourth largest industrial sector of the US economy. Starting with a handful of software contractors who produced specialized programs for the few existing machines, the industry grew to include producers of corporate software packages and then makers of mass-market products and recreational software. This book tells the story of each of these types of firm, focusing on the products they developed, the business models they followed, and the markets they served. By describing the breadth of this industry, Martin Campbell-Kelly corrects the popular misconception that one firm is at the center of the software universe. He also tells the story of lucrative software products such as IBM's CICS and SAP's R/3, which, though little known to the general public, lie at the heart of today's information infrastructure. With its wealth of industry data and its thoughtful judgments, this book will become a starting point for all future investigations of this fundamental component of computer history.

MANUAL OF TRAVEL AGENCY PRACTICE

Routledge Now in its third edition, this successful must-have manual is thoroughly updated with new chapters and material, covering issues including: * Technology development - the different types of travel agency systems available, what they do, how they do it and how to use them * The Internet - how it is used to book travel, forecasts for its future use and how travel agencies stand in relation to it * Global distribution systems - how to make bookings, and the new windows-based environment * A full endorsement by Travel Weekly The manual demonstrates correct methods for processing travel reservations, identifying business client needs and suitable documentation. It also shows key facts for the profitable planning, organization and operation of the retail travel agency. Each chapter contains exercises pertinent to the topics covered. Students on any of the large number of courses in travel and tourism (ICM, City & Guilds, ABTA, IATA, UFTAA, BTEC, SCOTVEC, University of Oxford Certificate, Diploma of Vocational Education) will find this book invaluable.

AIR TRANSPORT MANAGEMENT

AN INTERNATIONAL PERSPECTIVE

Taylor & Francis Commercial air transport is a global multimillion dollar industry that underpins the world economy and facilitates the movement of over 3 billion passengers and 50 million tonnes of air freight worldwide each year. With a clearly structured topic-based approach, this textbook presents readers with the key issues in air transport management, including: aviation law and regulation, economics, finance, airport and airline management, environmental considerations, human resource management and marketing. The book comprises carefully selected contributions from leading aviation scholars and industry professionals worldwide. To help students in their studies the book includes case studies, examples, learning objectives, keyword definitions and 'stop and think' boxes to prompt reflection and to aid understanding. Air Transport Management provides in-depth instruction for undergraduate and postgraduate students studying aviation and business management-related degrees. It also offers support to industry practitioners seeking to expand their knowledge base.

THE EVOLUTION OF YIELD MANAGEMENT IN THE AIRLINE INDUSTRY

ORIGINS TO THE LAST FRONTIER

Springer Nature This book chronicles airline revenue management from its early origins to the last frontier. Since its inception revenue management has now become an integral part of the airline business process for competitive advantage. The field has progressed from inventory control of the base fare, to managing bundles of base fare and air ancillaries, to the precise inventory control at the individual seat level. The author provides an end-to-end view of pricing and revenue management in the airline industry covering airline pricing, advances in revenue management, availability, and air shopping, offer management and product distribution, agency revenue management, impact of revenue management across airline planning and operations, and emerging technologies in travel. The target audience of this book is practitioners who want to understand the basics and have an end-to-end view of revenue management.

SECURITY AND PRIVACY

GLOBAL STANDARDS FOR ETHICAL IDENTITY MANAGEMENT IN CONTEMPORARY LIBERAL DEMOCRATIC STATES

ANU E Press This study is principally concerned with the ethical dimensions of identity management technology - electronic surveillance, the mining of personal data, and profiling - in the context of transnational crime and global terrorism. The ethical challenge at the heart of this study is to establish an acceptable and sustainable equilibrium between two central moral values in contemporary liberal democracies, namely, security and privacy. Both values are essential to individual liberty, but they come into conflict in times when civil order is threatened, as has been the case from late in the twentieth century, with the advent of global terrorism and trans-national crime. We seek to articulate legally sustainable, politically possible, and technologically feasible, global ethical standards for identity management technology and policies in liberal democracies in the contemporary global security context. Although the standards in question are to be understood as global ethical standards potentially to be adopted not only by the United States, but also by the European Union, India, Australasia, and other contemporary liberal democratic states, we take as our primary focus the tensions that have arisen between the United States and the European Union.

MOODY'S TRANSPORTATION MANUAL

A MODERN GUIDE TO THE DIGITALIZATION OF INFRASTRUCTURE

Edward Elgar Publishing Providing a coherent and multidisciplinary approach to digitalization, this Modern Guide aims to systematize how the digitalization process affects infrastructure-based industries, including telecommunications, transport, energy, water and postal services.

BUSINESS STRATEGIES FOR INFORMATION TECHNOLOGY MANAGEMENT

IGI Global "This business guide presents theoretical and empirical research on the business value of information technology (IT) and introduces strategic opportunities for using IT management to increase organizational performance. Implementation management is addressed with attention to customer relationship outsourcing, decision support systems, and information systems strategic planning. Domestic, international, and multinational business contexts are covered."

BOOSTING COLLABORATIVE NETWORKS 4.0

21ST IFIP WG 5.5 WORKING CONFERENCE ON VIRTUAL ENTERPRISES, PRO-VE 2020, VALENCIA, SPAIN, NOVEMBER 23-25, 2020, PROCEEDINGS

Springer Nature This book constitutes the refereed proceedings of the 21st IFIP WG 5.5 Working Conference on Virtual Enterprises, PRO-VE 2020, held in Valencia, Spain, in November 2020. The conference was held virtually. The 53 full papers were carefully reviewed and selected from 135 submissions. They provide a comprehensive overview of major challenges and recent advances in various domains related to the digital transformation and collaborative networks and their applications with a strong focus on the following areas related to the main theme of the conference: collaborative business ecosystems; collaborative business models; collaboration platform; data and knowledge services; blockchain and knowledge graphs; maintenance, compliance and liability; digital transformation; skills for organizations of the future; collaboration in open innovation; collaboration in supply chain; simulation and analysis in collaborative systems; product and service systems; collaboration impacts; boosting sustainability through collaboration in Agri-food 4.0; digital innovation hubs for digitalizing European industry; and collaborative networks for health and wellness data management.

INTERNATIONAL ENCYCLOPEDIA OF HOSPITALITY MANAGEMENT 2ND EDITION

Routledge The International Encyclopedia of Hospitality Management is the definitive reference work for any individual studying or working in the hospitality industry. There are 185 Hospitality Management degrees in the UK alone. This new edition updates and significantly revises twenty five per cent of the entries and has an additional twenty new entries. New online material makes it the most up-to-date and accessible hospitality management encyclopedia on the market. It covers all of the relevant issues in the field of hospitality management from a sectoral level (lodging, restaurants/food service, time-share, clubs and events) as well as a functional one (accounting and finance, marketing, strategic management, human resources, information technology and facilities management). Its unique, user-friendly structure enables readers to find exactly the information they require

at a glance - whether they require broad detail that takes a more cross-sectional view across each subject field or more focused information that looks closely at specific topics and issues within the hospitality industry today.

INTERNATIONAL ENCYCLOPEDIA OF HOSPITALITY MANAGEMENT

Routledge The International Encyclopedia of Hospitality Management covers all of the relevant issues in the field of hospitality management from both a sectoral level: * Lodging * Restaurants * Clubs * Time-share * Conventions As well as a functional one: * Accounting & finance * Marketing * Human resources * Information technology * Facilities management Its unique user-friendly structure enables readers to find exactly the information they require at a glance; whether they require broad detail which takes a more cross-sectional view across each subject field, or more focussed information which looks closely at specific topics and issues within the hospitality industry today. Section Editors: Peter Harris - ACCOUNTING & FINANCE Oxford Brookes University, UK Zheng Gu - ACCOUNTING & FINANCE University of Nevada, Las Vegas, USA Randall Upchurch - CLUB MANAGEMENT & TIMESHARE MANAGEMENT University of Central Florida, USA Patti Shock - EVENT MANAGEMENT University of Nevada, Las Vegas, USA Deborah Breiter - EVENT MANAGEMENT University of Central Florida, USA David Stipanuk - FACILITIES MANAGEMENT Cornell University, USA Darren Lee-Ross - HUMAN RESOURCES MANAGEMENT James Cook University, Australia Gill Maxwell - HUMAN RESOURCES MANAGEMENT Caledonian Glasgow University, UK Dimitrios Buhalis - INFORMATION TECHNOLOGY University of Surrey, UK Allan Stutts - LODGING MANAGEMENT American Intercontinental University, USA Stowe Shoemaker - MARKETING University of Houston, USA Linda Shea - MARKETING University of Massachusetts, USA Dennis Reynolds - RESTAURANTS & FOODSERVICE MANAGEMENT Washington State University, USA Arie Reichel - STRATEGIC MANAGEMENT Ben-Gurion University, Israel

INFORMATION AND COMMUNICATION TECHNOLOGIES IN TOURISM

PROCEEDINGS OF THE INTERNATIONAL CONFERENCE IN INNSBRUCK, AUSTRIA 1996

Springer Science & Business Media For the third time now, experts in tourism from all over the world come to Innsbruck in order to exchange ideas, inform themselves and others about current developments and build a network of personal relations. The main topics of ENTER 96 are business engineering and standardisation, covering a wide area of subjects like the redesign of touristic products and the processes of their production. This covers, however, not only single business processes but also the entire value chain in tourism, ending up in redesign of distribution channel and changing relations among principals, tour operators, travel agents and customers. Standardisation increasingly becomes a prerequisite for interorganisational coordination and cooperation, EDI is slowly being introduced in tourism and Internet related standards like HTML and VRML. will have a major impact on the future development of electronic distribution platforms for services in tourism. As the proceedings underscore, ENTER has been established as an international platform for scientific and practical discourse on Information and Communication Technologies in Tourism. The close interdisciplinary link between technological and economic questions in tourism opens up new, promising threads for applied research and development likewise.

MERGENT INDUSTRIAL MANUAL

INTERACTIVE MEDIA

Springer Science & Business Media This book was written for students and practitioners of engineering and social sciences, including computer, information, communication, library, business, management, and cognitive science. The topic is the relationship between people and interactive media. The book describes individuals, groups, and organizations. An understanding of people is critical to an understanding of the technology which can help people. This book was written with the help of a special computer system for authoring called the Many Using and Creating Hypertext (MUCH) system. Students and researchers from the University of Liverpool contributed to the book through the MUCH system. Classes at the University of Liverpool, both undergraduate classes and master's degree classes, have used various drafts of this book as required reading. The book has been available to the students online via the MUCH system, and the students have provided helpful feedback for the contents of the book. The author is particularly grateful for the contributions of Antonios Michailidis and Alex Birchall. Antonios's influence is most prominent in the chapters on groups, and Alex's, in the latter chapters on organizations. Claude Ghaoui coordinated the book authoring and production team, and Anthony Deakin provided finishing touches.

CTH - INTRODUCTION TO BUSINESS OPERATIONS

BPP Learning Media BPP Learning Media is proud to be the official publisher for CTH. Our CTH Study Guides provide the perfect tailor-made learning resource for the CTH examinations and are also a useful source of reference and information for those planning a career in the hospitality and tourism industries.

AN INVESTIGATION INTO THE DETECTION AND MITIGATION OF DENIAL OF SERVICE (DOS) ATTACKS

CRITICAL INFORMATION INFRASTRUCTURE PROTECTION

Springer Science & Business Media Around the globe, nations face the problem of protecting their Critical Information Infrastructure, normally referred to as Cyber Space. In this monograph, we capture FIVE different aspects of the problem; High speed packet capture, Protection through authentication, Technology Transition, Test Bed Simulation, and Policy and Legal Environment. The monograph is the outcome of over three years of cooperation between India and Australia.

INSTRUCTOR'S MANUAL TO ACCOMPANY CASES IN MARKETING MANAGEMENT

NEW PERSPECTIVES ON COMPUTER CONCEPTS 2014: COMPREHENSIVE

Cengage Learning Go beyond computing basics with the award-winning NEW PERSPECTIVES ON COMPUTER CONCEPTS. Designed to get you up-to-speed on essential computer literacy skills, this market leading text goes deeper, providing technical and practical information relevant to everyday life. NEW PERSPECTIVES ON COMPUTER CONCEPTS 2014 incorporates significant technology trends that affect computing and everyday life; such as concerns for data security, personal privacy, online safety, controversy over digital rights management, interest in open source software and portable applications, and more. In addition, coverage of Microsoft Windows 8 and Office 2013 will introduce you to the exciting new features of Microsoft's next generation of software. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

THE GLOBAL AIRLINE INDUSTRY

John Wiley & Sons Extensively revised and updated edition of the bestselling textbook, provides an overview of recent global airline industry evolution and future challenges Examines the perspectives of the many stakeholders in the global airline industry, including airlines, airports, air traffic services, governments, labor unions, in addition to passengers Describes how these different players have contributed to the evolution of competition in the global airline industry, and the implications for its future evolution Includes many facets of the airline industry not covered elsewhere in any single book, for example, safety and security, labor relations and environmental impacts of aviation Highlights recent developments such as changing airline business models, growth of emerging airlines, plans for modernizing air traffic management, and opportunities offered by new information technologies for ticket distribution Provides detailed data on airline performance and economics updated through 2013

AN INTRODUCTION TO INFORMATION SYSTEMS

Bloomsbury Publishing A clear, student-friendly and engaging introduction to how information technology is used in business. Featuring several case studies, video interviews, thorough pedagogy and completely up-to-date chapters, this textbook will be a core resource for undergraduate students of Business Information Systems, a compulsory module in business degrees.

TECHNOLOGY APPLICATION IN TOURISM IN ASIA

INNOVATIONS, THEORIES AND PRACTICES

Springer Nature This book very specifically focuses on technology application in tourism in Asia. The book contains twenty-seven chapters in four sections (i.e., theories, innovations, practices, and future research directions), based on the intriguing qualities and importance of technology applications in the Asian tourism business. This book, a blend of comprehensive and extensive efforts by the contributors and editor, is designed to extensively cover technology applications in tourism in Asia, including distinct topics such as mobile computing, new product designs, innovative technology usages in tourism promotion, technology-driven sustainable tourism development, location-based apps, mobility, accessibility, the post crisis situation of COVID-19, etc. This book is a significant contribution towards the very limited knowledge of technology applications in tourism, with selected examples of Asian countries. The importance of technology in Asian tourism is rapidly increasing, and has led to a rise in luxury, allowing citizens to enjoy leisure travel over both long and short distances. The rise of low-cost airlines and the region's growing, affluent middle class have changed the tourism environment dramatically. More tourists are booking their holidays online as a result of technological advancements. Online travel is the most important and well-established aspect of Asia's Internet economy. Considering the ongoing trend of technology applications in the tourism industry in Asia, more research attempts like this book need to be made aiming towards exploring diverse aspects. As tourism is an expanding area, this book can serve as a reading companion for tourism students, policy planners and industry professionals. This book is expected to be appreciated by expatriate researchers and researchers having a keen interest in the Asian tourism industry.

HISTORICAL STUDIES IN COMPUTING, INFORMATION, AND SOCIETY

INSIGHTS FROM THE FLATIRON LECTURES

Springer Nature This is a volume of chapters on the historical study of information, computing, and society written by seven of the most senior, distinguished members of the History of Computing field. These are edited, expanded versions of papers presented in a distinguished lecture series in 2018 at the University of Colorado Boulder - in the shadow of the Flatirons, the front range of the Rocky Mountains. Topics range widely across the history of computing. They include the digitalization of computer and communication technologies, gender history of computing, the history of data science, incentives for innovation in the computing field, labor history of computing, and the process of standardization. Authors were given wide latitude to write on a topic of their own choice, so long as the result is an exemplary article that represents the highest level of scholarship in the field, producing articles that scholars in the field will still look to read twenty years from now. The intention is to publish articles of general interest, well situated in the research literature, well grounded in source material, and well-polished pieces of writing. The volume is primarily of interest to historians of computing, but individual articles will be of interest to scholars in media studies, communication, computer science, cognitive science, general and technology history, and business.

AVIATION WEEK & SPACE TECHNOLOGY

FOOD & BEVERAGE MANUAL

ENGLISH MANUAL

Giancarlo Pastore CIPAS 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 _ SCANTISTICA _ ESERCIZI Metriche _ performance _ REVPAH _ CALCOLO REVPAR PRESENZE _ REVPAH _ REVPAH _ NET REV PAR _ COSTI MESE BKF Indicatori di redditività _ R.O.E. _ E.B.I.T. _ E.B.I.T.D.A. Imposta taxa 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 ROYALCOMMISSIONI % 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 AMERICANA BAR CAFFETTERIA SCHEDA 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 SGRADUEVOLI 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 TIPOICO 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 (AURO) 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 ATTEZIONI 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 Dolchezza 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: circonfereze & 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 ENTREMESES 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 SÚB 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 IL 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 SCHEDE 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 SCHEDE AUTORE RINGRAZIAMENTI

CAREER OPPORTUNITIES IN THE TRAVEL INDUSTRY

Infobase Publishing

CHANGING PERSPECTIVES RESOURCE MANUAL

WISCONSIN FRAMEWORKS IN SCIENCE AND MATHEMATICS

MERGENT COMPANY ARCHIVES MANUAL

MANUAL ON THE REGULATION OF INTERNATIONAL AIR TRANSPORT

ETOURISM

INFORMATION TECHNOLOGY FOR STRATEGIC TOURISM MANAGEMENT

Pearson Education This book addresses the digitization of all processes and value chains in the tourism, travel, hospitality and catering industries. By exploring the new technological trends it provides a solid basis for analysing the impacts of the Information Communication Technology (ICT) revolution on the tourism industry. The book adopts a strategic management and marketing perspective for tourism enterprises and destinations. It suggests that ETourism revolutionizes all business processes, the entire value chain as well as the strategic relationships of tourism organizations with all their stakeholders. It additionally focuses on how ICTs are employed in airlines, hotels, travel agencies, tour operators and destinations management organizations. The book demonstrates that tourism ICTs increasingly determine the competitiveness of the organization, and therefore, they are critical for the competitiveness of the industry in the longer term. The book is aimed at advanced undergraduate and postgraduate students in business, tourism and hospitality programmes that need to explore how they can use ICTs in a strategic context. It is also anticipated that researchers and practitioners will find it useful and stimulating. Features and benefits: Strategic perspective demonstrates the contribution of ICTs to the competitiveness of tourism organizations and destinations A wealth of international examples ensure global application and relevance Extensive use of case studies and illustrative examples demonstrate the link between theory and real world tourism situations Discussion topics encourage students to analyse further the information covered Extensive bibliography and further reading encourage more advanced study Associated website featuring up-to-date FT articles and power point slides create a comprehensive teaching and learning package. Dr Dimitrios Buhalis is Course Leader of the MSc in eTourism and Director of the Centre for eTourism Research (CeTR) at the University of Surrey. He is also Adjunct Professor at the Institut de Management Hotelier International (Cornell University - ESSEC Business School) in Paris. He serves as Vice President of the International Federation of Information Technology and Tourism (IFITT) and has chaired several ENTER conferences. He regularly works as adviser for the World Tourism Organisation, the World Tourism and Travel Council and the European Commission.

NETWORK WORLD

For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce.

COMPARISON-SHOPPING SERVICES AND AGENT DESIGNS

IGI Global "This book investigates the effects of the evolution of comparison-shopping techniques and processes with the ready availability of online resources over the past few years"--Provided by publisher.

MOODY'S INTERNATIONAL MANUAL

MANAGEMENT STRATEGY AND INFORMATION TECHNOLOGY

TEXT AND READINGS

Chapman & Hall

A PRACTICAL GUIDE TO SABRE RESERVATIONS AND TICKETING

Delmar Pub This manual offers travel agents a detailed description of the use and operation of the AA SABRE reservation system as it pertains to the travel agency workplace.

TOURISM INFORMATION TECHNOLOGY, 3RD EDITION

CABI This third edition of Tourism Information Technology provides a contemporary update on the complexities of using information technology in the tourism industry. It examines IT applications in all sectors including airlines, travel intermediaries, accommodation, food service, destinations, attractions, events and entertainment. Fully updated throughout and organized around the stages of the visitor journey, the book reviews how tourists are using technologies to support decision making before their trip, during their travels and at the destination. It: - Provides comprehensive and up to date coverage of all key topics in tourism information technologies - Covers new areas such as (among others) augmented and virtual reality, robotics, smart destinations, disruptive innovation and the collaborative economy, crowdsourcing for sustainability, online reputation management and big data - Incorporates a wealth of pedagogic features to aid student learning, including key models and concepts, research and industry insights, case studies, key terms, discussion questions, and links to useful websites. Accompanied online by instructor PowerPoint slides, multiple choice questions and further case studies, this book provides a comprehensive and learning-focused text for students of tourism and related subjects.

AUTOMATIC DATA PROCESSING AND MANAGEMENT

INSTRUCTOR'S MANUAL TO ACCOMPANY

CORPORATE INFORMATION SYSTEMS MANAGEMENT : TEXT AND CASES

EMBASSY SUITES

INFORMATION FOR PROSPECTIVE FRANCHISEES REQUIRED BY THE FEDERAL TRADE COMMISSION

HOTELS

THE MAGAZINE OF THE WORLDWIDE HOTEL INDUSTRY

OPERATIONS MANAGEMENT AND STRATEGIES IN TRAVEL INDUSTRY

A MODERN CONCEPT

YALIN YAYINCILIK When overseas travel agency owners and directors, predominantly from Middle Eastern countries visited my Istanbul office and saw my "Travel Management" book published in 2018 in Turkish, insisted that I publish the same book in English. These comments made me excited and encouraged to publish the book in English with some revisions and additions. Travel and tourism industry is one of the world's largest industries and a dynamic engine of economic development of the countries. It is a great source of income and employment for countries that receive more international tourists. For this reason, the countries have increased their investment in the travel and tourism industry. Tour operators and travel agencies have the major role for the development of tourism. Their business has vastly changed in the past 20 years. They have to continuously adapt and redefine their roles to the changing environment and technology. As a result of this change, different approaches in management, operation and marketing strategies in the travel industry have emerged. From tourism products and services to operation and destination management, from management functions to the distribution channels, from reservation systems to marketing functions, almost all travel concepts have changed shape. In travel agency business besides the traditional (classical) system used for many years, neoclassical system and modern (contemporary) systems such as online travel agencies (OTA's) and destination management companies (DMC's) have emerged, intermediaries diversified and increased. Pursuant to these developments travel operators who can keep up with these changes have created a wide academic and practical concept, theoretical discussions and most importantly different industrial structures. This book provides a wide perspective with modern concepts to the operation management and marketing strategies in travel industry and it is divided into 12 chapters. Each chapter starts with learning outcomes. Basic principles and concepts of subjects are mentioned both theoretically and practically supported by tables, graphs and figures for a better understanding of specific chapters.