TABLE OF CONTENTS

BLZ

CHAPTER	1 1.1.	HOSPITALITY AND COMMERCE	11 11
	1.2.	Objectives	12
	1.3.	The new selling in hospitality	12
	1.4.	Act commercially	17
	1.5.	Commercial presentation of company (branding)	35
	1.6.	Personal presentation (personal branding)	40
	1.7.	Glossary	46
	1.8.	Review assignment	47
	1.9.	Case assignment	47
	1.10.	Final assignments	50
CHAPTER	2	PURCHASES, SALES AND VAT	59
	2.1.	Introduction	59
	2.2.	Objectives	59
	2.3.	Purchase, sale and VAT	60
	2.4.	Taxes and VAT	61
	2.5.	The VAT calculation	63
	2.6.	The remittance of VAT	73
	2.7.	Summary and glossary	77
	2.8.	Final assignment	78
CHAPTER	3	PURCHASE PRICE AND SELLING PRICE	79
	3.1.	Introduction	79
	3.2.	Objectives	79
	3.3.	Purchase price, purchase invoice price, net selling price and gross selling price (= consumer price)	79
	3.4.	Gross profit mark-up and gross profit margin: the (net) sales price	86
	3.5.	From purchase price to selling price	93
	3.6.	Summary and glossary	100
	3.7.	Final assignment	101
CHAPTER	4	PRODUCT DEVELOPMENT TLH PRODUCTS	105
	4.1.	Introduction	105
	4.2.	Objectives	105
	4.3.	The target market and market segmentation	106
	4.4.	Product assortment for travel, leisure, hospitality	116
	4.5.	Product development of arrangements	123
	4.6.	Pricing	129
	4.7.	VAT calculation in travel arrangements	139
	4.8.	Glossary Review assignment	143
	4.9.	Review assignment	144
	4.10.	Case assignment	144
	4.11.	Final assignments	146

CHAPTER	5	PROMOTION AND SALES	159
	5.1.	Introduction	159
	5.2.	Objectives	159
	5.3.	Communication trends	160
	5.4.	Promotion	165
	5.5.	Offline promotional tools	177
	5.6.	Online promotional tools	183
	5.7.	Sales call (acquisition call)	190
	5.8.	Sales offer	191
	5.9.	Promotional plan	193
	5.10.	Glossary	195
	5.11.	Review assignment	197
	5.12.	Case assignment	198
	5.13.	Final assignments	199
CHAPTER	6	BACK OFFICE AND RELATIONSHIP MANAGEMENT	213
	6.1.	Introduction	213
	6.2.	Objectives	213
	6.3.	Customer information and the customer view/CRM	213
	6.4.	Contact details customers/guests	214
	6.5.	Carefully enter administrative data on sales	217
	6.6.	Follow company procedure for complaints and customer satisfaction	218
	6.7.	Accountability to management	222
	6.8.	GDPR	223
	6.9.	Summary and glossary	230
	6.10.	Final assignment	232
CHAPTER	7	BACK OFFICE AND FINANCE	233
	7.1.	Introduction	233
	7.2.	Objectives	233
	7.3.	Back office in an enterprise	234
	7.4.	Administrative organization	234
	7.5.	Operating and safety instructions	236
	7.6.	Invoicing and payment	238
	7.7.	Cash sale and payment	240
	7.8.	Receivables management	240
	7.9.	Summary and glossary	252
	7.10.	Final assignments	253