

Erasmus+ Best By Doing Good Practice template

Title of the GP	REVENUE MANAGER
“Owner” of the GP	CESCOT VENETO
Place of implementation	Padua
Date of implementation	19/07/2016 - 24/11/2017
Size of implementation (in EUR) if applicable	98.712,00 €
Other participants involved into the project	CONFESERCENTI REGIONALE DEL VENETO (ASSOTURISMO), TERRITORY AND TOURISM IQ, ENTE BILATERALE VENETO, BUSINESSES, PADUA CHAMBER OF COMMERCE
Objectives (<i>overall and specific objectives</i>)	The training objectives were: transferring to participants the skills necessary to support hotel facilities in the process of modernizing their pricing policies, to increase revenues by intervening with the most innovative and efficient revenue techniques. Participants had the opportunity to learn modern revenue management techniques, both in relation to pricing and to yield management, and acquiring a set of specific knowledge required to become highly operational profiles and immediately expendable within the Ho.Re.Ca. companies and to bring an added value to the companies. Participants have experienced a real on-the-job training through the use of traineeships in which they worked in strategic areas: optimization of the positioning of the single structure; introduction or revision of pricing instruments; development of strategies revenue management and their

	implementation of the interest of the individual company or destination.
Description of the GP (<i>What is it about, what was the goal, why is it considered as a GP, is it innovative somehow etc.</i>)	The GP consisted in a year-long training project to allow unemployed youngsters to acquire competences strongly required by the Ho.Re.Ca. market. The project allowed the transfer of knowledge and specific set of skills to students, by involving them in regional and transnational work experiences.
Target groups	Unemployed youngster with a higher education degree: high school diploma, VET certificate, I [^] level degree.
Impact of the GP	After participating in the project, participants received a certificate of qualification as “Revenue Manager” recognised by the Veneto Region.
Contact person (<i>Name, contact details</i>)	RAFFAELLA DEZUANI r.dezuani@cescotveneto.it
Website where the GP can be found	cescotveneto.it