

CV

Jean Pierre-Hessmann

Graduated from the Hotel School of Mexico City (*Economics and Administrative Sciences*) and the Hotel School of Geneva, Switzerland (*Hotel Management*).

He will make his experiences in various institutions such as :

Sofitel (Accor), Holiday Inn, Hotel des Bergues (Four season's), Hotel Bristol (Charming Hotels), and will join Accor group in 2005 where he will be appointed Head of Sales & Marketing for the Hotel Rotary Geneva, by the way and in the same time he will represent, promote, and sale Accor hotels in worldwide as he will be called to join the team of Accor Sales Switzerland leading the position of Sales & Account Manager. Since 2012, he started his own business as a consultant and founded his company in Geneva, Switzerland.

He is now Director of the Hotel Zlatnik Belgrade and developing several projects for hotel's school.

BASICS OF BUSINESS MANAGEMENT IN TOURISM

From a strong experience and positive results, the course has been created to enable the student to approach the hotel management in terms of business.

The course brings together the essential points collected from the Departments of Reception, Sales and Marketing which are vital to the company in terms of Business :

to know the importance and the functions of the staff in the company, define the product as such, the product in relation with the competition and the product in the market, identify market segments and better measure its potential, understand the relationship of supply and demand for better selling and negotiating, understand the need to develop a strategy, understand the utility of the Marketing-plan and subtleties of Marketing- mix, monitor production and analyze its results ...

This knowledge will allow the student to integrate teams of reception, sales and marketing with a clear vision and quickly identify all the features of the Business.