**General information**

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| Course title: | **Management of Hospitality Enterprises** |  |
| ISVU[[1]](#footnote-1) course code: |  |  |
| Studies in which the course is taught: | Study of Hospitality Management, full time study / study on regular basis |  |
| Course Instructor: | Silvija Vitner Marković, PhD., College professor |  |
| Course Assistant: | - |  |
| ECTS credits: | 5 |  |
| Semester of the course execution: | Third semester |  |
| Academic year: | 2022/2023 |  |
| Exam prerequisites: | Fundamentals of Tourism |  |
| Lectures are given in a foreign language: | English |  |
| Aims: | The aim of the course is to get students acquainted with the features of hospitality, especially in hotel industry. Also, the aim is to transfer the knowledge to the students necessary for the efficient operating of the hotel. |  |

**Course**

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| Course structure | Number of contact hours per week: | Number of contact hours per semester: | Student’s requirements by type of teaching: |
| Lectures: | 2 | 30 | attendance 80% |
| Tutorials: | 2 | 30 | attendance 80% |
| Practical (lab) sessions: |  |  |  |
| Seminars: |  |  |  |
| Field work: |  |  |  |
| Other: |  |  |  |
| TOTAL: | 4 | 60 |  |

**Monitoring of students' work, knowledge evaluation and learning outcomes**

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| Formation of the grade during the implementation of teaching:  (Define from minimum 5 to maximum 10 learning outcomes) | **LEARNING OUTCOMES**  (upon completion of the course the student should be able to:) | **FACTORS AFFECTING THE GRADE** (e.g. term paper, practical work, presentation, ...) | **MAXIMUM NUMBER OF POINTS PER FACTOR** |
| **I1:** explain the concept of hospitality and hospitality enterprises | Written exam  Oral exam | Preliminary / Written exam –  70 points  Final/oral exam- 30 points |
| **I2:**  distinguish the types of accommodation facilities and describe their characteristics | Written exam  Oral exam |
| **I3:** analyze the hotel operating departments and organization structure | Written exam  Oral exam |
| **I4:** explain the importance of market positioning of the hotel as a precondition of successful hotel business | Written exam  Oral exam |
| **I5:**explain the role of the reservation system in the hotel business | Written exam  Oral exam |
| **I6:** explain the importance and the role of guest safety, property security and new technologies in the hotel business | Written exam  Oral exam |
| Alternative formation of the grade  ( I 1 – I 10) | **or alternative formation of the grade: I 1 – I 6** | | TOTAL: 100 points |
| Students' competencies | Students will learn the specifics of the hotel organizational structure. They will be able to determine the type of the hotel company and appropriate organization structure. | | |

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| Prerequisites for course approval (lecturer’s signature): | Min. 80% class attendance (lectures + tutorials) |
| Prerequisites for taking exams: | Lecturer’s signature |
| Grading scale: | (According to the Regulations on student assessment of Karlovac University of Applied Sciences, Article 9, Paragraph 5) 90-100 - excellent (5) (A) 80 to 89.9 - very good (4) (B) 65 to 79.9 - good (3) (C) 60 to 64.9 - sufficient (2) (D) 50 to 59.9 - sufficient (2) (E) 0 to 49.9 – fail (1) (F)  Students are graded during class, what forms 70% of final exam. Students who achieve 50% (35 points) and more are allowed to take the final exam. The score on final exam makes 30% of the final grade. |

**ECTS structure**

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| ECTS credits allocated to the course reflect the total burden to the student during adoption of the course content. Total contact hours, relative gravity of the content, effort required for exam preparation, as well as, every other possible burden are taken in account: | | | | | |
| **Attendance (active participation)** | **Term paper** | **Composition** | **Presentation** | **Continuous assessment and evaluation** | **Practical work** |
|  |  |  |  |  |  |
| **Independent work** | **Project** | **Written exam** | **Oral exam** | **Other** | |
|  |  | 3,5 | 1,5 |  | |

**Review of topics/units per week associated with learning outcomes**

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| --- | --- | --- |
| Week | Lectures topics/units and learning outcomes: | Tutorials topics/units and learning outcomes: |
| 1. | Definition of Hospitality and Hospitality Enterprises. I1 | Definition of Hospitality and Hospitality Enterprises. I1 |
| 2. | Types of Basic Accommodation Facilities (according to OECD). I2 | Types of Basic Accommodation Facilities (according to OECD). I2 |
| 3. | Types of Complementary Accommodation Facilities (according to OECD). I2 | Types of Complementary Accommodation Facilities (according to OECD). I2 |
| 4. | Hotel Operating Departments, Organizational Chart of the Hotel. I3 | Hotel Operating Departments, Organizational Chart of the Hotel. I3 |
| 5. | Reception Department (organization, booking office, front desk, cashier, concierge, bellmen service). I3 | Reception Department (organization, booking office, front desk, cashier, concierge, bellmen service). I3 |
| 6. | Housekeeping Department (organization, hotel accommodation units (rooms and hotel apartments), guest laundry, Valet Service, etc.). I3 | Housekeeping Department (organization, hotel accommodation units (rooms and hotel apartments), guest laundry, Valet Service, etc.). I3 |
| 7. | Food and Beverage Department (organization, supply, storage, preparation, sales, banquets, room service, catering, personnel canteen). I3 | Food and Beverage Department (organization, supply, storage, preparation, sales, banquets, room service, catering, personnel canteen). I3 |
| 8. | Other Hotel Facilities. I3 | Other Hotel Facilities. I3 |
| 9. | Subsidiary Hotel Departments (Sales and Marketing, Human Resources, etc.). I3 | Subsidiary Hotel Departments (Sales and Marketing, Human Resources, etc.). I3 |
| 10. | Subsidiary Hotel Departments (Facility Engineering and Maintenance, etc.). I3 | Subsidiary Hotel Departments (Facility Engineering and Maintenance, etc.). I3 |
| 11. | Market Positioning of the Hotel. I4 | Market Positioning of the Hotel. I4 |
| 12. | Global Distribution Systems and Hotel Industry. I5 | Global Distribution Systems and Hotel Industry. I5 |
| 13. | Guest Safety and Hotel Security – Material Standards. I6 | Guest Safety and Hotel Security – Material Standards. I6 |
| 14. | Guest Safety and Hotel Security - Standard of Reasonable Care. I6 | Guest Safety and Hotel Security - Standard of Reasonable Care. I6 |
| 15. | Hotel Industry and New Technologies. I6 | Hotel Industry and New Technologies. I6 |

**References**

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| REFERENCES (compulsory/additional): |
| 1. Ninemeier, J. D., Hayes, D. K., Hotel Operations Management, Prentice Hall, 1st edition New Jersey, 2004  Classification of Hotel Establishments within the EU, The European Consumer Centres' Network, 2009  2. Pablo Sanz de Miguel, Notus-asr, Representativeness of the European social partner organisations: Hotels, Restaurants and Café (HORECA) sector, Eurofound, Research Report, 2018 |

**Exams for the academic year: \_**2022/\_2023

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| Exam dates: | According to the schedule of exams for academic year 2022/2023 |

**Contact information**

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| 1. Course Instructor/Lecturer: | Silvija Vitner Marković, PhD., College professor |
| e-mail: | silvija.vitner@vuka.hr |
| Office hours / Consultations: | Wednesday, 14.00 -15.30 h, office 106 |

1. ISVU – Information System of Higher Education Institutions in Croatia [↑](#footnote-ref-1)