**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, study on regular basis |
| Course Instructor: | Silvija Vitner Marković, PhD., College professor |
| Course Assistant: | - |
| ECTS credits: | 5 |
| Semester of the course execution: | Fourth 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 marketing mix in hotel industry and interpret hotel SWOT analysis | Written exam  Oral exam | Preliminary / Written exam –  60 points  Active participation during lectures- 10  Final/oral exam- 30 points |
| **I2:** distinguish the models of management in hotel industry and explain the importance of strategic planning and control | Written exam  Oral exam |
| **I3:** analyse performance indicators in hotel industry and hotel market shares | Written exam  Oral exam |
| **I4:** analyse indicators of investment performance according to USALI analysis and specifics of yield management in hotel industry | Written exam  Oral exam |
| **I5:** explain the elements of feasibility study in hotel industry | Written exam  Oral exam |
| **I6:** analyse specific hotel standards in Croatia and hotel loyalty programs | Written exam  Oral exam |
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| Alternative formation of the grade  ( I 1 – I 6) | **or alternative formation of the grade: I 1 – I 6** | | TOTAL: 100 points |
| Students' competencies | Students will be able to interpret operational indicators of hotel business performance and identify the potential benefits of projects in hotel business. | | |

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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. | The concept of Marketing mix in hotel industry **(I1)** | The concept of Marketing mix in hotel industry **(I1)** |
| 2. | Hotel SWOT analysis, Hotel SWOT strategies **(I1)** | Hotel SWOT analysis, Hotel SWOT strategies **(I1)** |
| 3. | The models of management in hotel industry; structure of Croatian hotel market **(I2)** | The models of management in hotel industry; structure of Croatian hotel market **(I2)** |
| 4. | The models of management in hotel industry; modern hotel companies **(I2)** | The models of management in hotel industry; modern hotel companies **(I2)** |
| 5. | Strategic planning and control in hotel industry **(I2)** | Strategic planning and control in hotel industry **(I2)** |
| 6. | Performance indicators in hotel industry - accommodation **(I3)** | Performance indicators in hotel industry - accommodation **(I3)** |
| 7. | Performance indicators in hotel industry - food and beverage (**I3)** | Performance indicators in hotel industry - food and beverage (**I3)** |
| 8. | Analysis of hotel market shares **(I3)** | Analysis of hotel market shares **(I3)** |
| 9. | Uniform System of Accounts for the Lodging Industry – USALI **(I4)** | Uniform System of Accounts for the Lodging Industry – USALI **(I4)** |
| 10. | Indicators of investment performance according to USALI analysis **(I4)** | Indicators of investment performance according to USALI analysis **(I4)** |
| 11. | Feasibility study in hotel industry **(I5)** | Feasibility study in hotel industry **(I5)** |
| 12. | Yield management in hotel industry **(I4)** | Yield management in hotel industry **(I4)** |
| 13. | Specific hotel standards in Croatia: Business, Meetings, Congress, Club, Casino, Holiday Resort, Coastline Holiday Resort, Family **(I6)** | Specific hotel standards in Croatia: Business, Meetings, Congress, Club, Casino, Holiday Resort, Coastline Holiday Resort, Family **(I6)** |
| 14. | Specific hotel standards in Croatia: Small & Friendly, Senior Citizens, Health & Fitness, Wellness, Spa, Diving Club, Ski, Hotel for Disabled Persons, Bike hotel **(I6)** | Specific hotel standards in Croatia: Small & Friendly, Senior Citizens, Health & Fitness, Wellness, Spa, Diving Club, Ski, Hotel for Disabled Persons, Bike hotel **(I6)** |
| 15. | Hotel loyalty programs **(I6)** | Hotel loyalty programs **(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  2. Vitner Marković, S., Pukšar, I., *Yield Management in Hotel Sector*, 7th International Scientific Conference on Production Engineering Developement and Modernization of Production RIM 2009, Cairo, Egypt , 2009, pp. 229 – 233, (ISBN 978-9958-624-29-2) |

**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)