



## **COURSE SYLLABUS**

### **General information**

|   |  |
|---|--|
| Course title:   | <b>Management of Hospitality Enterprises II</b>  |
| ISVU course code:   |  |
| Course instructor:  | Silvija Vitner Marković, PhD., College professor   |
| Course assistant:   | -  |
| Study programme and specialization in which the course is taught: | Hospitality Management   |
| ECTS credits:   | 5  |
| Semester of the course execution:                                 | IV   |
| Exam prerequisites:   | -  |
| Course objectives:  | 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 structure**

| <b>Teaching mode</b>               | <b>Number of contact hours per semester:</b> | <b>Student's requirements per teaching mode</b> |
|------------------------------------|--|---|
| Lectures:                          | 30   | attendance 80%                                  |
| Exercises (auditory, linguistics): | 30   | attendance 80%                                  |
| Exercises (laboratory, practical): |  |   |
| Field work:                        |  |   |
| Other:                             |  |   |
| <b>TOTAL:</b>                      | <b>60</b>                                    |   |

### **Monitoring of students' work and knowledge evaluation during the course**

| <b>OUTCOMES</b> |  | <b>ET1<br/>Written<br/>exam</b> | <b>ET2<br/>Oral<br/>exam</b> | <b>Total</b> | <b>Pass</b> | <b>Time frame for<br/>the recognition<br/>of the outcome</b> |
|-----------------|--|---------------------------------|------------------------------|--------------|-------------|--|
| Outcome 1       | <b>I1:</b> interpret hotel SWOT analysis   | 5                               | 5                            | 10           | 5           | Academic year  |
| Outcome 2       | <b>I2:</b> distinguish the models of management in hotel industry and explain the importance of strategic planning and control | 5                               | 5                            | 10           | 5           | Academic year  |
| Outcome 3       | <b>I3:</b> analyse performance indicators in hotel industry and hotel market shares  | 10                              | 10                           | 20           | 10          | Academic year  |
| Outcome 4       | <b>I4:</b> analyse indicators of investment performance according to USALI analysis and specifics of yield                     | 10                              | 10                           | 20           | 10          | Academic year  |



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|                      |  |     |     |     |    |               |
|----------------------|--|-----|-----|-----|----|---------------|
|                      | management in hotel industry   |     |     |     |    |               |
| Outcome 5            | <b>I5:</b> explain the elements of feasibility study in hotel industry               | 10  | 10  | 20  | 10 | Academic year |
| Outcome 6            | <b>I6:</b> analyse specific hotel standards in Croatia/EU and hotel loyalty programs | 10  | 10  | 20  | 10 | Academic year |
| Total % grade points |  | 50  | 50  | 100 | 50 |               |
| Share in ECTS        |  | 2,5 | 2,5 | 5   |    |               |

### Knowledge evaluation on exams

| Exam prerequisites      |   |              |           |       |      |
|-------------------------|---|--------------|-----------|-------|------|
| OUTCOMES                |   | Written exam | Oral exam | Total | Pass |
| Outcome 1               | <b>I1:</b> interpret hotel SWOT analysis  | 5            | 5         | 10    | 5    |
| Outcome 2               | <b>I2:</b> distinguish the models of management in hotel industry and explain the importance of strategic planning and control          | 5            | 5         | 10    | 5    |
| Outcome 3               | <b>I3:</b> analyse performance indicators in hotel industry and hotel market shares   | 10           | 10        | 20    | 10   |
| Outcome 4               | <b>I4:</b> analyse indicators of investment performance according to USALI analysis and specifics of yield management in hotel industry | 10           | 10        | 20    | 10   |
| Outcome 5               | <b>I5:</b> explain the elements of feasibility study in hotel industry  | 10           | 10        | 20    | 10   |
| Outcome 6               | <b>I6:</b> analyse specific hotel standards in Croatia and hotel loyalty programs   | 10           | 10        | 20    | 10   |
| Total % of grade points |   | 50           | 50        | 100   | 50   |
| Share in ECTS           |   |              |           |       |      |

### Review of units per week with associated learning outcomes

| Week | Lecture course content and learning outcomes:  | Outcome | Exercises course content and learning outcomes:  | Outcome |
|------|--|---------|--|---------|
| 1.   | Hotel SWOT analysis, Hotel SWOT strategies ( <b>I1</b> )                                     | I1      | Hotel SWOT analysis, Hotel SWOT strategies ( <b>I1</b> )                                     | I1      |
| 2.   | The models of management in hotel industry; structure of Croatian hotel market ( <b>I2</b> ) | I2      | The models of management in hotel industry; structure of Croatian hotel market ( <b>I2</b> ) | I2      |
| 3.   | The models of management in hotel industry; modern hotel companies ( <b>I2</b> )             | I2      | The models of management in hotel industry; modern hotel companies ( <b>I2</b> )             | I2      |
| 4.   | Strategic planning and control in hotel industry ( <b>I2</b> )                               | I2      | Strategic planning and control in hotel industry ( <b>I2</b> )                               | I2      |
| 5.   | Performance indicators in hotel industry - accommodation ( <b>I3</b> )                       | I3      | Performance indicators in hotel industry - accommodation ( <b>I3</b> )                       | I3      |
| 6.   | Performance indicators in hotel industry - food and beverage ( <b>I3</b> )                   | I3      | Performance indicators in hotel industry - food and beverage ( <b>I3</b> )                   | I3      |
| 7.   | Analysis of hotel market shares ( <b>I3</b> )  | I3      | Analysis of hotel market shares ( <b>I3</b> )  | I3      |



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|     |  |    |  |    |
|-----|--|----|--|----|
| 8.  | Uniform System of Accounts for the Lodging Industry – USALI <b>(I4)</b>  | 14 | Uniform System of Accounts for the Lodging Industry – USALI <b>(I4)</b>  | 14 |
| 9.  | Indicators of investment performance according to USALI analysis <b>(I4)</b>   | 14 | Indicators of investment performance according to USALI analysis <b>(I4)</b>   | 14 |
| 10. | Feasibility study in hotel industry <b>(I5)</b>  | 15 | Feasibility study in hotel industry <b>(I5)</b>  | 15 |
| 11. | Yield management in hotel industry <b>(I4)</b>   | 14 | Yield management in hotel industry <b>(I4)</b>   | 14 |
| 12. | Specific hotel standards in Croatia and EU: Business, Meetings, Congress <b>(I6)</b>   | 16 | Specific hotel standards in Croatia and EU: Business, Meetings, Congress <b>(I6)</b>   | 16 |
| 13. | Specific hotel standards in Croatia and EU: Holiday Resort, Coastline Holiday Resort, Family, Small & Friendly <b>(I6)</b>   | 16 | Specific hotel standards in Croatia and EU: Holiday Resort, Coastline Holiday Resort, Family, Small & Friendly <b>(I6)</b>   | 16 |
| 14. | Specific hotel standards in Croatia and EU: Club, Casino, Senior Citizens, Health & Fitness, Wellness, Spa, Diving Club, Ski, Hotel for Disabled Persons, Bike hotel <b>(I6)</b> | 16 | Specific hotel standards in Croatia and EU: Club, Casino, Senior Citizens, Health & Fitness, Wellness, Spa, Diving Club, Ski, Hotel for Disabled Persons, Bike hotel <b>(I6)</b> | 16 |
| 15. | Hotel loyalty programs <b>(I6)</b>   | 16 | Hotel loyalty programs <b>(I6)</b>   | 16 |

### **References (compulsory / additional)**

1. Ninemeier, J. D., Hayes, D. K., *Hotel Operations Management*, Prentice Hall, 1<sup>st</sup> edition New Jersey, 2004
2. Vitner Marković, S., Pukšar, I., *Yield Management in Hotel Sector*, 7th International Scientific Conference on Production Engineering Development and Modernization of Production RIM 2009, Cairo, Egypt, 2009, pp. 229 – 233, (ISBN 978-9958-624-29-2)