COURSE INTRODUCTION AND GUIDE – THE CURRICULUM			
Course title	**Business of hospitality companies**		
Teacher	Tamara Floričić, PhD, Assistant Professor		
Study program	Undergraduate university study Business Economy, Tourism		
Course categorisation	Obligatory	Course Level	Undergraduate
Semester	Summer (IV.)	Year	II.
Venue – Faculty building	FET - Faculty classroom building - Preradovićeva Outdoor locations / institutions	Language	English language
ECTS Points	6	Hours per course /semester	30 Lecture + 30 Seminars
Course prerequisite	Not defined		
Correlation	University studies: - Juraj Dobrila Univesity of Pula, Faculty of economics and tourism, Introduction to tourism, Tourism Economy - University of Rijeka, Faculty for management in hospitality industry: Introduction to hospitality, Hospitality management Organisation and Management of hotel processes		
Learning goals for this course	Aims of the course include learning and empower awareness of students for: - Importance of gaining knowledge of business organisation and operation in tourism and hospitality industry of international companies and the possibilities of implementation in Croatian hospitality industry so they could be evaluated and benchmarked as part of international business practices. - Gaining knowledge about global innovations that impact hospitality industry including implementation of modern technologies		
Expected results: Upon completion of this course, students will be able to:	The new knowledge shared at course would influence students in several fields of comprehension and understanding of importance of hospitality business in tourism system. Planned impacts of study include new knowledge where the students would be able to: 1. Define and analyse basics and characteristics of hospitality companies, the determinants of hospitality industry including restaurant business 2. To observe and explain legislative norms of hospitality business 3. To recognise positions and impacts that influence Croatian hospitality industry 4. To analyse innovative solutions in hospitality by taking in consideration its specifics and possibilities of implementation (human resource policy, technological innovations, design, branding, standards, specialisation, sustainable development)		

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<tr><td></td><td>5. To explain and analyse new technologies in hospitality industry and to recognise their influence on future development (ICT in business of hospitality companies)</td></tr>
<tr><td>Course topics and content</td><td>1. Introduction to hospitality industry, division, specifics characteristics and legislation
2. Organisation of hospitality industry: large companies and small and medium sized SME companies
3. Marketing mix of hospitality company: from product to distribution
4. Management and business operations of hospitality company - Business processes reengineering (BPR)
5. Achievement and comprehension of business result of hospitality company – controlling
6. ICT – innovative technologies in business of hospitality companies
7. Innovative solutions and modern trends of international hospitality: hotel and restaurant specialisation
8. Associations in hospitality industry, international regulations and awards
9. Quality and standards in hospitality business
10. Branding in hospitality industry – international brands and brand product - mergers in hospitality industry
11. Guests' satisfaction management – reputation management in hospitality industry – loyalty programs – importance of CRM
12. Development of sustainable hospitality and corporate social responsibility in context of modern business
13. Future trends and considerations</td></tr>
<tr><td>Planned activities, Learning methods, Grading policy</td><td>
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<tr><th>Obligations</th><th>Outcomes</th><th>Hours</th><th>ECTS*</th><th>Share in grade % - max</th></tr>
<tr><td>Classes attendance (lectures and exercises)</td><td>1 – 5</td><td>45</td><td>1,6</td><td>5%</td></tr>
<tr><td>Individual assignment and activity</td><td>1 – 5</td><td>20</td><td>0,7</td><td>5%</td></tr>
<tr><td>Essay</td><td>1 – 5</td><td>30</td><td>1,1</td><td>20%</td></tr>
<tr><td>Presentation</td><td>1 – 5</td><td>15</td><td>0,5</td><td>20%</td></tr>
<tr><td>Written exam</td><td>1 – 5</td><td>58</td><td>2,1</td><td>50%</td></tr>
<tr><td>Total</td><td></td><td>168</td><td>6</td><td>100 %</td></tr>
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LEARNING METHODS:
1. Lecture
2. Discussion
3. Class Activities
4. Audio-visual materials
5. Computer-aided materials
6. Internet activities</td></tr>
<tr><td>Student obligations</td><td><u>Additional explanations and criteria:</u>
1. Attendance policy: Regular attendance is expected.
2. Activity at class: communication, conversation, questions, explanations
3. Presentations, Examples of best European practice – EU
4. Written essay: related with topic assigned to the student</td></tr>
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Exams schedule	After ISVU schedule
Literature Recommended reading	**A-Essential:** 1. Angelo, R.M., Vladimir, A.N.,(2010), Hospitality Today: An Introduction, Lansing, USA 2. Walker, J.R. (2014), Introducing hospitality, Pearson, USA 3. Brotherton B. et al., The International Hospitality Industry – Structure, Characteristics and Issues, Butterworth Heinemann, Oxford, 2003 4. Power point presentation prepared for foreign students **B – Additional:** 1. Davis B., Lockwod A., Pantelidis I., Alcott P., Food and beverage management, 4th edition, Elsevier Oxford, 2009. Bali S.P., Food Production Operations, Oxford University Press, New Delhi India, 2009. 2. Walker, J.R. (2007), Introduction to Hospitality Management, Pearson Prentice Hall, New Jersay (dostupni PPT materijali). 3. Pavia, N., Floričić, T. Importance of modern hospitality business in destination of cultural tourism, Grzinić, J., Vodeb, K (ur.) Cultural tourism and destination impact, Juraj Dobrila University of Pula, 122-150 4. Nykiel, R., Gioia, D. (2004), Hospitality management strategies, Pearson. 5. Pavia N., Gržinić J., Floričić T., "Specialisation as a trend in modern hotel industry", Trends in Tourism and Hospitality Management, Conference proceedings, Perić, Jože (ur.), Opatija, Croatia: Faculty of Tourism and Hospitality Management, Opatija,08.-09.05.2014, p.p. 256-272, ISSN: 1848-4581 6. Floričić, T.(2014): Impact of organised tourist animation on hotel competitiveness and destination attractiveness –A case study of Istria region, Proceedings of EuroChrie Conference: Hospitality and Tourism Futures, 06.-09.10.2014. Dubai, UAE, pp.116-126 7. Floričić, T. (2016) “Specialised SME in hotel industry and market positioning”,Journal Problemy Zarzadzania – Management Issues, vol. 14, nr 3 (62), t. 2, Faculty of Management, University of Warsaw, Poland, p.p.151-171 5. Floričić T.(2016): Comprehention of innovative solution in hospitality industry, ESD 2016, 18th International Scientific Conference on Economic and Social Development - "Building Resilient Society", 09.-10.12.2016. Zagreb, ISSN:1849-7535, pp. **C - Informative:** 6. Journal: Tourism and Hospitality Management, Izdavač: Fakultet za turistički i hotelski menadžment, Opatija 7. Mintel Reports – Mintel International Group Ltd., 8. Various scientific journals related with hospitality issues.