

DESCRIPTION OF THE COURSE OF STUDY

Course code	0532-1TiR-C12-PH	
Name of the course in	Polish	Podstawy hotelarstwa
	English	<i>Fundamentals of hospitality management</i>

1. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Tourism and Recreation
1.2. Mode of study	Full time studies
1.3. Level of study	Bachelors Degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	dr hab. Ewa Nowak, prof. UJK
1.6. Contact	ewa.nowak@ujk.edu.pl

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2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	English
2.2. Prerequisites*	Basics of economics, human resource management, basics of marketing

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3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

1. Form of classes	lecture, seminar	
1. Place of classes	UJK classrooms	
1. Form of assessment	Exam, pass with grade	
1. Teaching methods	Lectures and seminars, discussions, presentations.	
1. Bibliography	Required reading	Cetner Jan, <i>Marketing usług hotelarskich</i> , Warszawa 2010 Kowalczyk Andrzej, <i>Geografia hotelarstwa</i> , Łódź 2001 Witkowski Czesław, <i>Hotelarstwo cz. 1. Podstawy hotelarstwa</i> , Warszawa 2002
	Further reading	Turkowski Marek, <i>Marketing usług hotelarskich</i> , Warszawa 2010 Witkowski Czesław, Kachniewska Magdalena, <i>Hotelarstwo cz. 3. Hotelarstwo w gospodarce turystycznej</i> , Warszawa 2005 Milewska Mariola, Włodarczyk Bogdan, <i>Hotelarstwo. Podstawowe wiadomości</i> , Warszawa 2008 www.hotelarze.pl ; e-hotelarz.pl ; e-hotelarstwo.com

4. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

1. Course objectives (including form of classes)

C1. To indicate the place and importance of the hotel industry as a branch of the economy in the process of tourism development

C2. To understand the functioning of the HoReCa market, classifying and characterizing facilities and the quality of hotel services

C3. To promote environmentally friendly solutions in the hotel industry in global and local brands.

Seminars:

C1. To identify and describe hotel systems operating in the world and in Poland.

C2. To learn and understand the importance of leadership and personnel management (HR) approaches.

1. Detailed syllabus (including form of classes)

Lectures (including e-learning)

1. Outline of the history of the hotel industry. Hospitality as a branch of the economy. (1 hour)

2. Hotel market in selected European countries and cities. The Polish hotel industry and its characteristics against the background of global trends. Size, size and ownership structure of hotels in Poland. (2 hours)

3. Top global hotel chains. (2 hours)

4. Hotel Territorial Index (HIT). (1 hour)

5. Organizational and functional structures in the hotel industry.(2 hours)

6. Types of hotel services. Analysis of hotel equipment depending on the category .(2 hours)

7. Psychophysical predispositions of hotel workers. .(2 hours)

8. Hospitality and quality management. Assessment of the quality of hotel services. .(2 hours)

9. Internet marketing of hotel services. Marketing of hotel services on the example of the Orbis hotel chain. .(2 hours)

Seminars (including e-learning)

1. Types of hotel construction. .(2 hours)

2. Corporate and global brands based on hotel groups. .(2 hours)

3. HoReCa market in France. (2 hours)

4. HoReCa market in Poland. .(2 hours)

5. Personnel management, recruitment and evaluation of employees, strategies and forms of remuneration as well as shaping the professional career of employees. (3 hours)

6. Methods of shaping the qualification potential of employees that can be used in the hotel industry: managerial planning, analysis of work efficiency, Talent Plus - determination of the job profile, OPQ (Occupational Personality Questionnaire) test, system of awarding professional qualifications certificates - NVQ (National Vocational Qualifications). (3 hours)

7. Revenue management and profit management. Up-selling rules in the hotel industry.(2 hours)

8. Animation services in Polish hotel facilities. .(Three hours)

9. Principles of a global multi-brand loyalty program for hotel guests. (2 hours)

10. Unconventional marketing campaigns (mainly hotels, airlines and travel agencies) popularity of bloggers or amateur photographers for marketing purposes .(2 hours)

11. Environmentally friendly solutions in the Polish accommodation base. .(Three hours)

12. PLANET 21 Actions for Positive Hospitality. (2 hours)

13. Key non-financial performance indicators. healthy and balanced food. (2 hours)

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4.3 Intended learning outcomes

C o d e	A student, who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	interprets the ownership, legal, organizational and managerial forms of hotel enterprises in various countries and knows the capital affiliation of global brands on the hotel market. He knows the codes, legal regulations regarding the management and management in the hotel industry, taking into account the provisions of national and EU law or selected regions of the world.	TIR1P_W07
W02	characterizes the basic technologies and IT tools used for the management and customer service in the hotel sector	TIR1P_W09
W03	describes the basic ethical and legal principles related to the hotel business, in particular employee rights in the guest service industry	TIR1P_W10
within the scope of ABILITIES:		
...U01	uses basic theoretical knowledge in the field of tourism and recreation and social sciences to describe in detail and analyze in practice the socio-economic, legal and political processes and phenomena characteristic of tourism and recreation	TIR1P_U01

U02	chooses standards and regulations (legal, professional and ethical) related to services in the hotel industry, catering both as a business activity and as a human resource management HR.	TIR1P_U07
U03	uses basic research techniques and tools (especially IT) as well as technological processes for the needs of personnel management and hotel customer service	TIR1P_U08
within the scope of SOCIAL COMPETENCE:		
...K01	He/she establishes contacts with clients (hotel guests) in a competent, polite and honest manner. It follows the principles of good practice. He/she is friendly and organized. He/she speaks foreign languages (English, German, Russian).	TIR1P_K01

1. Methods of assessment of the intended learning outcomes																								
Teaching outcomes (code)	Method of assessment (+/-)																							
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardized test used in e-learning					
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes					
	L	S	...	L	S	...	L	S	...	L	S	...	L	S	...	L	S	...	L	S	...	L	S	...
...W01	X									X														
W02	X									X														
W03	X									X														
...U01	X						X			x			X											
U02	x						X			X			X											
U03	X						X			X			X			X								
...K01										X						X								

*delete as appropriate

1. Criteria of assessment of the intended learning outcomes		
Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	presents the history of the hotel industry and its main forms and directions of activity, as well as presents selected hotels and assesses their location and category.
	3,5	characterizes the HoReCa market and uses terminology and concepts from the hotel industry
	4	Discusses and knows the methods of qualifying employees in the hotel industry: managerial planning, global hotel brands and places of their location, code of ethics in the hotel industry. He knows the reservation systems and the rules of loyalty programs
	4,5	describes the hotel industry in a comprehensive manner, provides examples of mission and marketing in a selected hotel group. He knows the principles of good practice in managing staff in the hotel industry and the principles of the Planet 21 program
	5	discusses the importance of location in the hotel industry, understands the principles of branding in hotel chains and the importance of environmentally friendly activities. Proposes an effective approach to revenue management and profit management, interprets HIT.
	3	uses selected sources of knowledge about the hotel industry and correctly uses terminology in the field of hotel categorization

Seminars (S)* (including e-learning)	3,5	He knows the terminology in the field of hospitality and the principles of personnel management. It describes global hotel brands, their missions and products.
	4	He uses booking services and is able to develop a folder with the mission and promotion of the hotel
	4,5	uses sources of knowledge about the hotel industry, analyzes trends in new locations, economic situation and gives examples of good personnel management. It declares and describes the principles of sustainable economy in the hotel industry.
	5	Has his own opinions about trends in the hotel industry and can justify them, describes good practices in personnel management. Understands and is able to apply and evaluate the Planet 21 program. Indicates the advantages and disadvantages of loyalty programs. Develops a marketing program for a selected hotel. Develops an animation program in a selected hotel targeted at a selected age group.
ot he rs (...)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	

5. BALANCE OF ECTS CREDITS – STUDENT’S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
<i>NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/</i>	45	27
<i>Participation in lectures*</i>	15	9
<i>Participation in classes, seminars, laboratories*</i>	30	18
<i>Preparation in the exam/ final test*</i>		
<i>Others (please specify e.g. e-learning)*</i>		
<i>INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/</i>	55	73
<i>Preparation for the lecture*</i>		
<i>Preparation for the classes, seminars, laboratories*</i>	35	53
<i>Preparation for the exam/test*</i>	10	10
<i>Gathering materials for the project/Internet query*</i>		
<i>Preparation of multimedia presentation</i>	10	10
<i>Others *</i>		
TOTAL NUMBER OF HOURS	100	100
ECTS credits for the course of study	4	4

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**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

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