



## **“Hotel Business Management” SYLLABUS**

<b>Basic data of the subject</b>	
<b>Academic Unit:</b>	Economic Faculty
<b>Course title:</b>	Hotel Business Management
<b>Program:</b>	Business Administration
<b>Level:</b>	Bachelor
<b>Course status:</b>	Mandatory
<b>Study year:</b>	III– semester V
<b>Number of hours per week:</b>	2+2
<b>Credit value – ECTS:</b>	5 ECTS
<b>Time / location:</b>	Friday:10-11:30 Lectures: Exercise: 11:45-13:15; 13:30-15:00
<b>Lecturer:</b>	Prof.Ass.Dr.Venet SHALA
<b>Contact details:</b>	E-mail: venet.shala@uni-prizren.com
<b>Course description:</b>	<p>The course studies the factors that affect the demand and supply of hotel business management. The business travel market is very broad and international in scope. Tourism is one of the main reasons for the creation and management of hotels. The goal is to analyze the importance of hotels in local and global networks. Countries in transition, like our country are giving maximum importance to hotel businesses, since climatic conditions and beautiful tourist areas are not missing and must be used.</p>
<b>Course objectives:</b>	<p>The purpose of this course is that the businesses in the hotel field are in a mutual relationship because where there are tourist areas, there should also be hotels in areas with architectural and historical infrastructure. Studying a hotel presents various difficulties and satisfactions which must be balanced to achieve maximum service. In another aspect the care shown by the management sector to provide the required service, and the procedures it follows to achieve the desire result, should be studied. Hotel business require special attention to the subject studied in the following chapters where they will describe each of its components links and the process they must follow to achieve the final result: high quality service and maximum customer satisfaction which affects microeconomic and macroeconomic level.</p>
<b>Learning outcomes:</b>	<p>The subject is structured in such a way that students receive the most complete and appropriate education in the most efficient way. During the study of the course and until its completion, students should be able to:</p> <ul style="list-style-type: none"><li>➤ Understand the importance of hotel business at the local and international level, the use of factors that affect the supply and demand of hoteliers</li><li>➤ Knowing the requirements of the basic customer for building a quality service</li><li>➤ The qualitative and quantitative characteristic of the accommodation offer, which has a direct impact on the overall success of tourist destinations.</li><li>➤ Investments in infrastructure, which is the foundation for the development of hotel business and vital for the development of this field.</li></ul>



Contribution on student load (must correspond with learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	15	30
Exercise theoretical/laboratory	2	15	30
Practice work	3	3	9
Contact with lecturer/consultations	1	5	5
Field exercises	2	3	6
Mid-terms, seminars	2	3	6
Homework	3	2	6
Individual time spent studying (at the library or home)	1	15	15
Final preparation for the exam	2	7	14
Time spent in evaluation (tests, quiz, final exam)	1	4	4
Projects, presentations, etc.	2	15	30
Total			125 hours (5 ECTS)
Teaching methods :	Interactive lectures, seminar papers, discussions etc.		
Evaluation methods:	Students are evaluated through testing, whereas the final grade consists of four components: - Attendance and activity classes: 0-10 points - First colloquium: 0 – 45 points - Working seminar: 0 – 10 points - Second colloquium: 0- 45 points  Exam: 100 points		
Literature			
Basic Literature:	<ul style="list-style-type: none"><li>• Introduction to Hospitality Management: Denis Roynold, Imran Rahman, Clayton Barrows: Wiley (2021)</li><li>• Hospitality Management: A brief Introduction: 1<sup>st</sup> edition: Roy Wood (2015)</li></ul>		
Additional Literature:	Menaxhimi i Bizneseve Hoteliere - Turistike: Vjollca Bakiu: Tiranë, 2013		

Designed study plan:		
Week	Lectures	Exercises
<i>First week:</i>	Course description: History of hotel business management: The importance of service quality in the hotel industry	Distribution of tasks in groups, related to the management of hotel business

<i>Second week:</i>	Measuring quality in the hospitality industry	Description of each department in the organization chart of a full-service hotel
<i>Third week:</i>	The role and importance of departments in hotel business	Organization chart study of a hotel with a low number of rooms, and a hotel with a number of up to 500 rooms
<i>Fourth week:</i>	Services and its types in the hotel industry	Applying the importance of service staff training in the hotel industry
<i>Fifth week:</i>	Hotels classification standards in relation to business impact	Job analysis and career development in different hotel sectors at local and international level in different hotel sectors
<i>Sixth week:</i>	Critical success factors for hospitality businesses	Feasibility study of local hotels, depending on hotel levels. Visit to top hotel businesses
<i>Seventh week:</i>	Supply-demand factors affecting hotel and tourism management	Recent research by the World Travel and Tourism Council on how the tourism industry has directly contributed to global GDP growth.
<i>Eighth week:</i>	Test 1/ mid-term evaluation	Test 1
<i>Ninth week:</i>	Management control of the hotel enterprise	Balance analysis from year to year, quality-price ratio, price-quality ratio.
<i>Tenth week:</i>	Problems that appear in hotel business	Group exercise: Identifying problems in hotel businesses
<i>Eleventh week:</i>	Hotel product marketing	Practical task: Forms of marketing in hotel business management
<i>Twelfth week:</i>	Organization in hotel enterprise	Exercises: Managing a hotel
<i>Thirteenth week:</i>	The impact of information technology in the management of hotel business	Case studies
<i>Fourteenth week:</i>	Personnel management in hotel businesses	Examples of Practice / Case studies
<i>Fifteenth week:</i>	Test 2/ Mid-term evaluation	Student's presentation
<b>Academic policies and rules of conduct:</b>		
<ul style="list-style-type: none"> <li>• Students must be aware and respect the rules of the institution</li> <li>• Must respect the schedule of lectures, exercises and be attentive in class</li> <li>• They must have their ID card with them</li> <li>• During the drafting of the papers, the student must adhere to the instructions given by the teachers</li> <li>• The use of mobile phones is not allowed during the test hours</li> </ul>		