

ENGLISH – SYLLABUS (SPECIALTY)					
<b>SUBJECT:</b> <b>CONTEMPORARY TOURISM AND HOSPITALITY MANAGEMENT</b>					
<b>Studies: Management</b> 1 cycle studies Management Specialty: <b>International Business And Tourism</b>			<b>Faculty: Management</b>		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	4	20	16	<b>4</b>
<b>Course description:</b> The Contemporary Tourism and Hospitality Management programme immerse students in the rapidly evolving landscape of the tourism and hospitality industry, focusing on current trends, challenges, and innovations. It offers a comprehensive exploration of the multifaceted aspects of this dynamic field. The curriculum revolves around understanding the latest trends in travel preferences, consumer behavior, and technological advancements impacting the industry. It aims to equip students with the knowledge and skills required to provide exceptional customer experiences, emphasizing personalized and customer-centric services that align with contemporary traveler expectations. Moreover, the program emphasizes the importance of sustainable and responsible tourism practices, highlighting strategies to minimize environmental impact while maximizing social and economic benefits. It delves into the integration of technology, such as AI, data analytics, and digital marketing, in optimizing operations and enhancing guest satisfaction. Cultural competence and diversity management are integral components, acknowledging the diverse cultural backgrounds of tourists and guests, and enabling students to navigate cultural differences effectively. Entrepreneurship and business development modules foster students' entrepreneurial spirit, encouraging innovative thinking and providing the tools necessary to launch and manage successful ventures within the industry. Additionally, crisis management and resilience in hospitality and tourism training prepare students to handle unforeseen challenges, ensuring the ability to adapt and respond effectively to disruptions in the tourism and hospitality sectors. The course is filled in with many case studies and practical examples of Contemporary tourism and hospitality management problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.					
<b>COURSE LEARNING OBJECTIVES:</b> <ol style="list-style-type: none"> <li>1. Understanding Tourism and Hospitality Industry Trends: To provide insights into the latest trends, innovations, and dynamics shaping the tourism and hospitality sectors.</li> <li>2. Customer-Centric Service Excellence: To develop skills in delivering exceptional customer service tailored to the contemporary needs and expectations of travelers and guests.</li> <li>3. Sustainable and Responsible Tourism Practices: To emphasize the importance of sustainable and responsible practices in tourism and hospitality operations.</li> <li>4. Technological Adaptation and Innovation: To explore the integration of technology in enhancing guest experiences, operational efficiency, and marketing strategies.</li> <li>5. Cultural Competence and Diversity Management: To foster an understanding of diverse cultural backgrounds and manage cultural nuances in hospitality and tourism settings.</li> <li>6. Entrepreneurship and Business Development: To equip students with entrepreneurial skills necessary for creating and managing successful ventures in the industry.</li> <li>7. Crisis Management and Resilience: To prepare students to navigate and respond effectively to crises and disruptions in the tourism and hospitality sectors.</li> </ol>					



8. Global Perspectives and Market Analysis: To provide a global perspective on tourism and hospitality markets, encompassing diverse regions and market dynamics.

Teaching the functions and role of Contemporary tourism and hospitality management for nowadays market entities, developing skills in solving contemporary problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on Contemporary tourism and hospitality management problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Contemporary tourism and hospitality management in contemporary world.

#### **COURSE EVALUATION:**

**Workshops** – desk research report (written and oral), classes participation and activities, case studies

**Lectures** - final exam will be one-choice questions and open questions. (or TBA during classes)

#### **The grading scale is as follows:**

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

#### **Course policies and class rules:**

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

#### **Teaching Methods:**

Lectures and case studies (multimedia, case study – projects on sales management topics)

#### **Course overview:**

*The Contemporary Tourism and Hospitality Management programme immerse students in the rapidly evolving landscape of the tourism and hospitality industry, focusing on current trends, challenges, and innovations. It offers a comprehensive exploration of the multifaceted aspects of this dynamic field. The curriculum revolves around understanding the latest trends in travel preferences, consumer behavior, and technological advancements impacting the industry. It aims to equip students with the knowledge and skills required to provide exceptional customer experiences, emphasizing personalized and customer-centric services that align with contemporary traveler expectations. Moreover, the program emphasizes the importance of sustainable and responsible tourism practices, highlighting strategies to minimize environmental impact while maximizing social and economic benefits. It delves into the integration of technology, such as AI, data analytics, and digital marketing, in optimizing operations and enhancing guest*

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**Main topics:**

1. Trends and Innovations in Tourism and Hospitality Management
2. Customer Experience Management in Hospitality
3. Sustainable Tourism Managerial Practices
4. Technology Integration in Hospitality Operations
5. Cultural Diversity in Tourism and Hospitality Management
6. Entrepreneurship in the Tourism and Hospitality Industry
7. Crisis Management in Hospitality and Tourism

**Literature**

**Main texts:**

1. Morrison, Alastair M. - "Hospitality and Tourism Marketing: A Global Perspective" - Routledge - 2019
2. Buhalis, Dimitrios, Leung, Ruby C.H. - "Tourism Marketing: A Global Perspective" - Emerald Publishing Limited - 2018
3. Weaver, David B., Lawton, Laura J. - "Tourism Management" - Wiley - 2018
4. Pizam, Abraham, Mansfeld, Yoel - "Tourism, Security and Safety: From Theory to Practice" - Butterworth-Heinemann - 2018

**Additional required reading material:**

1. Page, Stephen J. - "Tourism Management: Managing for Change" - Routledge - 2018
2. Woo, Linda, White, Levent Altinay - "Tourism and Hospitality Marketing: A Global Perspective" - Sage Publications Ltd - 2018
3. Go, Frank M. - "E-Tourism: Development, Challenges & Future Issues" - Routledge - 2019

**Rules of the exams on subject (Assessments)**

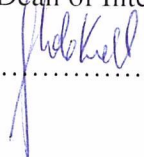
Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature: .....



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