

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

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| Course Title: | HOSPITALITY | | | | |
| Course code (VAIS): | Ekon3023 | | | | |
| Study programme: | Tourism Organisation and Management | | | | |
| Level of Study programme: | <input type="checkbox"/> | 1st level professional higher education | | | |
| | <input checked="" type="checkbox"/> | Professional Bachelor | | | |
| | <input type="checkbox"/> | Professional Master | | | |
| | <input type="checkbox"/> | PhD level | | | |
| Type of Study programme: | <input checked="" type="checkbox"/> | Compulsory course (Part A) | | | |
| | <input type="checkbox"/> | Professional specialization courses (Part B, compulsory) | | | |
| | <input type="checkbox"/> | Professional specialization optional courses (Part B, optional) | | | |
| | <input type="checkbox"/> | Elective courses (Part C) | | | |
| Course Workload: | Credits | ECTS | Academic hours | Contact hours | Independent work hours |
| | 4 | 6 | 160 | 64 | 96 |
| Course Author/ Tutor: | Zane Kudure | | | | |
| | Lecturer, Mg.sc.admin. | | | | |
| | zane.kudure@va.lv | | | | |
| | Consultation: according to the schedule for each semester | | | | |
| Course Form: | Full time studies | | | | |
| Study year, semester: | Year 1, Semester 2 | | | | |
| Language: | Latvian, English | | | | |
| Prerequisites for the Course: | Tourism Basics; Travellers' Psychology and Motivation | | | | |
| Course Summary: | The aims of the course are: 1) to develop understanding of hospitality industry and concepts; 2) to maintain knowledge and develop skills that are necessary for work in the hospitality industry; 3) to maintain knowledge and develop skills that are necessary for analysis and development of hospitality services. | | | | |
| Course Methods: | Lectures, practical work, hotel visits, discussions, workshops, test, final assessment - written exam | | | | |
| Assessment: | Written exam | | | | |
| Requirements for Credits: | Participation in at least one discussion within the course according to the requirements of the discussion task; Participation in all workshops / in case of absence an alternative task must be completed; Successful performance (at least grade 4) at the practical work: analysis of hospitality services and marketing; Successful performance (at least grade 4) at the test; Successful performance (at least grade 4) at the exam. | | | | |
| Course Contents: | Characteristics of hospitality industry in Latvia, Europe and the world; Types of hospitality services; Management structure of hotels; Management of hotel guest services; Marketing of hospitality services; Trends in the hospitality industry. | | | | |
| Learning Outcomes¹; the evaluation methods and criteria | Learning Outcomes | | | The evaluation methods and criteria | |
| | Knowledge | | | | |
| | Understanding of the hospitality industry and concepts; understanding of the management structure of hotels; understanding of the management of hotel guest services. | | | Test | |
| | Knowledge and understanding of the marketing of hospitality services. | | | Practical work (group work, independent written work, presentation) | |
| | Knowledge and understanding of the achievements and trends in the hospitality industry. | | | Workshop | |
| Skills | | | | | |

¹ <http://www.nki-latvija.lv/par-lki>

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| | Skills in analysing hospitality product ideas, quality and other aspects related to hospitality product development and implementation. | Practical work (individual independent written work, presentation) |
| | Skills in discussing hospitality product ideas, development perspectives, quality and other questions related to hospitality services. | Discussion |
| | Guest service skills; Business communication skills with corporate customers. | Workshop |
| Competency | | |
| | Ability to independently acquire, select, and interpret information that is necessary for maintaining and analysing hospitality services. | Practical work, workshop, discussion |
| | Ability to analyse and develop hospitality services in line with the development trends of the industry, economy and society. | Practical work, workshop, discussion |
| Course Compulsory literature: | Walker, J.R. 2013. <i>Introduction to Hospitality</i> . Harlow, UK, Pearson Education Limited | |
| Course additional literature: | Kotler, P.T., Bowen, J.T., Makens, J., Baloglu, S. 2016. <i>Marketing for Hospitality and Tourism</i> . Upper Saddle River, US, Pearson Education Limited Walker, J.R. 2013. <i>Introduction to Hospitality Management</i> . Harlow, UK, Pearson Education Limited Pizam, A., Holcomb, J. (eds.) 2008. <i>International Dictionary of Hospitality Management</i> . Oxford, Elsevier Rutherford, D.G., O'Fallon, M.J. (eds.) 2007. <i>Hotel Management and Operations</i> . Hoboken, New Jersey, John Wiley & Sons, Inc. Žvals R. 2006. <i>Viesmīlības pamati</i> . Rīga, "Biznesa augstskola Turība" Hospitalitybusinessnews.com Hospitalitynet.org Nozare.lv World Travel Market Industry Report (news.wtmlondon.com./wtm-travel-reports) World Travel Market Global Trends Report (news.wtmlondon.com./wtm-travel-reports) | |
| Course confirmation date: | 21.09.2016. | |
| Date of course description update: | | |

Study Course Plan:

| Date | Theme | Hours | Study Form |
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| <i>The date is specified before the implementation of the course</i> | Characteristics of hospitality industry in Latvia, Europe and the world (4 contact hours, 6 independent work hours) | 10 | Lectures, test |
| | Types of hospitality services (8 contact hours, 12 independent work hours) | 20 | Lectures, hotel visits, test |
| | Management structure of hotels (16 contact hours, 24 independent work hours) | 40 | Lectures, hotel visits, test |
| | Management of hotel guest services (12 contact hours, 18 independent work hours) | 30 | Lectures, workshop, discussion, test |
| | Marketing of hospitality services (20 contact hours, 30 independent work hours) | 50 | Lectures, discussion, practical work |
| | Trends in the hospitality industry (4 contact hours, 6 independent work hours) | 10 | Lectures, workshop, discussion |