

Identification	Subject	THM 801 – “Principles of Tourism and Hospitality Management” – 3KU credits (6 ECTS)	
	Program	Graduate (MBA)	
	Department	Economics and Management	
	Term	2022/23 Fall semester	
	Instructor	Polad Orujov	
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	Classroom/hours		
	Office/hours		
Prerequisites	None		
Language	English		
Compulsory/Elective	Compulsory		
Textbooks and course materials	Main textbooks: Tourism Management 6th edition, Routledge, 2019, by Stephen J. Page; Introduction to Management in the Hospitality Industry, 10th Edition, Wiley, 2011, by Clayton W. Barrows, Tom Powers and Dennis R. Reynolds.		
Course outline	This course explains tourism demand forecasting methods. Also, it provides current and comprehensive knowledge on hotel administration from point of view of hotel general managers. The course describes various tasks and activities are realized by hotel departments such as Front Office, Human Resources, Sales and Marketing, Housekeeping, Accounting, Food and Beverage and Facility Engineering and Maintenance.		
Course objectives	<p>The main objectives of Principles of Tourism and Hospitality Management are:</p> <ul style="list-style-type: none">• To enlighten students about the importance of Tourism for economic growth• To describe major motives how tourists, choose a destination and explain what are the motivations why people travel• To provide students with important knowledge for how and why transportation is important for Tourism and also, to equip them with relevant tools for how to successfully manage various types of transport for use of Tourism• Explain planning tools that GMs use to build organizational culture <p>Describe primary responsibilities of human resources personnel and identify essential role of HR on providing safety of employees, and improving work quality</p>		
Learning Outcomes	<p>By the end of this course, students will have:</p> <ul style="list-style-type: none">• explored career opportunities in the hospitality and tourism industry;• examined a range of career roles in hospitality and tourism and the educational qualifications those roles require;• discussed the importance of ethical behavior, teamwork, and communication in hospitality and tourism contexts;• examined the principles on which day-to-day operations (such as room sanitation and food preparation) in hotels and restaurants are based;• created plans and performed calculations and organizational tasks in real-world contexts related to the hospitality and tourism industry;• investigated the impact of technology on hospitality businesses; <p>assessed the importance of the hospitality and tourism industry to the economy as a whole and the impact of the industry on society and culture.</p>		
Teaching methods	Group discussion		x
	Lecture		x
	Problem solving		x
Evaluation Criteria	Methods	Date/deadlines	Percentage (%)
	Midterm exam		30
	Attendance		5
	Class activity		5
	Quiz (2)		10
	Group presentation		10
	Final exam		40
Policy	Attendance and participation: The students are required to attend all classes as part of their studies and those having legitimate reasons for absence (illness, family bereavement etc.) are required to inform the instructor. Generally, four (4) unauthorized absence marks will lead to the students’ expulsion		

<p>from the course.</p> <p>. However, this student is able to enter the second double hours without delaying.</p> <p>The attendance and participation will account for 10 % of the total course grade, which depends on students' good class attendance and active participation in class discussions.</p> <p>Preparation for class</p> <p>The structure of this course makes your individual study and preparation outside the class extremely important. The lecture material will focus on the major points introduced in the text. Reading the assigned chapters and having some familiarity with them before class will greatly assist your understanding of the lecture. After the lecture, you should study your notes and work relevant problems from the end of the chapter and sample exam questions.</p> <p>Throughout the semester we will also have a large number of review sessions. These review sessions will take place during the regularly scheduled class periods.</p> <p>Withdrawal (pass/fail)</p> <p>This course strictly follows grading policy of the School of Economics and Management. Thus, a student is normally expected to achieve a mark of at least 60% to pass. In case of failure, he/she will be referred or required to repeat the course the following term or year. For referral, the student will be required to take examination scheduled by instructor.</p> <p>Quizzes</p> <p>There will be two quizzes and these quizzes will constitute 10 percent of the total grade. Makeup quizzes will not be given except in the case of dire emergency. Students are required to turn in answers to assignments at the beginning of the classes at which they are due. Late assignments will not be accepted. All quizzes will be consisting of both open-ended.</p> <p>Group presentations</p> <p>Students will be required to make 15-20 minutes long presentations. Students will form groups each group with three members and the due date for this assignment is week 15. Aim of this assignment is to help students to improve their oratory skills and apply various theories to practice.</p> <p>Cheating/plagiarism</p> <p>Cheating or other plagiarism during the Quizzes, Mid-term and Final Examination will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations.</p> <p>Professional behavior guidelines</p> <p>The students shall behave in the way to create favorable academic and professional environment during the class hours. Unauthorized discussions and unethical behavior are strictly prohibited.</p>			
Tentative Schedule			
	Date/Day	Topics	Textbook/Assignments
1		Tourism Today. Why is It a Global Phenomenon Embracing All Our Lives	Ch. 1 (Tourism Management; 6th edition)
2		Tourism: Its Origin, Growth and Future	Ch. 2 (Tourism Management; 6th edition)
3		Demand: Why Do People Engage in Tourism	Ch. 3 (Tourism Management; 6th edition)
4		Transporting the Tourist, I: Surface Transport	Ch. 4 (Tourism Management; 6th edition)
5		Transporting the Tourist II: Aviation Sector	Ch. 5 (Tourism Management; 6th edition)
6		Tour Operating and Travel Retailing	Ch. 7 (Tourism Management; 6th edition)
7		Visitor attractions and events / Quiz 1	Ch. 8 (Tourism Management; 6th edition)
8		The management of tourism	Ch. 9 (Tourism Management; 6th edition)
9		The public sector and tourism	Ch. 10 (Tourism Management; 6th edition)
10		Mid-term Exam	

11		Perspectives on careers in Hospitality	Part 1 (Introduction to Management in the Hospitality Industry, 10th Edition)
12		Food service	Part 2 (Introduction to Management in the Hospitality Industry, 10th Edition)
13		Lodging	Part 3 (Introduction to Management in the Hospitality Industry, 10th Edition)
14		Management in the Hospitality Industry / Quiz 2	Part 5 (Introduction to Management in the Hospitality Industry, 10th Edition)
15		Hospitality as a Service industry / Group presentation	Part 6 (Introduction to Management in the Hospitality Industry, 10th Edition)
		Final Exam	

This syllabus is a guide for the course and any modifications to it will be announced in advance.