

DETAILED COURSE CURRICULUM

GENERAL INFORMATION		
Course name	Introduction to hospitality	
Study programme	Business Economics in Tourism and Hospitality - module Hospitality Management	
Year of study	1st	
Course status	Mandatory	
Course web site	https://moodle.srce.hr/2022-2023/course/view.php?id=136837	
Evaluation in points and forms of classes:	ECTS coefficient of student workload	3
	Number of classes (L+P+S)	15+0+15
Course holder	Name and surname	Marina Laškarin Ažić, PhD
	Office	306
	Office hours OPATIJA: Monday: 11.30 a.m.– 13.30 p.m. Wednesday: 10.00 a.m. – 12.00	
	Telephone	
	e - mail	marinal@fthm.hr
COURSE DESCRIPTION		
Course objectives		
The course objective is to introduce students to development, specificity, and characteristics of the hospitality industry, and to create preconditions to understanding diverse and specific hospitality services.		
Expected learning outcomes related to the Course		
After passing the examination, students should be able to: 1. correctly explain and interpret the basic concepts involved in hospitality; 2. explain and interpret the various types of services provided in hospitality; 3. analyse the various regulatory standards relating to hospitality; 4. conduct and interpret research on the association of hospitality with other branches of the industry; 5. recognise and explain different levels and subsystems of management in hospitality industry.		
Teaching methods		
Lectures, seminars and workshops		

Students' obligations and method of evaluating the obligations (integration of learning outcomes, teaching methods and assessment)

Activity type	ECTS credits assigned to the activity	Learning outcomes	Student activity	Assessment method	Credits (maximum per value)
Class attendance	1	1-5	Attendance: >75%	Evidence of class attendance	0
Seminar paper	0,6	Fill in the outcome number (e.g. 2)	Writing skills and presentation, discussion	Evaluation of the accuracy of the standard content.	22
Continuated test (mid-term exam)	0,9	1-5	Preparation for the periodic test		48
Final exam	0,5	1- n (please include all the outcomes)	Preparation for the final exam	0-30 credits	30
Total ECTS credits	3			Total credits	100

Notes and activity description

Students conduct their own research project on which they write their seminar paper and present their research findings (PPP presentation).

Each midterm exam consists of 15 open-ended questions (1.6% per correct answer).

The final exam consists of 10 questions.

Assessment method

The assessment and the evaluation of the students' work during the class and on the final exam is carried out according to the Rulebook on evaluation of students at the Faculty of Tourism and Hospitality Management.

REFERENCES

Obligatory references

Walker, J.R. (2017). Introduction to Hospitality, Global Edition, 8th edition, Pearson

Additional references

Rocco M. Angelo, Andrew N. Vladimir (2011): Hospitality Today: An Introduction, American Hotel & Lodging Educational Institute

Johnston, R., Clark, G., Shulver, M. (2012) Service operation management, Pearson

Quality and course performance monitoring method

The quality of lectures is monitored according to the regulations of the University of Rijeka. In the last weeks of lectures of the current semester, an anonymous survey is conducted to let students evaluate the quality of lectures in the Course.

EXAM DEADLINES

Do not enter the terms but the following text:

For undergraduate study:

The schedule of exam deadlines is available at the link: <https://www.fthm.uniri.hr/studiji/preddiplomski-sveucilisni-studij/ispiti>

ADDITIONAL COURSE INFORMATION**Method of informing the students**

The students are informed on the course through the Merlin system and the Faculty web site <https://www.fthm.uniri.hr/>.

Regular information is the personal responsibility of the student.

LECTURES SCHEDULES**FULL-TIME STUDIES**

The lectures of the course will be held according to the following schedule:

N.	Date/Hours from – till / Hall	Lecture type	Topic	Group	Coordinator
1	03/10/2022 10.00-11.30 am hall B1	L	Introduction to the course	MUH	M. Laškarin Ažić
		S	Seminar assignment	MUH	M. Laškarin Ažić
2	10/10/2022 10.00-11.30 am hall B1	L	Hospitality business: working with and for people	MUH	M. Laškarin Ažić
		S	Presentation of seminar papers	MUH	M. Laškarin Ažić
3	17/10/2022 10.00-11.30 am hall B1	L	Service operation managers: Service makes the difference	MUH	M. Laškarin Ažić
		S	presentation of seminar papers	MUH	M. Laškarin Ažić
4	24/10/2022 10.00-11.30 am hall B1	L	Future trends in travel industry: who are our future tourists (guests)?	MUH	M. Laškarin Ažić
		S	Future trends in travel industry: who are our future tourists (guests)?	MUH	M. Laškarin Ažić
5	31/10/2022 10.00-11.30 am hall B1	L	Understanding the world of hotels	MUH	Guest lecturer
		S	Presentation of seminar papers	MUH	M. Laškarin Ažić
6	07/11/2022 10.00-11.30 am hall B1	L	Hotel operations: Room division	MUH	M. Laškarin Ažić
		S	Presentation of seminar papers	MUH	M. Laškarin Ažić
7	14/11/2022 10.00-11.30 am hall B1	L	1 st midterm	MUH	M. Laškarin Ažić
		S	Presentation of seminar papers	MUH	M.

					Laškarin Ažić
8	21/11/2022 10.00-11.30 am hall B1	L	Food & beverage industry	MUH	M. Laškarin Ažić
		S	Presentation of seminar papers	MUH	M. Laškarin Ažić
9	28/11/2022 10.00-11.30 am hall B1	L	Hotel operations: Food & Beverage division	MUH	M. Laškarin Ažić
		S	Presentation of seminar papers	MUH	M. Laškarin Ažić
10	5/12/2022 10.00-11.30 am hall B1	L	How technology change hospitality business and its' consumers	MUH	M. Laškarin Ažić
		S	Presentation of seminar papers	MUH	M. Laškarin Ažić
11	12/12/2022 10.00-11.30 am hall B1	L	Marketing in hospitality	MUH	M. Laškarin Ažić
		S	Presentation of seminar papers	MUH	M. Laškarin Ažić
12	19/12/2022 10.00-11.30 am hall B1	L	Management companies and Franchising	MUH	M. Laškarin Ažić
		S	Presentation of seminar papers	MUH	M. Laškarin Ažić
13	09/01/2023 10.00-11.30 am hall B1	L	Hospitality management	MUH	M. Laškarin Ažić
		S	Presentation of seminar papers	MUH	M. Laškarin Ažić
14	16/01/2023 10.00-11.30 am hall B1	L	Communication and negotiation skills	MUH	M. Laškarin Ažić
		S	Presentation of seminar papers	MUH	M. Laškarin Ažić
15	23/01/2023 10.00-11.30 am hall B1	L	2 nd midterm	MUH	M. Laškarin Ažić
		S	Presentation of seminar papers	MUH	M. Laškarin Ažić