

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	The International Hotel Industry
Name of the subject in English:	The International Hotel Industry
Credit value of the subject:	3
The code of the subject in the electronic study system:	BN-INHIND-03-EA
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Tourism
Course type and number of contact hours:	Lecture, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

Following successful completion of the semester, students will be able to explain the operation of the international hotel industry and the role of international hotel chains in the economy. They will be able to differentiate between a hotel belonging to an international chain and an independent hotel, based on several criteria. Students will learn about international brands, their place within the industry, and current trends. They will also gain insight into the sales and operational processes of an international hotel.

SUMMARY OF THE CONTENT OF THE SUBJECT

International hotel chains have always been the pioneers of changes in the field of accommodation services. These companies are the first to respond to changes regarding customer experience and provide their customers with the same level of service all over the world. During the course, students get to know international chains, their brands, operating methods, the general organizational structure of their hotels, their standardized systems and their future aspirations, all of which contribute to the long-term preservation of their competitive advantage over non-chain hotels.

Students have the opportunity to complete the "Demand management: Breaking down today's commercial silos" course in Coursera independently.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Students learn the characteristics of the international hotel industry through theoretical modules and practical examples presented during the lectures. The case studies, specific practical examples, questions and suggestions presented at the lectures provide an opportunity for students to start conversations about the presented subject. They can support their opinions by professional arguments, and are also welcome to share their own ideas. During the semester, students will have the opportunity to actively participate in the course, in form of a group work. They will be assigned to work on a predetermined task, having the chance to showcase their professional approach, make suggestions in form of a presentation. Students will present their work during the last two lectures.

Students have the opportunity to complete the "Demand management: Breaking down today's commercial silos" course in Coursera independently.

EVALUATION OF THE SUBJECT:

Students, arranged in small groups, carry out research related to the material of the presentation, and make suggestions in relation to the predetermined professional subject. All

team members actively participate in the project work introduced to them at the beginning of the semester, including their participation in the presentation during the last two lectures. In case the presentation is successful, students will be offered a grade for their performance during the semester. Elements of a successful presentation: its structure must meet the criteria specified at the beginning of the semester, it shall include a research section, cause-and-effect relationships, conclusions, up-to-date professional knowledge, and following the summary at the end, students shall share their opinion, proposal. In case the presentation cannot be evaluated, or in case the student does not agree with the grade offered, an in-person, written exam has to be taken at the end of the semester. The content of the exam is based on the presentations and shown in class. In the evaluation, 51 points out of a maximum of 100 points can be considered as a successful exam.

Students have the opportunity to complete the "Demand management: Breaking down today's commercial silos" course in Coursera independently. By completing this course, they can gain 10 points that will count as extra credit. Students can only gain these 10 points by uploading a certificate issued by Coursera at the end of the semester to Coospace certifying the completion of the course.

Offered grade can be given: Yes.

OBLIGATORY READING LIST:

- *Hotel accommodation management.* , 2018

RECOMMENDED READING LIST:

- Harper, David: *Hotels and resorts : an investors' guide.* , 2017
- Wood, Andrew: *The hotel and resort marketing bible.* s.n., 2017