POLTAVA UNIVERSITY OF ECONOMICS AND TRADE

Educational and Scientific Institute of Day Education

Department of Hotel and Restaurant and Resort Business

APPROVED BY

Head of the Department

_____ Tetyana Kaplina
(підпис)   (ініціали, прізвище)

«30» august 2023

WORK PROGRAM

academic discipline

«World Hotel Business»

educational program / specialization «Hotel and restaurant business»

specialty 241 Hotel and restaurant business
         (code)   (name of the specialty)

field of study   24   Service sector
              (code)   (name of the field of knowledge)

higher education degree   master
                      (Bachelor, Master, Doctor of Philosophy)

Work program of the discipline **«World Hotel Business»** approved and recommended for use in the educational process at a meeting of the Department of Hotel, Restaurant and Resort Business. Protocol № 2 by 30.08.2023.

Poltava 2023

Compiled by: A. Kaplina Associate Professor, PhD,
D. Myronov, Associate Professor, PhD.

APPROVED BY:

Guarantor of the educational program 241 «Hotel and restaurant business»
specialty Hotel and restaurant business of the master's degree

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_____   N. Rogova
(signature)   (initials, surname)

«30» august 2023

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CONTENTS

Part 1. Description of the course

Table 1. Description of the course World Hotel Business

Place in the structural and logical scheme of training	*Prerequisites: Activity Management of Hotel Room Stock, Quality of Service in Hotels and Restaurants, Front Office of Room Inventory Management, Innovation Technologies in Hotel Business* *Post requisites: -*
Language of instruction	English
Status of the course – compulsory	
Year / semester of study	1st year/ 2nd semester
Duration	3ECTS credits /90 hours
Full time study:	
Hours: 90	
- lectures: 16	
- practical classes: 20	
- independent work: 54	
- formative assessment: credit	

Part 2. Competencies provided by the course, program learning outcomes

The aim of the course is to provide students with basic knowledge in the field of hospitality on the basis of world experience, to offer insights into comprehensive knowledge of the history, state and trends of foreign hotel industry.

Table 2. Competencies provided by the course, program learning outcomes

Learning outcomes	Competences that the student has to be mastered
LO 01. Develop and make effective decisions on the development of hotel and restaurant business entities, taking into account goals, resources, limitations and risks, ensure their implementation, analyze and compare alternatives, assess risks and the likely consequences of their influence. LO 02. Communicate freely orally and in writing in Ukrainian and English	*General competence (GC)* GC 05. Ability to use information and communication technologies. GC 08. Ability to work in an international context. *Special competence (SC)* SC 1. The ability to apply scientific, analytical, methodological tools, to use interdisciplinary research to analyze the state of development of global and local markets of hotel and restaurant

Learning outcomes	Competences that the student has to be mastered
when discussing professional issues, research and innovations in the field of hotel and restaurant business. LO 07. Research the development models of international and national hotel and restaurant chains (corporations).	services to solve complex problems of hotel and restaurant business development. SC 10. The ability to apply the principles of social responsibility in the activities of hotel and restaurant business entities.
LO 09. Apply specialized software to solve the problems of managing the main and auxiliary business processes of hotel and restaurant business entities. LO 16. Be able to identify and critically evaluate key development trends in the hotel and restaurant industry.	SC 16. The ability to identify and critically evaluate key trends in the development of the hospitality industry and apply them to the formation of new models of business processes in the hotel and restaurant business.

Part 3. Program of the course

Topic 1. Historical aspect of the world hotel development.
Topic 2. World hotel classification.
Topic 3. Hotel chains.
Topic 4. Founders of the hotel industry.
Topic 5. Organizational structure of world hotel businesses.
Topic 6. Features of guests servicing in the hotels of the world.
Topic 7. International standards in the hotel business.

Part 4. Plan of the course

Table 4. World Hotel Business course plan

Theme of lecture	Hours	Name of practical class (discussion issues)	Hours	Independent work	Hours
Module 1. Main components of the world hotel industry					
Theme 1. Historical aspect of the world hotel development 1. The main historical periods of the hotel industry development. 2. The formation of the specialized lodgings (VI–XV centuries). The	2	**Theme 1. Historical aspect of the world hotel development** 1. The main historical periods of the hotel industry development. 2. The formation of the specialized lodgings (VI–XV centuries).	2	To make as a scheme the development of the hotel services in Europe and USA.	6

Theme of lecture	Hours	Name of practical class (discussion issues)	Hours	Independent work	Hours
development of the hotel industry at the XVI □ the beginning of the XX century. 3. The development of the hotel service in Europe and USA.		The development of the hotel industry at the XVI □ the beginning of the XX century. 3. The development of the hotel service in Europe and USA.			
Theme 2. World hotel classification 1. Classification by the number of stars. 2. Country house hotels. 3. Town house accommodation. 4. Travel accommodation (lodges). 5. Guesthouse/private hotels. 6. Farmhouse. 7. Pubs and inns.	2	**Theme 2. World hotel classification** 1. Classification by the number of stars. 2. Country house hotels. 3. Town house accommodation. 4. Travel accommodation (lodges). 5. Guesthouse/private hotels. 6. Farmhouse. 7. Pubs and inns.	2	To compile a table of world classification features (USA, India, Europe, Asia). On the basis of the international standards to make a table of requirements to the rooms by categories in the world. To build up a scheme of the quality international standards of the hotels in the world.	8
Theme 3. Hotel chains 1.The definition of hotel chains. 2.Marriot chain. 3.Kempinski hotels. 4.Holiday Inn. 5.Franchising.	2	**Theme 3. Hotel chains** 1.The definition of hotel chains. 2.Marriot chain. 3.Kempinski hotels. 4.Holiday Inn. 5.Franchising.	2	To compile a table comparing hotel chains. On the basis of the table, draw a conclusion on the best hotel chains in the world.	8
Theme 4. Founders of the hotel industry 1.E. M. Statler.	2	**Theme 4. Founders of the hotel industry** 1.E. M. Statler.	4	To combine the info into table: the biography of the	8

Theme of lecture	Hours	Name of practical class (discussion issues)	Hours	Independent work	Hours
1.Conrad Hilton. 2.Cesar Ritz. 3.William Waldorf Astor and John Jacob Astor IV. 4.Kemmons Wilson. 5.J. W. Marriott and J. W. Marriott Jr. 6.Ernest Henderson and Robert Moore. 7.Ray Schultz.		1.Conrad Hilton. 2.Cesar Ritz. 3.William Waldorf Astor and John Jacob Astor IV. 4.Kemmons Wilson. 5.J. W. Marriott and J. W. Marriott Jr. 6.Ernest Henderson and Robert Moore. 7.Ray Schultz.		hotel industry originators (Statler, Marriott, Wilson, Ritz), years of businesses creation, hotel features characteristics, services, contribution to the global hotel business. To chart the countries where hospitality business was started (Statler, Hilton, Marriott, Wilson. Ritz).	
Module 2. International standards of hotel business service					
Theme 5. **Organizational structure** 1.Introduction to organizational structure. 2.Hotel organizational structure 3. Departmentation. 4. Span of management.	2	**Theme 5.** **Organizational structure** 1.Introduction to organizational structure. 2.Hotel organizational structure 3. Departmentation. 4. Span of management.	4	To make a presentation of the organizational structure of a hotel.	8
Theme 6. The features of guests servicing in the hotels of the world 1. Guest cycle and service in the hotels of the world. 2.The organization and service technology of front office department in the hotels of the world. 3. The organization and functioning of the	2	**Theme 6. The features of guests servicing in the hotels of the world** *Discussion issues* 1. Guest cycle and service in the hotels of the world. 2.The organization and service technology of front office department in the hotels of the world. 3. The organization and	4	To choose a hotel in the world and make a presentation of guest servicing in it.	8

Theme of lecture	Hours	Name of practical class (discussion issues)	Hours	Independent work	Hours
housekeeping department.		functioning of the housekeeping department.			
Theme 7. International standards in hotel business 1.European Hotel Stars Union.	4	**Theme 7. International standards in hotel business** 1.European Hotel Stars Union. 2.European standards and other CEN deliverables.	2	To make a presentation of the hotel standards in a certain country on the choice.	8
2.European standards and other CEN deliverables. 3.ISO – international organization for standardization. 4.Seven stars.		3.ISO – international organization for standardization. 4.Seven stars.			
Total	**16**		**20**		**54**

Part 5. Knowledge assessment system

Table 5. Number of points according to the results of studying the course World Hotel Business

Types of learning activity	Maximum number of points
Module 1 (themes 1-4). Attendance (4 points); activities at practical classes (36 points).	40
Module 2 (themes 5-7). Attendance (4 points); activities at practical classes (36 points).	40
Final test	20
Total	**100**

Policy of studying the discipline and assessment

Assessment policy for higher education students: all assignments provided for in the program must be completed on time; assignments that are submitted late without valid reasons are assessed at a lower grade (75% of the possible maximum number of points for the activity). The modules are retaken with the permission of the lead teacher if there are valid reasons (e.g., sick leave).

Regulations on the organization of the educational process https://puet.edu.ua/wp-content/uploads/2023/06/polozhennya-pro-organizacziyu-osvitnogo-proczesu.pdf

Regulations on the procedure and criteria for assessing the knowledge, skills and abilities of higher education students https://puet.edu.ua/wp-content/uploads/2023/07/polozh_por_kryt_ocinyuvannya.pdf.

Procedure for the liquidation of academic debt by higher education students https://puet.edu.ua/wp-content/uploads/2023/07/poryadok-likvidacziyi-zdobuvachamy-vyshhoyi-osvity-akademichnoyi-zaborgovanosti.pdf

Regulations on re-education https://puet.edu.ua/wp-content/uploads/2023/07/poloz_pro-povt-navch.pdf

Attendance policy: attendance is a mandatory component, but for objective reasons (martial law in Ukraine, illness, employment, internship) it is possible to attend classes remotely using the Moodle platform.

Policy on academic integrity: no violation of academic integrity is allowed while working on the course material. A set of ethical principles and rules that applicants should use when taking the course is given in the following scientific and methodological materials of PUET:

Student Honor Code https://puet.edu.ua/wp-content/uploads/2023/07/kodeks_chesti_studenta.pdf.

Regulations on Academic Integrity https://puet.edu.ua/wp-content/uploads/2023/07/polozh_akadem_dobrochesnist.pdf

Regulations on the prevention of cases of academic plagiarism https://puet.edu.ua/wp-content/uploads/2023/07/polozhennya-pro-zapobigannyavypadkam-akademichnogo-plagiatu.pdf.

The policy of recognition of learning outcomes is defined by the following documents:

Regulations on the procedure for re-accreditation of learning outcomes obtained in foreign and domestic educational institutions https://puet.edu.ua/wp-content/uploads/2023/07/polozh_por_perezarah_rez_zvo.pdf.

Regulations on Academic Mobility of Higher Education Students https://puet.edu.ua/wp-content/uploads/2023/07/polozha_pro_akademichnu_mobilnist.pdf.

Regulations on the Procedure for Recognition of Learning Outcomes Obtained through Non-formal and/or Informal Education https://puet.edu.ua/wp-content/uploads/2023/07/polozhennya-pro-poryadok-vyznannya-rezultativ-navchannya-zdobutyh-shlyahom-neformalnoyi-ta-abo-informalnoyi-osvity.pdf; infographic (section Education/Organization of the Educational Process/Non-formal Education) https://puet.edu.ua/neformalna-osvita/.

Conflict Resolution Policy:

Regulations on the rules for resolving conflict situations https://puet.edu.ua/wp-content/uploads/2023/07/polozhennya-pro-pravyla-vyrishennya-konfliktnyh-sytuaczij-u-puet.pdf

Regulations on appealing the results of final control in the form of an exam https://puet.edu.ua/wp-content/uploads/2023/07/poloz_pro-apel_pidscontr.pd f

Authorized person for the prevention and detection of corruption https://puet.edu.ua/zapobigannya-ta-protidiya-korupciyi/.

Policy of support for participants in the educational process:

Psychological Service: http://puet.edu.ua/psyhologichna-pidtrymka-v-puet/. Student Ombudsman (Commissioner for Students' Rights) PUET http://puet.edu.ua/other-divisions/studentskyj-ombudsmen-upovnovazhenyj-z-prav-studentiv-puet/ Commissioner for the Prevention and Detection of Corruption https://puet.edu.ua/zapobigannya-ta-protidiya-korupciyi/.

Safety of the educational environment: Information on the safety of the PUET educational environment is provided in the "Life Safety" tab at http://puet.edu.ua/pro-puet/bezpeka-zhyttyediyalnosti/.

Table 6. Grading scale on the results of studying the course

Total points for all types of learning activities	ECTS scale score	National scale score
90–100	A	Excellent
82–89	B	Very good
74–81	C	Good
64–73	D	Satisfactory
60–63	E	Adequate satisfactory
35–59	FX	Fail with the possibility of retesting
0–34	F	Fail with compulsory re-study of the course

Part 6. References Basic

1. Developments and challenges in the hospitality and tourism sector URL: http://www.ilo.org/wcmsp5/ groups/public/@ed_norm/@relconf /documents/ meetingdocument/wcms_166938.pdf.

2. Historical Development of Hotel Industry URL:http://www.docstoc.com/docs/79263218/Historical-Development-ofHotel-Industry.

3. Origin of Hospitality URL:http://hotel-industry.learnhub.com/lesson/7876-origin-ofhospitality.

4. Sathwara S. Origin of Hotel Industry /S. Sathwara/ URL:http://www.slideshare.net/Shantimani/origin-of-hotel-industry5180449.

5. The Evolution of Hotel Industry URL:http://thehospitalityconcepts.blogspot.com/2010/12/evolution-of-hotelindustry.html.

6. The History of Hotel & Restaurant Management URL:http://traveltips.usatoday.com/historyhotel- restaurantmanagement-54946.Html + &cd=12&hl=ru&ct=clnk&gl=ua.

7. Classification of hotel establishment within the EU, available at:
URL:http://ec.europa.eu/consumers/ecc/docs/hotel_establishment_classification_EU_en.pf

8. Classification of hotels the USA, available at: URL: http://ivsoi.org/ archives/ Understanding the New French Hotel Rating System, available at: http://europeupclose.com/article/french-hotel-rating-system

9. Guidelines for Hotel Classification in USA & UK, available at: http://mystikalindia.com/2012/04/guidelines-for-hotelclassification-in-usa-uk/

10. Hotel classification system, available at: http://www.hotrec.eu/Documents/Document/20110907124426Classification_-_update_June_2011.pdf .

11. Standards of hotel classification, available at: http://www.worldhotelrating.com/about.php.

12. The Leading Hotels. URL:www.lhw.com

13. Visit England 2009. Hotel accommodation: quality standards, available at: http://www.visitengland.com/en/stay/qualityratings.

Part 7. Course software

1. Software for SERVIO hotels.
2. Program for hotels, hostels, mini-hotels, recreation centers and boarding houses – jSolutions.
3. MS Office package.