

HIGHER EDUCATIONAL INSTITUTION UKOOSPILKA  
 POLTAVA UNIVERSITY OF ECONOMICS AND TRADE  
 Educational and Scientific Institute of Full -time education, Hotel, Restaurant and Tourism Business  
 Chair of Hotel, Restaurant and Resort Business

**SYLLABUS**  
 of the course  
**World Hotel Business**  
 for the 2022–2023 academic year

Year and semester of study	1st year, 2nd semester
Educational program / Study program	Hotel and Restaurant Business
Specialty for which the course is compulsory	241 Hotel and Restaurant Business
Field of study	24 Services sector
Degree of higher education	Master

Given name and family name of the university teacher who conducts the course,  
 academic title,

**Anna Kaplina, PhD**, scientific degree,  
**Associate Professor**

position

Associate Professor of the Chair of Hotel,  
 Restaurant and Resort Business

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Class schedule	<a href="http://schedule.puet.edu.ua/">http://schedule.puet.edu.ua/</a>
Personal tuitions	face to face, <a href="http://www.grks.puet.edu.ua/index.php">http://www.grks.puet.edu.ua/index.php</a> online: via email, Mon – Fr from 10.00 a.m. till 5.00 p.m.
Distance course page	<a href="https://el.puet.edu.ua/">https://el.puet.edu.ua/</a>

**Course description**

<b>The aim of the course</b>	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.
<b>Duration</b>	3 credits ECTS/90 hours.
<b>Forms and methods of teaching</b>	Lectures and practical classes in the classroom, independent work, trainings outside the schedule (methods: infographics, storytelling, building models).
<b>Formative and summative assessment</b>	Formative assessment: attending lectures; activities at practical classes; final module test. Summative assessment: credit.
<b>Basic knowledge</b>	Typification and classification of the hotel business in Ukraine.
<b>Language of instruction</b>	English

**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 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). LO 09. Apply specialized software to solve the problems of managing the main and auxiliary business processes	<i>General competence (GC)</i> GC 05. Ability to use information and communication technologies. GC 08. Ability to work in an international context.  <i>Special competence (SC)</i> 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 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. 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.

Learning outcomes	Competences that the student has to be mastered
of hotel and restaurant business entities. LO 16. Be able to identify and critically evaluate key development trends in the hotel and restaurant industry.	

### Content of the course

Topic	Activities	Independent work within the topic
<b>Module 1. Main components of the world hotel industry</b>		
Topic 1. Historical aspect of the world hotel development	Attending lectures; activities at practical classes; final module test.	To make as a scheme the development of the hotel services in Europe and USA
Topic 2. World hotel classification	Attending lectures; activities at practical classes; final module test.	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.
Topic 3. Hotel chains	Attending lectures; activities at practical classes; final module test.	To compile a table comparing hotel chains. On the basis of the table, draw a conclusion on the best hotel chains in the world.
Topic 4. Founders of the hotel industry	Attending lectures; activities at practical classes; final module test.	To combine the info into table: the biography of the 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).
<b>Module 2. International standards of hotel business service</b>		
Topic 5. Organizational structure of world hotel businesses	Attending lectures; activities at practical classes; final module test.	To make a presentation of the organizational structure of a hotel.
Topic 6. Features of guests servicing in the hotels of the world	Attending lectures; activities at practical classes; final module test.	To choose a hotel in the world and make a presentation of guest servicing in it.
Topic 7. International standards in the hotel business	Attending lectures; activities at practical classes; final module test.	To make a presentation of the hotel standards in a certain country on the choice.

### References

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](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-of-Hotel-Industry>.
3. Origin of Hospitality URL:<http://hotel-industry.learnhub.com/lesson/7876-origin-of-hospitality>.
4. Sathwara S. Origin of Hotel Industry /S. Sathwara/ URL:<http://www.slideshare.net/Shantimani/origin-of-hotel-industry-5180449>.
5. The Evolution of Hotel Industry URL:<http://thehospitalityconcepts.blogspot.com/2010/12/evolution-of-hotel-industry.html>.
6. The History of Hotel & Restaurant Management URL:<http://traveltips.usatoday.com/historyhotel-restaurant-management-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.pdf](http://ec.europa.eu/consumers/ecc/docs/hotel_establishment_classification_EU_en.pdf)
8. Classification of hotels the USA, available at: URL: [http://ivsoi.org/archives/ Understanding the New French Hotel Rating System](http://ivsoi.org/archives/Understanding%20the%20New%20French%20Hotel%20Rating%20System), 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-hotel-classification-in-usa-uk/>
10. Hotel classification system, available at: [http://www.hotrec.eu/Documents/Document/20110907124426-Classification\\_-\\_update\\_June\\_2011.pdf](http://www.hotrec.eu/Documents/Document/20110907124426-Classification_-_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](http://www.lhw.com)
13. Visit England 2009. Hotel accommodation: quality standards, available at: <http://www.visitengland.com/en/stay/qualityratings>.

### Course software

Microsoft Office software package.

### Course study and assessment policy

- Policy on deadlines and retesting: tasks that are submitted in non-compliance with deadlines without a good reason are rated lower (75% of the possible maximum number of points per activity). Retesting of modules takes place with the permission of the lead teacher if there are good reasons (for example, a sick leave).
- Academic integrity policy: cheating during a current module work and testing is prohibited (including using mobile devices). Mobile devices are allowed to be used only during online testing and preparation of practical tasks in the class.
- Attendance policy: class attendance is a mandatory component. For objective reasons (for example, illness, employment, internship) the student can study online (Moodle) as agreed by the lead teacher.
- Policy of counting the results of non-formal education: <http://puet.edu.ua/uk/publiczna-informaciya>
- Non-formal education <http://puet.edu.ua/uk/neformalna-osvita>

### Assessment

The final grade for the course is calculated through the formative assessment

Module, topic	Type of learning activity		Scores
	Attendance	Activities at practical classes	
<b>Module 1</b>			
TOPIC 1	1	9	10
TOPIC 2	1	9	10
TOPIC 3	1	9	10
TOPIC 4	1	9	10
<b>Total for module 1</b>			<b>40</b>
<b>Module 2</b>			

Module, topic	Type of learning activity		Scores
TOPIC 5	1	9	10
TOPIC 6	1	9	10
TOPIC 7	2	18	20
<b>Total for module 2</b>			<b>40</b>
<b>Final test</b>			<b>20</b>
<b>Total for the course</b>			<b>100</b>

#### Grading scale on the results of studying the course

Marks 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

*Note: For additional types of academic work, a student can receive additional points (for participation in scientific work, Olympiad, etc. 20 points), which are added to the total final grade for studying the academic discipline, but the total final grade cannot exceed 100 points.*