HIGHER EDUCATIONAL INSTITUTION UKOOPSPILKA
POLTAVA UNIVERSITY OF ECONOMICS AND TRADE
Educational and Scientific Institute of Food Technology, Hotel, Restaurant and Tourism Business
Chair of Hotel, Restaurant and Resort Business

SYLLABUS
of the course
World Hotel Business
for the 2020-2021 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, scientific degree, academic title,	**Yanina Tahiltseva, PhD in Philology, Associate Professor**
position	Associate Professor of the Chair of Hotel, Restaurant and Resort Business

Contact telephone number	+380667491481
E-mail address	yanina.tagiltseva@gmail.com
Class schedule	http://schedule.puet.edu.ua/
Personal tuitions	face to face, http://www.grks.puet.edu.ua/index.php online: via email, Mon – Fr from 10.00 a.m. till 5.00 p.m.
Distance course page	https://el.puet.edu.ua/

Course description

The aim of the course	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.
Duration	4 credits ECTS/120 hours.
Forms and methods of teaching	Lectures and practical classes.
Formative and summative assessment	Formative assessment: attending lectures; activities at practical classes; final module test. Summative assessment: credit.
Basic knowledge	Typification and classification of the hotel business in Ukraine.
Language of instruction	English

Competencies provided by the course, program learning outcomes

Learning outcomes	Competences that the student has to be mastered
LO 06. To apply the framework of categories and concepts of hotel and restaurant business for the presentation of scientific research results. LO 11. To assess the impact of different groups of factors on the peculiarities of the functioning and prospects of international hotel and restaurant business. LO 17. To formulate scientifically sound recommendations and deliver consulting services to representatives of the hotel and restaurant business, developers of programs, projects for the improvement of hotel and restaurant services, representatives of public authorities and local governments.	General competence (GC) 11. Ability to work in an international context and use modern methods and technologies of scientific communication in state and foreign languages. GC 12. Ability to write scientific papers in a foreign language (scientific article, conference abstracts, scientific report, request for scientific grants, etc.) and the ability to translate from a foreign language scientific papers of different content and volume. Special competence (SC) 17. Knowledge of the laws of effective business communication; conditions for ensuring positive employee engagement. SC 19. Ability to have global systems for assessing guest satisfaction, methods of forming customer loyalty, psychological aspects of service in the global hotel business.

Learning outcomes	Competences that the student has to be mastered
LO 18. To develop a policy and implement the principles of sustainable development for local, regional and national programs for the development of hotel and restaurant business in Ukraine, based on the experience of the global hotel industry.	

Content of the course

Topic	Activities	Independent work within the topic
Module 1. Main components of the world hotel industry		
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).
Module 2. International standards of hotel business service		
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 [Електронний ресурс]. –http://www.ilo.org/wcmsp5/ groups/public/ @ed_norm/@relconf /documents/ meetingdocument/wcms_166938.pdf.-
2. Historical Development of Hotel Industry [Електронний ресурс]. – http://www.docstoc.com/docs/79263218/Historical-Development-of-Hotel-Industry.
3. Origin of Hospitality [Електронний ресурс]. – http://hotel-industry.learnhub.com/lesson/7876-origin-ofhospitality.
4. Sathwara S. Origin of Hotel Industry /S. Sathwara/ [Електронний ресурс]. http://www.slideshare.net/Shantimani/origin-of-hotel-industry-5180449.
5. The Evolution of Hotel Industry [Електронний ресурс]. – http://thehospitalityconcepts.blogspot.com/2010/12/evolution-of-hotel-industry.html.
6. The History of Hotel & Restaurant Management [Електронний ресурс]. – 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: http://ec.europa.eu/consumers/ecc/docs/hotel_establishment_classification_EU_en.pf
8. Classification of hotels the USA, available at: 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-hotel-classification-in-usa-uk/
10. Hotel classification system, available at: 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. [Електронний ресурс]. – Режим доступу: 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/publichna-informaciya

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	
Module 1			
TOPIC 1	1	9	10
TOPIC 2	1	9	10
TOPIC 3	1	9	10
TOPIC 4	1	9	10
Total for module 1			**40**
Module 2			
TOPIC 5	1	9	10
TOPIC 6	1	9	10
TOPIC 7	2	18	20

Module, topic	Type of learning activity		Scores
Total for module 2			40
Final test			20
Total for the course			100

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