

Study Programme: PhD in Geosciences (Tourism)			
Level: PhD			
Course title: Global tendencies in international hotel management			
Lecturer(s): dr Ivana Blešić			
Status: elective			
ECTS: 11			
Requirements: None			
Learning objectives			
Determining, understanding and acquiring the key factors of global development of hotel management, noticing and understanding the correlation between global development of hotel management and global development of tourism; identifying and monitoring the basic indicators of development of global hotel management; perceiving and projecting future global tendencies in international hotel management.			
Learning outcomes			
Evaluation of the correlation between development of international hotel management and global socioeconomic tendencies; evaluation of influence of global development tendencies in hotel management on national economies; evaluation of local potentials for implementation of global standards of international hotel management; possibility of adapting global standards of international hotel management to conditions of local environment; possible types of integration and cooperation at all levels.			
Syllabus			
<i>Theoretical part</i>			
Range and dynamics of accommodations in the world; Macro regional distribution of accommodations of international hotel management; Specific development tendencies of hotel management in certain parts of the world (Europe and some regions, North America, Central and South America, Far East and Pacific region, Near and Middle East, Africa-north, middle and south); Trends concerning size, range of services, price, organizational status of hotel objects; Diversification and specialization of offer in international hotel management; Global business strategies in hotel management; Global strategic alliances in hotel management.			
<i>Practical part</i>			
Preparation for seminar paper analyses of study cases; Analysis of global development tendencies in hotel management related to typical examples: hotel chains, international hotel associations, certain regions and countries.			
Recommended literature			
1. Chon, K.S., Cunill, O.M.: The Growth Strategies of Hotel Chains, Best Business Practices by Leading Companies, Routledge, 2006 2. Go, F.M., Pine, R.: Globaliyation Strategy in the Hotel Industry, Routledge, New York, 2001. www.world-tourism.org, www.hotels.com, www.hotelsmag.com, www.ehotelier.com, www.smithtravelresearch.com			
Weekly teaching load	Lectures: 4(60)		Student research:
Teaching methodology			
Oral presentation, illustrative-demonstrative method			
Grading method (maximal number of points 100)			
Pre-exam obligations	points	Final exam	points
Seminar paper	50	Oral exam	50