

Study programme: BAS Tourism			
Course title: International hotel chains (T403)			
Lecturer (Name, Middle name, Surname): dr Milan D Bradić			
Status: obligatory for module Hotel Management			
ECTS: 6			
Requirements: None			
Learning objectives Understanding the norms of development of the international hotel industry. Basics of organizational behaviour, organizational culture and ethics of multinational hotel companies. Understanding and accepting business strategies of international hotel chains and discovering the basic factors of their positioning in the global market of hotel services.			
Learning outcomes Contribution of the subject is reflected in the selective approach to international hotel chains offer, recognizing differences and particularities that make the process of market segmentation and specialization through packages. Acquiring ability to assess the possibilities of applying the experience in the international hotel chains.			
Syllabus <i>Theoretical lessons</i> Notion and types of hotel chains. Historical overview of the hotel chains development. Importance of the world's great hoteliers for the development of international hotel chains. Main factors of territorial expansion and internationalization of hotel chains. The vision and mission of international hotel chains. Corporate culture and management style of international hotel chains. The main types of agreements in the international hotel industry (franchise agreement, management contract, direct investment...) Internal differentiation and specialization of international hotel chains – Branding. The business strategy of focusing on the user. Specialized programmes for guests. Specialized programmes for employees. Consortia and conglomerates in the international hotel industry. <i>Practical lessons</i> Presentation of the world's leading hotel chains, case studies - development concept, the relationship between the qualitative and quantitative development, competitive advantages and positioning in different markets.			
Literature: <ol style="list-style-type: none"> Ivanova, M., Ivanov, S., Magnini, V. (2016), The Routledge Handbook of Hotel Chain Management, Taylor & Francis Cunill, O.M (2006): The Growth Strategies of Hotel Chains, The Haworth Hospitality Press, New York, London, Oxford <i>Additional Literature:</i> <ol style="list-style-type: none"> Hotels, The Magazine of the Worldwide Hotel Industry, www.hotelsmag.com 			
Weekly teaching load			4 (60)
Lectures: 2	Exercises: 2	Other forms of teaching:-	Student research: -
Methods of Teaching: Lectures, Illustration and Demonstration, Practical skills			
Knowledge score (maximum 100 points)			
Pre-examination assignments	points	Final examination	points
Activities during lectures	0-5	Written examination	
Practical skills	0-5	Oral examination	30-45
Colloquia	20-40	
Seminar paper	0-5		