

## Tárgytematika / Course Description International Hotels Management

KGNM\_TRTA079

**Tárgyfelelős neve /**

**Teacher's name:** dr. Albert-Tóth Attila

**Félév / Semester:** 2024/25/1

**Beszámolási forma /**

**Assesment:** Folyamatos számonkérés

**Tárgy heti óraszám /**

**Teaching hours(week):** 2/2/0

**Tárgy féléves óraszám /**

**Teaching hours(sem.):** 0/0/0

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### OKTATÁS CÉLJA / AIM OF THE COURSE

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The aim of the course "International Hotels Management" is for students to have complex knowledge of the theoretical and practical aspects of hotel topics and, after adequate hotel professional experience, to be suitable for management positions.

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### TANTÁRGY TARTALMA / DESCRIPTION

**DESCRIPTION**Based on international literature, it describes the most important information required in the field of hotel management, hotel operation, hotel ratings and evaluations.

1. Introduction / Requirement
2. Leadership in Hotel Industry – Hotel Management
3. Hotel ratings in Europe / Hotelstars Union
4. Hotel types / Hotel development
5. Hotelchains / Independent Hotels
6. Staff/ Organization chart
7. The Guest cycle
8. Hotel Operation

9. Room's Division

10. Housekeeping / Maintenance

11. Food and Beverage

12. Pricing / Marketing

13. Revenue Management 14. Sustainability in Hotel Industry / Green Hotels

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## **SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD**

**ASSESSMENT'S METHOD** The student must give a presentation during the semester, on the topic of the hotel industry / hotel management (Powerpoint, 15-20 slides). Homework (same topic, word, 15-20 pages)

### **Type of assessment:**

Evaluation based on student's performance and work during the semester

1. Presentation (Powerpoint, 15-20 slides) (50% of points)

2. Homework (Word, 10-15 pages) (50% of points)

**Deadline of Homework (Word):** 1st of December, 2023

### **Evaluation system:**

88-100% Excellent (5)

75-87% Good (4)

63-74% Satisfactory (3)

51-62 % Passed (2)

0-50% Fail (1)

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### **KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL**

The System of the Hotelstars Union (European Union)

<https://www.hotelstars.eu/system/description/>

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### **AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL**