



## COURSE SYLLABUS

**Course title:** Strategic hotel management

**Study programme and level:** Tourism Enterprise Management,  
Undergraduate professional study programme, 1st level

### Prerequisites:

Attending Hotel management and operations course

### Content (Syllabus outline):

Management of hotels:

- planning, coordination and control of departments
- organization of work process
- financial control
- services quality control
- product development
- investment policy (construction, renovation...)

Hotel marketing and sales:

- sales as source of revenue
- channels of distribution
- marketing mix for hotels
- advertising and promotion
- travel trade fairs

Strategic partnerships:

- capital investments
- vertical and horizontal cooperation and linkages

International hotel industry:

- hotel chains, franchising and business models
- issues in international hotel industry

Impact of tourism trends on hotel industry:

- globalization and hotel industry
- environmental issues
- new concepts of lodging