

## COURSE SYLLABUS

**Course title:** Management in tourism

**Study programme and level:** Tourism Enterprise  
Management, 1st / Bachelor's  
degree study programme

### Content (Syllabus outline):

1. The role and importance of management in tourism:
  - organizational forms of tourist organizations (economic companies, non-economic companies, institutes, associations)
  - performance, mission and social responsibility of tourist organizations
  - Planning function in tourist organizations;
  - Function of organization in tourist organizations;
  - Management function in tourist organizations;
  - Control function in tourist organizations;
  - Introducing changes in tourist organizations (methods and samples)
2. Management methods and tools
  - styles and levels of management in tourism organizations
  - (cybernetics of relationships of the second order)
  - the decision-making and planning process
  - the process of negotiation and cooperation
  - the design and process of teamwork in a tourist organization
  - the specifics of cooperation in teams in the tourism industry
  - use of HOTS (Hotel Operation Training System) simulation
3. Management classes in tourism:
  - digitization of management in tourist organizations
  - digital tools for optimizing processes in leadership and management
  - coaching method in managing collectives in tourist organizations
4. Mechanistic and organic organizational structures
  - simple organizational structure
  - business-functional organizational structure
  - product matrix organizational structure
  - project-matrix organizational structure
  - decentralized organizational structure
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