

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Hoteli in drugi nastanitveni obrati
Course title: Hotels and other accommodations

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Management turističnih podjetij, dodiplomski visokošolski strokovni, 1.stopnja	/	2	1
Tourism Enterprise Management, 1st / Bachelor's degree study programme	/	2	1

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

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Prerequisites:

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Vsebina:

- 1. Funkcije in vrste nastanitvenih obratov**
 - Funkcije in vrste nastanitvenih obratov, ocene in kategorije.
 - Različne lokacije, velikosti, standardi, ponudba .
- 2. Kampi, glamping in sodobni trendi v kampiranju**
- 3. Alternativne oblike nastanitve**
- 4. Hoteli in hotelski koncepti**
 - Identiteta in tip hotela.
 - Osebe in gosti z vidika soustvarjanja izkušnje
 - Fizična postavitve v prostor in dizajn.
 - Tržna znamka in pozicioniranje hotelov
 - Ponudba storitev, programi in aktivnosti.
 - Trženje in prodaja hotelskih storitev.
 - Resorti
 - Hotelske verige
- 5. Hotelska operativa**
 - Hotelski standardi v operativi
 - Recepcija
 - Hotelske sobe
 - Hotelsko gospodinjstvo
 - Hotelska prehrana in pijača (F&B)
- 6. Kadri, organizacija in vodenje nastanitvev**
 - Kadrovanje, odgovornosti in zahteve, usposabljanje.
 - Načrtovanje zagotavljanja hotelskih storitev
 - Organizacijska in vodstvena struktura nastanitvev
 - Interna komunikacija in organizacijska kultura.
 - Interni marketing
 - Rezervacije in rezervacijski sistemi.
- 7. Rezervacijske platforme**
- 8. Trendi**
 - Digitalizacija
 - Robotizacija
 - Trajnostno poslovanje

Content (Syllabus outline):

- 1. Functions and Types of Accommodation Facilities**
 - Functions and types of accommodation facilities, ratings, and categories.
 - Different locations, sizes, standards, offerings, and service quality in hotels.
- 2. Camping, Glamping, and Modern Camping Trends**
- 3. Alternative Forms of Accommodation**
- 4. Hotels and Hotel Concept**
 - Identity and type of hotel.
 - Staff and guests who co-create experiences.
 - Physical layout and design.
 - Brand and Positioning,
 - Services, programmes and activities.
 - Marketing and service sales.
- 5. Hotel Operations**
 - Hotel Operation standards
 - Reception:
 - Hotel rooms
 - Housekeeping
 - Food and beverage (F&B) services
- 6. Employment, Organization and Management**
 - Recruitment, responsibilities and training.
 - Planning for the provision of hotel services.
 - Organizational and management structure of accommodation
 - Internal communication and organizational culture.
 - Internal marketing.
 - Reservations and reservation systems
- 7. Booking platforms**
- 8. Trends**
 - Digitalization
 - Robotization
 - Sustainable business practices

Temeljni literatura in viri / Readings:

Osnovna:

1. Cerovič, Z. (2003). Hotelski menadžment. Opatija: Fakultet za turistički i hotelski menadžment.
2. Rutheford, D. G., O'Fallon, M. J. (2010) Hotel management and operations. Hoboken: John Willey & Sons.
https://www.mlsu.ac.in/econtents/1186_e-book%20of%20Hotel_management_and_operations.pdf
3. Študijski materiali podani na predavanjih.