

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Management turističnih organizacij
Course title:	Management in tourism

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

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

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Prerequisites:

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Vsebina:

<ol style="list-style-type: none"> 1. <u>Vloga in pomen managementa v turizmu:</u> <ul style="list-style-type: none"> - uspešnost, poslanstvo in družbena odgovornost turističnih organizacij - Funkcija planiranja v turističnih organizacijah; - Funkcija organiziranja v turističnih organizacijah; - Funkcija vodenja v turističnih organizacijah; - Funkcija kontroliranja v turističnih organizacijah; - Uvajanje sprememb v turističnih organizacijah (metode in vzorci) 2. <u>Metode in orodja managementa</u> <ul style="list-style-type: none"> - stili in ravni vodenje v turističnih organizacijah (kibernetika odnosov II. reda) - proces odločanja in planiranja - proces pogajanja in kooperacije - oblikovanje in proces teamskega dela v turistični organizaciji - specifičnosti sodelovanja v teamih v turistični dejavnosti - uporaba simulacije HOTS (Hotel Operation Training System) 3. <u>Tredni managementa v turizmu:</u> <ul style="list-style-type: none"> - digitalizacija upravljanja v turističnih organizacijah - digitalna orodja za optimiziranje procesov pri vodenju in upravljanju - coaching metoda pri vodenju kolektivov v turističnih organizacijah 4. <u>Mehanicistične in organske organizacijske strukture</u> <ul style="list-style-type: none"> - enostavna organizacijska struktura - poslovno-funkcijska organizacijska struktura - produktno matrična organizacijska struktura - projektno-matrična organizacijska struktura - decentralizirana organizacijska struktura

Content (Syllabus outline):

<ol style="list-style-type: none"> 1. <u>The role and importance of management in tourism:</u> <ul style="list-style-type: none"> - 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. <u>Management methods and tools</u> <ul style="list-style-type: none"> - 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. <u>Management classes in tourism:</u> <ul style="list-style-type: none"> - digitization of management in tourist organizations - digital tools for optimizing processes in leadership and management - coaching method in managing collectives in tourist organizations 4. <u>Mechanistic and organic organizational structures</u>
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- simple organizational structure
- business-functional organizational structure
- product matrix organizational structure
- project-matrix organizational structure
- decentralized organizational structure

Temeljni literatura in viri / Readings:

Temeljna literature / Basic literature:

- Stephen Page (2009) Tourism management : managing for change (: Butterworth-Heinemann, London)<https://nibmehub.com/opac-service/pdf/read/Tourism%20Management-%202nd%20edition%20-%20managing%20for%20change.pdf>
- Peter Drucker (2007), The Practice Of Management (Butterworth-Heinemann, Cambridge
- Paul Newton and Helen Bristoll (2018) Principles od Coaching Freemanagement books