



Subject code: T – 360 - 3		Subject name: Fundamentals of Hotel Industry	
Study cycle: I	Year: III	Semester: VI	ECTS credits: 6
Status: Mandatory		Contact hours: 60 Lectures: 30 Practical courses: 30	
Assigned professors and assistants:		Lecturers and assistants selected for the field to which the course belongs	
Prerequisites:			
Subject objectives:		To familiarize students with the fundamentals of hospitality through the principles of hotel industry operations at both national and global levels, including modern methods applied in practice.	
Teaching units:		1. History of Hospitality Development 2. Basic Concepts in Hotel Industry 3. Characteristics of Hotel Industry 4. Functions of Hotel industry 5. Concept, Importance, and Criteria for Categorizing Accommodation Facilities 6. Strategic Management in Hospitality 7. Human Resource Management in the Hotel Industry 8. Knowledge Assessment - test 9. Sales Management in Hospitality 10. Front Office Operations 11. Marketing Management in Hospitality 12. Importance and Role of Hospitality in Economic Development 13. Business Integration of Hotel Enterprises in Tourism 14. Trends in the Business Orientation of Hotel Enterprises 15. Case Studies – Analysis and Discussion	
Learning outcomes:		Knowledge: The student defines key concepts in the hotel industry; understands the classification and categorization system of accommodation capacities; interprets development strategies applied in hotel operations. Skills: The student evaluates spatial-functional and organizational aspects of hotel operations; links hospitality standards with service quality and guest safety. Competencies: The student designs a marketing plan and a human resource management strategy for a hotel enterprise;	



	successfully utilizes modern sales programs used in front office operations.		
Teaching methods:	Multimedia presentations and discussions (lectures); independent student research and joint analysis (practical courses).		
Knowledge testing methods with grading structure ¹ :		Maximum Points	Minimum points
	Attendance	5	3
	Participation on lectures	5	3
	Tests	30	16
	Seminar paper	20	11
	Final exam	40	22
	TOTAL	100	55
	Assessment:		
	Grade	ECTS grade	Points scale
	10	(A) excellent	95 - 100
	9	(B) very good	85 - 94
8	(C) good	75 - 84	
7	(D) satisfactory	66 - 74	
6	(E) sufficient	55 - 64	
5	(F, FX) insufficient	55	
Literature ² :	Mandatory:		
	1. Čačić, K. (2013). <i>Hotel Enterprises Management</i> . Belgrade: Singidunum University. 2. Ransley, J., Ingram, H., Adams, D. (2022). <i>Developing Hospitality Properties and Facilities</i> . Routledge 3. Carev, D. (2015). <i>Hotel Sales and Front Office Operations</i> . Libertas, Zagreb.		
	Recommended:		
	4. Kotler, P., Bowen, J., Maknes, J. (2010). <i>Marketing in Hospitality, Hotel Industry, and Tourism</i> . MATE, Zagreb 5. Reid, R., Bojanic, D. (2010). <i>Hospitality Marketing Management</i> . Fifth Edition. John Wiley and Sons, New Jersey.		

¹ The structure of points and point criteria for each subject is determined by the Council of the organizational unit before the beginning of the academic year in which the subject is taught in accordance with Article 64, paragraph 6 of the Law on Higher Education of Sarajevo Canton

² The Senate of the higher education institution as an institution or a council of the organizational unit of the higher education institution as a public institution determines mandatory and recommended textbooks and manuals, as well as other recommended literature on the basis of which exams are prepared by a special act which is required to be published on its website before the beginning of the academic year in accordance with Article 56, paragraph 3 of the Law on Higher Education of the Sarajevo Canton.



UNIVERSITY OF SARAJEVO – FACULTY OF SCIENCE
SUBJECT DESCRIPTION

Form SP2

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