

<b>Name of the subject:</b> Global tendencies in international hotel management		
<b>Teacher(s):</b> Ivana V. Blešić, Dragan V. Tešanović, Svetlana M. Vukosav		
<b>Status of the subject:</b> Elective		
<b>Number of ECTS points:</b> 15		
<b>Condition:</b> -		
<b>Goal of the subject</b> Goal of the subject is training students for independently determining, understanding and acquiring the key factors of global development of hotel management, independently identify global trends in the development of international hospitality, noticing and understanding the correlation between global development of hotel management and global development of tourism; identifying and monitoring the basic indicators of development of global hotel management; perceiving and projecting future global tendencies in international hotel management.		
<b>Outcome of the subject</b> Upon successful completion of this course, the student is able to apply the acquired knowledge in the field of Global tendencies in international hospitality. In addition, the student is able to independently assess the correlation between development of international hotel management and global socioeconomic tendencies; evaluation of influence of global development tendencies in hotel management on national economies; evaluation of local potentials for implementation of global standards of international hotel management; possibility of adapting global standards of international hotel management to conditions of local environment; possible types of integration and cooperation at all levels.		
<b>Content of the subject</b> <i>Theoretical lectures</i> Range and dynamics of accommodations in the world; Macro regional distribution of accommodations of international hotel management; Specific development tendencies of hotel management in certain parts of the world (Europe and some regions, North America, Central and South America, Far East and Pacific region, Near and Middle East, Africa-north, middle and south); Trends concerning size, range of services, price, organizational status of hotel objects; Diversification and specialization of offer in international hotel management; Global business strategies in hotel management; Global strategic alliances in hotel management. <i>Practical lectures</i> Preparation for seminar paper analyses of study cases; Analysis of global development tendencies in hotel management related to typical examples: hotel chains, international hotel associations, certain regions and countries.		
<b>Recommended literature</b> Adekola, A., & Sergi, B. S. (2016). Global business management: A cross-cultural perspective. Routledge. Chon, K. S. (2006). The growth strategies of hotel chains: Best business practices by leading companies. Routledge. Lockwood, A., & Medlic, S. (2003). Tourism and Hospitality in the 21st Century, Elsevier, Butterworth/Heinemann, London Kosar, LJ. (2015). Osnove hotelijerstva. Beograd, Viša hotelijerska škola Cunill, O.M, (2006), The Growth Strategies of Hotel Chains - Best Business Practices by Leading Companies, Routledge. International Journal of Contemporary Hospitality Management, Emerald, Bingley, UK (selection of manuscripts) International Journal of Hospitality Management, Elsevier, London, UK (selection of manuscripts)		
Number of active classes	Theory: 4(60)	Practice:
<b>Methods of delivering lectures</b> Oral presentation, illustrative-demonstrative method		
<b>Evaluation of knowledge (maximum number of points 100)</b>		
Project work 50 points; Oral exam 50 points		
Ways of testing the knowledge may vary: (written tests, oral exam, project presentation, seminars ets.....		
* maximum length 1 A4 page		