

Business in Tourism and Hospitality Industry Course

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Course Description. Business in Tourism and Hospitality Industry Course is a part of Southern Federal University Bachelor's Degree program in Hospitality Industry. In the era of globalization Tourism and Hospitality management programs are becoming more and more popular among students, because tourism and hospitality business remains an attractive sector of industry to work in. In the modern age, the Tourism industry makes up a significant part of the economy, directly and indirectly providing employment to numerous individuals.

Course Objectives: to focus on the most important economic, social and legal aspects of tourism and hotel business in the RF and abroad, to provide students with knowledge and skills, which will help to become highly-qualified competitive specialists in Tourism and Hospitality Industry and build their career successfully.

Knowledge. The course provides the students with knowledge in tourism and hospitality research and theories. The course includes studies in such areas as Tourism Industry: Past and Present, Types of Tourism, Marketing in Tourism, Hotel Industry: The History of Hospitality, Management in Tourism and Hospitality Industry. It provides basic knowledge in Hospitality Law, Hospitality Management Accounting, HR Management in Tourism and Hospitality Industry. The course also provides an outline of Modern Trends in Tourism and Hotel Industry in most visited countries such the UK, France, Turkey, Spain, Italy, Greece and others.

Skills. The Business in Tourism and Hospitality Industry provides the students with some methods of research in tourism and hospitality. The course enables students to develop excellent communicative skills, managerial skills, such as analytical, planning and organizational skills, and to master their ability to anticipate and decide professionally problems that arise in all areas of the tourism and hotel management sector. As the course is

delivered in English it also enables students to improve their language skills, enrich their vocabulary on general English and English for Special Purposes in the sphere of Tourism and Hospitality Industry, to master their writing skills, to develop their presentation and public speaking skills.

Course Plan

1. Introductory lecture: aims and objectives of the course. Tourism Industry: Past and Present. Notion and concept of tourism: etymology. International Tourism Expenditures. Latest Trends.
2. Tourism Research and Theories: a review. World Travel Organization
3. Globalization and Tourism. Types of Tourism.
4. The Tourism Marketplace. Marketing in Tourism.
Economic/Geographical/Legal/Political/Social/Technology Environment
5. Marketing Plan. Case Method in Tourism Research. Sustainability in Tourism.
6. Global Region's Features. Tourism in Europe (UK, Spain, France, Turkey etc.)
7. Tourism in the RF (Moscow, St.Petersburg, Sochi etc.)
8. Hotel Industry: The History of Hospitality.
9. Hospitality Research and Theories: a review. Methods of Research.
10. The International Classification of Hotels. Types of Hotels.
11. Human Resources Management in Tourism and Hospitality Industry. Business Ethics.
12. Basic Financial Accounting Review: Hospitality Management accounting. The journal and journal entry.
13. Hospitality Law: Hospitality Contracts. Business Correspondence.
14. Hospitality and Tourism of the Future.

Course components.

The students are expected to participate actively in every phase of this highly internationalized and multicultural academic program: workshops, conferences, festivals, etc. Role-plays, team-work, discussions, project tasks, presentations, games and other interactive learning techniques will encourage students to complete the course successfully.

Course Materials. All materials are provided by the lecturer. In addition the students have a free access to all university libraries including on-line access to subscribed electronic journals.

Course Schedule. Business in Tourism and Hospitality Industry Course lasts 2 semesters. The students attend classes according to the university schedule.

Reading List.

Beizerov V.A. English for Tourism and Hotel Industry. Rostov-on-Don, Phenix Publishing, 2011, 347pp.

A.Lockwood, S.Medlik. Tourism and Hospitality in the 21th century. Elsiever Butterworth-Heinemann,2003,345 pp.

M.G. Jagels, M.M. Coltman. Hospitality Management Accounting. WILEY, New Jersey, 2004, 626 pp.

A.L. DeFranco, T.W. Lattin. Hospitality Financial Management. WILEY, New Jersey, 2007, 381 pp.

B.W. Ritchie, P. Burns, C. Palmer. Tourism Research Methods. CABI Publishing.UK, USA, 2005, 232pp.

X.Font, R.C. Buckley. Tourism Ecollabelling.

M.J. Boella, S.Goss-Turner. Human Resources Management in Hospitality Industry. An Introductory Guide. Elsiever Butterworth-Heinemann,2005, 385pp.

S. Barth. Hospitality Law. WILEY, New Jersey, 2006, 374 pp.

World Travel Organization On-line Statistical Database Service, World Tourism,

WTO <http://www.world-tourism.org/wtich.htm>