

Faculty of Tourism and Hospitality / INTERNATIONAL HOTEL MANAGEMENT / International Hotel Industry

Course:	International Hotel Industry			
Course ID	Course status	Semester	ECTS credits	Lessons (Lessons+Exercises+Laboratory)
12648	Mandatory	2	8	3+2+0
Programs	INTERNATIONAL HOTEL MANAGEMENT			
Prerequisites	Does not have			
Aims	Introducing students with: introducing students to the basic characteristics of the international hotel industry, international hotel chains, forms of integration of hotel chains, and methods of managing international hotel chains.			
Learning outcomes	Ability to: understanding the basic concepts related to the international hotel industry; analyzing the historical development of the international hotel industry; understanding managerial decisions on the development of international hotel chains; and creating a set of measures; and activities for the development of international hotel chains.			
Lecturer / Teaching assistant	Prof. dr Aleksa Š. Vučetić			
Methodology	Lectures and exercises in education, consultations, regular and remedial colloquium/seminary work, and final and remedial final exam.			
Plan and program of work				
Preparing week	Preparation and registration of the semester			
I week lectures	Introducing students to the course and methods of teaching and assessment			
I week exercises	Introducing students to the course and methods of teaching and assessment			
II week lectures	Characteristics of the international hotel industry			
II week exercises	Characteristics of the international hotel industry			
III week lectures	Types of international hotel chains			
III week exercises	Types of international hotel chains			
IV week lectures	Forms of integration in international hotel chains			
IV week exercises	Forms of integration in international hotel chains			
V week lectures	Specialization within international hotel chains			
V week exercises	Specialization within international hotel chains			
VI week lectures	Methods of managing international hotel chains			
VI week exercises	Methods of managing international hotel chains			
VII week lectures	Colloquium/seminary work - regular			
VII week exercises	Colloquium/seminary work - regular			
VIII week lectures	Managing with internal and external resources of international hotel chains			
VIII week exercises	Managing with internal and external resources of international hotel chains			
IX week lectures	Colloquium/seminary work - remedial			
IX week exercises	Colloquium/seminary work - remedial			
X week lectures	Managing with International hotel chain demand			
X week exercises	Managing with International hotel chain demand			
XI week lectures	International hotel chains and environmental devastation			
XI week exercises	International hotel chains and environmental devastation			
XII week lectures	Managing of sustainable development of international hotel chains			
XII week exercises	Managing of sustainable development of international hotel chains			
XIII week lectures	International hotel chains and economic development			
XIII week exercises	International hotel chains and economic development			

ECTS catalog with learning outcomes
University of Montenegro

XIV week lectures	Renewal of teaching materials and introduction to the final exam					
XIV week exercises	Renewal of teaching materials and introduction to the final exam					
XV week lectures	Final exam – regular and remedial					
XV week exercises	Final exam – regular and remedial					
Student workload						
Per week			Per semester			
8 credits x 40/30=10 hours and 40 minuts 3 sat(a) theoretical classes 0 sat(a) practical classes 2 excercises 5 hour(s) i 40 minuts of independent work, including consultations			Classes and final exam: 10 hour(s) i 40 minuts x 16 =170 hour(s) i 40 minuts Necessary preparation before the beginning of the semester (administration, registration, certification): 10 hour(s) i 40 minuts x 2 =21 hour(s) i 20 minuts Total workload for the subject: 8 x 30=240 hour(s) Additional work for exam preparation in the preparing exam period, including taking the remedial exam from 0 to 30 hours (remaining time from the first two items to the total load for the item) 48 hour(s) i 0 minuts Workload structure: 170 hour(s) i 40 minuts (courses), 21 hour(s) i 20 minuts (preparation), 48 hour(s) i 0 minuts (additional work)			
Student obligations			Students are required to attend classes and exercises, do a colloquium/seminary work and final exam			
Consultations			After the lecturers			
Literature			1. Vučetić A. Š. (2022). Specialized Hotels Management. Columbia: Amazon. 2. Vučetić, A. Š. (2022). Strategic Management in Tourism. Columbia: Amazon. 3. Vučetić, A. Š. (2021). Selective Tourism Management. Columbia: Amazon. 4. Vučetić, A. (2012). The Motives of Inbound and Outbound Tourists in Montenegro`s Travel Agencies, Vestnik RGTEU 8. 5. Cen, J. & Sloan, P. & Legrand, W. (2009). Sustainability in the Hospitality Industry, Burlington: Butterworth-Heinemann. 6. Clarke, A. & Chen, W. (2007). International Hospitality Management: concepts and cases, Burlinhton: Butterworth-Heineman. 7. Enz, C. (2009). Hospitality Strategic Management: Concepts and Cases, New Jersey: John Wiley & Sons, Inc. 8. Gee, C. & Singh, A. (2008). International Hotels: development and management, New York: American Hotel & Motel Association. 9. Lockyer, T. (2007). International Hotel Industry: Sustainable Management, New York: Haworth Press. 10. Reid, R. & Bojanic, D. (2009). Hospitality Marketing Management, New Jersey: John Wiley & Sons, Inc.			
Examination methods			Colloquium - 50 points and final exam - 50 points. The passing grade is obtained with 50 points.			
Special remarks			The colloquium consists of 50 points. The final exam consists of 50 points.			
Comment			Does not have			
Grade:	F	E	D	C	B	A
Number of points	less than 50 points	greater than or equal to 50 points and less than 60 points	greater than or equal to 60 points and less than 70 points	greater than or equal to 70 points and less than 80 points	greater than or equal to 80 points and less than 90 points	greater than or equal to 90 points