**Syllabus**

Course title: The Global Hospitality Industry

Code: 229031

**Instructor:** Dr. Ronen Shay

**Credit hours:** 2 16:00-17:30

**Year:** 1 **Semester:** A

**Academic year**: 2021-22

**Course objectives:**

The course will discuss key operational and logistical issues that have strategic and tactical implications for the hospitality industry. It will concentrate on general principles, techniques, concepts, of hotel operations and management. Students will examine the mechanisms employed in the management and operation. The course will also address the global trends in food and beverages and its influence on the hospitality industry. A closer look at the “real world” styles of international hotels management.

**Intended learning outcomes:**

By the end of the course students will have the following abilities:

(Description of about 4-5 topics).

**Schedule of lessons:**

(Description of 13 lessons).

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| **Lesson #** | **Topic** | **Details** | **Relevant reading assignments** |
| **1-2** | Internationalization in the hospitality industry | The hospitality environment. Multi-national companies, brands, hotel chains, franchising, management and operation. Case study of the Hilton Eilat Queen of Sheba management contract | R3, Chap. 1-2, R14 |
| **3-4** | Manpower and labor issues in the hospitality industry | Manpower planning involves reviewing the current manpower resource, and forecasting the future requirement of manpower. | R6, R8, R14 |
| **5-6** | Food and Beverage as an important activity in the hospitality businesses | Principles of food and Beverage preparation and processing. Food and Beverage quality aspects,safety, nutritional and health aspects. | R3 Chap. 3, R4, R7, R15 |
| **7-8** | The global food trend and the effect on the hospitality industry | Culinary trends and gastronomy. Natural food, organic food, ethnic food, sustainable food – definitions and legal aspects. The perception of consumers of such foods. Organic food and natural food. and their effect on the health balance. Guest lecturer | R1, R5, R9, R10, R11 |
| **9-10** | The productivity challenge facing the global hospitality industry | Improving productivity of hospitality in the global market competition. Branding, building brand loyalty and the effect on the hospitality productivity. Case study of the Mezzo® SmartButler | R12, R14 |
| **11-12** | The service quality in the hospitality industry | The perception of quality by consumers, managers and potential visitors. The quality of service in the international hospitality industry. Case study Warranty Certificate for Ensuring Customer Service Satisfaction the Isrotel group | R2, R9, R13, R16 |

**Grading scale:**

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| **Assignment** | **Percentage of final grade** |
| Exercises | 20% |
| Report on analysis of global data | 80% |
| Attendance |  |
| **Total** | **100%** |

**Bibliography:**

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3. Clarke, A. and Chen, W. 2007. International hospitality management – Concepts and Cases. Elsevier.
4. Despain, D. 2014. Fitting foods to lifestyles. Food Technology, 6:47-58.
5. Dyson, T. 1999. World food trends and prospects to 2025.*Proceedings National Academy of Sciences colloquium*. 96:5929-5936.
6. De-Grosbois, D. 2012. Corporate social responsibility reporting by the global hotel industry: Commitment, initiatives and performance. *International Journal of Hospitality Management* 31(3)896-905.
7. Grummond, K.E. and Brefere, L.M. 2010. Nutrition for foodservice and culinary professionals (7th ed.), Wiley.
8. Larsson, R. and Finkelstein, S. (1999) ‘Integrating Strategic, Organizational, and Human Resource Perspectives on Mergers and Acquisitions: A Case Survey of Synergy Realization’, *Organization Science*, 10: 1–26.
9. Melia, D. 2011. Trends in the Food and Beverage sector of the hospitality industry. A conference paper, Dublin Institute of Technology, School of hospitality management and tourism.
10. National Restaurant Association. 2021. What’s hot: Top 10 industry trends? Available: <http://www.restaurant.org/News-Research/News/Whats-hot-Top-10-concept-trends>
11. Navaro, V., Serrano, G., Lasa, D., Aduriz, A.L. and Ayo, J. 2012. Cooking and nutritional science: Gastronomy goes further. *International Journal of Gastronomy and Food Science* 1:37-45.
12. Tveteraas, S.L. and Falk, M. 2016. The productivity challenge facing the global hospitality industry, in: Pappas, N. and Bregoli, I. (Eds.) “Global Dynamics in Travel, Tourism, and Hospitality”, 2016, with TOC. Business Science Reference, US. Chap. 13, p.223-238.
13. Su, L., Wang, L., Law, R., Chen, X., and Fong, D. 2017. Influences of Destination Social Responsibility on the Relationship Quality with Residents and Destination Economic Performance. *Journal of Travel & Tourism Marketing*, 34(4), 488-502.
14. Sun, S., Tong, K.T.L., and Law, R. 2017. Chinese Hotel Guest Perception of International Chain Hotels under the Same Hotel Brand in Different Travel Destinations: The Cases of InterContinental and Sheraton. *Journal of Vacation Marketing*, 23(2), 172-188.
15. Xiao, Q., Heo, C.Y., and Lee, S. 2017. How do Consumers' Perceptions Differ Across Dimensions of Corporate Social Responsibility and Hotel Types? *Journal of Travel & Tourism Marketing*, 34(5), 694-707.
16. Wang, S., Kirillova, K., and Lehto, X. 2017. Travelers' Food Experience Sharing on Social Network Sites. *Journal of Travel & Tourism Marketing*, 34(5), 680-693.