

**MINISTRY OF EDUCATION OF AZERBAIJAN REPUBLIC  
BAKU STATE UNIVERSITY**

**FOR BACHELOR'S LEVEL**

**SPECIALTY-050810 " ORGANIZATION OF TOURISM BUSINESS"**

**SUBJECT - " MANAGEMENT OF HOSPITALITY INDUSTRY"**

**Baku State University Faculty of Geography  
Approved as a subject program  
by the decision of the September 2022  
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## Distribution of hours by topics

### Topics and their contents

Week	Topic title and brief overview	Seminar	Hour	Grup	Date
	<b>Theme №1. The concepts, classification and characteristic of enterprises of the hospitality industry as an object of management</b>	2	2	1218	20/09/22  22/10/22
	<b>Theme № 2 Structures, methods and forms of Management in hospitality industry enterprises</b>	2	2	1218	27/09/22  29/09/22
	<b>Theme № 3. Identify economic strategies in hospitality industry enterprises</b>	2	2	1218	04/10/22  06/10/22
	<b>Theme № 4. Planning and forecasting in the hospitality industry</b>	2	2	1218	11/10/22  13/10/22
	<b>Theme № 5. Quality Management in the hospitality industry</b>	2	2	1218	18/10/22  20/10/22
	<b>Theme № 6. Revenue and cost management in the hospitality industry</b>	2	2	1218	25/10/22  27/10/22
	<b>Theme № 7. Ensuring the competitiveness and economic efficiency of hospitality industry enterprises</b>	2	2	1218	01/11/22  03/11/22
	<b>Theme № 8. ICT implementation and management in hospitality industry enterprises</b>	2	2	1218	07/11/22  10/11/22

	<b>Theme № 9. Investment policy and strategy in the hospitality industry</b>	<b>2</b>	<b>2</b>	<b>1218</b>	<b>15/11/22</b> <b>17/11/22</b>
	<b>Theme № 10. Financial resource management and pricing policy in the hospitality industry</b>	<b>2</b>	<b>2</b>	<b>1218</b>	<b>22/11/22</b> <b>24/11/22</b>
	<b>Theme № 11. Crisis and Risk Management in the hospitality industry</b>	<b>2</b>	<b>2</b>	<b>1218</b>	<b>29/11/22</b> <b>01/12/22</b>
	<b>Theme № 12. Marketing strategy in the hospitality industry.</b>	<b>2</b>	<b>2</b>	<b>1218</b>	<b>06/12/22</b> <b>08/12/22</b>
	<b>Theme № 13. Management of public catering enterprises and restaurant business</b>	<b>4</b>	<b>4</b>	<b>1218</b>	<b>13/12/22</b> <b>15/12/22</b>
	<b>Theme № 14. Economic fundamentals of entertainment enterprise management</b>	<b>2</b>	<b>2</b>	<b>1218</b>	<b>20/12/22</b> <b>22/12/22</b>
	<b>Total</b>	<b>30</b>	<b>30</b>		

1. **The concepts, classification and characteristic of enterprises of the hospitality industry as an object of management**  
Hospitality industry concept. History of the development of the hospitality industry. Hospitality establishments and their classification. Hotels, catering establishments, restaurants, small catering establishments, entertainment centers. Complementary hospitality establishments: boutique hotels, thermal facilities, small accommodation establishments, cafeteria, "fasfud" restaurants. Forms of organization of hospitality enterprises. Service structure in hospitality establishments. Management of contractual relations. Booking, service management.
2. **Structures, methods and forms of Management in hospitality industry enterprises**

Classical management methods of Management in the hospitality industry. Methods of economic, socio-psychological, oneocratic management in the hospitality industry, their advantages and disadvantages. Management methods and models in the hospitality industry. Management styles, grid system. New approaches in management. Positive approaches in management in the " ACCOR " Group.

### **3. Determination of economic strategies in hospitality industry enterprises**

The application and importance of economic startups in the management of Hospitality Enterprises. Application of economic models in hospitality enterprises. Selection of types and methods of strategy. The role of economic strategy in decision-making. Economic methods of market strategy in the network" Hilton".

### **4. Planning and forecasting in the hospitality industry**

Directions of planning in the hospitality industry. Regional and market-friendly planning and forecasting. Individual approaches in planning. The role of planning and forecasting in building a market strategy. Regional Planning and forecasting strategy in networks" FastFood".

### **5. Quality Management in the hospitality industry**

Quality indicators in the hospitality industry, their standardization and certification. New approaches in the management of qualitative indicators. Quality management according to customer demand, service standards. Management of control over servitude in hospitality enterprises. " KFC " is the practice of management of pleasure.

### **6. Revenue and cost management in the hospitality industry**

Sources of income in the hospitality industry. Management of fixed, variable, marginal income. Costs for services, cost, assessment of sales opportunities. Management of the elasticity of demand in the consideration of income in hospitality enterprises. Directions of increasing revenue sources. New approaches in revenue and expense management. Experience in the management of income and expenses in the group" ACCOR".

### **7. Ensuring the competitiveness and economic efficiency of hospitality industry enterprises**

The competitive environment in the hospitality industry and its change. The importance of Management in the formation of a competitive environment. Management of dance in Regional markets. Competitive strategy. Quality, innovation, position in the market, competitive opportunities for its bending and its management. Directions of ensuring profitability and economic efficiency in the hospitality industry. Maximization of income. Economic

effectiveness of product strategy in the hospitality industry. MARRIOT group experience in ensuring competitive advantage in the market.

## **8. ICT implementation and management in hospitality industry enterprises**

ICT application areas in the hospitality industry. Database utilization and management in hospitality industry. Types and management of data bases. The introduction of ICT at various levels of management. Field-wide application of ICT in hospitality enterprises.

## **9. Investment policy and strategy in the hospitality industry**

Source of investment in the hospitality industry. Investment strategy in the hospitality industry. Making business decisions related to investment. Investment strategy for economic growth in hospitality enterprises. Development-oriented investments in hospitality enterprises. Sources of investment in the hospitality industry are: self-financing, foreign investment, acquisitions, large investors and banks. Risk management on investments in hospitality enterprises.

## **10. Financial resource management and pricing policy in the hospitality industry**

Financial resources, income and expenses in hospitality industry enterprises, management of fixed, variable financial resources. Management of financial resources by units of their enterprises. Risks in the management of financial resources. Compilation of the budget in hospitality enterprises. Organization of pricing policy by cost, type of “brand”, demand, supply, market share. Marketing approaches in price management in the market. Pricing policy on the basis of the types of products offered by Hospitality Enterprises. Management of pricing policy in entering the market.

## **11. Crisis and Risk Management in the hospitality industry**

Crisis management in the hospitality industry. Preparation for the crisis and its management. Management of financial crises in hospitality enterprises. The impact of crises on the hospitality industry on an international and regional scale. Risk factors and their grouping in the hospitality industry.

## **12. Marketing strategy in the hospitality industry.**

Formation of a product strategy at the enterprises of the hospitality industry. Search for new product ideas. Evaluation and selection of ideas. Preparation of test samples of products. Testing marketing and product testing. Assessment of demand, sales, costs and profits. Development of a marketing plan. Assessment of success and failure. Promotion strategy in the hospitality industry. Strategic marketing decisions and cost determination. Marketing audit. SMM application areas in the hospitality industry. Current problems and “brand” policy in SMM management. Determination of market conjunctions in SMM organization. Directions of Organization of SMM in the “Four Seasons” network.

### **13. Management of public catering enterprises and restaurant business**

Classification of public catering Enterprises, their place in the hospitality industry. Activities of public catering enterprises. Management of hotel internal nutrition enterprises. Requirements for Standardization and organization of service in catering enterprises. The role of the restaurant business in the hospitality industry. Forms of Organization of restaurant biz. Procurement, Supply, types of services in the restaurant business. Directions of Organization of Management in the restaurant business. Individual and general approaches to management.

### **14. Economic fundamentals of entertainment enterprise management**

The role of Entertainment Enterprises in the hospitality industry. Services included in the entertainment industry. Services provided by entertainment facilities. Organization and management of animations. Attractiveness and appreciation of entertainment products. Types of entertainment services in hotels, the factor of attracting tourists and their management.

### **15. Decision making and Personnel Management in the hospitality industry**

Selection, recruitment, training, development of personnel in the hospitality industry. Requirements for personnel. Ability to work with collectors. Determination of demand for new personnel. Human resources service management. Decision-making methods in the hospitality industry. Decision-making processes and factors affecting it. Collegiality and its management in decision-making. Making decisions by region and market. Individual, effective decision making and its management. Control over the implementation of decisions.

## **LITERATURE**

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