



UNIVERSITÀ
CATTOLICA
del Sacro Cuore



**Ramon Llull University, IQS School of Management - Barcelona
Catholic University of the Sacred Heart - Milan
Franklin University Switzerland - Lugano
Forum-Nexus Program
Undergraduate Division**

Course Syllabus

**HSPM 495-SIS
Hospitality Management in Europe**

Course Description

Hospitality and tourism have important social, economic, and environmental influences on many European cities. Skills in management, and specifically hospitality management, are vital to the success of any associate in the industry.

This Supervised Independent Study (SIS) course will guide students through the basic principles of hospitality management and an in-depth look at the European tourism industry, while providing the opportunity for an independent exploration of the subject.

Course Objectives

Upon successful completion of this course, students will be able to:

1. Develop an understanding of hospitality and tourism
2. Explain the various aspects of the hospitality industry
3. Identify best practices in hospitality management
4. Describe the characteristics of the hospitality and tourism industry in Europe in general, and in England, France, the Netherlands, Germany, Italy, and Greece
5. Draw conclusions about how tourism affects European cities and citizens
6. Identify future challenges and opportunities facing the hospitality and tourism industry in Europe

Course Requirements

This course requires independent research, organization, and academic discipline. Students are expected to complete the required and additional readings in pace with their assignments and the course outline. Students will meet with their SIS Coordinator regularly throughout the course for consultation and assistance. There will be an oral presentation, a midterm exam, a final exam, and five essay assignments.

Essay #1 (minimum length: 1,000 words)

- What is hospitality, and what are the characteristics and components of the hospitality industry?
- How are hospitality and tourism related?
- What in particular is unique about the hospitality industry in Europe?

Essay #2 (minimum length: 1,000 words)

- Analyze the following with respect to the UK:
 - Evolution of the hospitality industry
 - Cultural characteristics of hospitality management
 - Hotel management
 - Restaurant management
 - Travel and tourism
 - The future of the hospitality industry

Prepare a reflection essay on the aspects you have reviewed and analyzed. Summarize what you have found through your research, and what you've perceived during your time in England.

Essay #3 (minimum length: 1,000 words)

- Analyze the following with respect to France:
 - Evolution of the hospitality industry
 - Cultural characteristics of hospitality management
 - Hotel management
 - Restaurant management
 - Travel and tourism
 - The future of the hospitality industry

Prepare a reflection essay on the aspects you have reviewed and analyzed. Summarize what you have found through your research, and what you've perceived during your time in France.

Essay #4 (minimum length: 1,000 words)

- Analyze the following with respect to Germany:
 - Evolution of the hospitality industry
 - Cultural characteristics of hospitality management
 - Hotel management
 - Restaurant management
 - Travel and tourism
 - The future of the hospitality industry

Prepare a reflection essay on the aspects you have reviewed and analyzed. Summarize what you have found through your research, and what you've perceived during your time in Germany.

Essay #5 (minimum length: 1,000 words)

- Analyze the following with respect to Italy:
 - Evolution of the hospitality industry
 - Cultural characteristics of hospitality management
 - Hotel management
 - Restaurant management
 - Travel and tourism
 - The future of the hospitality industry

Prepare a reflection essay on the aspects you have reviewed and analyzed. Summarize what you have found through your research, and what you've perceived during your time in Italy.

Presentation

Deliver a 15-minute PowerPoint presentation summarizing the main findings of your independent study.

Required components include:

- Summary of your goals and objectives
- Overview of hospitality management in Europe
- Findings as they apply to the UK
- Findings as they apply to France
- Findings as they apply to Germany
- Findings as they apply to Italy
- Reflection on what you've learned through the SIS course

Required Reading

Introduction to Hospitality Management

by John R. Walker

Pearson, 5th Ed., 2016

(Kindle Edition recommended)

Additional Readings

Identify 5-10 additional readings (online or printed text) to complement your independent study of hospitality management in Europe.

Components of Final Grade

Midterm exam	20%
Final exam	20%
Essay #1	10%
Essay #2	10%
Essay #3	10%
Essay #4	10%
Essay #5	10%
Presentation	10%

Grading Scale

93-100 %	A
90-92.9 %	A-
87-89.9 %	B+
83-86.9 %	B
80-82.9 %	B-
77-79.9 %	C+
73-76.9 %	C
70-72.9%	C-
67-69.9 %	D+
63-66.9 %	D
60-62.9 %	D-
Below 60 %	F

Course Outline

Module 1: Introducing Hospitality and Lodging

- Hospitality
- The Hotel Business
- Rooms Division
- Food and Beverage

Module 2: Beverages, Restaurants, and Managed Services

- Beverages
- The Restaurant Business
- Restaurant Management
- Managed Services

Module 3: Hospitality management in the UK

- Evolution of the hospitality industry
- Cultural characteristics of hospitality management
- Hotel management
- Restaurant management
- Travel and tourism
- The future of the hospitality industry

Module 4: Tourism, Recreation, Attractions, Clubs, and Gaming

- Tourism
- Recreation, Attractions, and Clubs
- Gaming Entertainment

Module 5: Hospitality management in France

- Evolution of the hospitality industry
- Cultural characteristics of hospitality management
- Hotel management
- Restaurant management
- Travel and tourism
- The future of the hospitality industry

Module 6: Hospitality management in the Netherlands

- Evolution of the hospitality industry
- Cultural characteristics of hospitality management
- Hotel management
- Restaurant management
- Travel and tourism
- The future of the hospitality industry

Module 7: Hospitality management in Germany

- Evolution of the hospitality industry
- Cultural characteristics of hospitality management
- Hotel management
- Restaurant management
- Travel and tourism
- The future of the hospitality industry

Module 8: Assemblies, Events, Attractions, Leadership, and Management

- Meetings, Conventions, and Expositions
- Special Events
- Leadership and Management

Module 9: Hospitality management in Italy

- Evolution of the hospitality industry
- Cultural characteristics of hospitality management
- Hotel management
- Restaurant management
- Travel and tourism
- The future of the hospitality industry

Module 10: Managerial Areas of the Hospitality Industry

- Planning
- Organizing
- Communication and Decision Making
- Control

Module 11: Hospitality management in Greece

- Evolution of the hospitality industry
- Cultural characteristics of hospitality management
- Hotel management
- Restaurant management
- Travel and tourism
- The future of the hospitality industry

Academic Integrity

Ramon Llull University, Franklin University Switzerland, and the Catholic University of the Sacred Heart place a high value on the integrity, good conduct, and academic honesty of all students. Students are expected to maintain high standards of academic integrity at all times. Any instance of academic dishonesty, including plagiarism, will result in a grade of F for the course.