



Syllabus of Module

7. Hotel Management

Lecturer: Mgr. Josef Neufus

Module Annotation

The module focuses on clarifying the specifics of hotel management and in this context on defining the activities and tasks of individual departments and hotel departments and their mutual cooperation. It introduces the importance of the human factor in the provision of services, the specifics of hotel marketing and the principles of business-marketing strategies. Students will be introduced to the usual administrative and organizational structures of hotel operations. At the same time, it discusses the importance of the concept of leadership as an essential aspect of hotel management and its importance in carrying out a competitive advantage. The module discusses issues of quality, environmental protection, ethics and social responsibility in the effective management of hotel operations.

Module Objective

To introduce students to current concepts and methods of hotel operations management, to explain basic concepts and managerial approaches. To understand the importance of good management practices for the effective use of human, capital and technological resources in the hotel industry at the national and international level.

Literature

1. BĚLOHLÁVEK, František, Pavol KOŠŤAN and Oldřich ŠULEŘ. Management. Olomouc: Rubico, 2001. ISBN 80-85839-45-8.
2. BERÁNEK, Jaromír. Moderní řízení hotelového provozu. 5., zcela přeprac. vyd. Prague: MAG Consulting, 2013. ISBN 978-80-86724-45-4.
3. HORNER, Susan and John SWARBROOKE. Cestovní ruch, ubytování a stravování, využití volného času: aplikovaný marketing služeb. Prague: Grada, c2003. Expert (Grada). ISBN 80-247-0202-9.
4. KŘÍŽEK, Felix and Josef NEUFUS. Moderní hotelový management: nové trendy a metody v řízení hotelů, aktualizované informace o hotelovém provozu a jeho organizaci, optimalizace provozu s ohledem na ekologii a etiku, praktické příklady a fotografická příloha. 2., aktualiz. a rozš. vyd. Prague: Grada, 2014. ISBN 978-80-247-4835-1.
5. MORRISON, Alastair M. Marketing pohostinství a cestovního ruchu. Přeložil Dana SLÁMOVÁ. Prague: Victoria Publishing, 1995. ISBN 80-85605-90-2.

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