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*on "HOTEL SCHOOL" Hotel Management College Council*
*meeting on 15 February, 2017, the protocol. No. 14*

**"HOTEL SCHOOL"**

**Hotel Management College**

# STUDY DIRECTION

# "Hotel and restaurants service, tourism and recreation organisation"

# SELF-ASSESSMENT REPORT

for 2015/2016 Academic Year

**RIGA, 2017**

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# CHAPTER 1

# DESCRIPTION OF THE STUDY DIRECTION

## 1.1. Study direction development strategy, its objectives and relation to the College Development Strategy

"HOTEL SCHOOL" Hotel Management College (hereinafter - College) implements the study programme "Hospitality Management" within the framework of Hotel and Restaurants Service, Tourism and Recreation Organization" study direction ", and after graduating students obtain 1st level professional higher education and 4th level vocational qualification "Hotel Service Organizer". The study programme has been developed in accordance with the Law on Institutions of Higher Education of the Republic of Latvia, Education Law, Vocational Education Law as well as Regulations Regarding the State Standard for First Level Professional Higher Education of Cabinet of the Ministers of the Republic of Latvia.

The study programme was licensed in April 2015 and will be submitted for accreditation in academic year 2016/2017. The study programme is developed in cooperation with The Association of Hotels and Restaurants of Latvia, professionals of Hotel and Restaurant centres and the industry (for more information see chapter 1.8.).

The study programme "Hospitality Management" complies with the requirements of Occupational standard of "Hotel Service Organizer" (code: 2422 25). It should be noted that the College representative took part in the standard development as a member of the work group. Compliance of the study programme with the requirements of Occupational standard of Hotel Service Organizer is reflected in Appendix No.9.

In accordance with the *College Development Strategy 2016-2022,*[1], the College, over the next few years, plans to offer new study programmes in hospitality. In 2017 the College has planned to start another new study programme "Culinary Arts". This programme is going to prepare specialists for work in catering companies.

The College gained the status of institution of education in 2013, however by the time of the foundation it had significant experience in development and implementation of educational programmes. The College is built on the basis of Learning Centre *Hotel Business Organisation School,* (hereinafter - HBOS) (Reg. no in the Register of Institutions of Education 3360800860). HBOS has been preparing 3rd level vocational qualification hotel service specialists for many years (more about HBOS see Aooendix No.2). In winter of 2012 HBOS was accredited, receiving the highest assessment of the experts of the board, that is, accreditation for 6 years (Number of accreditation: AI 5588). Currently HBOS is one of the College academic units (the actual name further vocational education and in-service training institution "Hotel Business Organisation School", Reg. No in the Register of Institutions of Education is 3360802057)

Study Direction Development Strategy (hereinafter - the Strategy) follows directly from the *College Development Strategy 2016 - 2022*[2](hereinafter - the Common Development Strategy, see Appendix No.3) and is closely related to *Strategy for the*

[1]Approved by the College Council meeting on 26 October 2016.
[2]Approved by the College Council meeting on 26 October 2016.

*College Scientific Research Activities 2016-2022* (hereinafter - Scientific Research Strategy, see Appendix No.4).[3]

**The objectives of the Strategy are:**

1. **prepare competitive and highly skilled specialists for work in hospitality industry in Latvia and abroad;**
2. **ensure sustainable development of the study direction, promote the College's overall growth and visibility in Latvia and abroad;**
3. **develop research that is integrated with the study programmes, offered by the College, and the needs of the industry;**
4. **develop cooperation with other institutions of higher education in Europe and worldwide, hospitality businesses and organizations of the industry;**
5. **help young professionals to start a career in hospitality in the leading companies of the industry.**

**It should be noted that while developing and implementing study programmes in the frameworks of the study direction, as well as whilst preparing for the accreditation, the College has acquainted itself and:**

- taken into account the above mentioned normative acts of the Republic of Latvia;
- taken in account the aims and objectives included in education and national economy planning policy documents;
- taken into account EU and international policy planning documents and recommendations and insights included in the studies.

* * *

**Planned activities and strategies to achieve the objectives**

Taking into consideration that at the beginning of academic year 2016/2017 the College is implementing only one study programme ("Hospitality Management"), short-term study direction development is closely connected with the development of the particular study programme.

| **1. Prepare competitive and highly skilled specialists for work in the hospitality industry in Latvia and abroad** |
|---|
| The College will implement the tasks in the following directions of activity:<br><br>• **implementation of the study programme, providing students with a quality and competitive vocational higher education.**<br>As concluded in the recently published OECD report[4],post-secondary vocational education and training is[5] underestimated in education, skills and knowledge creation area of the countries. OECD concludes that nowadays many professional and technical[6] jobs require no more than one to two years of training (after obtaining secondary |

[3]Approved by the College Council meeting on 26 October 2016.
[4] Skills Beyond School, Synthesis Report, OECD Reviews of Vocational Education and Training, 2014. https://www.oecd.org/edu/skills-beyond-school/Skills-Beyond-School-Synthesis-Report.pdf (skatīts:27.11.2016.).
[5] angl. *post-secondary vocational education and training*
[6] angl. *professional and technical jobs*

education). In some countries, up to 25% of the total labour force consists of labour force with vocational education. OECD predicts that in the future, 2/3 of the total employment growth in the 25 EU countries will consist of technicians and associate professionals. In other words the category of employed, which is connected with vocational education the most.[7] Thus, the aim of the study programme "Hospitality Management" is to ensure the preparation of competent and qualified specialists in accordance with the professional standards and the requirements of the labour market.

Tourism, as a creative industry, has been recognized to be one of the most perspective economic sectors.[8] Therefore, the study programme is important also from the Latvian economic development perspective[9] and it conceptually meets Latvian tourism strategic objectives. According to *Latvian Tourism Development Guidelines for Years 2014-2020*, tourism development policy aims at sustainable Latvian tourism development, by promoting competitiveness of tourism services in foreign markets.[10] It should be noted that while in the industry of tourism operators the industry turnover in 2015 decreased by 9.8% in a year, in accommodation sector there was a net increase of 3.1% in turnover compared with the previous year.[11] In the higher education market of Latvia the College positions itself as a private institution of education with specialisation in the hospitality industry. When viewed from the point of view of economic structure, the College prepares professionals for economic sectors – accommodation and catering (NACE classification codes 55 and 56 [12]).

The College in its activities focuses on excellence in education. An alternative education quality criterion would be "execution of the order of the society with sufficient quality at the lowest possible price", but this wording would be more in line with the state-funded education institutions.[13] The College in terms of education quality focuses on the standards of higher education institutions of Swiss business and hotel management. In the long-term the College sees itself as a powerful and competitive higher education institution in the region of Central and Eastern Europe, which provides Swiss level

[7] Skills Beyond School, Synthesis Report, OECD Reviews of Vocational Education and Training, 2014. Available at: https://www.oecd.org/edu/skills-beyond-school/Skills-Beyond-School-Synthesis-Report.pdf (viewed:27.11.2016.).

[8] Latvian National Development plan for years 2014-2020, Pārresoru koordinācijas centrs, Riga, December 2012 http://www.pkc.gov.lv/images/NAP2020%20dokumenti/20121220_NAP2020_apstiprinats_Saeima.pdf (last accessed: 27.11.2016.).

[9] Export of tourism services in Latvia in year 2015 increased by 9.3% if compared with the previous year and reached 1023.4 million EUR. Expenses on recreation and other personal trips as well as business trips of foreign travellers in Latvia increased by 12.2%.

[10] Latvian Tourism Development Guidelines for years 2014-2020, the Ministry of Economy, 2014. Available at: http://likumi.lv/doc.php?id=267332 (accessed: 15.12.2016.).

[11] Report on the development of the economy of Latvia, the Ministry of Economy of the Report of Latvia, June 2016. Available at: https://www.em.gov.lv/files/tautsaimniecibas_attistiba/2016_jun.pdf (accessed:17.12.2016.).

[12] REGULATION (EC) No 1893/2006 of 20 December 2006 establishing the statistical classification of economic activities NACE Revision 2 and amending Council Regulation (EEC) No 3037/90 as well as certain EC Regulations on specific statistical domains, Official Journal of the European Union L 393/1 30 December 2006. Available at: http://www.csb.gov.lv/sites/default/files/item_file_3785_32006r1893_lv.pdf (accessed:17.12.2016.).

[13] Proposals for the promotion of competitiveness, European Social Fund project "Assessment of Higher Education Study Programmes and Proposals for Achieving Higher Quality", Riga, 2013. Available at: www.aip.lv/getfile-pdf.php?art=6_Eksportspeja_13_05_2013.pd (accessed: 15.12.2016.).

education for a relatively low price. In 2014 the College entered into a cooperation contract with B.H.M.S. Business and Hotel Management School of Switzerland Luzern (takes the 56th place in the rating of institutions of higher education in Switzerland[14]).
Based on this long-term vision, in 2016 the College launched a large-scale investment project, with the aim to create a modern study infrastructure - study complex by the end of 2018 (for more details see chapter 1.6).
A detailed rationale from the perspective of labour market and hospitality industry can be found in Chapter 1.3. *Correspondence of study direction and study programme to the requirements of the job market.*

- **Each student is provided with a guaranteed internship placement in high class hotels, with the aim to develop professional skills and competences**

During the studies the student is first sent to a one month long internship in a high level hotel in Latvia, followed by a three month long internship in a high level hotel abroad. Employer survey results in the study[15] carried out by the European Commission shows that employers value such skills of new employees as openness to new challenges, problem-solving and decision-making. The European Commission concludes that studies and internship abroad help to develop these skills. 64% of the surveyed employers indicated that **international experience has been an important factor when recruiting new staff.**[16]
To ensure students with internship placements in hospitality companies abroad, the College participates in Erasmus+ programme, within the frameworks of which great emphasis is placed on further employment of students and development of their skills and competences. As noted in another study, commissioned by the European Commission devoted evaluation of the impacts of Erasmus+ programmes, "professional expertise seems to be one of the most valuable skills of a graduate if talking about employment opportunities."[17] Regarding this the College pays great attention to development of cooperation with the operators of the industry.
At the moment of the beginning of 2016/2017 academic year the College had concluded cooperation contracts with 72 hospitality industry companies in 10 countries (for more information see chapter 1.8 *Information on External Relations* and Appendix No.26. *List of concluded cooperation agreements with employers for internship placements*).
Due to the significant internship experience, the students acquire in the process of learning, graduate employment rate constitutes 74%.[18]

- **continue to ensure compliance of the study programmes with *Pearson* quality management requirements.**

[14] http://www.webometrics.info/en/Europe/Switzerland%20
[15] Effects of mobility on the skills and employability of students and the internationalisation of higher education institutions, European Commission, 2014.
http://ec.europa.eu/dgs/education_culture/repository/education/library/study/2014/erasmus-impact_en.pdf
[16] Effects of mobility on the skills and employability of students and the internationalisation of higher education institutions, European Commission, 2014.
http://ec.europa.eu/dgs/education_culture/repository/education/library/study/2014/erasmus-impact_en.pdf
[17] for more information see: The Erasmus Impact Study, Effects of mobility on the skills and employability of students and the internationalisation of higher education institutions, European Commission, September 2014.
http://ec.europa.eu/dgs/education_culture/repository/education/library/study/2014/erasmus-impact_en.pdf.
[18] SIA "HOTEL SCHOOL" Hotel Management College Academic year 2015/2016 YEARBOOK, Riga. 2016.

In 2012 "School of Hotel Business Organisation"[19], which currently is one of the academic units of the College, applied and was successfully accredited in Great Britain, thus becoming the first institution of education in Eastern Europe to introduce in its work the worldwide known and recognised *Edexcel BTEC* education quality assurance standards (now *Edexcel* is included in *Pearson Education Ltd*). *Pearson BTEC* quality standards have been developed in cooperation with employers and higher education experts. Thanks to their assessment and recognition, they serve as a guarantee that students, who acquire education according to the requirements of *Pearson BTEC*, will demonstrate advanced knowledge, practical skills and understanding, necessary for future studies and employment. **Such worldwide known and recognized brand of higher vocational education gives the graduates significant advantages in the labour market in Latvia and abroad, as well as gives advantages for further studies.** *Pearson* is the biggest examination institution in the UK and in the world that carries out development of academic and vocation educational programmes and testing of knowledge and skills gained within the frameworks of such programmes in more than 25 000 institutions of education in the UK and in more than 100 countries worldwide (for more details see Chapter 1.9. *Quality Assurance*).

- **improvement and updating of study programmes, courses and modules.**

Implementation and further development of the study programme is determined by the globalisation trends of the workforce, changes in the hospitality industry in the world and industry development trends in Europe and Latvia. To provide such learning process which provides knowledge, understanding and skills, necessary for modern international trends and work market, the College shall regularly update the existing study courses and create new study courses and modules.

The Latvian National Development Plan for years 2014-2020 in the action direction "Development of Competences" states that "vocational education shall be continuously improved, as it creates employment possibilities and is essential to development of the structure of the national economy."[20]

- **provide acquisition of the latest ICT, necessary for work in hotels (digital learning environment).**

Such a need is determined by the wide use of modern ICT in the hospitality industry. It should be noted that at the beginning of 2012, when HBOS was accredited (which is now an academic unit of the College), it received the highest evaluation of experts – accreditation term for 6 years, the experts particularly stressed out the contribution to the material base. Already then the College worked with the latest hotel management software "Micros Opera" which is used by international hotel chains in Latvia and abroad (for example, "Radisson", "Mercure", "Tallink", "Park Inn" etc.).

The experience gained in experience exchange events has strengthened the belief that one of the research directions the College wants to develop is use of latest information and communication technologies in the field of hospitality. This decision is based on many considerations, but as key examples can be mentioned society and security issues of modern society, as well as the wish of the consumer to gain information on the available hospitality services easily and quickly. According to the information

[19] The College acquired its status in 2013.

[20] Latvian National Development plan for years 2014-2020, Pārresoru koordinācijas centrs, Riga, December 2012
http://www.pkc.gov.lv/images/NAP2020%20dokumenti/20121220_NAP2020_apstiprinats_Saeima.pdf

provided by *Google* company, 68% of travellers use the internet to decide whether and where to travel.[21] New technologies also allow to provide services to customers more effectively.

**2. Provision of sustainable development of the study direction**

**The action lines of the College to implement this objective:**

- **promotion of the study direction and study programmes in the local and foreign educational services market.**

Internationalisation trends in higher education sector in the world suggests the number of students who choose to study outside their home countries is increasing. Currently in the world 5 million students study outside their home countries, however, in accordance with OECD forecasts their number will grow in the next 10 years and reach 7-8 millions.[22] OECD study[23] concluded that the driving force for higher education in the world is: 1) studies in English (thanks to the dominant position of English in higher education market) and 2) quality of higher education.

In accordance with the College's Common Development Strategy, education export is one of the priorities of the College and also the driving force behind the development of the study direction. By the beginning of each academic year the College develops Marketing strategy, where the activities to be carried out and the funding needed to promote the College and the study programme offered are defined. In this context it is essential to note that the export of higher education, development of programmes in other EU languages, as well as international publicity of the programmes are included as "Latvian National Development Plan for 2014-2020" national level activities to be taken in the direction of this plan "Developed research, innovation and higher education."[24]

Recently it was concluded by the study on the economic importance and impact of higher education export, carried out by *Domnīca Certus* that the number of foreign students in Latvia in academic year 2015/2016 grew rapidly. 8% of the total number of students were foreign students (in academic year 2008/2009 - 1%). In addition, 84% of them or 5458 studied to obtain a degree or qualification, and that is two times more than in 2013/2014 academic year. To some extent it shows that in recent years the visibility of Latvia in higher education service markets in various regions is growing.
Overall in 2015-2016 academic year higher education export sector created added value to the economy of Latvia was 148 million EUR (0,61% from GDP), from those 73 million EUR was direct income.[25]

As its target markets the college has determined:

1. CIS countries and Georgia;

[21] TheTraveler. Google, 2013. Available: https://www.thinkwithgoogle.com/research-studies/2013-traveler.html (Viewed: 28.07.2016.).
[22] International trends in Higher Education, University of Oxford, 2015. https://www.ox.ac.uk/sites/files/oxford/International%20Trends%20in%20Higher%20Education%202015.pdf
[23] Ibidem.
[24] Latvian National Development plan for years 2014-2020, Pārresoru koordinācijas centrs, Riga, 2012 Available at: http://likumi.lv/doc.php?id=253919 (accessed. 03.02.2017.)
[25] Economic Importance and Impact of Higher Education Export in Latvia, D.Auers & S.Gubins, Domnīca Certus, Policy Review #1, Riga, May 2016.
Available at: http://certusdomnica.lv/agenda/augstakas-izglitibas-eksporta-ekonomiska-nozime-un-ietekme-latvija/

2. European countries, including European Union (hereinafter - EU) countries;
3. China, India, United Arab Emirates (UAE) and other countries of the world.

Each of the regions require its own approach and different instruments. For implementation of marketing activities in external markets the College, for several years, has been successfully using the possibilities offered by EU export promotion programme (LIAA), attracting the necessary financial resources for participation in international education exhibitions in Ukraine, Belarus, Uzbekistan, Kazakhstan and other countries. From 2017/2018 academic year the college plans to increase its marketing activities in terms of geography, by starting to promote its study direction in such perspective educational service markets ae China, India and the UAE.

When planning the education export markets, the College takes into account the current trends in student mobility. Here two main conclusions emerge.

*Firstly*, students' countries of origin. **Statistics show that Central Asia is the country of origin for most foreign students.** Their amount in the last ten years has doubled; from 67 300 students in 2003 to 165 542 in 2013 (accordingly 3.5% and 7.6% from the total number of foreign students in the world). The other most mobile student group is students from African countries, however, research shows that they choose to study closer to their home countries. The next three regions are characterised by relatively low student mobility. Those are: South Asia and West Asia (2013 - 1% from the total number of foreign countries, countries of Latin America and the Caribbean (accordingly - 0.9%) and North America (0.5%).

And *secondly* - the overall trend in the last years is that a growing number of students choose to study in the region, that is, closer to their home country. It is explained by lower travel costs and closer culture.[26]For example, in Central and Eastern European countries this indicator increased from 25% in 1999 to 40% in 2013. The same is true about students from the Arab countries, where studies in the "region" was chosen by 12% in 1999, but in 2013 their number reached 30%.[27]

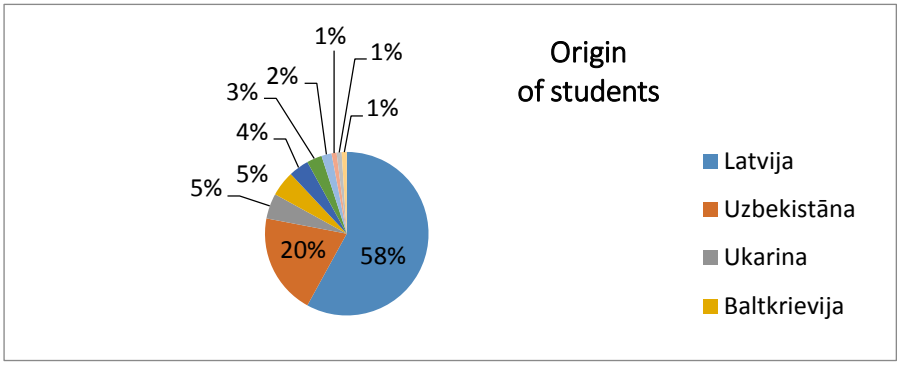
Having a look at the statistics of Latvia on the origin/home country of foreign students, it can be concluded that more than **40% of foreign students studying at universities of Latvia come from CIS countries and Georgia.** Most students in 2015/2016 academic year were from **Germany,** followed by **Uzbekistan**, the third place was taken by **Russia**, fourth - **India**, and the fifth was shared by **Kazakhstan and Sweden,[28]which approves the global trends described above.** *Certus* experts also concluded that the most demanded study direction is social sciences and business administration, especially among students from CIS countries and Georgia. However, students from Asia have a broader spectrum of interests.

Similar conclusions can be drawn, compiling statistics **of the College regarding the composition of students.** In 2015/2016 academic year in the vocational further education and in-service training study programmes[29] the proportion of foreign students

[26] http://uis.unesco.org/
[27] http://uis.unesco.org/
[28] Economic Importance and Impact of Higher Education Export in Latvia, D.Auers & S.Gubins, Domnīca Certus, Policy Review #1, Riga, May 2016.
http://certusdomnica.lv/agenda/augstakas-izglitibas-eksporta-ekonomiska-nozime-un-ietekme-latvija/
[29] Vocational further education and in-service training programme "Hotel Services", Vocational in-service education programmes "Frontline service delivery at tourist accommodations" and "Operations Specific to

compiled 42% (from total 133 students of "School of Hotel Business Organization").[30] The largest number of foreign students came from **Uzbekistan**, followed by **Ukraine**, **Belarus**, **Russia** and **Kazakhstan** (see Chart 1.1.).[31]

Chart 1.1.




Source: SIA "HOTEL SCHOOL" Hotel Management College study year 2015/2016 YEARBOOK, Riga. 2016.
*/Text in the box next to the pie chart:: *Latvia *Uzbekistan *Ukraine *Belarus/*

The study carried out by *Domnīca Certus* on the economic significance and impact of education export in Latvia[32], experts conclude that "export of higher education is a rapidly growing economic service industry in Latvia." Since 2013 the number of foreign students in universities of Latvia has grown at a considerable pace - approximately by 20%[33] per year, and experts have concluded that Latvia is an attractive student destination.

When analysing the **main factors** (see. Table 1.1.) why foreign students have chosen to study in Latvian higher education institutions, it can be seen that the factors can be divided in two groups:

- **Group I** - factors which cannot be influenced by the institution of higher education and which depend on the development level of the country and the implemented policies.
- **Group II** – factors that directly arise from the policy (study direction development) implemented by the institution of higher education.

Some researchers[34] generally call such factors "attractors". They determine the dynamics of the flow of students to one or another country, region or a particular higher education institution.

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Resort Hotels". As well as *"BTEC Level 5 Higher National Diploma in Hospitality Management"* and *"BTEC Level 3 National Diploma in Hospitality".*

[30] Academic unit of the College

[31] SIA "HOTEL SCHOOL" Hotel Management College Academic year 2015/2016 YEARBOOK, Riga. 2016. Available at: www.hotelschool.lv

[32] Economic Importance and Impact of Higher Education Export in Latvia, D.Auers & S.Gubins, Domnīca Certus, Policy Review #1, Riga, May 2016. http://certusdomnica.lv/agenda/augstakas-izglitibas-eksporta-ekonomiska-nozime-un-ietekme-latvija/

[33] Education exports - at a full capacity, Latvian Investment and Development Agency**,** Dienas Bizness, 13.06.2016., p.12.

[34] T.Mazzarol and Geoffry N. Soutar, Push-Pull Factors Influencing International Student Destination Choice, Centre for Entrepreneurial Management and Innovation, CEMI Discussion Paper 0105, 2001. Available at:http://www.cemi.com.au/sites/all/publications/CEMI%20DP0105%20Mazzarol%20and%20Soutar%202001.pdf (accessed: 02.02.2017.).

**Motivating factors for studying in Latvian higher education institutions**

Table 1.1.

| The reason which motivates to choose Latvia as a place for studies | % of the total number of respondents |
|---|---|
| Latvia is a member state of the European Union (EU) | 64% |
| Opportunity to gain experience of living and studying in another country and/or culture | 61% |
| Language of study | 56% |
| Favourable costs of living | 51% |
| International recognition of qualifications obtained in Latvia | 45% |
| Safe living environment | 40% |
| Low tuition fee | 38% |
| Education is more qualitative then in their home country | 26% |

Source: Economic Importance and Impact of Higher Education Export in Latvia, D.Auers & S.Gubins, Domnīca Certus, Policy Review #1, Riga, May 2016, page 9.

According to the results of the study carried out by *Domnīca Certus* **the decision of foreign students to obtain a qualification or academic degree in Latvia** is mainly determined by the following factors:

**I group:**

1. **geopolitical and security aspects**, that is, 64% of respondents indicated that they had chosen to study in Latvia because Latvia is a Member State of the EU. Researchers conclude: with the aim to get a diploma recognized in EU to later continue their studies or to work in an EU Member State. 40% of respondents have mentioned safe living environment as a significant criterion.
2. **socio-economic aspects**, including, favourable costs of living (51%).

**II group:**

3. **studies available in a foreign language** (56%);
4. **International recognition of qualifications obtained in Latvia** (45%);
5. **low tuition fee** (38%).

With a view to the most favorable advertising channels, it is essential to note that **43% of respondents found the initial information about their chosen university online.**

The results of the study carried out by *Domnīca Certus* are generally in line with the findings of the OECD study. The most significant "attractor" factors being the availability of studies in a foreign language already spoken by the students or a language they want to learn (English, French), qualitative, internationally recognized qualification to be obtained, reasonable tuition fee, process of obtaining a visa made easier, as well as a positive image of the country.[35]

**With a view to development** of education service export provided by the College and competitiveness of the study programme "Hospitality Management" in the local, regional and European higher education service market, the College has created its offer, prioritizing the following factors:

- In Latvia accredited study programme (higher education diploma recognized in

[35]Macready C., Tucker C. 2011 Who goes where and why? An overview and analysis of global educational mobility. Institute of International Education.

all EU countries);
- professionally oriented study programme in hospitality, which includes a substantial part of internship in leading companies of EU;
- study programme in three languages - Latvian, English and Russian;
- *Pearson BTEC* quality standard with a possibility to obtain both Latvian and UK diploma, which is widely recognized worldwide;
- relatively low tuition and living costs.

Advantages (strengths) of detailed College study offer are reflected in SWOT analysis in chapter 1.4.

With a view on sustainable development of the study direction, the College **also plans to diversify the offered study programmes**, which, as concluded by the European Social Fund's project "Assessment of study programmes of higher education and proposals for improving quality", is one of the two main criteria for determining competitiveness of the institution of higher education. The second is - the ability to shift, that is, to change the offer according to the demand.[36] These two criteria not only correlate with sustainability, but means necessity to make continued investments. **Making large investments for development of modern infrastructure of the College** is the third factor to build sustainability and competitiveness.

- **development of new study programmes;**

In accordance with the *Long-term Development Strategy for Years 2016.-2022*, next year (2018) the College intends to offer its students another Level 1 higher education study programme "The Art of Culinary" which means attraction of new teaching staff, including, for research activities of the College. The College plans to attract new academic staff, as well as professionals of the hospitality industry and new scientists.

- **development of study infrastructure and investment projects.**

To provide its students with Swiss standard education, developed training and research elements, as well as scientific research activities, the College in 2016 has started to implement and large **infrastructure project** - creation of modern **Training complex.** All facilities of the new complex will include three buildings:

- **training hotel** to develop and improve professional skills of students;
- rooms for training and carrying out research activities;
- facilities for accommodation of students (student hotel).

For the creation of **Training hotel** alone, the College has successfully **attracted investment of 1.5 million EUR and sees it as a long-term investment project.** The development of infrastructure project was launched in 2016 and is planned to be put into operation by 2019.

**The new facilities will be equipped** with modern equipment for the needs of training and scientific research. Particular attention shall be paid to the training laboratory - professional kitchen workshop, which will provide the students and academic staff a possibility to carry out training and research activities, including, in such innovative science industry as modern gastronomy; in Latvia little research has been undertaken in modern gastronomy.

[36]Proposals for the promotion of competitiveness, European Social Fund project "Assessment of Higher Education Study Programmes and Proposals for Achieving Higher Quality", Riga, 2013. Available at:www.aip.lv/getfile-pdf.php?art=6_Eksportspeja_13_05_2013.pd (accessed: 15.12.2016.).

In terms of the strong learning environment necessary for the students in vocational education, OECD **puts a particular emphasis on work-based learning**, which gives a realistic experience and in an easier way helps the students to acquire the skills necessary for work in a modern environment, with modern equipment and work methods given by colleagues and supervisors.

**In this context the obligatory 4 month internship, included in the study programme of the College, as well as investment of financial resources in the development of the Training hotel, is seen as an investment in the competitiveness and sustainability of the study programme.**[37]

**3. Develop research that is integrated with the study programmes offered by the College and the needs of the industry**

In the reporting period the research activities in the College are being implemented in accordance with "Scientific Research Strategy for Years 2016-2012" approved in the Council Meeting of the College. It has been concluded that at the beginning of 2015/2016 academic year the College has performed many activities (for more information see Scientific Research Strategy) and **good preconditions have been created for coordinated and harmonized development and implementation of scientific research action in the College.** In autumn of 2016 a new academic unit - Research Department - was created and the internal regulations have been approved by the Council of the College, necessary for support and development of the scientific research.

According to Scientific Research Strategy, **the mission of the College in scientific research activities** is to develop research activities in the research directions[38]determined by the College and, in cooperation with higher education institutions in Latvia and abroad, to carry out applied and market oriented research, providing the publicity of scientific research outcomes and integrity of study and research activities. The aim of the College is to carry out applied and market oriented research in the directions defined by the College, contributing to the creation and dissemination of new knowledge and promoting research of these fields in the region[39].

In addition to the College's priority research directions the tasks to be carried out (in total -20) have been identified and described in this strategy in the following four action directions:

1. Scientific research activities;
2. Human resources development;

[37] Skills Beyond School, Synthesis Report, OECD Reviews of Vocational Education and Training, 2014. https://www.oecd.org/edu/skills-beyond-school/Skills-Beyond-School-Synthesis-Report.pdf (accessed: 27.11.2016.).

[38] In the academic staff meeting of 10 August 2016 it was discussed and was determined that the College intends to focus its research activity on the following research directions:

- sustainable business in hospitality;
- quality and financial management in hospitality;
- human resource development in hospitality;
- modern gastronomy;
- technological progress and innovation in the field of hospitality;
- didactics in vocational education.

[39]Latvia in the tourism and hospitality industry is seen as a country of Northern Europe and in terms of services and quality of hospitality companies Latvia strives to match quality indicators of the Scandinavian countries.

3. International cooperation;
4. Research support and reporting activities.

For each of the tasks to be carried out a clear, achievable and quantitatively measurable aim (performance indicator) has been set during each academic year (for example, the number of scientific publications, participation in local and international research studies, collection of scientific papers, etc.).

During this planning period the College will pay special attention to scientific capacity strengthening activities (see further - human resources). In terms of human resources the aim of the College is to increase and support the individual and collective scientific research activities of the academic staff, by taking the necessary activities at the end of the reporting period, i.e., in 2022:

- 70% of the academic staff of the College (in addition to study and methodological work) carries out scientific research activities on the challenges in the hospitality industry, maintain and develop their qualification and contribute to creation and dissemination of new knowledge (in accordance with the content of the educational programmes implemented by HOTEL SCHOOL); scientific staff of the Research Department is included in these 70%;
- at least 20 % of the staff involved in research activities are new scientists.

In order to achieve the aim and the qualitative and quantitative indicators set by Scientific research, the Council of the College has taken the following decisions:

- **every year at least 1%** of the general budget of the College is to be given to support scientific research activities;
- in addition **every year 0.5%** of the general budget of the College is to be given to professional development academic of the academic staff (in addition to the obtained EU and regional programme funding for implementation such activities);
- for implementation and development of scientific research activities to attract EU and regional programme funding (for example, Erasmus+, Nordplus, Baltic Sea Region, Horizon 2020) as well as private funding.

It should be stressed that in **2016/2017 study year for scientific research activities** and **its support activities**, including, mobility of academic staff and quality improvement activities, [40] overall **18.7%** of the general budget of the College will be spent.

**4. Develop cooperation with other institutions of higher education in Europe and worldwide, hospitality businesses and organizations of the industry**

The College will continue to develop cooperation network and **conclude internship placement contracts with new employers in Latvia and abroad.** In order to provide qualitative training the College will continue to cooperate with the leading Latvian hospitality industry companies and their representatives **arranging joint guest lectures, field trips, practical seminars and master classes** (for more information see chapter 1.8. *Information about External Relations*).

The College is a member of The Association of Hotels and Restaurants of Latvia.

The College will also continue to develop and deepen cooperation with the above mentioned UK, Swiss and US institutions of higher education, extending the network of foreign partners in the future, concluding new contracts with other institutions of higher

[40] that, is own and attracted financial resources.

education and research recognised in Europe. Priority action line of the College is cooperation with the European and world higher education institutions and research centres within the frameworks of Erasmus + mobility priority, ensuring an active involvement of guest lecturers in the training process as well as promoting the mobility of our own lecturers and joint preparation of research project applications. In 2017, the College is planning to invite guest lecturers from such higher education institutions as "Edge Hotel School" and the hospitality related enterprise "HOSCO". The College will also continue to implement measures for further training and experience exchange of academic staff, as it is determined in *Common Development Strategy* and *Scientific Research Strategy* (for more information see chapter 1.9. *Quality Assurance*)

According to the *Scientific Research Strategy* the College will continue to build and develop cooperation with other institutions of higher education and research in Europe and worldwide **to advance integration of the College in European research and education area** and **the cooperation of its academic staff with foreign colleagues to carry out international research,** experience exchange and further training in the field of research. Together with institutions of higher education and research of other European countries the College intends to prepare joint research project applications, as well as together with companies of the industry **to organize annual international scientific conference and workshops.**

**5. Help young professionals to start a career in hospitality in the leading companies of the industry**

As mentioned above, thanks to the considerable internship experience, which the student obtain already during the learning process, as well as thanks to their good foreign language skills, graduate employment rate is relatively high. According to the survey carried out in autumn 2016, 74% of graduates are employed.[41] At the same time the **support** of the College, helping new specialists to begin their career in the leading hospitality companies in Latvia and worldwide (mostly world brand 4* -5* chain hotels) is included in the **vision** of the College.[42] Same as before the College will continue to provide career support for their graduates, by disseminating information about employment opportunities in hotels in Latvia and abroad. During the training the College also strives to:

- to encourage graduates to work in hospitality industry and develop hospitality related enterprises, as well as set up their own hospitality related enterprises;
- to motivate students for further education and lifelong learning.

It should be noted that the College has concluded cooperation contracts with local and foreign universities regarding the possibility to continue studies in Bachelor degree level programmes. (for more information see chapter 1.8.) The College actively uses also *Progression+* service offered by *Pearson*, which automatically selects those institutions of education worldwide which offer to continue studies in the appropriate industry, that is, in the field of tourism and hospitality.

## 1.2. Study Direction Development Plan

[41] SIA "HOTEL SCHOOL" Hotel Management College Academic year 2015/2016 YEARBOOK, Riga. 2016. Available: www.hotelschool.lv.

[42] College Development Strategies for Years 2016-2022, approved on 26 October 2016 College Council meeting.

Study Direction Development Plan was developed taking into consideration the College project policies, other events and measures planned in normative acts regulating internal activities:

| Type of event | Deadline | Department in charge |
|---|---|---|
| **1. Study direction and course implementation, quality assurance in the educational institution** | | |
| 1.1. Update Study courses | every year before the beginning of academic year | Educational Department and teaching staff |
| 1.2. Organise guest lectures, attract highly qualified foreign academics | from academic year 2017/2018 | Educational Department |
| 1.3. Organise professional development events for the College academic staff and exchange visits with the help of EU regional funding programmes | each academic year | Educational Department |
| Organise international mobilities for academic staff | from 2017/2018 academic year | Principal |
| Involve industry professionals in teaching in the College, organising guest lectures, seminars and study tours | each academic year | Educational Department |
| 1.5. Comply with quality requirements of *Pearson* education[43] | each academic year | Educational Department |
| **2. Study direction and programme accreditation (in accordance with Common Development Strategy priority actions for "Accreditation")** | | |
| Prepare and submit documents for the study direction "Hotel and Restaurants Service, Tourism and Recreation Organization" accreditation | until the beginning of 2017 | Principal, Educational and Financial Department |
| Prepare and submit documents for the educational programme, provided by the College operational unit HBOS, accreditation | August 2017 | Educational Department |
| **3. Study programme "Culinary Arts" preparation and implementation *(in accordance with Common Development Strategy priority action for "New educational programme development and implementation")*** | | |
| Develop and submit for licensing the new study programme *Culinary Arts*, taking into consideration occupational | from 2017/2018 academic year | Educational Department |

[43] In accordance with the Common Development Strategy priority actions for "Accreditation".

| | | |
|---|---|---|
| standard requirements | | |
| Launch the advertising campaign for *Culinary Arts programm*e on local and foreign markets | from Spring 2018 | Marketing Department |
| Launch *Culinary Arts* programme implementation | 2018/2019 academic year | Educational Department |
| Complete the study programme accreditation | Spring 2019 | Principal, Educational Department |
| Recruit new academic staff if needed | 2017 | Educational Department |
| **4. Promoting the study programme recognition (*in accordance with Common Development Strategy priority actions for "Increase of the number of students"*)** | | |
| Develop new promotional materials in English, Latvian and Russian about the study programmes provided by the College | each academic year | Marketing Department |
| Provide information about the study programmes offered in the College via various communication channels (different home pages, social networks, exhibitions and seminars) | each academic year | Marketing Department |
| Attract EU funding programmes for promoting and advertising study programmes on foreign educational service markets | each academic year | Financial Department |
| Continue cooperation with the foreign agent networking (Belarus, Ukraine, Uzbekistan, Kazakhstan, Russia and other CIS countries) | each academic year | Marketing Department |
| Continue marketing activities in other international regions, not only the CIS countries, but also other markets, such as China, India and the UAE | from 2017/2018 academic year | Marketing Department |
| 5. **Material and technical resource and information support development (*in accordance with Common Development Strategy priority actions for "Development of material base "and" development of informational base ")*** | | |
| Complete infrastructure project (real estate's refurbishment project) development and approval | Until the beginning of 2017 | Management Board |
| Attract funds for infrastructure implementation | Until Spring 2017 | Management Board, Financial |

| | | |
|---|---|---|
| | | Department |
| Begin construction work | 2017 | Management Board, Financial Department |
| Full completion (in a few stages) | 2018-2019 | Management Board, Financial, Purchase Departments |
| Purchase the latest educational materials and subscribing to scientific databases | each academic year | Educational Department, Library |
| Upgrade material basis, such as equipment update (eg. computer) | each academic year | Management Board, Financial, Technical and Procurement Departments |
| **6. Support for scientific research and development (in accordance with *Common Development Strategy priority actions for "Academic staff research activities facilitation"* and *"Scientific research strategies for task performance* )** | | |
| Motivate academic staff to work on research and scientific articles and submit them for publication in international scientific journals | each academic year | Research Department, Management Board |
| Inspire academic staff to participate in local and international research projects, especially for the hospitality sector in business research with practical meaning | each academic year | Research Department, Management Board |
| Encourage and support academic staff's participation in international conferences, particularly, in the ones, where reports and articles are published internationally and quoted in reviewed journals | each academic year | Research Department, Management Board |
| Organise international scientific conferences and seminars | from 2016/2017 academic year | Research Department, Principal |
| Prepare and submit project proposals for EU regional funding programme to promote scientific and research work in the College | each academic year | Research Department in cooperation with Finance Department |
| Establish a strong academic team for the work on scientific research the | 2016/2017 academic year | Research Department, |

| | | |
|---|---|---|
| College | | Principal and College Council |
| Attract competent foreign experts and academic specialists for scientific research in the College | from 2017/2018 academic year | Research and Educational Departments, Principal, Management Board |
| Give academic staff remuneration for research work not less than 1% of total annual budget | each academic year | Management Board, Financial and Research Departments |
| Involve students and young scientists the scientific research in the College | each academic year | Research and Educational Departments |
| **7. Developing and publishing educational materials (in accordance with *Common Development Strategy priority actions for "Publishing Development" and main principles of Strategy for Scientific Research Activities*)** | | |
| Continue developing and publishing educational and methodological materials in Latvian, Russian and English | each academic year | Educational and Research Departments, Publishing |
| Launch the campaign to distribute the educational materials, published by the College and sale on Latvian and foreign markets. Sign cooperation agreements with widely well-known textbook databases | from 2016/2017 academic year | Research Department, Publishing |
| Prepare and publish scientific journal, include articles written by the College tutors and students | from 2016/2017 academic year | Research Department, Publishing |
| **8. Organising internships and offering job opportunities** | | |
| Provide internship placements in high level hotels | each academic year | Educational Department |
| Continue to develop networking with employers by signing new contracts for internships in Latvia and abroad | each academic year | Study Department, Principal |
| 9. **Collaboration with employers, other Latvian and foreign higher education institutions and industry organizations** | | |
| Continue cooperation with other European and international higher education and research institutions in order to facilitate the College integration into the European research and education area | each academic year | Research and Educational Departments, Principal, Management Board |

| | | |
|---|---|---|
| Establish cooperation with Latvian and foreign enterprises and industry associations for common research projects | each academic year | Research and Educational Departments, Management Board |

## 1.3. Correspondence of study direction and study programme to the requirements of the job market

*Firstly,* in the Latvian market of education services there is observed a lack of offers, which would allow obtaining professional fourth level qualification – "Hotel Service Organiser". The study programme "Hospitality Management" offered by the College will be the only professional study programme in this field, offering to obtain this qualification during the full-time studies in three different languages – Latvian, English and Russian. According to the information from the data base of education possibilities, at present, only three educational institutions offer to obtain this qualification on national level and only one of them – The Social Integration State Agency College offers it in the full-time studies, however, the programme is performed only in the Latvian language. In the other education establishments ("The College of Business Management" and Business High School "Tūrība") studies are offered in part time or in the e-studies.

Taking into account the dominant position of the English language in the higher education as well as taking into account the quality of the higher education, the study process is organised according to the world recognised UK education standards and study programme in the English language is becoming a niche product of the College, which could be offered to local students as well as to students from abroad.

The OECD in its research of the internationalisation tendencies in the higher education[44] concludes that the main guiding force of the education export are studies offered in the English language and the quality of the higher education. The study programme in the English language and world recognised professional standard of education (BTEC diploma) are two good advantages for the development of education services export. Furthermore, it should be noted that these two advantages broaden the horizon of job opportunities (not only in Latvia, but also in Europe and in the world) as well as they offer a good basis for the successful continuation of studies with the aim of getting academic higher education. According to the statistics[45], 90% of students, who have obtained BTEC diploma, have successfully entered a job market and got a full-time job.

The College offers a study programme prepared according to the BTEC standards what means that this study programme offers students both academic and practical knowledge as well as programme focuses on the development of the necessary professional skills, which will ensure competitiveness of the graduates in the job market. According to the research about the further career development and further studies of the graduates who have obtained the BTEC qualification[46], 37% of the employees prefer to hire a graduate who has both academic knowledge and professional qualification (competences).

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[44] Inspiring Growth, CBI/Pearson Educationand Skills Survey 2015. Available: https://www.pearson.com/ (see: 27.09.2016.).

[45] The outcomes associated with the BTEC route of degree level acquisition, London Economics, 2013. Available: http://londoneconomics.co.uk/blog/publication/the-outcomes-associated-with-the-btec-route-of-degree-level-acquisition/ (see:28.09.2016).

[46] Inspiring Growth, CBI/Pearson Educationand Skills Survey 2015. Available: https://www.pearson.com/ (see: 27.09.2016.).

Notes: London Economics Pearson ordered research about students who got *BTEC qualifications for further education and future job continued more than* 16 years and have been based on data of Labour Force and Graduates Surveys.

*Secondly*, it should be mentioned that according to the forecasts made by the Ministry of Economics, in the next few years it is expected that there will be an increase of the demand for specialists who have obtained the higher education in the sphere of commerce and administration. According to the forecasts, in 2022 demand will be about 74,8 thousand what is more than 12,5 thousand or 20% increase comparing with 2015 (see Table number 1.3.1).

**Forecasts of the demand for the employees with the higher education**
(in thousands)

Table 1.3.1.

| Study field | Fact | | Forecast | | |
|---|---|---|---|---|---|
| | 2014 | 2015 | 2016 | 2022 | 2030 |
| **Commerce and administration** | **53,2** | **62,3** | **64,7** | **74,8** | **84,4** |

*Thirdly*, during the last years, at the national and global level there is observed not yet experienced demand for specialists in the sphere of tourism and hospitality. This trend could be explained with the increasing number of tourists as well as with the stable growth of the tourism and hospitality spheres. International tourism represents 7% of the total world export and 30% of the services export.

According to the data of the United Nations World Tourism Organisation[47], in 2015, the number of international tourists has reached 1,184 milliards. In comparison to 2014, this is for 4,4% or for 50 million people more. In 2015, Europe was visited by 51% or 609 million of tourists[48] what makes Europe the most-visited continent. Furthermore, in Europe, there is observed a considerable increase of tourist number by 5%.[49] According to the data about the number of border crossing given by the Central Statistical Bureau (further in the text referred to as CSB), in 2015, 6,8 million people have visited Latvia what represents a growth for more than 9,5% in comparison to 2014. In 2015, in Latvia, hotel services were used by 2,1 million of guests, 1,5 million of these people were tourists from abroad who travelled for longer periods and this is a growth by 3,1% comparing with the same period during the last year[50].

*Fourthly*, according to the forecasts of the Ministry of Economics, during the period from 2016 to 2030 is expected a considerable increase of demand for specialists possessing the higher qualification including managers in the sphere of hospitality. In 2015, in this profession were employed 2,19 thousand of people. Forecasts show that in 2022 there will be 2,81 thousand employees in this profession[51] (see Table 1.3.2)[52]. Furthermore, it should be noted that when researching the structure of the qualification professions, the Ministry of Economics in the same research concludes that in 2015 32% of the total number of the managers[53] in the sphere of the hospitality, catering, commerce were more than 50 years old.

[47] UNWTO Annual Report 2015, World Tourism Organization UNWTO, 2016. http://cf.cdn.unwto.org/sites/all/files/pdf/annual_report_2015_lr.pdf (see: 21.11.2016.).
[48] Asia and Oceania – 23% or 278 millions of tourists, American – 16% or 191 millions of tourists
[49] in addition to America, Asia and Oceania, the number of tourists increase Middle East and Africa accounted for 3%.
[50] Report on the Economic Development of Latvian, the Ministry of Economics, Riga, June 2016
[51] Data of the Ministry of Economics, calculations performed by College.
[52] Information Report about Labour Market medium and long-term forecasts, the Ministry of Economy, in June 2016.https://www.em.gov.lv/files/tautsaimniecibas_attistiba/dsp/EMZino_06_160616.pdf ( see: 21.11.2016)
[53] This group the leaders of "Hospitality and Food Services" amount 29,6%.

**Forecasts of number of employees, the period 2016-2030**
(thousands of employees)

Table 1.3.2.

| Profession subgroup | Fact | Forecast | | |
|---|---|---|---|---|
| | 2015 | 2016 | 2022 | 2030 |
| Hospitality, catering, commerce and other services managers, out of them: | 7,4 | 7,7 | 9,5 | 11,3 |
| Hospitality and catering services managers | 2,19 | 2,27 | 2,81 | 3,34 |

According to the data of the Ministry of Economics, positive changes are observed in the development of salaries in the corresponding sphere. In the beginning of 2016, in the sphere of hotel and catering services there was observed a remarkable growth of salaries (the similar growth was observed in agriculture, in operations with the real estate as well as in the extractive and building industries).[54] Average salary in the sphere of hotel services (in the context of Latvian economics) was remarkably increasing since 2008. In 2015, in total, in the sphere of hotel services were employed 6100 people.[55] From the point of view of the perspective development of the study field and programme, the structure of the employees employed in the sphere of hotel services is positively evaluated. The largest part (more than 40%) of the employees employed in the sphere could be divided into two age groups. The first one is the age group from 15 to 24 years (more than 10%) and the second age group is from 25 to 34 years (more than 30%). This brings to the College graduates a good job opportunities.

*Fifthly*, analysing the data included in the report "Tourism in Latvia 2016"[56] prepared by the Central Statistical Bureau, in **the sphere of tourism and hospitality** (mainly in these spheres could be found the potential employees of the study programme graduates) **could be observed the following positive tendencies**:

- since 2010 **the number of clients in the Latvian hotels and other tourist dwellings is constantly growing**. In 2010, in Latvian hotels and hotel similar dwellings (further in the text – hotels) were registered 1 311 538 clients. In 2015, there were 2 139 393 clients and this is for 63% more. Average growth of clients in this period is 10% during the year. In 2015, the growth in comparison to 2014 was not that remarkable, just 2%, however, overall growth tendency is stable and constant.
- in 2015, 87,2% or 1 865 289 **people decided to stay in Latvian hotels and other tourist dwellings** what is an outstanding result. Moreover, **63% of the total number of Latvian hotel clients have chosen 4 and 5* hotels**, which are the potential employers of the College graduates. In 2015, in the high-class hotels there were more than 1 million clients (to be more precise -- 1 099 606 people)[57];

[54] Report on the Economic Development of Latvian, The Ministry of Economics, Riga, June 2016.
[55] Informational Report about Labour Market medium and long-term forecasts, the Ministry of Economy, in June
[56] Tourism in Latvia 2016, Central Statistical Office, Riga, 2016.
http://www.csb.gov.lv/sites/default/files/nr_30_turisms_latvija_2016_16_00__lv_en.pdf (see: 22.11.2016.).
[57] Data of Central Statistical Office, calculations performed by College.

- **since 2013 there is observed a remarkable increase** of the number of hotels. During the period from 2013 to 2015 the number of hotels has grown from 239 to 306.

**The number of hotels and other dwellings**

Table 1.3.3.

| | **2013** | **2014** | **2015** | **Increase %** (2013/2015) |
|---|---|---|---|---|
| **Total amount of hotels and other dwellings** | 546 | 544 | 563 | **3** |
| **Hotels and hotel similar dwellings** | 239 | 238 | 308 | **29** |

## 1.4. SWOT (strengths, weaknesses, opportunities, threats) analysis

| **Strengths:** | **Weaknesses:** |
|---|---|
| • Internationally recognised qualification (the quality of study process is managed in accordance with the UK globally recognised standards („Pearson BTEC”);<br>• The study programme has its clearly defined position in the industry;<br>• The study programme includes a combination of theoretical and practical knowledge as well as develops skills and knowledge, which are necessary for the further studies;<br>• International and multicultural study environment; the study programme is delivered in the English language and, as a result, students demonstrate proficiency level of foreign languages;<br>• Tutors-professionals from leading hospitality enterprises in Latvia;<br>• A large number of guest lectures, study tours and workshops;<br>• The College regularly prepares and publishes methodological and study materials, which are necessary for study programme courses (in 3 languages – Latvian, English and Russian);<br>• Strong cooperation with leading hospitality enterprises, which are the potential employers for the College graduates;<br>• Guaranteed internship placements for every student; the first internship is in Latvia, the second one is abroad; mostly in 4* and 5* hotels<br>• Contemporary teaching methods; creative study environment, including dormitories; the use of IT for the needs of social sciences;<br>• Individual approach to each student; implementing democratic principles and the use of feedback while working with students;<br>• Attractive opportunities of further studies for the College graduates („BTEC” diploma); | • In the study programme implementation, foreign lecturers did not take part;<br>• Taking into account the fact that the College was founded recently, a lack of international recognition is observed;<br>• The two-year study programme creates obstacles for students to participate in different mobility programmes;<br>• Lecturers have not participated in exchange programmes yet, they have not taught any courses abroad;<br>• Non-developed collaboration with educational institutions abroad and scientific research centres;<br>• Limited capacity for international publications and scientific research. |

| | |
|---|---|
| • The hospitality industry has an increasing demand for highly qualified specialists (hotel services) on the job market both in Latvia and abroad;<br>• Good employment possibilities for the College graduates both in Latvia and abroad („BTEC" diploma, internship in Latvia and abroad, incl. demand);<br>• Low tuition fee in comparison with other programmes of similar content and level in other European countries | |
| **Opportunities:**<br>• New and modern study infrastructure – building hotels for students (the whole centre for students) including study laboratories (professional kitchen); modernisation of premises, providing rooms in dormitories and other services.<br>• Attracting guest lecturers and professionals from the hospitality industry;<br>• Developing the scientific and research work in the College;<br>• Developing the new study programmes (different specialisations);<br>• College students' involvement in research work in cooperation with lecturers;<br>• Expanding the access to the study literature and data bases (library);<br>• Attracting international students;<br>• Collaborating and developing common projects with the higher education establishments, research centres and organisations from Latvia and abroad;<br>• Creating the database, which offers an overview of the study programme graduates' further career;<br>• Getting financial support from the EU funds and regional programmes for the College infrastructure development and for the scientific research work;<br>• Lecturers's and studentss further involvement in different mobility | **Threats:**<br>• Social and political risks in the world and in Europe, which create obstacles for foreign students' attraction (slow process of visa preparation, changes in European and Latvian migration policy);<br>• Decrease of the number of potential students in Latvia (demographic situation);<br>• Stereotypes about non-qualitative higher education and image of Latvia in the world. |

| | |
|---|---|
| programmes. | |

## 1.5. Management of Study Direction: Management Structure

The College Council (hereinafter -Council) implements the management of the study direction "Hotel and Restaurants Service, Tourism and Recreation Organization" in the College. It operates according to Latvian Republic legislation, "HOTEL SCHOOL" Hotel Management College Regulations (hereinafter - College Regulations) and "HOTEL SCHOOL" Hotel Business College Council activities regulations (hereinafter - Council Regulations).

The Council and College principal are college governing and decision-making representatives. The **College Council** is a **collegiate decision-making staff group in educational and research questions** that are stipulated in College regulations (see. Table 1.5.1.). Principal is the head of College, the highest administrative officer. Management Board organizes the Council election and the Management Board meeting for the first time. The Management Board is a head of College and a decision-making institution in relation to the studies strategic directives, financial and economic matters. Decisions are made in accordance with College Statutes of the Association and regulation procedures and rules accepted by the College.

**Main tasks** for the Council stipulated in the College Regulations

Table 1.5.1.

| |
|---|
| 1. to approve the study programme and set out suggestions for new study programmes; |
| 2. to approve directions for research and scientific activities; |
| 3. to approve admission regulations, prepared by the commission; |
| 4. to determine the study programmes development, expertise and approval procedures; |
| 5. to draw up suggestions for the College's operational units and establishing branches for education and research, its reorganisation and elimination; |
| 6. to consider and approve the College annual public reports; |
| 7. to support and promote the Student Parliament activities, to approve the Student Parliament rules and regulations; |
| 8. to develop the Council Rules and Regulations; |
| 9. to approve Education Process and Examination Rules prepared by the commission; |
| 10. to approve Personnel Regulations for Academic Employees prepared by the commission |
| 11. to elect the College lecturers and heads of departments |

**The Management Board approves the Council members, Council Rules, and Regulations.** The Council members are elected for two years.

The Council consists of the following members:

1. Principal;
2. Deputy Principal in study matters;
3. one member from the Management Board;
4. three representatives of academic staff (people elected to be lecturers)
5. one staff representative of general comprehensive courses;
6. two members of Student Parliament[58];
7. one labour market representative, an employer or professional organizations delegated representative according to the study programme specifics.

[58] In accordance with "HOTEL SCHOOL" Hotel Management College Student Parliament Rules and Regulations.

**Appointment procedures** for the Council members:

- academic staff, general staff and student representatives for the work in Council are put specifically during the group meeting. Representatives for the Council are elected by voting;
- Principal , Deputy Principal are appointed to be members in the Council without election;
- employers or professional organizations delegate a representative after the Management Board's proposal to the organization.

The Council is able to make decisions if in the meeting or in the elections at least six members of the Council take part. The Council shall decide by a majority vote in open or secret voting. Secret voting is organized if it is requested by at least five members. If the Council members' votes are equal, the chairperson of the Council has a decisive vote. The Council members also have a right to vote electronically (without participation in the meeting). The Principal has right for veto on the Council's decisions. After the veto, the question is solved by the commission.

The Council meetings, including urgent meetings, are organized by the Council chairperson's, Principal's, Management Board's or at least five Council members' request. The Council meetings are led by the chairperson. The Council chair person and secretary are elected on the first meeting in a secret voting by majority of votes from other Council members. The Principal cannot be the chairperson.

The Council's decisions come into force on the day when the Principal signs the order to publish it.

The chairperson ensures the possibility for academic staff, representative of general comprehensive courses and students to get acquainted with the reviewed questions and decisions at the meeting.

In the study direction management structure, **Study Programme Leader** plays an important role. His or her responsibilities are as follows:

1. the implementation of the programme management according to the approved study plan;
2. keeping courses registry and updating courses on regular basis (in cooperation with lecturers);
3. making the proposal for changes in the study programme, preparing the project programme and submitting it to the College Council in a meeting;
4. assessment of necessary material and information provision for the implementation of the study programme (in collaboration with lecturers and students), analysis of gained information and preparing suggestions for the expansion of material and information provision to the College Principal needed for implementation of the study programme;
5. the individual study plan[59] preparation for students who begin their studies in the later stages, who have academic debts, or who have chosen to study at a slower pace;
6. the state qualification examination organization;
7. the study process inner quality assurance control;
8. regular, qualitative and effective assessment of lecturers' work based to ensure that the lecturers' internal quality process is public, fair and free from any corruption;

[59] In accordance with Rules No.4-6/22 for Individual Study Plan Development "HOTEL SCHOOL" Hotel Management College, approved by College Council on November 21, 2016.

9. internal verification.

**College Management,** that is, College Principal and Deputy Principal in the study work:

1. train lecturers for their work to ensure high quality internal process, as well as prepare methodologists to perform these duties;
2. inform lecturers about the methodologists, who have been appointed to carry out their work quality control;
3. develop and use standardized internal verification documentation.

College Management also gather internal verification process , gain experience and analyse, and use for further college study process (particularly student learning assessment) improvement.

**Deputy Principal in educational matters**:

1. plans study process, makes learning schedule, makes lecturers' consultation time schedule for each term;
2. plans lecturers' methodological work within the field of study, prepares methodological meeting schedule for each semester;
3. organizes and manages methodological meetings;
4. plans and carries out lecturers' training for student evaluation form (for new teachers before the beginning of each semester, but teachers who are working in an educational institution more than half a year, training is organized at least once a year);
5. designs and implements a continuous monitoring of lecturers work;
6. checks prepared by lecturers tests and exam tasks, descriptions, provides written opinions on the quality and relevance to the course goals and objectives.

   All verification documents are kept in Educational Department.

Scientific research activities within the study direction are led by the **Research Department**, which has the following competences:

1. to coordinate and implement measures to support and encourage the College academic strength, initiate young scientists and students in research projects, conferences, and other research related activities;
2. to work in collaboration with Educational Department (academic staff), to prepare an application projects to attract EU funding for regional programmes in order to carry out international research and organize professional development courses connected with research;
3. in collaboration with the Educational, Financial Department and Management Board to continue organizing and developing cooperation with other European and international higher education and research institutions;
4. to prepare and submit to the Principal a report about academic staff's written and published research articles during each academic year;
5. to gather information about the College and opportunities for the academic staff to participate in local and international research and scientific conferences;
6. to coordinate the preparation and publication of the College scientific journal;
7. regularly collect and process information about the College implemented scientific research work; to prepare and publish an annual review on the College website;
8. to come up with proposals on the internal laws and regulations of the necessity in scientific research activities and support;

9. in cooperation with the Principal to recruit and select staff for scientific research work;
10. to organize work in Publishing Department.

## 1.6. The available resources, material and technical provision for the study direction

From 2014/2015 to 2016/2017 academic year at least 60 thousand euro will have been invested in the creation and improvement of the material, technical and informative base of the College, and at least 30 000 EUR from this amount will be invested in the methodical and informative base. In terms of money it creates more than 1635 EUR investment per each student[60], and is considered to be a relatively high indicator.

**Financial resources:**

**The budget of the College consists of the following income:**

- tuition fee (50% of the income); most of this consists of income from the activities of the structural unit of the College HBOS.[61]
- attracted funds of EU and other regional funds (30% of the income);
- loans (20% of income).

The College manages and organizes its financial resources in accordance with the law "On Accounting" as well as internal normative act - "Infrastructures, material technical and informative provision compliance assessment and improvement procedure, necessary for the implementation of the education process", which regulates how the material and informative base, necessary for the implementation of educational programmes, is planned, provided, its process of conformity assessment and improvement at the College and its academic unit HBOS. Procurement of material and informative base is organized by the Board.

The action of the study direction and implementation of the study programme is financed by the obtained funds. Each year the College provides funding for the supplement and renewal of the material and technical base, scientific research activities (see chapter 1 and Appendix No.4 *Strategy for Scientific Research Activities*), supplement of informative base (see information below) and annual funding for Student Parliament.

A little more regarding the **granting and monitoring of the material and technical provision and informative base.**

- The planning of material, technical and informative base is carried out in the development stage of further education and in-service training education programmes by a specially created **work group,** in accordance with the aims, objectives and prospective learning outcomes;
- Material base and informative base conformity assessment for the implemented study programmes, further education and in-service training programmes **is organised by the directors of the programmes**, involving in the assessment process the academic staff, support staff (for example, library staff), as well as students of these programmes.
- at least once a year (June) the directors of the study programmes summarize the collected information and prepare a proposal on the improvement of material and

[60] On condition that the College has admitted the maximum number of students and the maximum number of students are acquiring education at the College.

[61] Vocational further education and in-service training programme "Hotel Services", Vocational in-service education programmes "Frontline service delivery at tourist accommodations" and "Operations Specific to Resort Hotels". As well as"BTEC Level 5 Higher National Diploma in Hospitality Management" and "BTEC Level 3 National Diploma in Hospitality".

informative base, which is to be submitted to the Head of the College.

- at least once a year (June) the directors of the study programmes summarize the collected information and prepare a proposal on the improvement of material and informative base, which is to be submitted to the Head of the institution of the education.
- The Head of the College, in accordance with the budget possibilities of the College, aligns the material base and informative base improvement plan and necessary funding with the Board.

The budget of the College is prepared based on the academic year plan, prepared by the Head of the College. At the beginning of each academic year the Board of the College approves the funding, necessary to provide the planned material and informative base. The control of the usage of the financial resources is carried out by the Board, which at the middle of each academic year (before the beginning of spring semester), based on the information, which is prepared by the accounting department of the College, makes a decision on the adjustment of the approved budget.

**Methodological and informative provision:**

There is a library at the College, its reading room is equipped with computers and internet connection, as well as a photocopier and a scanner.

In accordance with the *College Development Strategy 2016-2022,* one of the priority action lines of the College is regular expansion of the informative base.

The College will continue to expand the stock of the library every academic year. The procurement takes place based on the information regarding literature needed for the studies, which is prepared by the lecturers and updated periodically. In accordance with the approved budget in 2016-2017academic year the College will spend **EUR 4250 per year** on training materials and literature of the industry. This amount includes also the subscription of databases.

From 2014 till the end of 2016, the College has allocated the following investments amounting to a total of EUR 34 145 for the creation of the information base:

- purchase of books and periodicals: EUR 8 000;
- subscriptions to online databases: EUR 2 700
- development of teaching materials: EUR 22 000;
- publishing of teaching materials (printing expenses): EUR 1445.

In 2016 the College concluded contracts with two electronic databases, which are widely known in the academic environment - EBSCO and e-LANBOOK, thus, providing the academic staff and students with access to the latest scientific and research publications, articles and textbooks.

In 2016/2017 academic year 1445 EUR will be invested in publication of training and methodological materials prepared by the College in Latvian, English and Russian. In addition to the costs of publishing of these materials, the academic staff of the College will continue to develop training materials in the hospitality industry and the development of these materials will also be funded from the budget of the College.

In 2014, 2015 and 2016, the College tutors wrote 30 books in three languages – Latvian, English and Russion, which are used for academic purposes (see Appendix No.24 *Teaching and methodological materials developed by "HOTEL SCHOOL" Hotel Management College*). Taking into consideration the large proportion of foreign

students[62], the College has translated these materials to English and Russian. The research work carried out by the academic staff is very important for the industry of hospitality in Latvia, because currently there is no other equivalent training literature in Latvian. Overall, as mentioned above, the College has invested more than 20 thousand euro[63] in this scientific research project (development of materials, translation and printing). The prepared materials are available both in printed and digital format. It is possible to download these materials, and also training videos have been created. In accordance with the Common Strategy of the College, it will continue to develop methodological and informative base, so that the academic staff of the college and students could implement study and research activities, which comply with the current scientific advances and professional requirements of the industry.

Overall **in this academic year** the College plans to spend **5750 EUR** on the expansion of informative base. To expand the stock of the library, the College has intended also to attract donations, especially from the companies of the hospitality industry. The long term vision of the College is to promote the library as a place for hospitality industry professionals in Latvia, where they get acquainted with the current information, and also participate in seminars of the industry.

In the web page of the College, section "Library", available in three languages - Latvian, English and Russian, an access has been created for the following **on-line databases:**

- section "Open Access", where information on open electronic resources: e-journal and e-book databases, scientific publications and information searchers can be found.
  Open Access initiative's aim is to support free of charge access to e-resources in education and academic environment;
- College catalogue and databases. Here you can have a look at HOTEL SCHOOL Web Library College joint catalogue, as well as subscribed online databases, which offer academic and training literature of the leading publishers.[64]

Regarding training materials it is essential to stress that the College uses the possibilities provided by the digital environment. The College creates training videos, filmed in real work environment (companies of hospitality industry). E-environment (virtual platform and home page in three languages) has also been developed and is regularly improved. "Gallery of Methodological Materials" has been created, where all methodological information regarding each study course can be found.

The library is open also after classes, therefore, it is a place where students are happy to spend their time reading professional library, students happily spend their free time there, too. It should be noted that in addition to the library, students can spend their free time in the leisure room.

**Material and technical provision:**

Currently the College (on lease contract) operates in more than 400 sq.m. large rooms. For implementation of practical sessions and workshops the College has concluded a cooperation contract with SIA "Gemoss" about the usage of their laboratories for practical sessions in professional kitchen. In 2016/2017 academic year for maintenance and development of material and technical base almost 45 000 EUR will be spent, that is, approximately 10% of the total expenses of the College.

[62] in 2015/2016 academic year the proportion of foreign students was 42% of the total number of students.
[63] data assessed by August 2016.
[64] www.hotelschool.lv

The facilities of the College are equipped with multimedia devices, free wireless internet is available in all rooms of the College, there is a leisure room for students. Computer room is available. Various ways and means are used to communicate with students: e-mail, phone, skype, home page (announcements and current events), face-to-face consultations. The material base of the study programme "Hospitality Management" consists of:

- auditoriums, each equipped with multimedia devices (computer, projector, sound hardware) and board;
- computer room (with hotel management software "Micros Opera");
- library with a reading room, and computers with permanent Internet connection;
- printers, scanners and copying equipment for the research activities of the lecturers and students;
- Professional restaurant and bar equipment in practical training rooms, for example, coffee machine, blender, cocktail shaker, plates, glasses, cutlery, textile, decors, etc.;
- professional kitchen equipment and facilities (in cooperation with the company "Gemoss" with which the College has concluded a long-term laboratory rental contract);
- rooms for methodical and research activities of the lecturers;
- leisure room for students.

Thinking about high level education and research, as well as long-term competitiveness and sustainability of the College, the management of the College in 2016 made a decision and started to implement **a large infrastructure project - development of modern Training complex.** From the view point of realisation, the **development of the training complex** is divided into two separate projects:

- **training hotel,** for the creation of which 1.5 million EUR has been already successfully attracted. The hotel is planned to be put into service by the year 2019.
- the real estate object reconstruction for the **College itself and student hostel.**

The College sees the creation of these three functional buildings as a long-term investment project. **The new facilities will be equipped** with modern equipment for the needs of training and scientific research. Particular attention shall be paid to the training laboratory - professional kitchen workshop, which will provide the students and academic staff with a possibility to carry out training and research activities, including, in such innovative science industry as modern gastronomy; in Latvia little research has been undertaken in modern gastronomy.

**Qualifications of the academic staff of the College:**

In the implementation of the study programme "Hospitality Management" highly qualified academic and industry professionals are involved, combining the knowledge, competence and many years of experience of the academic staff of the College, guest lecturers (from other university colleges of Latvia) and leading professionals of the hospitality industry in Latvia. Teaching at the College is the main job[65] for 80% of the lecturers. Currently, 15 tutors are employed in the College. Three of them have a doctor's degree, one is a doctoral student and six have a master's degree and two are studying Master. Thus, 67% of the total number have a Master's degree.

[65]Works only at the College or works in the hospitality industry and at the College.

67% of the lecturers have practical experience in the hospitality industry for more than five years, 53% of them have worked in the industry for more than ten years.

Since 2017 guest lecturers from the UK ("Edge Hotel School", "University of Salford"), Switzerland ("HOSCO"), USA ("AHLEI"), as well as lecturers from Poland and Ukraine are to be involved in the teaching process.

Three lecturers of the College in 2016/2017 academic year have intend to acquire the course "University Didactics". Full list of the lecturers of the College can be found in Appendix No.17.

**Professional work experience of the academic staff of the College in the hospitality industry in Latvian and foreign companies**

Table 1.8.1.

**1. Dr. oec. Jevģenija Dehtjare**

| **More than 10 years of professional work experience in leading positions in Europe, USA and Latvia** | | |
|---|---|---|
| 2010-2013 | VIAJES TERRAMARTOUR S.L., Spain, Lloret de Mar (Girona) | Tour Operator Regional Sales and Development manager in Spain |
| 2010-2012 | TERRA ATLANTICA TOURS INC, USA, Miami (Florida) | The US Office Director |
| 2009-2010 | AVITAR | Hotel marketing auditor,<br>as well as private marketing consultant of other companies |
| 2005-2009 | SIA BMTRAVEL (Latvian – Italian tourism company) | Member of the Board |
| 2004-2005 | Baltic Beach Hotel, Latvia | Sales and Marketing Manager |
| 2002-2004 | AVITAR hotel | Marketing Manager |

**2. Dzintra Līce**

| **More than 20 years of experience in leading hospitality companies in Latvia and Europe; hotel manager of such well known hotels in Latvia as "Mežotnes pils", "Mālpils muiža", "Day and Night Hotels( Bauska)";<br>has worked in hotel certification commission for years;<br>has worked as Tez Tour representative in Bulgaria, Egypt and Greece** | | |
|---|---|---|
| 2013 -2014 | Sport complex Ķeizarmežs | Consultant, personnel trainer |
| 2004 – 2014 | Domina Travel<br>Tez Tour | Representative in Egypt, Spain, Bulgaria |
| 2008 | "Mālpils muiža" | Director |
| 2006 – 2008 | Day and Night Hotels( Bauska) | Director |
| 2004 – 2006 | Hotel Management Expert Group | Co-owner |
| 1998 -2008 | Hotel and Restaurant Centre | Hotel certification expert |

| | | |
|---|---|---|
| 2000-2003 | "Mežotnes pils", hotel | Director |

### 3. Dzintars Priedītis

| More than 17 years of professional work experience in high level hotels in Latvia, more than 10 years of experience in leading high level hotels in Latvia, recognized hotel revenue manager in Latvia | | |
|---|---|---|
| 2014 - present | Hotel "Neiburgs" | Hotel revenue manager in Marketing and Sales Department. |
| 2008-2014 | „Radisson Blu" Hotel in Riga | Reservation Centre Manager |
| 2005-2008 | Hotel "Reval Hotels" | Reservation Centre Manager |
| 2001-2005 | Company „World Travel Service" | Project Coordinator |
| 1999-2001 | „Radisson SAS Hotel Daugava" | Administrator |
| 1997-1999 | „Radisson SAS Hotel Daugava" | Porter |

### 4. Mag. oec. Ingrīda Lerha

| More than 17 years of professional experience in the hospitality industry, 13 years of professional work experience in managerial positions in hospitality companies known in Latvia | | |
|---|---|---|
| 2010 - present | "Svētki no sirds" - Workshop for everyone | Manager |
| 2008-2010 | SIA "Rīgas Banketu Serviss" structural unit Arēna Rīga Bar and Fast Food | Company manager |
| 2004-2008 | SIA "Rīgas Banketu Serviss" structural unit *Saules akmens* | Manager of the Structural unit |
| 2003-2004 | SIA "PolarBek Daugava" Hotel Radisson SAS Daugava | Banquet Service Manager |
| 1999-2003 | SIA "PolarBek Daugava" Hotel Radisson SAS Daugava | Waitress in Food and Drink section |

### 5. Tamāra Rubene

| More than 16 years of professional experience in the hospitality industry, including, in hotels in Europe; more than 7 years of work experience in food business management | | |
|---|---|---|
| 2009 – present | SIA „Rutare" (the company operates in the food industry – manufacturing of sorbet) | Chairperson of the Board |
| 2006-2009 | SIA „Islande Hotel" | Restaurant Manager |
| 2003-2006 | Hotel„Hauss Hofgastein" Hotel „Nussdorferhof" (Austria) | Waitress, bartender |
| 2001-2003 | SIA „Kraslav", restaurant „La salsa" | Restaurant Manager |

### 6. Liesma Romanovska

| 20 years of practical work in the leading hospitality companies of Latvia and more than 8 years of professional work experience in SIA "Latvijas neatkarīgā inspekcija". | | |
|---|---|---|
| 2008 – present | SIA „Latvjas neatkarīgā inspekcija" | Senior specialist of labour protection, head of work environment department |
| 2004-2007 | SIA „Stockmann" | Cook |
| 2003-2004 | SIA „RIMI Latvija" | Cook |
| 1993-2003 | A/S „Ķekavas broileri" | Cook |

### 7. Oļegs Ņikadimovs

| 10 year working experience in leading hospitality related enterprises in Latvia | | |
|---|---|---|
| 2012 –2014 | Ltd "Wellton Hotel Group" | Marketing manager |
| | Restaurant "Melnā Bite", Wellton Centrum Hotel&Spa, | F&B manager |
| 2006- 2012 | Hotel BEST Hotel | Sales and Marketing manager, HR manager |
| 2005 –2006 | Ltd "MK Trade" | Sales assistant |
| 2003 –2004 | Ltd "Pita Fans" | Supervisor |

### 8. Jūlija Mironova

| 6 year working experience in hospitality related enterprises in Latvia, 3 year in managerial position | | |
|---|---|---|
| 01.04.2016 - present | Ltd "Mogotel" Rixwell Irina Hotel, Riga | General Manager |
| 2015 – 2016 | Ltd "Mogotel" Wellton Riga Hotel, Riga | Front Office Manager |
| 2014 – 2015 | Ltd "Mogotel" Wellton Centrum Hotel, Riga | Receptionist |
| 2012 – 2014 | Ltd "Mogotel" Rixwell Old Riga Palace Hotel, Riga | Receptionist |
| 01.06.2012– 01.09.2012 | Fairfield Inn & Suites, Marriott Hotels, Auburn, USA | Trainee |
| 01.01.2011 – 01.10.2012 | Ltd "GMG Catering" Tex-Mex Restaurant chain, Salaspils | Bartender |

### 9. Anita Strazdiņa

| 12 year working experience in hospitality related enterprises in Latvia and abroad, 3 year experience in a managerial position | | |
|---|---|---|
| 2009 – 2013 | Qatar Airways, Doha (Quatar) | Senior Flight Attendant |
| 2008– 2009 | Grand Hyatt Bali, Bali (Indonesia) | Senior Receptionist |

| | | |
|---|---|---|
| 2004.– 2008. | AirBaltic, Rīga | Flight Attendant, Senior Flight Attendant |
| 2001.– 2004. | Park Hotel Rīdzene, Rīga | Waitress |

**10. Ineta Krankale**

| **7 year working experience in hospitality related enterprises in Latvia and abroad, 6 year experience in a managerial position** | | |
|---|---|---|
| 2016– present | Park Inn by Radisson Riga | Sales Manager |
| 2014 –2015 | Latvian National library, Rīga | Canference and Banqueting Manager |
| 2011– 2012 | Ltd Intelitours | Marketing Manager, Director |
| 2009 – 2010 | Ltd Eventus Group | Sales Manager |

The College has selected its academic staff in accordance with the Law on Institutions of Higher Education and regulation "On Academic and Administrative Positions at "HOTEL SCHOOL" Hotel Management College." Choosing lecturers for the study programme "Hospitality Management" study course the College took into consideration the following criteria: education (degree), professional work experience in hospitality industry, pedagogical experience, scientific and research activities, communication skills and knowledge of languages.

The lecturers organise lectures, conduct seminars and practical classes, organize tests in their subject, supervise student training internship, provide consultations, supervise and review qualification papers of students, carry out methodical, scientific and research activities, as well as actively participate in international cooperation projects, participate in College Board or Director's Committees and take part in meetings of the academic staff of the College.

The remuneration of academic staff of the College is governed by the academic staff workload tracking and payment procedure in "HOTEL SCHOOL" Hotel Management College, which has been developed in accordance with "Rules regarding Pedagogue Salary Terms" No. 44 of 5 July 2016 by the Cabinet of Ministers of the Republic of Latvia.

Since 2016/2017 academic year the Funding procedure SIA "HOTEL SCHOOL" Hotel Management College has come into operation regarding professional training activities of the academic staff, which determines the amount of the funding, which the Board of the College gives to professional training activities form the budget of the institution, defines the categories of the staff, who can receive the funding and regulates the procedure of allocating the funding. The aim of the procedure is to help the academic and general staff of the College to comply with the requirements of the Regulations of the Cabinet of the Ministers of the Republic of Latvia of 28 October 2014 "Regulations regarding the necessary education and professional qualification of pedagogues and professional competences" as well as to strengthen the professional capacity in order to improve the work quality of the College. The College gives 0.5% from the budget of the institution to professional training of the staff. Providing funding, the maximum support per employee for participation in professional development activities is from 50% to 100% of the participation costs.

## 1.7. Implementation of scientific research within the framework of the study direction

At the beginning 2016/2017 academic year corresponding institutional, legal and financial conditions were created for the scientific research activities of the academic staff and students. **The mission of the College in scientific research activities**[66] is to develop research activities in the research directions[67] determined by the College and, in cooperation with higher education institutions in Latvia and abroad, to carry out applied and market-oriented research, providing the publicity of scientific research outcomes and integrity of study and research activities. The research topics, chosen by the College, fully comply with the study direction "Hotel and Restaurant Services, Organization of Tourism and Recreation".

In order to make efficient use of the available resources in the field of research, the College plans to implement a fairly focused approach, the current issues are to be viewed directly in the context of the hospitality industry. This is the College's chosen specialization in education and also research. In the period of 2016-2022 the College intends to concentrate its research activities on the following **research directions:**

- sustainable business in hospitality;
- quality and financial management in hospitality;
- human resource development in hospitality;
- modern gastronomy;
- technological progress and innovation in the field of hospitality;
- didactics in vocational education.

The courses read by the academic staff are included in their research interest field, therefore a close interaction between implementation of study courses and research activities is formed.

The research directions, chosen by the College, include both potential of creativity and innovation and possibility to carry out applied and market-oriented research. Here the College sees good opportunities for cooperation with employers and organizations of the industry, which might be interested in implementation of some research contracts. The College intends to involve also students in such research activities; and students, under the supervision of a supervisor, will acquire the necessary skills and new knowledge.

It should be noted that the mentioned research directions conceptually comply with the vocational higher education study programmes, offered by the College, and in a wider context of tourism industry - with those interests, which are necessary for the development of tourism products in Latvia and Europe. As it is stressed in the Latvian and EU strategic documents of the tourism industry, tourism product development specialists should concentrate on quality, sustainability, innovation, high added value and export.[68] Part of the research directions will provide new theoretical knowledge, in

[66]"HOTEL SCHOOL" Hotel Management College Scientific Research Strategy for years 2016 - 2022, approved by the College Council meeting on 26 October 2016.

[67]Discussed and determined in the academic staff meeting of 10 August 2016, included in the Scientific Research Strategy for years 2016 - 2022.

[68]Latvian Tourism Development Guidelines for years 2014-2020, the Ministry of Economy, 2014., p. 40
Available at:https://www.em.gov.lv/lv/nozares_politika/turisms/dokumenti/politikas_planosanas_dokument (accessed: 21.06.2016.).
Europe, the world's No. 1 tourist destination – a new political framework for tourism in Europe, COM (2010) 352, Brussels, 30.6.2010.
Available at: http://ec.europa.eu/growth/sectors/tourism/policy-overview/index_en.htm (accessed: 21.06.2016.).

other research directions the outcome may be new solutions and their practical application in the industry. The College aims to involve new scientists and experienced foreign experts in its research activities.

Concerning industry professionals it should be noted that the College sees potential to combine the knowledge and expertise of professionals and research potential of the academic staff of the College, to implement a multi-disciplinary and interdisciplinary research and market oriented research. It is essential that 3 out of 6 of research directions of the College are of multi-disciplinary nature.

Development of scientific and research activities and the research directions of the College in the long term can lead to increasing of Latvian tourism industry productivity, among other things, approving the outcomes of scientific and research outcomes within the framework of the study programme and papering new professionals. Part of the research directions will provide new theoretical knowledge, in other research directions the outcome may be new solutions and their practical application in the industry.

A year after the College started its activities in the area of higher education in Latvia and Europe, for the organisation and implementation of the scientific and research activities a **scientific research activity strategy of the College for years 2016 - 2022** has been developed.[69]

The College considers the following activities to be very important - publications in international reviewed editions, which approve the high qualifications of the researcher and their knowledge in the according field of science, the involvement of academic staff in international activities, as well as participation in local and European level science research studies. The College will also continue to build and develop cooperation with other institutions of higher education and research in Europe and worldwide to **advance integration of the College in European research and education area** and **the cooperation of its academic staff with foreign colleagues to carry out international research,** experience exchange and further training. As it is known, in the new financial framework for years 2014 - 2020 those projects (applications) can candidate, in which several[70] institution of higher education and/or research are combined. Therefore, the College is particularly interested in creating cooperation with higher education and research institutions in the field of hospitality, which are **recognised in Europe and rich in traditions.**

In the next six years **the main task is to develop the scientific research capacity of the College, promoting and supporting the individual and collective scientific research activities of the academic staff.** In order to do that, from 2016/2017 academic year **targeted, coordinated and supportive research policy will be implemented.** The experience gained in research activities is very important for the improvement of the study programme.

Research Department was created in 2016/2017 academic year. Its Head reports directly to the Head of the College. Internal regulations for carrying out research activities have also been drawn. Those are:

1) SIA "HOTEL SCHOOL" Hotel Management College organizational structure[71] from 2016/2017 academic year, creating a new academic unit - Research Department;

[69] Approved by the College Council meeting on 26 October 2016.
[70] 3-10, depending on the research programme.
[71] Approved by the College Council meeting on 26 October 2016.

2) “Funding allocation procedure No 4-6/11 for “HOTEL SCHOOL” Hotel Management College Academic staff professional training activities” from 15 June 2016[72];
3) “Funding allocation procedure No 4-6/11 for “HOTEL SCHOOL” Hotel Management College Academic staff scientific research activities” [73];

At the same time with the implementation of research activities and support activities, the College will take targeted measures to attract EU and regional support funding, as well as private funding for carrying out the tasks defined in the Strategy.

The Research Department of the College in cooperation with Study Department, Financial Department and the Head and the Board are responsible for and organize the scientific research activities of the College. The Publishing Office of the College is under the responsibility of the Head of the Research Department, which the College has planned to create in autumn of 2016 and which shall publish learning and methodological research materials, including, preparation of electronic learning resources and implementation of distance learning programmes.

The research activity of the academic staff incudes - participation in scientific conferences and seminars, including, exchange of experience in seminars, or organizing seminars, preparation of research studies and publication of such studies, as well as participation in local or international research studies.

Information regarding the scientific research activities of the academic staff of the College for the period of time 2013 - 2015 is summarized and reflected in table 1.7.1.

**Outcomes of scientific research activities of the academic staff of the College**

Table 1.7.1.

| | Event/activity | 2013 | 2014 | 2015 | 2016 I half |
|---|---|---|---|---|---|
| **Elected lecturers and guest lecturers [74](academic staff)** | Scientific publications in international cited editions | | | 2 | |
| | Publications in international reviewed editions | | 2 | 1 | |
| | Textbooks | | 4 | 5 | 3 |
| | Other publications | | | | |
| | Presentations in international conferences | 3 | 5 | 8 | |
| | Participation in trials | 1 | 1 | 1 | 1 |
| | Participation in professional development activities [75] | 6 | 9 | 8 | 5 |

In addition to pedagogical work, the academic staff of the College have taken part in different research studies and have regularly taken part in international conferences, as well as developed a number of scientific articles and publications on the challenges of the industry of hospitality and tourism. More detailed research activities or the academic staff, including, publications and research studies, are shown in Appendix No.18.

[72]Approved by the College Council meeting on 26 October 2016.
[73]Approved by SIA "HOTEL SCHOOL" Hotel Management College decision of the Board of the Members No.1-8/2 of 2 January 2017.
[74]guest lecturers compose 17% of the total number of the academic staff of the College.
[75]Includes further training and professional development activities organized and funded by the College.

In accordance with the College's scientific research strategy, the College has set forward the following performance indicators (see table 1.7.2) for years 2016-2022.

**Performance indicators to be achieved**

Table 1.7.2.

| No. | Activity | 2016/ 2017 academic year | 2017 2018 academic year | 2018/ 2019 academic year | 2019/ 2020 academic year | 2020/ 2021 academic year | 2021/ 2022 academic year | 2022/ 2023 academic year |
|---|---|---|---|---|---|---|---|---|
| **Scientific and research activities** | | | | | | | | |
| 1. | Scientific publications in international cited editions | 1-2 publication per academic year | | | | | | |
| 2. | Publications in international reviewed editions | 1-2 publication per academic year | | | | | | |
| 3. | Preparation of teaching and methodological resources | 5 | 5-10 teaching resources per year | | | | | |
| 4. | Other publications | 1-2 publication per academic year | | | | | | |
| 5. | Participation in international scientific conferences and seminars | at least6 | at least 7 | at least 8 | at least 10 | at least 12 | at least 13 | at least 14 |
| 6. | Participation in national and international research, in which the College is the leading authority | In the reporting period, the College plans to raise funding for the implementation of 1-2 international research projects. | | | | | | |
| 7. | Participation in national and international research, in which the College or its academic staff have a supporting role | In the reporting period it is planned that the academic staff of the College will participate in 2-3 research projects. | | | | | | |
| 8. | Cooperation with representatives of the industry in carrying out market oriented and applied research | On average 1 market oriented or applied research study per year. | | | | | | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Development of human resources** | | | | | | | | |
| 9. | Attraction of academic research and research support staff | Create a group of researchers for implementing scientific research projects | | | | | | |
| | | The number of young scientists – at least 20% | | | | | | |
| 10. | Training and experience exchange events | 2 | Depending on the EU programmes funding, but not less than 1 event per academic year | | | | | |
| 11. | Student involvement in research activities | 1-2 events each academic year | | | | | | |
| **International cooperation** | | | | | | | | |
| 12. | College's bilateral cooperation with other educational and research institutions: | | | | | | | |
| 12.1. | conclusion of cooperation contracts; | At least 1 new cooperation contract per year | | | | | | |
| 12.2. | joint cooperation activities. | At least one cooperation activity in 1-2 years with each of the partners | | | | | | |
| **Research support and reporting activities** | | | | | | | | |
| 13. | Conference or seminar organised by the College | Organize one international conference or seminar per year | | | | | | |
| 14. | Collection of scientific papers or the College | Prepare and publish collection of scientific papers of the College, including also qualifications papers of students, if they comply with the requirements of scientific papers. | | | | | | |
| 15. | Developing the informative base | Planned activities in accordance with the Long-term Development Strategy of the College for years 2016-2022 | | | | | | |
| 16. | Development of material and technical base | Planned activities in accordance with the Long-term Development Strategy of the College for years 2016-2022 | | | | | | |
| 17. | Analysis of the scientific and research activities of the College | 1 x at the end of the academic year | 1 x at the end of the academic year | 1 x at the end of the academic year | 1 x at the end of the academic year | 1 x at the end of the academic year | 1 x at the end of the academic year | 1 x at the end of the academic year |

More information regarding the plans, objectives, financial matters and performance indicators of the College can be found in *Scientific Research Strategy for Years 2016-2022.*

## 1.8. Information about External Relations

### 1.8.1. Cooperation with employers, enterprises in Latvia and abroad

The College has established strong cooperation with employers from Latvia and abroad. Currently, the College is cooperating with employers from ten different countries- Latvia, Germany, Spain, Italy, Greece, Cyprus, Uzbekistan, Ukraine, Russia and Belarus. Since 2013, the College **has signed 72 cooperation agreements regarding the internship placements with employers from mostly 4*-5* hotels**.

It should be noted that almost a half of agreements (33) are signed with foreign country employers (hotel chains), others – with Latvian employers.

Last year the College signed the majority of long-term cooperation agreements (see the full list in Appendix No.22). In future the College is continuing to strengthen cooperation with well-known employers from Latvia and other countries, for example, such as *Gallery Park Hotel&Spa*[76], *Wellton Centrum and Spa*[77], *Hotel Bellevue*[78] (Latvia); *Acamed Resort*[79], *Restaurant-Cafe "Am Kurpark"*[80] (Germany); *Royal Tennis Club*,[81] *Golden Bahia de Tossa* [82] (Spain) and *Rhodes Now*[83], *Atlantica Hellas*[84] (Greece). Having analysed the signed agreements, the rapid growth of cooperation with employers has been observed in the last two years. More than a half, 49 out of 72, were signed in 2015 and 2016.

In academic year 2015/2016, the College cooperated with 18 hospitality related enterprise abroad, 2 intermediary organizations and 1 recruitment agency (Bundesagentur für Arbeit – German federal recruitment agency) from 7 countries: Spain, Greece, Germany, Ukraine, Russia, Belarus and Uzbekistan.

In accordance with the agreement between the College and international partners, students received a monthly stipend, the accommodation, food was provided, and in some cases, the insurance and travel expenses were covered by the receiving organisation.

In future, the College is planning to continue strengthening cooperation with employers, providing opportunities for students to acquire knowledge, skills and competences in real working environment.

According to the study[85], practical training helps students develop their abilities to solve problems, make independent decisions, and build up values, attitude and ability to communicate in multi-cultural environment.

After the internship, employers reviews trainees' performance in the hospitality related enterprise.[86]

The review includes the evaluation of tasks and responsibilities carried out by the trainee and trainee's reference. The majority of internship supervisors, including the

[76] https://galleryparkhotel.com/
[77] http://www.wellton.com/en/wellton-centrum-hotel-spa/about-hotel
[78] http://www.operahotel.lv/en/
[79] http://www.acamed.de/en/
[80] https://www.tripadvisor.com/
[81] http://www.royaltennisclub.com/
[82] http://www.goldenhotels.com/
[83] http://www.rhodesnow.com/
[84] https://www.atlanticahotels.com/Destinations
[85] The Erasmus Impact Study, Effects of mobility on the skills and employability of students and the internationalisation of higher education institutions, European Commission, September 2014. http://ec.europa.eu/dgs/education_culture/repository/education/library/study/2014/erasmus-impact_en.pdf.
[86] December 21, 2016 "Evaluation Process Planning and Monitoring Procedures"HOTEL SCHOOL" Hotel Management College" Nr. 4-21/12, point 2.3.8.

College cooperation partners, highly value students' performance in internship placements. Many hotels are delighted to offer trainees another opportunity to have an internship at their enterprise or even make a job offer for senior year students or graduates.

According to the College rules, in case when the new study programme is being made, it is approved by the College Board (one labour market or enterprise representative is also a member of the Board), and then the programme together with the College director's signed letter are sent to one or many enterprises for an expertise. They get acquainted with the proposed study programme and give their point of view about it, in case of necessity provide suggestions for improvements.[87]

The College is member of Latvian Hotel and Restaurant Association and regularly take part in the organized events. The College is member of Latvian Hotel and Restaurant Association and regularly take part in the organized by the association events. The College is an active participant of the College association. Tourism and hospitality professionals were involved in the development of the programme "Hospitality Management" and worked in the group, which was set up for this purpose (see the involved experts in table 1.8.1.). The fee agreements were signed with the experts).

Table 1.8.1.

**The study programme development started in late February 2013.** For this purpose **the working group** was set up, which consist of not only College academic staff representatives, but also **many tourism and hospitality professionals.** These experts were as follows:

- **Inese Vīcupa**, who was the director of restaurant "Burkans", before that (from 2011 till 2012) was „Tallink Hotel Riga" Food and Beverage department manager, in 2011 got received the first and second places in Latvian sommelier competition, since 2009, the restaurant "MaMa" gained "Best Restaurant" in Jūrmala. I.Vīcupa's working experience in hospitality industry is 25 years and was one of the experts in „Hotel and Restaurant Centre", took part in Latvian hotel certification process. I. Vīcupa has developed the course "Cellar and Bar Operations Management".

- **Inese Tomase**, who has worked in hospitality industry more than 20 years. At the moment I.Tomase is managing student hostel, from 2006 till 2011 was a general manager in „Domina Inn Riga" , before that from 2002 till 2011 she was Sales and Marketing manager in hotel „Rīga". I.Tomase is one of the experts in „Hotel and Restaurant Centre", takes part in Latvian hotel certification process. I.Tomase has contributed to the development of the course "Conference and Banqueting Management".

- **Anete Aģe**, whose work experience is more than 6 years, currently is in charge of "Mols" housekeeping as a housekeeping supervisor, before that from 2011 till 2013 A.Aģe was a housekeeping supervisor in hotel "Rīga", hotel "Gutenbergs" receptionist. She has contributed to the development of the course "Rooms Division Operations Management".

- **Baiba Lange**, whose work experience is more than 6 years, currently is an entertainment manager in „VIVA Hotels" chain, before that has worked in "Saint Michel" as a cief entertainer in Maljorka, She has developed the course "Entertainment for Holiday Makers"

[87] "Study Programmes Development, Expertise and Approval Rules "HOTEL SCHOOL" Hotel Management College" No.4-6/4. approved on April 25, 2016, point Nr. 4-6/4, 9

- **Ieva Krūmiņa – Oļejnika**, whose work experience is more than 8 years, worked for tour operator „GoAdventure" as a representative in Cyprus from 2009 till 2010 , managed the tour agency „Hot Orange" from 2006 till 2009, before that I.Krūmiņa-Oļeiņika was an executive manager in travel angency „Rīga Travel" and travel agency „365 Brīvdienas". I.Krūmiņa-Oļeiņika has worked out the course "Working as a Holiday Rep".

- **Ārija Dombrovska**, whose total work experience in hospitality industry is more than 20 years. Ā.Dombrovska worked as Sales and Marketing Manager in hotel „Rolands" (from 2003 till 2008), guest house „Nams 99" as an executive director (2000-2002), hotel „Latvija" front office department manager (1992 - 2000). From 1999 till 2000 Ā. Dombrovska has been a business expert in Latvian independent trade union. Ā.Dombrovska has developed the programme for the unit "SPA Services in Hotels"

The College is member of Latvian Hotel and Restaurant Association and regularly take part in the organized events. The College is member of Latvian Hotel and Restaurant Association and regularly take part in the organized by the association events. The College is an active participant of the College association. During the term, Education department together with academic personnel plan guest lectures and study excursions outside the College. The College director signs the orders about each students' excursion. Before each excursion students get acquainted with work safety instructions outside the College organized practical trainings.[88]

In cooperation with employers, guest lectures, study excursions, masterclasses, practical sessions take place, professionals are recruited for study process to teach separate courses and guest lectures (see table 1.8.2.). For this purpose, the College has signed cooperation agreements regarding practical sessions and organising practical training activities (with hotels, restaurants and bars, professional kitchen).

**Schedule for Guest Lectures in Academic Year 2015 /2016**

Table 1.8.2.

| Nr. | Name, surname | Occupation | Enterprise | Theme for Guest Lecture | Date |
|---|---|---|---|---|---|
| 1. | Vladimirs Besmertnovs | Sales and Marketing Manager | Hotel "Justus" | The Use of Social Meida and Reservation Portals in Marketing | November, 2015 |
| 2. | Rinalds Jankovskis | Incoming Tourism Manager | TEZTOUR Latvia, representative in Austria | Specific of Work in Skiing Resorts | April, 2016 |
| 3. | Māris Millers | Business Consultant | MMstudija | Management | October, 2015 |
| 4. | Ilze Ziemane | Lawyer | ZI Legal Solutions | Human Resource Management in Hospitality | December, 2015 |

[88] December 21, 2016 "Education Process Planning and Monitoring Procedures "HOTEL SCHOOL" Hotel Management College" Nr. 4-21/12, point 1.5.

| | | | | | |
|---|---|---|---|---|---|
| | | | | Industry | |
| 5. | Jānis Valodze | General Manager | "Radisson Blue Ridzene" | Management | December, 2015 |

In Table 1.8.3, the study excursions, masterclasses and practical sessions in academic year 2015/2016 are depicted. All together in academic year 2015/2016, 15 events of this kind took place.

**Schedule for Study Excursions, Masterclasses and Practical Sessions in Academic Year 2015/2016**

Table 1.8.3.

| Nr. | Institution, employer, state or municipal institution | Types of activity | Date |
|---|---|---|---|
| 1. | Easy Wine | Study excursion | September 15, 2015 |
| 2. | "Vincents" restorant | Study excursion | September 15, 2015 |
| 3. | "Jūrmala SPA" hotel | Study excursion | September 30, 2015 |
| 4. | "Wellton Centrum Hotel & SPA" hotel and "Radisson Elizabete" hotel | Study excursion | October 7, 2015 |
| 5. | "Neiburgs" hotel | Study excursion | October 7, 2015 |
| 6. | "Justus" hotel | Study excursion | November 5, 2015 |
| 7. | "Radisson Blue Rīdzene Hotel" hotel | Study excursion | November 11, 2015 |
| 8. | "Andrito Coffee Roastery" | Masterclass, practical session | December 1, 2015 |
| 9. | "Kolonna" hotel | Study excursion | February 16, 2016 |
| 10. | "Justus" hotel | Study excursion | February 16, 2016 |
| 11. | Old Riga Hotel VECRĪGA hotel | Study excursion | February 16, 2016 |
| 12. | "Bibliotēka Nr.1" restorant un CUT (Radisson BLU Elizabete) restorant | Study excursion | February 18, 2016 |
| 13. | "Gallery Park Hotel&SPA" hotel | Study excursion | February 22, 2016 |
| 14. | "Metropole" hotel | Study excursion | March 14, 2016 |
| 15. | "Gemoss" professional kitchen | Practical sessions | April 7, 2016,<br>April 14, 2016,<br>April 21, 2016,<br>May 5, 2016, |

The employers and labour market representatives are regularly involved in supervising and reviewing students' academic and qualification work.

The professionals are involved in teaching the majority of courses. These professionals with long time experience in hospitality industry are elected to be lecturers in the College. These are as follows- Dr. oec. J.Dehtjare, Dz.Priedītis, Dz.Līce, Mag. oec. I.Lerha, T.Rubene, L.Romanovska, Mag. oec. Oļegs Ņikadimovs, Anita Strazdiņa (more infromation about lecturers can be found in Chapter 1.6. *The available resources, material and technical provision for the study direction* ).

The College is expanding cooperation with international partners. The College is cooperating with AHLEI *(American Hotel & Lodging Educational Institute*), which is American association of hotel and lodging educational institutions. The College has carried out AHLEI developed programmes (for example, Guest Service Gold ®) for hospitality industry professionals and personnel certification, purchased academic literature published by the institute about hospitality industry in order to expand the College library with latest materials.

### 1.8.2. Higher Educational Institution or the College International Cooperation and Internationalization Policy in the Implementation of Study Direction, Its Impact and Influence on Study and Research Process

The College carries out international cooperation and internationalization policy in accordance with the College Development Strategy for 2016-2022. Internationalization and promotion of study direction on international markets is one of the College priorities. The College Research Strategy for 2016-2022 says that in the forthcoming years it is necessary to develop international cooperation with international higher educational institutions and organisations. More about planned events and achieved quantitative and qualitative aims can be found in Chapter 1.2 and the *College Research Strategy for 2016- 2022* (see Appendix No.4).

In this report Part 1.1., the College's carried out analysis of internationalization tendencies (students' mobilities) in the world, in the region and Latvia is described. Taking into account the gained data, the College implements the internationalization policy during academic year in accordance with annual action plan for marketing events and exchange projects for students and staff introduced by Education Department.

The College has many international relations, which can be divided in 4 directions:

1. academic partnership with international educational and research institutions (see more in Part 1.8.1 and 1.8.4);
2. cooperation with international employers to organize students' internship placements (see more in Part 1.8.1);
3. participation in EU and reginal programme projects (see below);
4. cooperation with international educational consultants or agents (see below).

In the 2015/2016 study year, the College was actively cooperating with 16 foreign agents in order to advertise the study programmes and education possibilities offered by the College. In autumn 2015, in the cooperation with the Latvian Investition Development Agency the representatives of the College have visited India and in the spring 2016, they have also visited Ukraine and Belarus in order to participate in the education seminars and to communicate with the potential clients from these markets. The College has also participated in the specialised seminars in Kiev and Minsk. These seminars were attended by local students as they wanted to obtain the information about the possibilities of studying abroad. Some of the seminar's participants have applied for

the studies at the College and this fact illustrates the effectiveness of marketing campaign.

In 2016 (June 20), the College has signed an agreement Nr.SKV-L-2016/476 with the Latvian Investition Development Agency. The aim of this agreement was to get the financial support during the execution of programme "International competitiveness development", which is financially supported by the European Regional Development Fund.

In September 2016, with the own financial resources was organised a visit to Uzbekistan. During this visit were signed cooperation agreements about the attraction of students with a help of new agents. Students were mostly interested in the information about the opportunities of getting higher education in Latvia and possibility of studying in distance learning as well as the most reasonable study cost in Europe. In November, the College representatives have participated in the International education exhibition in Ukraine.

The College representatives have signed the agreement Nr. L-ĀTA-15-3799 on the December 14, 2015 with the Latvian Investition Development Agency about the College project of participation in seminars in India. (New Deli, Agra and other). This project was financially supported by the European Region Development Fund. Seminars took place in Ludhiana, Jalandhar, Hoshiarpur, Raikot and Khanar, during the following period -- 28.10.-02.11.2015. In spring 2015, with the support of the Latvian Investition Development Agency the College representatives have participated:

- in the exhibition "Education and career 2015" (in Uzbekistan) after the exhibition took place the open door day, during this event parents had a possibility of getting answers to their questions. After these events the College representatives have participated in the Baltic Open Door Day in Tashkent (Uzbekistan);
- in the 16th international exhibition "Education and career 2015" Almaati (Kazahstan) ;
- in the exhibition "Education and career 2015" in Minsk (Belarus), in the College offered education programmes were interested not only visitors of the exhibition (secondary school graduates and their parents), but also representatives of the local television.

According to the College long-term development priorities and the work objectives, which are defined in the Development strategy for the period 2016-2022, the College is planning to continue to use the financial support offered by the Latvian Investition Development Agency in order to promote the College and the study field as well as to attract foreign students and to continue working with foreign education agents.

### 1.8.3. Quantitative data of the student and academic staff international exchange

The academic staff was involved in the international and education projects, which were financed by the EU funds. The participation brings a considerable input in the execution of the study process. Participation in the EU programme projects helps to develop professional and academic competence of the staff as well as to develop international cooperation in the study and research work.

In the 2015/2016 study year, the College representatives have executed 2 international cooperation projects -- Erasmus+ and Nordplus. During the Nordplus project, in January 2016, four College academic and other staff representatives visited the Parnu Vocational Competence centre *(Pärnumaa Kutsehariduskeskus),* as well as a

number of different hospitality enterprises (in Estonia) [89]in order to make an experience exchange concerning the issues of professional education didactics as well as to evaluate the present level of the hospitality industry development in the neighbour country.

In summer 2015, during the project Erasmus+, eight College students participated in the internship in the resort hotels in Spain. Participants received an additional preparation as well as organisational, consultative and financial support[90]. Financial support of the project was planned for the period of 3 months, however, all interns have received an offer to prolong the agreement, because the employers have highly evaluated the interns' achievements during the internship and they were ready to offer a further employment to interns offering financial support from the enterprise's budget.

In 2015, from January 6 to January 17, ten College professors and administrative staff representatives participated in ERASMUS+ programme, project Nr. 2014-1-LV01-KA102-000126 "Mobility – the tool of internationally recognised working experience and the guarantee of employment". During this project, a visit to Terni city with the aim to participate in the training organised by the leading school of chefs in Italy was organised.

In 2016 (June 1), the College has started Erasmus+ programme's basic activities of KA1 project "VET Mobility in Hospitality Industry" Nr. 2016-1-LV01-KA102-022476 execution of professional education sector. During the project which covers the period from 26.06.2016. to 23.09.2016. Eight College students had an opportunity to obtain international job experience, to observe the specifics of work in resorts, to work and live in multicultural environment in the high level hotels in Spain.

In September 2016, three College administrative staff representatives and professors visited *Atlantica Hotels* and *Resorts* hotels in Greece with the aim of experience exchange. During this mobility was established a cooperation for 2017 and 2018. The aim of this cooperation was to offer to the College students the possibility of participation in qualification internship in this hotel chain enterprises. Furthermore, the insight to the work organisation as well as in the specifics of work in Greek hotels, restaurants and resorts was gained; special attention was devoted to the internal work procedures oriented to the long-term entrepreneurship.

With the help of this project, the College has strengthened cooperation with employers, has increased the level of students' competitiveness, has increased the motivation of students to study and improve their knowledge.

Below, the detailed information about participation in mobility activities for the College academic and administrative staff during the period from 2015 to 2016 is listed (see Table 1.8.4):

Table 1.8.4

| **Tamara Rubene, Ingrida Lerha, Liesma Romanovska, Dzintra Lice, Dzintars Prieditis, Inna Pasnaka, Dana Lipinska, Olga Silicka, Konstantin Spakov, Paula Kanca** |
|---|
| • Erasmus+ project "Mobility – the tool of internationally recognised working experience and the gurantee of employment" Nr. 2014-1-LV01-KA102-000126 Terni, Italy |

[89] Project title: Project number: NPJR-2015/10401, *Sharing experiences on hospitality management courses and curriculum*, project duration: 16.01.2016 - 22.01.2016.

[90] Erasmus+ project Nr. 2014-1-LV01-KA102-000126: "Mobilitāte - starptautiski atzītas darba pieredzes instruments un nodarbinātības garantija"/ "Mobility- an internationally recognized exchange tool in employment guarantee".

| |
|---|
| **Konstantins Špakovs, Marina Troškova, Dana Lipinska** |
| • Nordplus project "Using IT in Foreign Language Classroom "NPJR-2014/10224 Finland, Lithuania, Denmark |
| **Dzintra Lice** |
| • Erasmus+ project "Transnational Training Course (C2)" Topolsica, Slovenia<br>• Erasmus+ project "Seam: Social Education of Adults through Mobility" Nr. 2014-ESO1-KA204-004868) |
| **Irina Zimnikova** |
| • Erasmus+ seminar "Networking Vocational Education and Business: A Contact Making Seminar for Erasmus+" Dubrovnik, Croatia |
| **Marina Troskova** |
| • Erasmus+ project "TCA Permeability VET- Higher education" Amsterdam, the Netherlands |
| **Oleg Nikadimov, Tamara Rubene, Marina Troskova, Konstantin Spakov:** |
| • Nordplus project "Sharing experiences on hospitality management courses and curriculum" Nr. NPJR-2015/10401, Parnu, Estonia |
| **Marina Troskova, Natalja Vikluka, Julija Pasnaka** |
| • Erasmus+ project "VET Mobilities in Hospitality Industry" Nr. 2016-1-LV01-KA102-022476, Crete, Greece |

As far as student mobility programmes are concerned, it should be noted that every College student has a possibility to participate in the internship abroad by using financial support from the Erasmus+ programme. In order to get this financial support, a student should participate in the participant selection procedure, which is executed according to the principle of contest (according to the College Regulations concerning the selection of the participants of the Erasmus+ project). In total, during the period from the study years 2015/2016 – 2016/2017 for the student mobility the College has received the financial support -- 170 000 EUR.

According to the College *Development Strategy 2016-2022* and taking into account the valuable experience, for the study and scientific research purposes, the College will continue to participate and to write projects in order to get the EU and regional programme financial support.

### 1.8.4. Cooperation with Latvian and international high schools and colleges, which offer similar study fields and similar study programmes

The College has signed a cooperation agreement with ISMA (*Information and System Management High School*) regarding the cooperation in the preparation of the pedagogical and scientific staff as well as preparation and execution of common study, methodological and scientific projects and other events. In the future, the College is planning to continue cooperation with ISMA in order to organise common seminars (workshops) and scientific conferences concerning hospitality and study field "Hotel and

restaurant services, organisation of tourism and recreation". The College has also signed an agreement concerning the use of library services of the BA "Turība".

In the 2015/2016 study year, the College signed one new agreement concerning the cooperation with the foreign high school *Edge Hotel School* (in the UK). Thanks to this agreement the College students will get the opportunity to continue their studies in this prestigious high school in the UK. Furthermore, the College is cooperating with B.H.M.S. *(Business and Hotel Management School)* – one of the leading high school in Switzerland and in the world, which offers the high-level education in the sphere of the hotel management. With a help of the established cooperation with B.H.M.S., the College has ensured the possibility to graduates to continue their studies in this prestigious Swiss high school and to obtain the bachelor degree during one year.

According to the *College Strategy for Scientific Research Activities 2016 – 2022*, the College is planning every study year to sign at least one new bilateral cooperation agreement with international education and research establishments; and together with the cooperation partners to execute at least one common event/activity (preferably once in a year, but not rarely than once in two years). During this year summer, there is planned a large seminar during the several days (workshop). During this seminar, the College's lecturers, academic staff and other specialists will share their experience and will discuss the actual issues with the delegates from Ukraine. Delegation will consist from 60 people from the Ukrainian Ministry of Education and Science as well as from the different higher education establishments. Furthermore, the College has started negotiations with the aim to sign the cooperation agreement with the University of Haag in order to execute a common project.

### 1.8.5. International certificates and accreditations of study programmes or institutions

In order to raise graduates' competitiveness on labour market as well as in order to attract students from abroad, in 2013, the College followed the accreditation procedures, as well as gained the accreditation in the world largest examination institution „Edexcel" (the United Kingdom)[91] and obtained *BTEC Approved Centre* status (Centre Nr. 90478). In the cooperation, the College has executed the accredited in the UK higher education programmes BTEC (see also Appendix 1.9. *Quality Assurance* and Chapter 1.1.).

BTEC accredited professional education programmes are focused on the skills development in order to be competitive on labour market after the graduation and to have a possibility to successfully continue studies with the aim to obtain the higher academic education. Taking into account that the College offered study programme is developed in such a way that it would be possible to offer students both theoretical and practical knowledge as well as to gain necessary professional skills. According to the statistical data[92], 90% of students, who have obtained BTEC education diploma, after the graduation successfully, enter the job market (by obtaining the full-time job).

[91] "Edexcel" offers academic and vocational qualification programme and gained knowledge and skill examination in more than 25 000 educational institutions in the UK and more than 100 countries in the world.

[92] The outcomes associated with the BTEC route of degree level acquisition, London Economics, 2013. Pieejams: http://londoneconomics.co.uk/blog/publication/the-outcomes-associated-with-the-btec-route-of-degree-level-acquisition/ (skatīts: 28.09.2016).

## 1.9. Quality Assurance

The College has its own internal quality assurance policy (hereinafter - *Quality Assurance Policy*), which has been developed in accordance with:

1. standards and guidelines for quality assurance in the European Higher Education Area;[93]
2. *Pearson* international quality and evaluation guidelines to apply to level 4 and 5 higher professional education programmes *(BTEC)*[94], based on the UK Quality Assurance Agency's Code for the higher education;[95]
3. The College *Conflict of Interest Policy*.

### 1.9.1. Annual evaluation of positive and negative features, changes, developments, plans and possibilities of internal verification and quality improvement systems in continuous operation of the corresponding study programme

Each academic year the College Principal in collaboration with other departments heads develops **College Work Plan** for the current school year, taking into consideration College *Development Strategy 2016 - 2022*. Work Plan contains work schedule to be done each month by each department. The main task of the Work Plan is progressive implementation of measures to achieve the objectives and implementation of high-quality and creative learning process and scientific research activities that are listed in the College policy planning documents. [96]

Work tasks are divided into 4 (four) categories, each task identifying the person responsible for its implementation:

- studies work tasks;
- methodical work task;
- scientific research work tasks;
- organizational work tasks.

Head of the research department prepares and submits **Action Plan** to the principal, that contains annual implementation of the measures and the qualitative and quantitative objectives, based on the work tasks included into Scientific *Research Activities strategy 2016 – 2022* (see Appendix No.4). The Action Plan is an integral part of the College Work Plan. Work plan is discussed and approved in the nearest College Council meeting.

Work plan and budget execution is supervised by the Principal. The Principal is scheduling regular meetings with the College departments heads to discuss the progress made and to decide on possible solutions in case some tasks require more time or funding. Not less than once per a calendar month the Principal reports on the Work Plan progress and budgeting to the College Executive Board and discuss the adjustments if

[93] Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG), Brussels, Belgium, 2015. Available: http://www.enqa.eu/wp-content/uploads/2015/11/ESG_2015.pdf (accessed: 12.01.2017.)
[94] International Guide to Quality and Assessment. Pearson, 2016. Available: http://qualifications.pearson.com/content/dam/pdf/BTEC-Higher-Nationals/Business/2016/Administration/International_Guide_to_Quality_and_Assessment.pdf (accessed: 07.01.2017.)
[95] UK Quality Code for Higher Education, Overview and the Expectations, The Quality Assurance Agency for Higher Education, Gloucester, 2015. Available: http://www.qaa.ac.uk/en/Publications/Documents/Quality-Code-Overview-2015.pdf (accessed: 07.01.2017.)
[96] College Development Strategy 2016-2022, College Strategy for Scientific Research Activities 2016-2022.

needed.[97] In case the Work Plan is requiring substantial changes, the plan is re-examined and approved in the following College Council meeting (usually at the meeting, which is held before the start of the second semester).

College Council is also a regulatory body, within which there are discussions taking place about the development field of studies and "Hospitality Management" study programme implementation and development opportunities, including discussing positive and negative features of the programme, internal and external audits and other quality control study measures, identified shortcomings and the necessary changes and measures to be taken.

College's Quality assurance policy intends engagement of students and other stakeholders. **Internal verification** process that takes place at the College includes **questionnaires**. College's Educational department in collaboration with the Students counselling department shall perform the following student surveys about their satisfaction with the study programme and its implementation[98]:

1. student general satisfaction survey (end of each semester, a written anonymous survey);
2. lecturer's assessment questionnaire (students provide assessment at least once a year, a written anonymous survey);
3. student internship placement's assessment (prepared by the students in the form of internship report).

Whereas college faculty is being surveyed annually on educational process development and organization and on learners' performance and skills. Lecturers reflect their observations and conclusions in the following surveys:

1. lecturers' self-assessment (at least once a year, written);
2. learning outcomes assessment (end of each semester, during the studying result assessment committee meeting);
3. intern characteristics report (performed by the internship supervisor);
4. voluntary expulsion's reasoning survey (by the student application, oral enquiry).

College is carrying out annual graduate's survey on employment and further education progress (in late summer, an electronic survey). All questionnaire samples included in this report Appendix No. 23.

Following the acquisition of information, Educational department in collaboration with the Student Counselling service process and analyse the survey results. The survey results are presented to the College Council and included in the College Yearbook (annual report). Director shall draw up an **Action Plan for the shortcomings detected in surveys** for the next academic year. The Action Plan is included in the current academic year Work Plan. [99] Other college implemented verification and quality assurance measures reflected in Chapter 1.9.2.

For the effective educational work task planning and management, college's Educational department organizes regular **methodological meetings**. At the beginning of each academic year methodological meeting schedule is confirmed, regulating the dates of all meetings, agenda and participants (see. Appendix No.5 *Methodological*

[97] In accordance with "Hotel School" Hotel Management College Council Rules and Regulations, p.21, decisions of strategic, financial and economic importance, which are taken at the Council meetings, shall enter into force after the Management Board's approval. Decisions, which are connected with the study programme, study process and its organization, are taken at the Council meetings.

[98] December 21, 2016 "Education Process Planning and Monitoring Procedures "HOTEL SCHOOL" Hotel Management College" No. 4-21/12, p.2.3.

[99] December 21, 2016 "Education Process Planning and Monitoring Procedures "HOTEL SCHOOL" Hotel Management College" No. 4-21/12, p. 2.4.

*Meeting Schedule for 2016/2017 Academic Year*). Methodical meetings schedule for the academic year 2016/2017) If necessary, an emergency methodological may be convened.

Methodological meetings might be of formal or informal nature. Formal methodological meetings are held to form a committee, whose members are confirmed by the Principal issued order. Formal methodological meetings are being protocoled. The following five (5) committees are in power in the College:

- admission committee;
- internship defence committee;
- studying result assessment committee; (*Assessment Board*)
- diploma preliminary defence committee;
- final state examination committee.

The informal methodological meetings are not being protocoled, but the issues addressed and the decisions made shall be recorded in different types of documents, such as different policies developed by the College, strategies, methodological rules, action plans, contracts and in other documents or College internal regulation acts.

Additionally, Educational department carries out systematic documenting of the educational process in according with the College developed document blank forms, as well as is responsible for the storage of documentation and electronically recorded data.

**Students' papers and other work** is stored by disposing a unique approach that is being implemented by ***Portfolio*** **principle**. Separate portfolio folder is created for each student, where all the students' papers and other work are stored. During the *Pearson's* auditory visits experts randomly examine a number of students' portfolio folders and the content of papers for the conformity of quality requirements.

### 1.9.2. Internal quality verification system's compliance with the requirements set out by the Standards and Guidelines for Quality Assurance in the European Higher Education Area

**Quality Assurance Policies and Measures**

*Quality Assurance policy* is designed to ensure that the College provides the quality of provided higher education and implemented academic standards meets the requirements of the 1st level professional higher education standards[100] defined in the study programme's strategic objectives[101] and "Hotel service organizer" (vocation code: 2422 25) vocation standards. *Quality Assurance Policy* is based on seven *BTEC* standard principles and is implemented by the College internal normative acts (see Appendix No.6 *Normative acts regulating internal activities*). College's internal regulatory acts define clear requirements, processes and rules for quality educational process development and implementation.

Seven *BTEC* (quality standard) principles, which underpin the College Quality Policy are:

1. to give all students a fair, honest and respectful treatment;
2. provide all students with the opportunity to learn;
3. to inform students about all education aspects related to them;

[100] Cabinet of Ministers Regulations No. 141/2001 on the National first level professional education standard of 20.03.2001.
[101] Cabinet of Ministers Regulations No. 141/2001 on the National first level professional education standard of 20.03.2001., Article 2 and 3.

4. ensure that the College policies and processes are transparent and stable;
5. establish responsible governance;
6. to ensure sufficient and appropriate external quality assessment;
7. provide effective support for the College staff.

Supporting documents for *Quality Assurance Policy* are College's guideline books. College has developed three (3) guideline papers:

1. entrants;
2. students and learners;
3. academic and administrative staff.

Guidelines contain information about the *Quality policy* practical aspects and implementation and are available in printed (College premises) and electronically (College website on the internet - public or restricted access environment, depending on the target audience). Appendix No.7 reflects the contents of all three papers.

Original copies of all these documents can be found in portfolio folder "College's internal normative acts." Folder "College's internal normative acts" contains documents in latest available revision. Documents are kept in the Educational department and are available to all interested stakeholders on request. The old revisions of documents stored in the College archive.

College annually undergo external quality audit, among the others to certify *BTEC Approved Center* status[102]. Audit is carried out by independent experts from the UK, representing *Pearson Education* - Great Britain's and the world's largest examining body, offering academic (*Edexcel*) and vocational (*BTEC, LCCI*) educational programmes and acquired qualification and skills assessment. *Pearson Education* audits more than 25 000 educational institutions in Great Britain and performs audits in more than 100 countries worldwide. Since 2013 *Pearson Education* external verifiers carried out 4 (four) audits in College[103]. Usually the visit takes 1-2 days. In this framework, the expert meets the College representatives of the administration, academic staff and students to discuss the organization of educational processes and related issues. Also, the expert is verifying documents related to the educational process. The internal document cycle is being verified, starting with the College internal normative acts and ending with the students' papers. Experts are selecting papers at random order from the students' portfolios. After the visit *Pearson Education* auditor prepares a written report indicating the extent to which the educational process in the College meets *BTEC* quality standards. Based on this report, it is determined whether the College can keep *BTEC Approved Center* status. So far, all four expert reports on the quality management in the College has indicated a positive assessment. Reports are being stored and can be accessed and reviewed in the Educational department.

Due to the impeccable reputation earned by many years, *Pearson Education* is the global leader in the education market; introduction and implementation of their quality standards into the learning process is an assurance that the educational institution (College) meets the highest level of quality requirements.

*BTEC* quality standards are embodied by the internal regulatory acts. Following internal normative acts regulate the College study programme progress monitoring and quality control:

[102] "Hotel School" Hotel Management College obtained status as a *BTEC Approved Center* in 2012,

[103] May 24, 2016 – expert *Peter Trigg*, June 16, 2015 2015.– expert *Allan N. Gaunt*, April 15, 2014 *James Heagney*, December 10, 2013 - expert *James Heagney*.

- Educational process planning and monitoring procedures in "HOTEL SCHOOL" Hotel Management College[104];
- Studying courses description development, updating and implementation in "HOTEL SCHOOL" Hotel Management College [105];
- Students and learners' assessment procedures[106];
- Regulations on the training and qualification internship placement in "HOTEL SCHOOL" Hotel Management College [107];
- Qualification paper development and defence procedures in "HOTEL SCHOOL" Hotel Management College[108];
- Studying result assessment committee's regulation[109].

Within the framework of the qualification course and "Hotel Management" study programme the College Principal (hereinafter - the principal) is taking full responsibility for the **quality management** process. The Principal, in cooperation with the curriculum deputy principal (hereinafter - the deputy principal) regularly implements various study programme **quality control and assurance measures**. For example, twice a year, before the start of the current semester (August and January) the deputy principal organizes induction training sessions for:

1. newly elected representatives of academic staff ;
2. 1st year students (who has just joined the College) to present them with the College internal normative acts and regulations and to explain the practical implementation aspects of those. Students sign "shortened revisions of the rules and regulations" documents, thus confirming that they have understood them and agree to keep up to regulations and norms of the College. Students' acknowledgments of the rules are stored in the students' personal portfolios.

In addition to the annual external audit, the College twice a year, is also carrying out **internal audits.** Study programme quality monitoring is carried out not only on the College management (administration) level, but also with the involvement of the rest of the study process stakeholders –students, college academic staff and employers:

1. representatives of academic staff, student parliament and employers are members of the College Council[110] with voting rights. Their votes constitute 60% of the total votes, or 6 out of 10 votes, which is enough for the Council to be decided[111]. Two out of ten (2 out of 10) members of the Council are representing the Student Parliament, 3 - academic staff, 1 – hospitality sector's employer, 2 - College administrative staff and 1 - Executive Board, which balances all the stakeholders' interests involved in the study process

[104] April 25, 2016 "Education Process Planning and Monitoring Procedures "HOTEL SCHOOL" Hotel Management College" No. 4-6/5, p.2.4.
[105] "Education Process Planning and Monitoring Procedures "HOTEL SCHOOL" Hotel Management College" No. 4-6/5, approved by the College Council on April 25, 2016.
[106] Regulations No. 4-6/17, approved by the College Council on September 5, 2016, Prot. No. 4-21/9.
[107] Regulations No. 4-6/23, approved by „HOTEL SCHOOL" Hotel Management College Council November 21, 2016, prot. No. 4-21/11.
[108] Regulations No. 4-6/23 approved by „HOTEL SCHOOL" Hotel Management College Council November 21, 2016, prot. No. 4-21/11.
[109] Regulations No. 4-6/30 approved by „HOTEL SCHOOL" Hotel Management College Board of Members on January 2, Prot. No. 1-8/2
[110] "HOTEL SCHOOL" Hotel Management College Council Rules and Regulations No.4-6/13, approved on July 4, 2016, Prot. No. 4-21/8.
[111] In accordance with HOTEL SCHOOL" Hotel Management College Council Rules and Regulations, incl. if at least 6 (six) out of 10 (ten) Council members vote "for". Each member has one vote.

and provides quality decision-making in concerns to all aspects related to the programme implementation.

2. on the regular basis lecturers are being survey on training progress and organization of curriculum in the College, students' progress in acquiring new knowledge and skills
3. after internships, employers shall provide intern characteristics of their performance during the internship (see more in Chapter 1.9.2.).

*Quality Assurance Policy* documentation is publicly available on the College website: www.hotelschool.lv

**Regular Assessment and Verification of Study Programmes and Awarded Grades**

The College "Hospitality Management" study programme in the "Hotel and Restaurants Service, Tourism and Recreation Organization" study direction has been developed in accordance with the 1st level professional higher education and vocation standard, and its development **has been strictly regulated**[112]. **Each study course has been developed according to the following rules and quality requirements**:

- Each study course is being developed with the course description and the progress schedule, indicating the semester in which the course should be covered.
- Course description includes the implementation of the course objectives and expected results, separately listing the acquired knowledge, skills and competencies.
- The course description should set out the learning outcomes required to cover the course content, dividing it into topics. Course title should be in Latvian and English language. Lecturer's responsibility is to prepare course description in three versions - Latvian, English and Russian languages;
- Lecturer is set to define and specify the requirements to each study course undertaking. Individual works and tasks should be specified in accordance with the content of the course set out in the topics.
- Each study course has clearly defined result evaluation criteria;
- Similar courses might be combined into study programme units.

At the end of the current academic year heads of the study programmes instruct lecturers to **update course descriptions**. In accordance with the provisions[113], a lecturer is responsible for reviewing and updating the course at least once during the study process verification (in June); adding into the course the latest updates and information, as well as suggested and recommended literature and other information sources that are needed for the successful course mastering.

**Changes** in the already approved **study programme** may be proposed by the College management, academic staff that is involved in the implementation of the study programmes, support staff and students. At the end of the current academic year the head of the particular study programme **summarizes** all the **proposed revisions submitted for the particular study programme**. Objectively justified proposals are included in the **study programme revision project**, which compliance with legal requirements is being checked by the deputy director. Study programme revision project is being evaluated be the College Council, reaching the final decision on the necessity of

[112] "Course Description Development, Updating and Implementation Rules", No. 4-6/5, April 25, 2016.
[113] "Course Description Development, Updating and Implementation Rules", No. 4-6/5, April 25, 2016. Article 7.

the revisions. The programme changes should be approved by the College Council not later than one month before the new academic year begins[114].

**New study programmes'** development might be initiated by the College Council, the principal, or at least 5 (five) College academic staff representatives (collectively collegial decision). If the College Council, after assessment of the new study programme necessity and viability, supports the proposal of a new study programme development, it shall decide on the establishment of a working group, appointment the head of the programme, as well as setting a deadline within which the new study programme project should be submitted. The College Council also decides on the new programme approval and implementation, appointing the person responsible for the implementation of the programme (the head of the programme) and setting off financial and technical support of the programme[115] .

At the end of each academic year studying result assessment committee shall assess and approve the lecturers proposed assessments of student work. In the event of a lecturer's assessment being disputed (the appeal claim), the Council shall assess the circumstances of the case and make a decision as to whether this assessment should be maintained or amended. In order to control the quality of studies and to ensure compliance with external laws, regulations and requirements[116], the Council 2 (two) times a year (each semester) assesses students' academic performance and makes recommendations for improvements for the next semester / academic year[117].

**Student Assessment**

College student assessment is being carried out in accordance with the conditions of following documents - "Student and learner assessment procedures" and "Study and examination procedures in "HOTEL SCHOOL" Hotel Management College". The former being developed in accordance with Law on Higher Education Establishments, Law on Vocational Education and the Cabinet of Ministers Regulations No. 141 "Regulations on the state standard of first level professional higher education".

Under these arrangements and provisions, the College lecturers have the rights to freely determine the course examination content, forms and methods. Assessment content, form and method is being derived directly from the relevant course learning objectives and the course coverage progress (stage). Lecturer ensures that the testing tasks and assessment methods are consistent with the examination objectives[118], which, in accordance with *The Standards and guidelines for quality assurance in the European Higher Education Area[119]*, can be diagnostic, formative or summative. The following are the assessment forms used in the College[120]:

[114] April 25, 2016 "Study Programmes Development, Expertise and Approval Rules of "HOTEL SCHOOL" Hotel Management College" No. 4-6/4, Article 11. – 15.

[115] April 25, 2016 "Study Programmes Development, Expertise and Approval Rules of "HOTEL SCHOOL" Hotel Management College" No. 4-6/4, Artcile 2. – 4., 10.

[116] The Law of higher education, The Law of professional education, Rules of the first level professional higher education state standards, etc.

[117] "Regulations for Students and Learner Assessment", No. 4-6/17, Articles 5.2., 5.3., 5.4.

[118] December 15, 2016 "Education Process and Examination Rules of "Hotel School" Hotel Management College" No. 4-6/ 24, Article 8.2.4.

[119] Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG), Brussels, Belgium, 2015, chapter 1.3. Available: http://www.enqa.eu/wp-content/uploads/2015/11/ESG_2015.pdf (see: 12.01.2017.)

[120] December 15, 2016 "Education Process and Examination Rules of "Hotel School" Hotel Management College" No. 4-6/24, Article 4.2.

- a written test, where the student is being evaluated by performing written test task[121];
- oral enquiry, in which student is being evaluated by providing oral answers[122];
- combined test, in which both oral enquiry and written task are being performed and evaluated.

Types and quantities of test tasks used for each course are presented in each course description. Lecture's responsibility regarding to all of the course test tasks is to present them in accordance with the requirements of the College and to approve them with the College deputy principal prior to issuing to students[123].

The deputy principle examines the testing work and examinations prepared by the lecturers for knowledge assessment purposes, and then provides written evaluation of the quality and relevance of the course goals and objectives. If necessary, the deputy principle may require lecturers to make adjustments and improvements. Conclusions are kept in the College for 3 years[124].

During the progressing through the study programme, students have to pass following[125]:

- *interim examinations* – the basic types are student individual work, group work, practical work, tests, etc. according to the specifics of the course;
- *course final examinations* – basic types are examination or test.

Educational internship and national final examinations are concluded with defence.

College is disposing clear assessment and grading criteria. According to the College rules[126], lecturers are obliged to assess the students' learning outcomes in accordance with the **criteria adopted by the College** respecting the principles of fairness, openness and equality, avoiding any kind of discrimination. In order to ensure the quality of studying process, during the first lecture lecturer has to familiarize students with the course content, explaining the information from the course description, including knowledge and skills evaluation criteria, methods and forms. [127]. General examination and assessment procedures of the College are introduced to the students during the first introductory lectures in their first semester (see more Chapter 1.9.1)

Taking into consideration the importance of the academic progress for the further studies (especially in European universities), as well as acquiring knowledge and skills necessary for the professional qualification, the College has implemented a *Quality Policy*, according to which the lecturer should promote students' motivation to achieve a higher assessment. For this purpose, if necessary, a lecturer gives students additional consultations (contact hours and / or during official consultations) [128]. In case if in the

[121] The maximum duration of written examinations is 4 academic hours. (Education Process and Examination Rules of "Hotel School" Hotel Management College, No. 4-6/24, Article 4.3).
[122] The maximum time for preparing students for the oral test is 1 academic hour and a maximum time for student answer is 30 minutes.
[123] December 15, 2016 "Education Process and Examination Rules of "Hotel School" Hotel Management College", No. 4-6/24, p. 8.2.
[124] September 5, 2016 "Regulations for Students and Learner Assessment", No. 4-6/17, Article 4.3.
[125] December 15, 2016 "Education Process and Examination Rules of "Hotel School" Hotel Management College", No. 4-6/24, Article 4.1.
[126] December 15, 2016 "Education Process and Examination Rules of "Hotel School" Hotel Management College", No. 4-6/24, Article 8.2.6.
[127] December 15, 2016 "Education Process and Examination Rules of "Hotel School" Hotel Management College" , No. 4-6/24, Article 3.2.
[128] December 15, 2016 "Education Process and Examination Rules of "Hotel School" Hotel Management College", No. 4-6/24, Article 8.2.7.

beginning of the next semester, the student has academic debts[129], this particular student should retake the course in the next semester, in reconciliation with the Education department. The head of the study programme evaluates student's attendance, causes of absence, student's previous study results and other information, which indicates this student's diligence in undertaking the studies, and decides whether the student can be admitted to take the repeated examination or should retake the full study course. The head of the study programme has the right to order the student to retake the full study course in case if this student cannot pass the study course examinations for more than 2 times[130].

According to the College *Quality Policy* the student is being expelled, when there is no reasonable excuse for being absent from the lectures, or in case unexcused absences exceed the total limit (30%) of the total course lecture number and the load of the study plan for the selected semester, if the student was not authorized by the Principle to exceed the total limit of unexcused absences[131].

Similarly, the College lecturers' task is to counter plagiarism and malpractice. In case if there is found one of the offenses referred to in the **"\"Hotel School" plagiarism and malpractice investigation and control procedures"** [132], within the framework of the examination, the students is being suspended from taking examinations. If such violations are found in the course final examination, lecturer should leave a note "suspended" in the examination protocol and not later than the next working day shall prepare and submit a written report to the College deputy principal with a detailed description of the circumstances of the event for further investigation[133].

To ensure that the assessment is being carried out in strict accordance with the College's approved procedures and criteria, the deputy principal randomly chooses and evaluates assessments granted to the students (both formative and summative assessment stages), and provide a written conclusion on the assessment conformity to the rules, as well as other quality control criteria (eg ., plagiarism and malpractices in the context of student works).

When detecting non-conformities to the rules at the formative assessment stage, the deputy principles instructs the lecturer to review the particular assessment, and then examine the results. When detecting non-conformities at the summative assessment stage, the deputy principle should prepare an initiative for the assessment dispute and submit it to the studying result assessment committee. The deputy principle's conclusions are being kept for 3 years[134] (for more about the assessment system and criteria see Chapter 2.5).

**Quality Assurance of Tutors**

Academic staff establishment in "HOTEL SCHOOL" Hotel Management College is determined by the Principle according to the current needs and financial opportunities, as well as to comply with Law on Higher Education Establishments. The election to the academic position is certifying academic and professional qualifications with the scientific requirements of the branch of study and the research work at the College.

[129] is not received a positive assessment of courses within studies and / or are not performed or internship

[130] December 15, 2016 "Education Process and Examination Rules of "Hotel School" Hotel Management College", No. 4-6/24, Article 5.1.

[131] December 15, 2016 "Education Process and Examination Rules of "Hotel School" Hotel Management College", No. 4-6/24, Article 6.2.4.

[132] Procedure No. 4-7/4, September 2, 2013.

[133] December 15, 2016 "Education Process and Examination Rules of "Hotel School" Hotel Management College", No. 4-6/24, Article 4.5.

[134] September 5, 2016 "Regulations for Students and Learner Assessment", No. 4-6/17, Article 4.4.

Persons eligible for academic positions are elected by open competition in accordance with the **"Regulations on Academic Positions in "HOTEL SCHOOL" Hotel Management College"** [135]. Elections are held the College Council no later than three (3) months from the date of announcement of the open competition[136]. The College has set the following rules for the applicants[137]:

- A person with a doctorate or master's degree in an appropriate field may be elected as a lecturer
- Lecturer position may be also taken by a person with a higher education without scientific degree, if the person has a substantial relevant practical work experience of not less than five years, of which at least two years in the executive position.
- Lecturer's practical work experience is credited only if gained in tourism and hospitality industry.

The main evaluation criteria for applicants[138]:

- Research qualifications (research publications, participation in scientific conferences in Latvia and abroad, internationally funded research or participation in their implementation; research contract or participation in their implementation; expert participation in national and international projects and programs).
- Academic and administrative work experience (pedagogic education, educational experience - lectures, seminars or workshops in other universities or colleges, qualification papers supervision and reviewing; student internship management; textbooks, teaching materials and methodology development; participation in study programmes development, licensing and accreditation; representative activities for another university or college institutions, executive work in educational institutions and decision-making bodies).
- Professional work experience (experience in registering and managing business in tourism and hospitality industry; practical work experience in management positions in 4- and 5-star hotels; practical work experience in tourism and hospitality enterprises abroad, winning the tourism and hospitality industry professional skill contests or other awards in the industry; expert activity in tourism and hospitality industry professional skills competitions, expert activity in tourism and hospitality industry professional associations and organizations).

After all the submitted documents are review, the College Council will decide whether it is necessary in addition to assure Applicant's pedagogical competencies. If such a need is identified, the College Council, together with the Education department organizes an open lecture for the selected Applicant, scientific seminar, workshop, laboratory work or other types of demonstration of pedagogical activities. Before the

[135] Approved by College council on April 30, 2015, Prot. No. 2.
[136] April 30, 2015 "Personnel Regulations for Academic Employees of "Hotel School" Hotel Management College", No. 4-6/4, p. 3.3.
[137] April 30, 2015 "Personnel Regulations for Academic Employees of "Hotel School" Hotel Management College", No. 4-6/4, Article 4.
[138] April 30, 2015 "Personnel Regulations for Academic Employees of "Hotel School" Hotel Management College", No. 4-6/4, Article 5.8.

completion of the task, the College Council approves the type of the task (form) and assessment criteria, as well as appoints the experts in order to assess the quality[139].

The deputy principal is announcing each of the Applicants at the Council meetings, justifying the suitability of candidates for academic positions. Council may invite Applicants for additional interview[140].

After reviewing the submitted documents and interview with the Applicants, the College Council, by secret ballot, is making a decision on the election or appointment of the Applicant – positive or negative[141]. Academic staff is elected for six years[142].

For the internal quality control purposes, the deputy principal is carrying out continuous monitoring of academic staff in accordance with Students and learner assessment procedures[143] (see above – Lecturer grading assessment). Similarly, the Principal and the deputy principal paper regularly perform lecture observations to ensure the academic staff quality. Correspondence of lecture content to the course description is being evaluated, the chosen methods of teaching for achieving the learning objectives and other quality indicators are observed too.

Lecturer is co-responsible for the students' academic performance in the particular study courses. Lecturer at the end of each semester is providing a report of the students' learning achievements for the studying results assessment committee. In the event that any of the lecturer assessments are disputed, the lecturer provides necessary explanations to the studying results assessment committee.

As previously mentioned, the deputy principal organizes introductory training sessions to the newly elected representatives of academic staff, to instruct them and present with the College's teaching methodology, evaluation criteria, as well as the policies, including the quality policy and research policy.

In line with to methodological meetings, the College's Educational department is working with academic staff representatives **individually**. A continuous communication with the lecturers on the study plan, the students 'independent work planning and organization, students' learning outcome achievements and so on.

In order to ensure high quality studies that are appropriate for today's labour market, the College supports and implements **quality improvement activities and exchange of experience for the academic staff**. For this purpose, the College in the year 2015 and 2016 attracted EU and regional programs' funding such as - Nordplus project, and supported lecturers' knowledge and skills improvements mobility training sessions in a number of recognized European higher education and vocational education institutions, and the world recognizable 4- and 5-star hotel chains (see more Chapter 1.8 *Information on external relations*).

The College **support lecturers' initiatives** to improve their qualifications by studying and preparing doctoral dissertations, as well as performing scientific researches (see more Chapter 1.7 *Scientific research activities*), in particular participation in international projects and publications in international scientific journals.

[139] April 30, 2015 "Personnel Regulations for Academic Employees of "Hotel School" Hotel Management College", No. 4-6/4, Article 5.9.
[140] April 30, 2015 "Personnel Regulations for Academic Employees of "Hotel School" Hotel Management College", No. 4-6/4, Article 5.15.
[141] April 30, 2015 "Personnel Regulations for Academic Employees of "Hotel School" Hotel Management College", No. 4-6/4, Article 5.16.
[142] April 30, 2015 "Personnel Regulations for Academic Employees of "Hotel School" Hotel Management College", No. 4-6/4, Article 3.4.
[143] December 21, 2016 "Education Process Planning and Monitoring Procedures of "Hotel School" Hotel Management College" No. 4-6/27, Article 2.2., Approved by College Council on December 21, 2016, Prot.12.

At the end of each academic year lecturers are completing self-assessment questionnaires.

**Technical Training Aids and Student Counselling**

The College has a library organized on its premises, where students can obtain necessary literature to master the study programme. Library collection consists mainly of tourism and hospitality industries specialized literature, mostly in foreign languages - English and Russian.

For the implementation of quality study programmes in Latvian language, in 2014 the College launched a new research project with the aim to provide students with the necessary educational materials in Latvian language. From 2014 to 2016 the College academic staff have developed 37 educational and methodological materials in Latvian language on related hospitality topics, which are covered in the study courses (see Appendix No.24 *Teaching and methodological materials developed by " Hotel School" Hotel Management College*). At the same time, given the high proportion of foreign students[144], the College has made translation of the materials in English and Russian languages; they are available in print and in digital format (printed materials can be used on-site in the College library reading room, taken home from the library subscription collections as well as can be bought, digital content can be read online using college e-learning environment), some materials has additional training videos. It should be noted that the research work carried out by the College academic staff is very crucial to the Latvian hospitality industry, because the equivalent educational literature in Latvian language for the hospitality industry is not available or is very limited (see more Chapter 1.6). Full list of the College faculty developed educational and methodological materials is attached as Appendix No. 24.

Library collection is regularly updated with the latest teaching materials, as well as literature about the hospitality industry and topics related to the study programme implementation. Collection development is proceeding on the basis of periodically updated information about necessary studying literature from the academic staff.

Since 2016 the College students have access to the databases of leading publishers of latest scientific and research journals, articles and textbooks through the academic environment is such widely recognized **electronic (online) databases** as EBSCO and e-LANBOOK.

In order to ensure better opportunities for students to learn the subject matter and to understand professional standards, established competences and skills, Educational department is organizing **consultations with lecturers**. Each lecturer has individually assigned consultation times. If necessary, such as when students are settling academic debts, lecturer provides additional / individual consultations outside of the approved consultation time schedule. College students are provided with the **opportunity to settle academic debts**, if there are respectable reasons for being absent from lectures (which is appreciably more difficult for course substance acquisition), as well as if it is for the other reasons and the student is not able to successfully master the course. Academic debt settling must be coordinated by Educational department.

Also, the College supports and offers the **opportunity to the students to master the study programme according to an individual study plan**. This means that the student can choose their own studying pace (faster or slower) in accordance with the free

[144] In the first Academic Year, 2015 /2016, the proportion of foreign students accounted for 42% of the total number of students.

time and financial possibilities. In this case, individual plan is subject to the following preconditions:

- individual study plan allowed to be implemented starting from the 2nd semester;
- individual plan is developed for the period of the entire study programme;
- credit point limits per semester: a minimum number of credit points - 4, maximum – 20.[145]

Individual study plan is developed by the head of study programme, based on the student application and the documentation attached in case if the student is transferring from another university or college. Individual study plan is developed taking into consideration the course description and indicated necessary prerequisites and knowledge for the successful course mastering[146].

Apart from the Educational department support, student can get counselling from the **Student counselling department** and **Student Parliament** as well.

The College has a **developed e-environment** and it is actively utilised during the studying process. The exchange of information is supported via the College Intranet page (restricted access environment for authorized users, i.e. students, learners, academic and general staff representatives). In the intranet the College is publishing lecture calendars, consultations schedules, information on the hands-on practicals in the field, tests and exams times, information on the internship placements, study course descriptions, learning materials, lecturers' prepared tasks and other types of information. Bulletin boards are also disposed on the College premises. For individual communication e-mail, telephone and **Skype** programme are used (College has its own Skype account).

**Information Systems**

The College is systematically collecting, analysing and utilising information for the effective management of the study process. For information processing the College uses its own-made **databases, electronic records, as well as specialized software**, for instance for the College library or accounting purposes.

Educational department collects information about students' progress and achievement indicators, academic staff work efficiency, students' satisfaction with the study content and study process organization; Student Counselling addresses graduates to obtain information on their future professional endeavours and further education; Accounting is doing records for the available resources and their costs; the Principal together with the Executive Board monitors the College key performance indicators.

For more on the College self-actualization processes, see Chapter 1.9.1.

**Public Information**

The College has its own home page on the Internet: www.hotelschool.lv, which has been developed in three languages - Latvian, English and Russian; it contains full and accurate information of the college study programmes, academic staff, learning plans, conditions of admission and other regulations. The College website is regularly improved and updated. On the College website you can download brochures about college activities and operations developed by Marketing department, where the

[145] November 21, 2016 "Rules for Individual Study Plan Development in "Hotel School" Hotel Management College", No. 4-6/22, Article 2.1. – 2.3., 2.5.

[146] November 21, 2016 "Rules for Individual Study Plan Development in "Hotel School" Hotel Management College", No. 4-6/22, Article 2.4. and 3.1.

graduates' express their views on education quality in the College and their future careers after the graduation. These materials are distributed by the College when participating in various educational exhibitions in Latvia and abroad.

Each year the College prepares a **Yearbook (official annual report)** that is published at end of the current academic year. It provides information on study programmes offered by the College, the college performance[147] and achievements for the previous academic year, as well as reflects the information that has been obtained from the survey results (see above – all surveys used in the form of a questionnaire). The Yearbook is being developed by the Principle in cooperation with the department heads and executive board. The Yearbook content is discussed and approved by the College Council.

The Yearbook is published on the College website www.hotelschool.lv and is available for the College staff, students, graduates, employers and other stakeholders.

The College regularly prepares and submits official reports the Central Statistical Bureau, updates information in the National Education Information System network, as well as provides information of activities and operations to the other state legal bodies and institutions in accordance with the existing laws and regulations.

### 1.9.3. Opportunities for Continuation of Studies and Financial Guarantees

In the event of study programme closure or branch of study reorganization, or if any other changes occur, the College has reached an agreement for the student transfer to other universities in Latvia, so that the students can proceed with their studies.

[147] The number and compound of the students and learners, international activities and events, economic indicators, etc.

# CHAPTER 2

# DESCRIPTION OF THE STUDY PROGRAMME

## 2.1. The title of the study programme, professional qualification to be obtained, aims and objectives of the programme

"HOTEL SCHOOL" Hotel Management College (hereinafter - the College) implements the study programme "Hotel Management" in the branch of study "Hotel and Restaurant Services, Organization of Tourism and Recreation". The programme has been developed in accordance with the Law On Institutions of Higher Education of the Republic of Latvia, Education Law and Vocational Education Law, as well as Rules of the Cabinet of Ministers of the Republic of Latvia which regulate first level professional higher education. As a result of programme acquisition, the qualification "Hotel Service Organizer" is awarded which corresponds to 4th professional level of qualification.

| **Study programme "Hospitality Management"** | |
|---|---|
| **Level of education to be obtained** | First level professional higher education |
| **Professional qualification** | "Hotel Service Organizer"<br>(code of profession: 2422 25) |
| **Study type** | full-time |
| **Length of studies** | 5 terms |

**The aim** of the study programme in accordance with the Development Strategy of the College for years 2016-2022 [148] is to provide education which complies with the international standards and prepare hotel service organizers who are competitive on the labour market, able to participate in the management of hospitality companies, plan and coordinate the work of services, lead the staff, promote sales of products and services and control the budget in accordance with the requirements of the professional standard and first level professional higher education.

**Objectives** of the study programme:

- to ensure students' professional readiness for work in hospitality companies in Latvia and abroad by acquiring theoretical knowledge, professional skills that are demanded by the global market, as well as by promoting the development of the students into spiritually and physically developed, free, responsible and creative personalities.
- to promote knowledge and skills acquisition (also independent learning skills), which corresponds to the 4th level professional qualification and promotes competitiveness in inconsistent socio-economic conditions.
- to provide the possibility to acquire organisation of hotel services, following a particular succession - from the easiest functions to executive tasks, getting acquainted with the work specifics, standards and requirements of service manager;

[148] Approved by the College Council meeting on 26 October 2016.

- to promote the application of theoretical knowledge into practice by organising two compulsory training placements for each student;
- to provide students with a possibility to have placement in the leading hospitality companies not only in Latvia, but also abroad (mainly in high level hotels in other EU countries);
- to encourage independent scientific research activities of students as a basis for participation in activity planning and coordination of a hospitality company, its performance indicator control and evaluation, and company's development promotion;
- to provide students with a possibility to develop their personal qualities and skills, necessary for successful career in the hospitality industry;
- to create motivation for further education in order to obtain 2nd level vocational higher education and 5th level professional qualification.

## 2.2. Learning outcomes intended in the study programme

The learning outcomes are defined based on 1st level professional higher education standard and professional standard "Hotel Service Organizer". As a result of the programme acquisition, students shall obtain the following knowledge, skills and professional competences:

| | |
|---|---|
| KNOWLEDGE | • have knowledge about the structure of the hospitality industry and its history, tourism destinations, trends of hotel service development, main principles and trends of hotel design;<br>• understand and have good knowledge about the structure of the hospitality industry, structure of employment in the hospitality industry, current processes and trends affecting the hospitality industry in Latvia and worldwide;<br>• understand and have good knowledge of the classification of places of tourist accommodations, organizational structures of hospitality companies, segmentation of guests, main elements of hospitality products and services;<br>• be familiar with and have a good understanding of marketing concepts and marketing processes in hospitality companies, impact of socio-economic changes on the development of business activities in the context of services, impact of legal and political environment on business activities and the field of services;<br>• know the requirements of normative acts for starting and developing business in service industry, property laws, consumer protection regulation, introduction of quality assurance system in hospitality companies;<br>• have a good knowledge and be able to use price determination and income increase methods in the hospitality industry, be able to perform company's financial and accounting monitoring;<br>• be familiar with the normative requirements of building management process and management systems, be able to apply hospitality company resource management principles;<br>• apply knowledge about the development of work plan of a hospitality company, draw up hospitality company activity report and assessment of indicators, development and introduction of customer service standard.<br>• be able to apply knowledge about the basic principles of personnel management, employee recruitment, selection and training process organization;<br>• apply knowledge about the development and distribution of products and services of a hospitality company, internal and external sales and their promotion techniques;<br>• apply knowledge about hotel service work organisation;<br>• be able to perform hospitality company service and |

| | |
|---|---|
| | development planning, design and development, resource supply organization in a hotel, design of hospitality company quality assurance management principles;<br>• be able to work with office equipment and hotel management software, cash systems and documentation, inventory and material value inventory acts, document management requirements and regulations;<br>• be able to plan time effectively, comply with basic principles of professional and general ethics and confidentiality, business and professional etiquette, business communication and cooperation;<br>• understand and comply with the internal rules of a company, self-control systems of companies, legal employment relationships, sanitary, general and personal hygiene norms, labour and environment protection requirements, personal data protection requirements and self-control systems (HACCP), developed in the company.<br>• have good knowledge about professional terminology in state language and at least two foreign language at the level of professional communication. |
| SKILLS | • develop the hospitality company's work plans in accordance with the company's goals;<br>• evaluate performance indicators of hospitality companies, propose the necessary changes;<br>• promote customer-oriented service culture standard development and implementation in a company, follow up;<br>• apply the principles of quality assurance to the hospitality company in order to improve performance indicators;<br>• design product and service offer;<br>• apply internal and external sales means and methods and sales promotion techniques;<br>• assess and promote work efficiency of the staff involved in sales;<br>• plan and organize staff attraction and selection process;<br>• assess and develop the skills of the employees of the company using staff training and development promotion methods;<br>• organize conferences, banquets and other events within the hospitality company;<br>• apply hospitality company department management techniques in accordance with the latest technologies;<br>• comply with the requirements of the self-control system developed in the company;<br>• organizing the work of hospitality company departments, overseeing the execution on tasks of the services;<br>• comply with the regulatory requirements;<br>• perform material and technical resource management efficiency assessment; |

| | |
|---|---|
| | • apply hospitality company resource management principles;<br>• perform inventory, draw up inventory acts of material values;<br>• analyse the results of inventory and make proposals for the improvement of future actions;<br>• plan the budget of a hospitality company and monitor its implementation;<br>• develop and evaluate procurement strategies and activity reports;<br>• comply with the requirements of labour and environmental protection;<br>• participate in the implementation of personnel policy within the company;<br>• develop and continually review their professional growth plan, strive to achieve the set goals;<br>• comply with the principles of professional and general ethics and confidentiality;<br>• act in accordance with business etiquette and use generally accepted speech and behaviour norms;<br>• plan their own work, assess its quality and be responsible for the results of their own work and team work;<br>• detect and solve problems using effective conflict resolution strategies;<br>• communicate in the state language and at least two foreign languages;<br>• use state language and two foreign languages;<br>• use office equipment, hotel management software, cash systems and debit card terminals;<br>• draw up work responsibility related documents in accordance with the requirements of normative acts and document management. |
| COMPETENCES | • have a good understanding of the structure and trends of hospitality and tourism industry, hotel work organisation, service and staff structure, duties and responsibilities;<br>• participate in the development and implementation process of hospitality industry quality assurance standards;<br>• describe and implement aims and work plans of a hospitality company, as well as assess and develop cooperation skills of the employees and managers of the company;<br>• identify hospitality company marketing concepts, plan and implement marketing process by coordinating the work of hotel services;<br>• have a good understanding of human resource management, recruit new staff, conduct their training and effectiveness assessment in a hospitality company;<br>• perform hotel service demand and quality assessment in order to improve the quality of the hotel offers and services;<br>• organize business activities in accordance with the aims of the hospitality company; |

| | |
|---|---|
| | • assess the economic activities of the company, financial indicators and make suggestions for improvement of the operations of the company;<br>• plan and organize the service offerings of the hospitality company in accordance with the requirements of the quality systems and aims of the company;<br>• develop, manage and coordinate the development of the services, analyse and assess their profitability;<br>• keep up with the trends and latest technologies in the hospitality and tourism industry, using a variety of informative sources and information technologies;<br>• cooperate with clients, staff and interested parties, assess the quality of their own work and team work, carry responsibility for the result;<br>• be able to use and have good knowledge of professional hotel management programmes, office equipment;<br>• apply the requirements of normative acts and ensure that they are complied with within the scope of their powers;<br>• have a good knowledge of hospitality company work organization and management principles;<br>• create and use guest data bank, complying with the requirements of personal data protection;<br>• draw up work responsibility related documents in accordance with the requirements of valid normative acts and document management;<br>• create and maintain positive communication, complying with the basic principles of hospitality and business etiquette, professional and general ethics;<br>• respect labour and environmental requirements, internal rules of the company, self-control (HACCP) requirements established in the company;<br>• comply with the employment relationship standards;<br>• ensure management of the resources and household matters of the company, ensure environmentally friendly and sustainable development of the company;<br>• communicate in state language and at least two foreign languages, use professional terminology;<br>• independently improve professional skills and knowledge. |

## 2.3. Admission Regulations

Admission to the study programme "Hospitality Management" is held in accordance with Admission Regulations, approved by the College Principal for every academic year, which have been drawn in accordance with Section 2 of Article No.46 of Law on Institutions of Higher Education and Regulations of the Cabinet of the Ministers of Latvia of 10 October 2006 No. 846 "Regulations Regarding the Requirements, Criteria and Procedures for Admission to Study Programmes".

Admission Regulations for the following academic year are approved in October each year by the College Council.

Admission to the study programme is held twice a year - in summer and winter. Specific terms are set by the College Principal, who issues a corresponding order. The process of admission is organised by the Admission Board, which acts in accordance with the regulation approved by the College Council. One can register for studies at the College or electronically - via the website of the institution of education.

For admission to the study programme an open and equal contest is organized by the College. Admission is held without additional entrance tests, except of the case if the applicant applies for studies in English, but cannot present centralized examination results in English which comply with the requirements. College admits students who have obtained secondary education. The applicant must have passed centralized examinations in Latvian and English or other foreign language and the grade cannot be lower than F. There might exist a possibility that closely related subjects, in which centralized examinations were taken, might be included in the competition otherwise than provided in the above paragraph.

**When applying to studies in English, the applicant shall certify their knowledge of English,** by passing the centralized examination (minimum assessment 60%) or English test at the College (minimum level B2).

Individuals who have not taken centralized examinations: individuals who have acquired general education until 2004, individuals who have obtained general education abroad, as well as individuals with special needs shall be admitted to the study programme, based on the marks of their general education certification document. Marks in Latvian and English or other foreign language cannot be below pass mark. The individual who gained their previous education abroad shall certify the recognition of their education in Latvia before applying for the studies.

The aim of the contest is to arrange the applicants in a line. Priority shall be given to those applicants who signed a study contract with the Contract earlier. The applicant loses their rights to their study place to which they are entitled on the basis of the results of the competition, if they fail to make the first payment in the time period indicated in the study contract.

The college undertakes not to create any direct or indirect benefits for an individual in regards to their admission to the study programme, which is contrary to the Admission rules of the study programme, normative acts or general principles of the rights.

The current version of the Admission Regulations (for 2017/2018 academic year) can be found in Appendix No.27.

## 2.4. Plan of the study programme[149]

## First Level Higher Professional Education Programme "Hospitality Management " STUDY PLAN

| Units | Tutor | Term 1 | Term 2 | Term 3. | Term 4 | Term 5 | Credit points | Assessment |
|---|---|---|---|---|---|---|---|---|
| **General comprehension units – mandatory (20 credit points)** | | | | | | | | |
| Customer Service | A.Strazdiņa, Mg.Philol., Mg. Oec. J. Korjuhina, Mg. Sc. Z.Ezeriņa, Dz. Līce, Mg. Oec. A.Krastiņa J.Mironova | 2 | | | | | 2 | TEST |
| English for Hospitality | Mg.Philol., Mg. Oec. J. Korjuhina, Mg. Philol. M.Troškova | 3 | | | | | 3 | EX |
| Spanish/ German/English/ Russian for Hospitality | Mg. Philol. M. Zazdravniha , Dr. Philol. R. Miseviča-Trillitzsch, Mg.Philol., Mg. Oec. J. Korjuhina, Mg. Philol. M.Troškova | | 3 | | | | 3 | EX |
| Presentation and Formatting Guidelines for Academic Papers | Mg. Oec. O.Ņikadimovs, Mg. Philol., Mg. Oec. J.Korjuhina, Mg. Philol. M.Troškova, Mg. Oec. M.Eglīte, Mg. Paed. I.Zimņikova | 2 | | | | | 2 | TEST |
| Small Business Enterprise | Mg. Oec. O.Ņikadimovs, Mg. Philol., Mg. Oec. J.Korjuhina, Mg. Oec. O. Zvereva, Mg. Sc. Z.Ezeriņa, Mg. Oec. M.Eglīte, Dr. Oec. J.Dehtjare, Mg. Oec. I.Krankale | | 3 | | | | 3 | EX |
| Finance in the Hospitality Industry | Mg. Oec. O. Zvereva, Mg. Philol., Mg. Oec. J.Korjuhina, Mg. Oec. M.Eglīte | | | | 3 | | 3 | EX |
| The Developing Manager | Mg. Sc. Z.Ezeriņa, A. Strazdiņa, Dz. Līce, Mg. Oec. I.Krankale, J. Mironova | | | | 2 | | 2 | TEST |

[149] Approved by Council of College on February 15, 2017.

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| External Business Environment | Dr. Oec. J. Djahtere, Mg.Philol., Mg. Oec. J. Korjuhina, Mg. Oec. O.Ņikadimovs, Mg. Oec. O.Zvereva, J. Mironova, Mg. Oec. M.Eglīte | | | | | 2 | 2 | TEST |
| **Industry related units -mandatory (38 credit points)** | | | | | | | | |
| The Contemporary Hospitality Industry | Mg. Oec. , Mg. Philol. J.Korjuhina, Dz.Līce, Mg. Oec. M.Eglīte, A. Grinbergs, A. Strazdiņa, J.Mironova | 3 | | | | | 3 | EX |
| Rooms Division Operations Management | Dz. Priedītis, Mg. Oec. O.Ņikadimovs, T. Rubene, J. Mironova | 3 | | | | | 3 | EX |
| Hotel Management Software | Dz. Priedītis, T. Rubene, J. Mironova | | 2 | | | | 2 | TEST |
| Food and Beverage Operations Management | T. Rubene, Mg. Oec. I. Lerha, Mg. Oec. O.Ņikadimovs, Mg. Oec. M.Eglīte | 3 | | | | | 3 | EX |
| Contemporary Gastronomy | T. Rubene, Mg. Oec. I. Lerha, Mg. Oec. O.Ņikadimovs, Mg. Oec. M.Eglīte | | 4 | | | | 4 | EX |
| The Travel and Tourism Sector | Dr. Oec. Dehtjare, Dz. Līce, Mg. Philol. M. Zazdravniha, A.Grinbergs | | 2 | | | | 2 | EX |
| Conference and Banqueting Management | Mg. Oec. I.Krankale, A.Strazdiņa, T. Rubene, Mg. Oec. I. Lerha, Mg. Oec. M.Eglīte | | | | 3 | | 3 | EX |
| Cellar and Bar Operations Management | T.Rubene, J.Mironova, Mg. Oec. M.Eglīte | | | | | 2 | 2 | TEST |
| Resource Operations Management | T. Rubene, Mg. Oec. O.Ņikadimovs, Mg. Oec. I. Lerha, J.Mironova, Mg. Oec. M.Eglīte, A.Grinbergs | | | | | 2 | 2 | TEST |
| Marketing in Hospitality | Dr. Oec. J. Djahtere, Mg. Oec. O.Ņikadimovs, Mg. Oec. O.Zvereva, Mg.Philol., Mg. Oec. J. Korjuhina, Mg. Oec. M.Eglīte, A.Grinbergs | | | | 3 | | 3 | EX |
| Sales Development and | Dr. Oec. J. Djahtere, Mg. Oec. | | | | 2 | | 2 | TEST |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Merchandising | O.Ņikadimovs, Mg.Philol., Mg. Oec. J. Korjuhina, Mg. Oec. M.Eglīte, J.Mironova, A.Grinbergs | | | | | | | |
| Human Resource Management | Mg. Sc. Z.Ezeriņa, Mg. Sc. B.Brasliņa, Mg. Oec. M.Eglīte, J.Mironova, Dz.Līce | | | | | 3 | 3 | EX |
| Quality Management in Business | Mg.Philol., Mg. Oec. J. Korjuhina, J.Mironova, Mg. Oec. M.Eglīte | | | | | 3 | 3 | EX |
| Facilities Operations and Management | Mg.Philol., Mg. Oec. J. Korjuhina, Mg. Oec. Ņikadimovs, J.Mironova, T.Rubene, Mg. Oec. I.Lerha, Mg. Oec. M.Eglīte | | | | 3 | | 3 | EX |
| **Industry related units – optional (8 credit points)** | | | | | | | | |
| **Specialization Module - Laws for Licensed Premises (4 credit points):** | | | | | | | | |
| Laws for Licensed Premises | Dr. Oec. J. Djahtere, Mg.Philol., Mg. Oec. J. Korjuhina, Mg. Oec. O.Zvereva, J.Mironova | | | | 2 | | 2 | TEST |
| Food Safety Management | Mg. Oec. O.Ņikadimovs, J.Mironova, Mg. Oec. M.Eglīte, Dr. Oec. J. Djahtere | | 2 | | | | 2 | TEST |
| **Specialization Module – Implementation of New Porducts and Services (4 credit points):** | | | | | | | | |
| Business Health Check | Dr. Oec. J. Djahtere, Mg.Philol., Mg. Oec. J. Korjuhina, Mg. Oec. O.Zvereva, J.Mironova | | | | 2 | | 2 | TEST |
| Hospitality Operations Management | Mg. Oec. O.Ņikadimovs, J.Mironova, Mg. Oec. M.Eglīte, Dr. Oec. J. Djahtere | | | | | 2 | 2 | TEST |
| **Specialization Module – Services in Resorts (4 credit points):** | | | | | | | | |
| Work in Multicultural Environment | Mg.Philol., Mg. Oec. J. Korjuhina, A.Strazdiņa, Dz. Līce, Mg. Oec. A.Krastiņa | | 1 | | | | 1 | TEST |
| Working as A Holiday Rep | Dz.Līce, A.Grinbergs, Mg. Oec. A.Krastiņa , A.Strazdiņa | | 1 | | | | 1 | TEST |
| SPA Sevices in Hotels | Ā.Dombrovska, Dr. Oec. J.Dehtjare | | 1 | | | | 1 | TEST |
| Entertainment for Holiday Makers | D.Sproģe, A.Grinbergs, Mg. | | 1 | | | | 1 | TEST |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Paed. I.Zimņikova | | | | | | | |
| **Specialization Module – Career Development Plan (4 credit points):** | | | | | | | | |
| Personal and Professional Development | Mg.Philol., Mg. Oec. J. Korjuhina, A.Strazdiņa, Mg. Oec. M.Eglīte, Mg. Sc. Z.Ezeriņa, A.Grinbergs, J.Mironova, Mg. Sc B.Brasliņa | | | | 2 | | 2 | TEST |
| Employability Skills | A.Strazdiņa, Mg.Philol., Mg. Oec. J. Korjuhina, Mg. Oec. M.Eglīte, Mg. Sc. Z.Ezeriņa, A.Grinbergs, J.Mironova, Mg. Sc B.Brasliņa | | | | | 2 | 2 | TEST |
| **Internship (16 credit points)** | | | | | | | | |
| Internship 1 | Dz.Līce / N.Vikļuka | 4 | | | | | 4 | TEST |
| Internship 2 | Dz.Līce / N.Vikļuka | | 4 | 8 | | | 12 | TEST |
| **Research Project (8 credit points)** | | | | | | | | |
| Research Project | Dr. Oec. J. Djahtere / Mg.Philol., Mg. Oec. J. Korjuhina / Mg. Oec. O.Ņikadimovs / Mg. Sc. Z.Ezeriņa/ Mg. Sc.I.Krankale/ Mg. Oec. O.Zvereva, Mg. Oec. M.Eglīte, Mg. Oec. A.Krastiņa/ Mg. Philol. M. Zazdravniha/ Mg. Oec. I.Lerha, Mg. Sc B.Brasliņa | | | | | 8 | 8 | EX |

## 2.5. Practical implementation of the study programme

Practical implementation of the study programme "Hospitality Management" is in accordance with Education and Examination Rules of "Hotel School" Hotel Management College[150], which have been drawn up in accordance with Law on Institutions of Higher Education, Vocational Education Law and Regulations of the Cabinet of the Ministers of Latvia of 20 March 2001 No. 141 Regulations regarding the State Standard for First Level Professional Higher Education and Education Process Planning and Monitoring Procedures "Hotel School" Hotel Management College[151].

Study process planning is carried out by the Study Department. Before the beginning of each academic year (in August), the Study Department draws up **Study schedule,** where the planned beginning and ending dates of the study semester for the first and second courses are written, indicating contact hours, placement, as well as breaks in each semester. The Study timetable, drawn up by the Study Department, is approved by the Head of the College. The timetable is published on the intranet of the College, placed in the premises of the College (on the announcement board) as well as included in the current Student Guide, which is to be found at the library of the College.

Starting their studies at the College, students are divided into **groups**. During the course of the studies the groups can be combined or divided into subgroups (especially for practical training). It shall be decided by the Study Department, based on the efficiency considerations. Students are entitled to change their group by handing in an application, which contains a valid reason, to the Head of the study programme.

Before each study semester the Study Department draws up **Schedule of classes for each group,** as well as plans **consultation times of lecturers** outside the contact hours included in the schedule. Schedule of classes and consultation times of lecturers are approved by the Head of the College. Schedule of classes and consultation times of lecturers is published in the intranet and placed in the premises of the College (on the announcement board).

The Study Department plans and organizes the following **introductory lectures** for the students:

- introductory lectures for first year students abut study process regulatory rules (during the first day(s) of the first semester);
- introductory lectures for first year students about training placement organization procedure in Latvia (at the middle of the first study semester);
- introductory lectures for first year students about training placement organization procedure abroad (at the middle of the second study semester);
- preparatory lectures for second year students about state final examination (in the middle of the fourth semester).

During the semester the Study Department, together with the academic staff, plan guest lectures and field trips outside the premises of the institution of education. Student groups are sent to field trips with an order of the Head of the College. Before the trip,

[150] "Education Process and Examination Rules "Hotel School" Hotel Management College" No. 4-6/ 24, approved by the College Council on December 15, 2016.
[151] "Education Process Planning and Monitoring Procedures "Hotel School" Hotel Management College" No 4-6/27, approved by the College Council meeting on December 21, 2016, Prot. No. No.4-21/12.

students are acquainted with Labour safety instruction(s) outside the premises of the institution of education during practical training.

Table 2.5.1 shows field trips, master-classes and practical classes in 2015/2016 academic year. Overall, 15 such training events have taken place in 2015/2016 academic year.

**Schedule of field trips, master-classes and practical classes in the academic year 2015/2016**

Table 2.5.1.

| No. | Employer | Types of activity | Date |
|---|---|---|---|
| 16. | Easy Wine | Study tour | September 15, 2015 |
| 17. | “Vincents” restorant | Study tour | September 15, 2015 |
| 18. | “Jūrmala SPA” hotel | Study tour | September 30, 2015 |
| 19. | “Wellton Centrum Hotel & SPA” hotel and “Radisson Elizabete” hotel | Study tour | October 7, 2015 |
| 20. | “Neiburgs” hotel | Study tour | October 7, 2015 |
| 21. | “Justus” hotel | Study tour | November 5, 2015 |
| 22. | “Radisson Blue Rīdzene Hotel” hotel | Study tour | November 11, 2015 |
| 23. | "Andrito Coffee Roastery" | Master-class, practical class | December 1, 2015 |
| 24. | “Kolonna” hotel | Study tour | February 16, 2016 |
| 25. | “Justus” hotel | Study tour | February 16, 2016 |
| 26. | Old Riga Hotel VECRĪGA hotel | Study tour | February 16, 2016 |
| 27. | “Bibliotēka Nr.1” restorant un CUT (Radisson BLU Elizabete) restorant | Study tour | February 18, 2016 |
| 28. | “Gallery Park Hotel&SPA” hotel | Study tour | February 22, 2016 |
| 29. | “Metropole” hotel | Study tour | March 14, 2016 |
| 30. | “Gemoss” professional kitchen | Practical classes | April 7, 2016,<br>April 14, 2016,<br>April 21, 2016,<br>May 5, 2016, |

The Study Department, not later than two weeks before training placement defence, draws up **Placement defence schedule.** The schedule is approved by the Head of the College. Schedule is published in the intranet and placed in the premises of the College (on the announcement board).

The Study Department in a timely manner (but not later than 3 months before the state final examination) summarizes information on the themes of qualification papers chosen by the students, supervisors and submits it for coordination to the Council of the College. The coordinated qualification paper themes and supervisors are approved by the Head of the College. Information is published in the intranet and placed in the premises of the College (on the announcement board).

The Study Department, not later than two weeks before qualification paper defence, draws up **Diploma paper defence schedule.** The schedule is approved by the Head of the College. Schedule is published in the intranet and placed in the premises of the College (on the announcement board).

Studies in the programme "Hotel Management" are implemented as full-time studies. The study process is organized in **semesters**:

| **I COURSE** | | |
|---|---|---|
| **Autumn semester** | **Spring semester** | **Summer semester** |
| September-January | February-June | July-August |
| **II COURSE** | | |
| **Autumn semester** | **Spring semester** | **-** |
| September-December | January-July | - |

The amount of the studies is measured in credit points (hereinafter - CP). Type of implementation of the studies are contact hours, independent work and practical training, placement outside the institution of education in accordance with the study programme. Contact hours, independent work and practical training are measured in academic hours, but the placement - in working hours. 1 working hour lasts 60 minutes, 40 working hours in placement corresponds to 1 CP.

Full-time studies in autumn semester for first year students are in the amount of 20 CP, where 16 CP are awarded for the acquisition of the study courses and 4 CP for training placement, in autumn semester - in the amount of 20 CP, where 16 CP are given for the acquisition of study courses and 4 CP for training placement, in summer semester, intended for organizing training placement - 8 CP.

Full-time studies in autumn semester for second year students are in the amount of 16 CP, where 16 CP are awarded for the acquisition of the study courses, in spring semester - 26 CP, where 18 CP are given for the acquisition of study courses and 8 CP for writing and the defence of the qualification paper.

The Study timetable determines the beginning and the end of each semester, but the planned class time and venue are determined by the schedule of classes. Duration of one class is 90 minutes or 2 academic hours of 45 minutes. Length of classes in a day does not exceed 10 academic hours. Classes and breaks are organized in two shifts:

**Day shift:**

| | |
|---|---|
| 1st Class | 9:00-10:30 |
| Break 15 min. | |
| 2nd Class | 10:45-12:15 |
| Break 45 min. | |
| 3rd Class | 13:00-14:30 |
| Break 15 min. | |
| 4th Class | 14:45-16:15 |
| Break 15 min. | |

| | |
|---|---|
| 5th Class | 16:30-18:00 |

**Evening shift:**

| | |
|---|---|
| 1st Class | 17:45 – 19:15 |
| Break 15 min. | |
| 2nd Class | 19:30 – 21:00 |

Student attendance, behaviour during class, as well as absences are regulated by Internal Regulations and Safety Rules of "Hotel School" Hotel Management College.[152]

The process of the acquisition of the study programme is monitored by:

- lecturers record class attendance to collect data on the attendance and/or absence of students of the contact hours determined in the Schedule of classes, by making entries into an electronic journal; give marks based on the learning outcomes of the students in the study courses which have been included in the study programme, by filling in assessment documentation in accordance with the requirements of the College;
- training placement supervisors from the institution of education and placement venue in accordance with the responsibilities determined in *Internship Programme Rules and Regulations* of "Hotel School" Hotel Management School"[153];
- the Director of the study programme, in accordance with the responsibilities determined in Education Process and Examination Rules.

The quality of the acquisition of the study programme is monitored by deputy head in study matters in accordance with the responsibilities determined in *Assessment procedure* of "Hotel School" Hotel Management College.[154]

Practical implementation of the study programme "Hotel Management" is conducted in accordance with the current Study plan[155].

Since 2016/2017 academic year a new study course **"Rules for Writing and Formatting Academic Papers"** has been introduced in the study plan, and is included in compulsory general education study course in the amount of 2 CP, the course was introduced because the College has recognized[156] that high school graduates have insufficient knowledge and skills to prepare written papers, documents and presentations, they lack skills of performing in front of audience. This year, after the course has taken place, it can be seen that the quality of student papers and their presentation skills have increased.

**Another novelty is study course "Hotel Management Software"** value of which is 2 CP. Previously computer information systems, used in hotel management, were studied within several courses (mainly "Rooms Division Operations Management" as well as "Finance for Hospitality" and "Resource Operations Management"). However, a decision was made to organize a separate course in order to avoid fragmented delivery

[152] "Internal Regulations and Safety Rules "Hotel School" Hotel Management College" No 4-6/15, approved by the College Council meeting on September 5, 2016, prot. No. 4-21/9.
[153] "Internship Programme Rules and Regulations "Hotel School" Hotel Management School" No 4-6/23, approved by the College Council meeting on November 21, 2016, prot. No. 11.
[154] "Regulations for Student and Learner Assessment "Hotel School" Hotel Management School" No 4-6/17, approved by the College Council meeting on September 5, 2016, prot. No. 9.
[155] Last changes approved at the meeting of the College Council of February 15, 2017, Protocol No. 14.
[156] during 2015/2016 Academic year this issue was discussed in several Methodological meetings.

of the topic and ensure that students have an opportunity to fully learn the functions and use of hotel management software "Micros Opera".

**Changes have also been made in the planning of training placement,** now 2 placement stages are planned (formerly there were 3 stages). Changes were made based on the suggestion of employers, to provide students with an opportunity to work with the same employer for a longer period of time, which is particularly important when organizing summer placement in hospitality companies abroad - in which trainees are paid during active tourism season (when the work load in hotels is high). Thus, students learn to take real responsibility for their work duties and provide professional services to guests in accordance with the quality standards of the industry.

**Elective study courses are merged into modules**, now offering students to choose 2 from 4 specialisation modules:

- Legislation in Hospitality Industry (4 CP);
- Introduction of New Products and Services (4 CP);
- Resort Hotel Services (4 CP);
- Career Development Planning (4 CP).

These changes have been made in order to ensure targeted acquisition of the study content, combining study courses which are close in terms of content.

The study course "Tourist Destinations" was removed from the Study plan, because it was found out that the topics are already discussed in the study course "The Travel and Tourism Industry", and the students have sufficient knowledge about geography from high school study programme.

Finally, corrections have been made in the number of CP of all study courses, rounding off to whole units (in accordance with recommendation of Licensing Board of the Ministry of Education and Science).

For each study course t**he course programmes are prepared, updated and improved on a regular basis** (in accordance with "Course Description Development, Updating and Implementation Rules"[157]), where the topics of the course, additional literature, as well as course acquisition control forms are determined. Lecturers are obliged to acquaint students with the content of the study course, explaining the information included in the study course during the first lecture.

The study programme "Hospitality Management" is implemented **using a variety of teaching methods and forms.** Those are lectures, seminars, discussions, simulation games, business games, practical tasks (for example, analysis of practical problems and situations), practical classes (for example, master-classes in professional kitchen, organizing conferences, banquets and exhibitions), usage of online resources (for example, scientific databases), usage of ICT (for example, hotel management software), field trips, analysis of audio and video materials, working in groups, independently prepared work, individual and group consultations, compulsory training placement, public defence of qualification paper.

**Modern information technologies** are extensively used in the process of studies. During the classes the lecturers can ensure projection of picture and sound while showing presentations, video materials, playing auto tracks; students can use their own computers, it is possible to connect to free wifi in all auditoriums. Also a computer room is available for the needs of the study programme, in which practical classes in study courses "Rooms Division Operations Management", "Hotel Management

[157] "Course Description Development, Updating and Implementation Rules", No. 4-6/5, April 25, 2016.

Software" "Formatting and Presentation of Academic Papers" take place. For organization of practical training in the study courses "Food and Beverage Operations Management", "Cellar and Bar Operations Management", "Conference and Banqueting Management" at the College **professional restaurant and bar equipment is provided**, while study course "The Contemporary Gastronomy" **practical classes are organized in the professional kitchen** (in cooperation with the partner - "Gemoss" Ltd).

The College lecturers, particularly for the needs of the study programme "Hospitality Management", **have developed diverse training and methodological materials.** Those are textbook for each compulsory study course, which not only include specialized information about work organization of hospitality companies, but also English dictionary with professional terminology. For some materials training videos have been created. Also the following methodological materials have been developed:

- on formatting requirements of study papers;
- on qualification paper;

Training and methodological materials created by the College are available in Latvian, English and Russian. They can be found online in intranet of the College (restricted access e-environment only for authorized users), at the reading room of the library of the College, they can be borrowed from the Library or bought. A complete list of taeching and methodical materials, developed by the College, can be found in Appendix No.24.

Possibilities given by the intranet (*intranet* - study electronic environment) are actively used for publishing also other information (presentations and tasks made by lecturers, announcements of the Study Department about the organization of the study process and current events, for example, about guest lectures or employers visiting the College; the internal normative documents of study programme implementation - regulations and procedures).

During the acquisition of the study programme, students must take the following **examinations**:

- mid-term exams, which are mainly independent work, as well as group work, practical work, tests in accordance with the specifics of the course;
- final examinations of the course, the main categories being examinations or tests, except of the training placement and final examinations, which end with defence.

Types and amount of the examinations are determined in the course description.

**Types of examinations:**

- written examination, where the written examination task, performed by the student, is assessed;
- oral examination, where orally given answers are assessed;
- combined examination, where both orally given answers and written tasks are assessed.

The student can be exempted from taking the final examination of the study course, if in all mid-term exams, they have received assessment which is not lower than 7 (good). In this case the final assessment is calculated taking into consideration positive performance summing principle.

A lecturer can refuse to give the final assessment if the attendance of a student has been below 70% of the contact hours determined in the schedule and such non-attendance is not authorised.

Important components of the study process are: 1) annual placements, which take place in cooperation with the employers of the industry and help students to apply and approbate the gained theoretical and practical knowledge as well as 2) placement reports and 3) qualification paper.

The training placement intended in the Study plan of the study programme "Hotel Management" is regulated by *Regulation for training and qualification internship in management procedures* [158]which has been drawn up in accordance with Paragraph 4 of Article 7 and Section 31 of Article 32 of Vocational Education Law and the Regulation of the Cabinet of the Ministers of Latvia No. 785 of 20 November 2012.

This regulation is drawn up with the aim to help the parties involved in the organization of placement, determining the procedure of each stage of the placement. The regulation determines the criteria that the student has to fulfil to be admitted to placement, sets demands to the place of the placement, determines the procedure in which the training and qualification placement of trainees is to be organized, gives instructions for measures to be taken in emergency situations, as well as defines requirements for drawing up placement report and its defence. Samples of documents necessary for placement organization are also included in the regulation.

**Planning of student placement in the programme "Hotel Management"**

**1st semester:**

1) preparatory lecture before placement in the 1st semester;

2) training placement in a hospitality company in Latvia at the end of the 1st semester;

3) drawing up placement report and its defence.

AMOUNT: 4 credit points

**In the 2nd semester and 3rd semester:**

1) preparatory lecture before placement in the 2nd semester;

2) training placement in a hospitality company abroad (or in Latvia if due to motivated reasons the student cannot go abroad) at the end of the 2nd semester or during the whole 3rd semester;

3) drawing up placement report and its defence.

AMOUNT: 12 credit points

The organization of placement lets students gradually acquire hospitality standards, gaining the first practical work experience in middle level and improving it abroad.

The institution of education, placement place and trainee takes part in organisation of the placement. In the regulation of placement organization it is determined that placement place can be only such institution, merchant or union the main business of which is provision of hospitality services (accommodation, catering, organization of recreation activities) or in the activities of which provision of hospitality services is an integral part (for example, tourism services, transport of passengers)[159]

The following documents are necessary for organization of placement:

- placement programme;
- contract on training placement between the training, institution of professional educational and place of placement

[158] "Regulation for training and qualification internship in management procedures" No 4-6/23, approved by the College Council meeting on November 21, 2016, prot. No. 11.

- placement diary;
- characteristic of the trainee;
- placement report.

For placement organization in Latvia the following additional documents are necessary (hereinafter - the other documents):

- Certificate on having acquired the course "Minimal hygiene requirements in food business companies" (in accordance with Regulations of the Cabinet of the Ministers of the Republic of Latvia No.545 "Training procedure in the field of food hygiene for persons employed in food business");
- medical booklet of a person (in accordance with 27.11.2001 Regulations of the Cabinet of the Ministers of Latvia No. 494 "Regulations regarding Work Associated with Possible Risk to the Health of Other Persons and in which Persons Employed therein are Subject to Mandatory Health Examinations".

For placement organization abroad the following additional documents are necessary (hereinafter - the other documents):

- entry visa and/or residence and work permit issued by the embassy of the relevant country;
- accident insurance.

The topics of introductory lectures and their content, as well as detailed list of tasks to be done during the placement is given in the placement programme. Within one week after the end of placement students hand in placement reports and filled-in placement diary and the characterization of the trainee, which was drawn up by the employer. After having received the placement report the placement supervisor (from the institution of education) organizes the defence of the placement report. The defence can be organized in different forms - as a traditional presentation in front of an audience, as an exhibition in a form of a panel prepared by the trainee. Video on placement exhibitions can be found online: http://www.hotelschool.lv/prakse.html.

For the provision of placement 72 contracts in 10 countries with hospitality companies and well-known hotels have been concluded.

The students develop their qualification papers in accordance with methodological materials, published by the College, in which the main stages of the research and the formatting requirements of the College have been described.[160][161] This methodological material also contains the procedure of handing in, review, pre-defence of the qualification papers.

The aim of the pre-defence is to assess the compliance of the student's qualification paper with the requirements, thereby helping students to get ready for state final examination - defence of the qualification paper.

The pre-defence is organised by the Study Department by publishing the official announcement of the date of the pre-defence not later than 1 month in advance. The date of the pre-defence cannot be later than 3 weeks before the date of the defence. A detailed pre-defence plan, including information on the student speaking order and times, is prepared and published not later than 1 week in advance.

The pre-defence takes place in the day announced previously, non-attendance of a student (also authorized non-attendance) is considered to be absence and there is a reason for non-admission to defence.

[160] Ezeriņa Z., Pasnaka J. "Regulations on Qualification Paper Development and Defence. "HOTEL SCHOOL" Hotel Management College": Riga, 2016

The performance of the student is assessed by pre-defence board, containing not less than 5 members - representatives of academic staff (lecturers) of the College and representatives of general staff (the Head of the College, deputy head in study matters). The composition of the Board is approved by the order of the Head of the College, separately indicating the Head of the Board and the recorder (from the approved members of the Board).

Based on the protocol of the pre-defence board, as well as information from the deputy head in study matters on the status of the fulfilment of the requirements of the pre-defence board, the Head of the College issues and order regarding the students who have been admitted to the final state examination - the defence of the qualification paper.

The defence is organised by the Study Department by publishing the official announcement of the date of the pre-defence not later than 1 month in advance. A detailed defence plan, including information regarding student speaking order and times, is prepared and published not later than 1 week in advance.

Defence of the qualification paper takes place in study programme state final examination's open meeting. The state final examination board consists of the head of the board and at least four members of the board. The head of the board and at least half of the members of the board are representatives of professional organizations or employers. The composition of the Board is approved by the order of the Head of the College, separately indicating the Head of the Board and the recorder (from the approved members of the Board).

## 2.6. Basic principles of the study programme assessment results

The study programme "Hospitality Management" basic principles of assessment results are described in the College normative act "*Regulations for Student and Learner Assessment"*[162]. Assessment procedure determines assessment procedure of students' knowledge and skills, explains assessment expression values, defines the responsibilities of the parties involved in the assessment process and regulates the process of challenging the assessment.

The study programme has been tailored to meet the requirements of the Cabinet of Ministers of the Republic of Latvia Regulations No.141 of 20 March 2001 "On the national standard of the first level professional higher education". The basic principles of evaluation are as follows:

1. **Principle of positive achievements aggregation** - positive achievements are aggregated;
2. **Principle of mandatory evaluation** - upon completion of every course the assessment is compulsory;
3. **Principle of openness and clarity** – aims and tasks for each course are defined, the requirements for final assessment are clearly set;
4. **Principle of the evaluation diversity**- diversity of forms of assessment;
5. **Principle of conformity with assessment –** during the assessment, students are given a chance to demonstrate their analytical and creative abilities, knowledge, skills and competences depending on their levels. The content of examinations and its scope corresponds to the content defined in the study course descriptions and the professional national standard of the first level professional higher education.

Students are assessed in accordance with the programme goals, tasks and expected learning outcomes. **Student assessment is conducted by**teaching staff - lecturers; internship coordinator from the College; internship supervisor from the companies; invited experts of the field and/or boards of experts. **Students' assessment conformity** is monitored by the College Principal, Deputy Principal of the study course, study course evaluation commission, consists of the Principal and Deputy, the College academic staff representatives and the programme directors as well as independent experts.

**Stages of student assessment procedure:**

STAGE I - at the beginning of a study course/ subject the teaching staff shall conduct student diagnostic assessment. Diagnostic assessment shall not affect the final assessment. Diagnostic assessment is not mandatory.

STAGE II - during a study course/ subject teaching staff shall perform student formative assessment in accordance with the following methodology:

- at the beginning of a study course/subject students are acquainted with the organisation of independent work, given a detailed description of the work to be performed (or works, if several independent works are intended), which include the title, objective, assessment criteria, tasks and references to primary information resources, and deadlines (the description of the work to be performed shall be formatted in accordance with the requirements of the institution of education and published in the electronic resource of the institution

[162] Procedure No.4-6/17 "Regulations for Student and Learner Assessment ", approved on September 5, 2016.

of education (www.hotelschool.lv));

- within the specified period of time to receive the paper of a student (students shall hand in their papers within a specified period of time in the library of HOTEL SCHOOL; the paper shall be printed and formatted in accordance with the requirements);
- each student receives information regarding the assessment of the paper they have handed in, specifying if the student has fulfilled the requirements of the paper in accordance with the assessment criteria (the assessment shall be drawn up in writing in accordance with the requirements of the institution of education);
- in case the student receives unsatisfactory assessment, that is, lower than 4 grades or *failed* in Latvian vocational qualification study/educational programmes and *Not Achieved* in UK vocational qualification (BTEC) educational programmes, the student shall be suggested to make improvements in their paper. The repeatedly submitted paper (printed) shall be received from the student by the last day of the study course/ subject. Maximum assessment for an improved paper is six grades of *passed* in Latvian vocational qualification study/educational programmes and *Pass* in UK vocational qualification study/educational programmes (BTEC).

STAGE III - at the end of the study course/subject the teaching staff shall perform student **summative assessment** in accordance with one of the following methodologies:

- from the results of formative assessment if in all independent works of the study course/subject the student has received assessment not lower than 7 grades in Latvian vocational qualification study/education programmes or P*ass* in UK vocational qualification study/educational (BTEC) programmes. Final assessment is calculated form the lowest assessment received for each independent work.
- from the student's approved knowledge and skills during the final examination (exam or test) of the study course/subject.

When developing descriptions of independent works, tests and examinations it shall be tried to make sure that they comply with their objective and the student's abilities to conduct them.

In accordance with "*Regulations for Student and Learner Assessment "*tutors shall motivate students to receive higher assessment, by giving additional consultations if needed (in contact hours and/or during official consultations). Tutors should rovide support for those students who, in the stage of Formative Assessment have failed to reach the prospective learning outcomes of a study course/subject and have failed to receive satisfactory assessment. The teaching staff shall allow such students to improve their papers (not more than once). In such case the teaching staff is obliged to give clear instructions regarding the improvements of the papers, formatting them in accordance with the requirements of the institution of education, and by the end of the last day of the study course/ subject to receive from the student the repeatedly handed in paper.

Tutors fill in the assessment documentation accurately and in due time. By the end of each term, they submit the filled in forms in the Educational Department.

Teacher may refuse to give the final evaluation of the student, if his/ her attendance has been lower than 70% of all lectures and the absence is not justified.

Teachers write students' achievements in specially designed forms. The completed forms are submitted to the Educational Department by the end of each term. The Educational Department registers and keeps them.

Since 2017, students' received grades are validated during **the Assessment board meetings**, which take place at the end of each term. By the final evaluation

validation during the Assessment board meetings, all the registered results are considered temporary and may be changed in accordance with the *Regulations for Student and Learner Assessment*.

Assessment board looks into student achieved learning outcomes in each study course/subject, approving those assessments of the teaching staff, which are not disputed. The board evaluates the circumstances of the case if an appeal has been received regarding the assessment given by a member of the teaching staff, and to make decision about maintaining or changing the assessment. The Assessment board analyses the overall semester's success rates of students and give suggestions for improving these rates in the following semester/year.

Students' performance in internship placements is assessed in accordance with the educational institution approved requirements.

In the end of the study programme, when all courses are successfully completed and all requirements are met, students are allowed to take a qualification exam- defend their Research Project, which takes place in accordance with the College requirements. The Study Programme Leader [163] is in charge of organising the Qualification exam. T

**Students' achievements are assessed in 10-point scale:**

- very high level (10 - "outstanding", 9 – "excellent");
- high level (8 - "very good", 7 – "good");
- medium level (6 - "almost good", 5 - "satisfactory", 4 - "almost average");
- low level of acquisition (3 - "poor", 2 - "very poor", 1 - "very, very poor").

Student achievements are evaluated according to each course criteria and the total expected learning outcomes. At the same time, the College sets additional requirements for obtaining high grades in the programme (see. Table 2.6.1.).

**Requirements for obtaining high grades**

Table 2.6.1

| | |
|---|---|
| **For 7 and 8 points** (good and very good) in addition, student is required to demonstrate that he is able to: | • select/design and apply appropriate methods/techniques, for example, complex problems with more than one variable have been explored, make justified conclusions, etc .;<br>• to apply a range of methods and techniques;<br>• to justify the choice of technique applied for the research;<br>• synthesise and process complex information/data<br>• present and communicate appropriate findings, considering appropriate research structure, research principles and logical sequence, using a variety |

[163] "Education Process and Examination Rules "Hotel School" Hotel Management College" No. 4-6/ 24, approved by the College Council on December 15, 2016.

| | |
|---|---|
| | of presentation methods and equipment in accordance with the specifics of the target group. |
| **For 9 and 10 points** (excellent and brilliant)in addition to the previous assessment requirements student is required to prove that he is able to: | • use critical reflection to evaluate own work and justify valid conclusions;<br>• take responsibility for managing and organising activities, demonstrate autonomy/independence, plan substantial activities, projects or investigations, manage and organize activities, accommodate the unforeseen. |

Credit points are awarded for each completed study course and internship, if the mark is "passed" or on the 10-point scale is not less than 4 - "almost satisfactory".

Appendix No. 28 *Study Results* depicts students' achievements (grades) in academic year 2015/ 2016 and academic year 2016/ 2017, term 1.

A student who has completed the programme and passed the qualification examination with a mark not lower than 4 - "almost satisfactory", receives the first level professional higher education diploma which corresponds to the fourth level of professional qualification.

## 2.7. Study programme graduate employment prospects, justifying the conclusions with references to information sources

"Hospitality Management" study programme offers modern, high quality 1st level professional higher education to the students, which **has a high potential from the point of view of economic development of Latvia**. In the accommodation service sector the increase in net turnover of 3,1% was shown in 2015 compared to the previous year[164]. According to CSB data from the border crossing report, in 2015 the number of foreign travellers that visited Latvia grew by 9,5% compared to 2014, totalling 6,8 million visitors. Accommodation services in Latvia were used by an estimated 2,1 million travellers in 2015, of which 1.5 million were multiple-night travellers, which represents an increase of 3.1% compared to the previous year[165].

According to the latest *World Travel & Tourism Council information*, in August 2016 there was an increase of 5.6% of touristic arrivals in Latvia compared to the same period of the previous year[166].

The analysis of data contained in the CSB report "Tourism in Latvia 2016" [167], **tourism and hospitality sector** (which is the primary employer of the College graduates) **shows the following positive trends**:

- the number of **people serviced in hotels and other tourist accommodation properties in Latvia was constantly growing** since 2010. In 2010 1 311 538 visitors were serviced in Latvian hotels and similar tourist accommodation properties (hereinafter referred to as Hotels), and in 2015 2 139 393 persons which represents a 63% increase. The average increase of number of persons serviced during this period is 10%. The increase in 2015 (from 2014) was much lower - 2%, but the overall increase trend remains sustainable and stable;
- out of all the people serviced in Hotels in Latvia in 2015, 87.2%, or 1 865 289 have chosen to stay in hotels, which is a very high figure. In addition, 63% of these people have chosen to stay in 4- and 5-star hotels, who are the potential employers of the College graduates. In 2015 high-class hotels accommodated more than 1 million customers (exactly: 1 099 visitors) [168];
- there has been an important increase in the number of Hotels since 2013. Between 2013 and 2015 the number of Hotels increased from 239 to 306.

[164] The Report on the Economic Development of Latvia, Ministry of Economics of the Republic of Latvia, June, 2016.
Available: https://www.em.gov.lv/files/tautsaimniecibas_attistiba/2016_jun.pdf (accessed:17.12.2016.).
[165] The Report on the Economic Development of Latvia, Ministry of Economics of the Republic of Latvia, Riga, June, 2016.
[166] World Travel&Tourism Council, Monthly Economic Impact, November, 2016.
Available: https://www.wttc.org/-/media/files/reports/monthly-updates/201611-wttc-monthly-november.pdf (accessed on:16.02.2017.).
[167] Tourism in Latvia 2016, Central Statistical Bureau, Riga, 2016.
Available: http://www.csb.gov.lv/sites/default/files/nr_30_turisms_latvija_2016_16_00__lv_en.pdf (accessed: 22.11.2016.).
[168] Data provided by Central Statistical Bureau, calculations were made by the College.

In addition to the forecasts by the Ministry of Economics of Latvia[169], a considerable **increase in labour demand in higher skill professions, including hospitality industry managers**, is expected from the period 2016.-2030. In 2015 21 thous. people were employed in this field, a forecast for 2022 is 2,81 thous. employees (see Table 2.7.1)[170].

**Employment forecasts for 2016 - 2030** (thousands of employees)

Table Nr.2.7.1.

| **Professional occupation subgroups** | **Factual** | **Forecasted** | | |
|---|---|---|---|---|
| | **2015** | **2016** | **2022** | **2030** |
| Hospitality, catering, trade and other service industry *managers*, of which: | 7,4 | 7,7 | 9,5 | 11,3 |
| Hospitality and catering industry managers | 2,19 | 2,27 | 2,81 | 3,34 |

It is important to note that, in examining the structure of the subgroups of the higher qualification profession, the Ministry of Economics concludes in the same report that in 2015 **32% of "Hospitality, catering, trade and other service industry managers"**[171] **were above the age of 50.**

Another consideration which contributes to the successful integration of the College graduates into the labour market is that a **large proportion (more than 40%) of employment is made out of two age groups – 15-24 years of age (above 10%) and 25-34 years of age (above 30%).** College graduates are part of these two age categories, which opens up great opportunities for graduates of the College study programme "Hospitality Management". In addition, it should be borne in mind that the work of many European resorts is seasonal, which is more interesting for young people, because it provides an opportunity to obtain an interesting and prospective job experience in international companies.

**Positive trends are also global - the number of travellers in Europe and the world has increased over the last six years** and the development of the hospitality sector has been observed[172]. In 2015, compared to the previous year, there were 4.4% or 50 million traveller increase in the world[173]. Out of the parts of the world's, the most visited is Europe and it has recorded 51% or 609 million tourists in 2015[174], with a 5%

[169] Informative Report on Medium and Long-term Labour Market Forecasts, Ministry of Economics of the Republic of Latvia, June, 2016.
Available: https://www.em.gov.lv/files/tautsaimniecibas_attistiba/dsp/EMZino_06_160616.pdf (accessed: 21.11.2016.).
[170] Data provided by Ministry of Economics, the calculations were made by the College.
[171] In this aggragated group, Hospitality and catering service managers reach 29,6%.
[172] World Travel & Tourism Council, Travel&Tourism, Economic Impact 2016 World, 2016.
Available: https://www.wttc.org/-/media/files/reports/economic%20impact%20research/regions%202016/world2016.pdf (Accessed:16.02.2017.)
[173]UNWTO Annual Report 2015, World Tourism Organization UNWTO, 2016.
http://cf.cdn.unwto.org/sites/all/files/pdf/annual_report_2015_lr.pdf (Accessed: 21.11.2016.).
[174] Asia and Oceania– 23% or 278 million tourists, whereas America – 16% or 191 million tourists.

increase in tourist numbers[175]. Despite the unstable (security) situation in several European countries, **the number of tourists in Europe is increasing steadily**. According to the latest figures, 1.6% more international tourists have visited Europe in September 2016 than during the period from 2015[176].

For several years now, the four most popular tourist destinations are: France, USA, Spain and China. The Indian hospitality market is also developing rapidly[177].

Overall, international tourism accounts for 7% of total world exports (3rd place in product and service exports) and 30% of service exports. The sector accounts for 3% of world GDP and provides 3.6% of the world's employment, or almost 110 million people[178]. According to the calculations made by the *World Travel&Tourism Council*, 76.6% of industry income is provided by the recreational tourism[179].

As forecast by The United Nations World Tourism Organisation (UNWTO), growth will be expected to continue in 2016. It is expected to be in 3,5% - 4,5% range.

In its planning document *Tourism Towards 2030*, the UNWTO concludes that an annual tourist increase of 3.8% will be observed between 2010 and 2030[180].

**This unprecedented demand for tourism services and the hospitality industry on Latvian, European and global levels is to be seen as a positive and promising outlook for the employability of the College "Hospitality Management" study programme graduates.**

High demand for the College graduates is also confirmed by the employment rates of the HBOS graduates. According to the survey carried out in the autumn 2016[181], the employment rate among College graduates is relatively high - 74%, i.e. 74% of graduates are employed in their qualification in the hospitality sector[182].

It should also be noted that College has signed cooperation agreements with employers. Several large Latvian hospitality companies have addressed the College for providing service specialists[183], such as Opera Hotel & SPA (4-star hotel – for Food & Beverage department manager position) and Semarah Hotel Lielupe (4-star hotel).

Regular activities are taking place at the College during which employers present the students to the opportunities of employment and internship in their enterprises. During the reporting period, the College has been visited by the following hotels (Hotel chains): Athena Academy (Italy), Acamed Resort (Germany), Atlantica Hellas (Greece), Rhodes Now (Greece), Crepuscle Group Productions (Spain), "Justus" Hotel, SemaraH

[175] In addition to America, Asia and Oceania, whereas the number of tourists is increasing in the middle East and Africa by 3%.
[176] World Travel&Tourism Council, Monthly Economic Impact, November, 2016.
Available: https://www.wttc.org/-/media/files/reports/monthly-updates/201611-wttc-monthly-november.pdf (accessed:16.02.2017.).
[177] UNWTO Tourism Highlights, UN World Tourism Ogranization, 2016 Edition.
Available: http://www.e-unwto.org/doi/pdf/10.18111/9789284418145 (Accessed:16.02.2017.)
[178] UNWTO Tourism Highlights, UN World Tourism Ogranization, 2016 Edition.
Available: http://www.e-unwto.org/doi/pdf/10.18111/9789284418145 (Accessed:16.02.2017.)
[179] World Travel & Tourism Council, Travel&Tourism, Economic Impact 2016 World, 2016.
Accessed: https://www.wttc.org/-/media/files/reports/economic%20impact%20research/regions%202016/world2016.pdf (Available:16.02.2017.)
[180] *Tourism Towards 2030*, UN World Tourism Ogranization, 2011.
Available:http://www.wise.co.th/wise/Knowledge_Bank/References/Tourism/UNWTO_Tourism_Toward_2030.pdf (accessed:16.02.2017.)
[181] As there are no "Hospitality Management" study programme graduates yet, the information about HBOS graduates is provided.
[182] "HOTEL SCHOOL" Hotel Management College ANNUAL BOOK for 2015/ 2016 academic year, Riga, 2016; Available: www.hotelschool.lv.
[183] Recommends some of the graduates for the particular position.

Hotel Metropole, and Anifest (Spain). The next event is planned by Opera Hotel & SPA through the academic year 2016/2017 2nd semester.

## 2.8. Implementation of the study programme recommendations within the framework of the study programme licensing

The College has considered the recommendations received under the licensing process of "Hospitality Management" study programme. See the results in Table 2.8.1

Table 2.8.1.

| | |
|---|---|
| Update the credit value of "Hospitality Management" study programme in order to make it better transferrable with other higher education programme courses in Latvia | **Changes were made to the study programme plan**; the credit value was rounded up to whole numbers. |
| Prepare the English language versions of the study programme courses | **The description of study courses is provided in three languages:** Latvian, English and Russian, in accordance with the language for the implementation of the study programme. |
| Develop Library book collection and resources | **The resources of the College library have been developed and improved.** At the end of 2016, more than 1000 units of books and periodicals are available in Latvian, English and Russian languages in the Library collection.<br>The College will continue to develop the Library collection each academic year. Procurement shall take place on the basis of information prepared by the lecturers regarding the professional literature required for mastering the study programmes. In accordance with the approved budget for the 2016/2017 academic year, the College will allocate EUR 5750, - for the acquisition of new teaching materials and professional literature for the extension of the information base. This amount includes subscriptions to online databases.<br>Since 2016, the College has ensured access to the latest scientific and research literature and teaching books in from the most renowned publishers, using online databases highly recognised in an academic environment such as EBSCO and e-LANBOOK.<br>Also, on the Internet home page of the College Library, students can find information on Open Access e-resources – e-magazine and e-book databases, scientific publications and information search systems.<br>From 2014 till the end of 2016, the College has allocated the following investments amounting to a total of EUR |

| | |
|---|---|
| | 34 145 for the creation of the information base:<br>– purchase of books and periodicals: EUR 8 000;<br>– subscriptions to online databases: EUR 2 700<br>– development of teaching materials: EUR 22 000;<br>– publishing of teaching materials (printing expenses): EUR 1445.<br><br>The College has made significant investments in the development and publishing of teaching materials for "Hospitality Management" study programme, taking into account the lack of professional training literature in Latvia on the operational issues and matters of hospitality companies in Latvian language. Between 2014 and 2016, the College academic staff has prepared 37 training and methodological materials (see Appendix No 24. ) Professional editors, proof-readers, designers, video filming and editing professionals were involved in the development process of teaching materials (for some books digital component is available).<br><br>At the same time, given the internationalisation of studies involving foreign students, teaching materials were translated into English and Russian languages.<br><br>Academic staff of the College will continue to develop training materials dedicated to the hospitality sector, and the development of these materials will continue to be funded from the College budget. |

# 3. SUMMARY

## of "Hotel and Restaurants Service, Tourism and Recreation Organisation" study direction historical development assessment, development plans and sustainability

The development prospects of the selected study direction "Hotel and Restaurants Service, Tourism and Recreation Organisation" results directly from the College Development Strategy 2016 - 2022[184], Development plan for the branch of study (which is included in this Self-assessment report[185]) and is closely linked to the Strategy for Scientific Research Activities 2016 – 2022[186].

**"Hospitality Management" study programme that is being accredited is based on current labour market requirements and development trends. The study programme shall comply with the requirements of the regulatory enactments of Latvia, the recommendations of the European higher education area, as well as the standard requirements of the "Hotel service organiser" profession** (profession code: 2422 25). It is important that the representative of the College also took part in the development and updating of the aforementioned profession requirements and standards.

The College is organized on the basis of the "Hotel Business Organisation School" (hereinafter referred to as "HBOS") (educational institution reg. nr. 3360800860). HBOS[187] for more than 6 years is specializing on providing 3rd level professional qualification programme "Hotel Services". In winter 2012, HBOS has been successfully accredited with **highest grading by the accreditation expert commission i.e. accreditation has been granted for 6 years** (accreditation number: AI 5588) and the very same year has been successfully accredited in the United Kingdom, becoming the first educational institution in Eastern Europe, which introduced widely accepted and evaluated globally **education quality management standards „Edexcel BTEC"** ("Edexcel" is part of "Pearson education Ltd"). "Pearson BTEC" quality standards have been developed in cooperation with employers and higher education experts. As a result of their high value and their global recognition, they serve as the guarantee that students acquiring education under the "Pearson BTEC" requirements, will demonstrate the high level of knowledge, practical skills and understanding required to further education or employment.

The accreditation in Latvia and the United Kingdom made it possible to attract foreign students. The first marketing activities in foreign markets started in autumn 2012 and the educational institution enrolled the first foreign students in early 2013. At the same time, it became clear that there was a high demand for higher education in the international market, so in 2013, the educational institution acquired the status of the College and subsequently implemented "Hospitality Management" study programme.

The license for the implementation of the study programme was received on April 1 2015, which allowed the first students to be enrolled in this particular programme for the academic year 2015/2016.

[184] Approved by the College Council meeting on 26 October 2016.
[185] Approved by the College Council meeting on 15 February 2017.
[186] Approved by the College Council meeting on 26 October 2016.
[187] Currently HBOS is one of the College operational units (full title – Continuing vocational and development institution "Hotel Business Organisation School", reg. no. 3360802057 in educational institution registry)

The College has shown good results for the academic year 2015/2016[188], reflecting the **stable growth of the educational institution.** The number of students and learners has increased by 11% - mostly at the expense of foreign students, which increased by 9% compared to the previous year[189].

**For educational quality purposes the College is aligning with the standards of Swiss hotel management higher education institutions, which are recognized as the best in Europe and the world in the hospitality sector.** According to the Development Strategy 2016 - 2022, the College vision is to become a strong, competitive and leading higher education institution in Central and Eastern European region providing a Swiss-quality education at a relatively low price. In 2014, the College signed a cooperation agreement with *BHMS* - Business Hotel Management School, Luzern, Switzerland (rated at the 56th place out of the Swiss higher education institutions[190]). College has also developed good cooperation with *Edge Hotel School* in the United Kingdom. The cooperation agreement signed in the academic year 2015/2016 provides an opportunity for the College graduates to continue their education through a bachelor's degree at that institution, as well as agreement has been reached on the academic staff mobility in the autumn of 2017. Foreign Guest speakers are also invited from the other countries, including Poland and Ukraine, thereby contributing to the mobility of lecturers, which is one of the priorities of the European education area. For students and lecturers, the College has attracted the funds of *Erasmus+* and *Nordplus* projects. The College will continue to make use of the opportunities offered by the EU and regional funds for education and science development.

Based on this long-term vision, the College launched a major investment project in 2016 aimed at creating up-to-date modern infrastructure by the year 2019 - for the studying and research purposes.

Taking into consideration the shrinking number of high school graduates and the long-term development goals of the College[191], the College will continue to see the development of branch of study and study programmes in close context with **the export of education.** In total, the added value of the higher education export sector in Latvian economy for the academic year 2015/2016 reached EUR 148M. (0,61% of GDP), EUR 73M. of those was the direct income[192] .

As already mentioned, the College already successfully attracts foreign students[193] and carries out systematic activities to promote the College and its education programmes on foreign markets.

According to the College Development Strategy 2016-2022, the export of education is one of the College's priorities and also the driving force behind the branch of study development. The College shall draw up a marketing strategy by the beginning of each academic year, which shall define the activities to be taken and the required financing for the promotion of the recognition of the College brand and the study

[188] Provided data includes information about "HOTEL SCHOOL" Ltd. continuing vocational and development institution "Hotel Business Organisation School" (HBOS)
[189] "HOTEL SCHOOL" Ltd Hotel Management College ANNUAL BOOK for the academic 2015/ 2016 year, Riga, 2016, available: www.hotelschool.lv.
[190] http://www.webometrics.info/en/Europe/Switzerland%20
[191] Defined in the College Development Strategy 2016 - 2022, the Strategy for Scientific Research Activities 2016 - 2022 and this year Self-assessment report clause 1.1 and 1.2.
[192] Higher Education Export Economical Value and Influence in Latvia, D.Auers & S.Gubins, Domnīca Certus, Political review #1, Riga, May, 2016.
Available: http://certusdomnica.lv/agenda/augstakas-izglitibas-eksporta-ekonomiska-nozime-un-ietekme-latvija/
[193] In 2015 /2016 academic year, their percentage is 46% of total students' number.

programmes. In this context, it is important to note that the export of higher education, the development of programmes in other EU languages, as well as international publicity, are among the activities to be undertaken at the national level for the **The National Development Plan 2014–2020** in the framework of the the "Developed Research, Innovation and Higher Education" programme[194].

The College in this Self-evaluation report has **analysed in detail the possibilities for export education from the Latvian and regional perspective**.

Tourism as the creative industry is recognised as one of the most promising economic sectors[195].. The study programme is therefore also important from the perspective of the Latvian economy[196] and is conceptually consistent with the strategic objectives for tourism development in Latvia. According to the **Latvian Tourism Industry & Development Priorities 2014-2020**, tourism development policy aims at sustainable development of Latvian tourism by encouraging an increase in the competitiveness of tourism services on foreign markets[197]. This objective can be achieved, including by preparing qualified and skilled hospitality industry professionals under the "Hospitality Management" study programme. It should be noted that in 2017, the College intends to open another new study programme "Culinary Arts". It will prepare the experts for work directly in the catering industry.

The need for implementation of "Hospitality Management" study programme shall be justified by the importance of the tourism and accommodation sector and also the significant potential for educational exports in the development of the Latvian economy. The quality and reliability of the study programme shall be indicated by the College dropout student number for the academic year 2015/2016 (1st enrolled group).

For the development of the branch of study and study programmes the College in 2016 developed and launched the implementation of the Strategy for Scientific Research Activities 2016 – 2022. College lecturers have also **carried out research and scientific activities** through the participation of international science conferences, research projects and the development of scientific papers. However, a coordinated and coherent development and implementation of scientific research in the College has been undertaken from the academic year 2016/2017. In the autumn of 2016, a new organisational unit was established at the College - Research department. The College Council has approved the internal regulations and rules that are necessary for supporting and developing scientific research.

In accordance with the Strategy for Scientific Research Activities, the **College mission in scientific research** shall be the development of research activities in the chosen research activities branch determined[198] by the College, and to carry out

[194] Latvian National Development Plan 2014-2020, Pārresors Coordination Centre, Riga, 2012.
Available: http://likumi.lv/doc.php?id=253919 (accessed on 03.02.2017)

[195] Latvian National Development Plan 2014-2020, Pārresors Coordination Centre, Riga, 2012, Riga, December 2012;
Available:
http://www.pkc.gov.lv/images/NAP2020%20dokumenti/20121220_NAP2020_apstiprinats_Saeima.pdf (accessed on 27.11.2016.).

[196] Export of Latvian Tourism Service in 2015 was an increase of more than 9,3% in comparison with the previous year and reached 1 023,4 million EUR. International tourist expenses in Latvia on relaxation tours, other private tours and business trips increased by 12,2%.

[197] Latvian Tourism Development Principles2014 – 2020, Ministry of Economics, 2014.
http://likumi.lv/doc.php?id=267332 (accessed on 15.12.2016.).

[198] August 10, 2016, on the Methodological meeting with academic staff the College Strategy for Scientific Research Activities was discussed and agreed to concentrate its research activities on the following **research directions:**

- sustainable business in hospitality;

business and market-oriented researches in cooperation with Latvian and foreign higher education institutions, ensuring the dissemination of scientific research results and the integrity of studies and research work. The College aims to undertake business and market-oriented researches in the research branch defined by the College, contributing to the creation and dissemination of new knowledge and expertise by promoting researching of the particular branch in the region[199].

- quality and financial management in hospitality;
- human resource development in hospitality;
- modern gastronomy;
- technological progress and innovation in the field of hospitality;
- didactics in vocational education.

[199] Latvia is a state in Northern Europe, so hospitality services provided by Latvian hospitality enterprises and their quality correspond to Scandinavian quality indicators.

# 4. APPENDIXES
# TO SELF-ASSESSMENT REPORT

**Appendix No.1**

„HOTEL SCHOOL" Viesnīcu biznesa koledža, Ltd.
Reg. No.: 40103277684, Address: Smilsu 3, Riga, LV-1050
Phone: (+371) 67213037, email: info@hotelschool.lv, http://www.hotelschool.lv

*APPROVED*
*By „HOTEL SCHOOL" Hotel Management College*
*Council Meeting, 04.07.2016.*
*Protocol No. 4-21/8*

*Riga, June 15, 2016*

*No.4-6/11*

# PERSONNEL PROFESSIONAL DEVELOPMENT POLICY AND FUNDING ARRANGEMENTS IN "HOTEL SCHOOL" HOTEL MANAGEMENT COLLEGE

## 1. General Provisions

1.1. Procedure "Personnel Professional Development Policy and Funding Arrangements in "HOTEL SCHOOL" Hotel Management College" (hereinafter – Procedure) determines the funding amount, which "HOTEL SCHOOL" Hotel Management College (hereinafter – HOTEL SCHOOL) Board assigns for staff professional development programmes and activities from HOTEL SCHOOL budget, defines staff categories to apply for receiving funding, and regulates procedure for assigning the funding.

1.2. The aim of Procedure is to assist HOTEL SCHOOL academic staff and the general staff to execute Cabinet Regulation No. 662 from 28.10.2014. "Regulation about required education and professional qualification, and pedagogues' professional development procedure" as well as strengthen HOTEL SCHOOL staff potential capacity HOTEL SCHOOL for operation quality improvement.

## 2. Funding amount

2.1. HOTEL SCHOOL staff professional development programmes and activities to be paid from the following funding sources:

2.1.1. From HOTEL SCHOOL budget – in amount of 0,5% a year;

2.1.2. From other sources, for instance, from EC programme and initiative funds, from local and international financial funds, and other sources – in such amount that is provided for by the support programmes.

2.2. Allocating funding from defined source in clause 2.1.1 of Procedure, the maximum amount of each employee's participation in one professional development programme or activity is up to 100% of the programme and/or activity, e.g. conference, seminar, lecture course, educational program, exchange program, and such, programme or activity organizers' defined membership fees, if this does not exceed 70,00 (seventy euro, 00 cents), in the amount of up to 70%, if membership fee does not exceed 100,00 EUR (one hundred, 00 cents), and in the amount of up to 50%, if membership fee exceeds 100,00 EUR (one hundred euro, 00 cents).

2.3. Allocating funding from defined source in clause 2.1.2 of Procedure, the maximum amount of each employee's participation in one professional development programme or/and activity is up to 100% of programme and/or activity, e.g. conference, seminar, lecture course, educational program, experience exchange program, and such, programme and/or activity organizers' defined membership fees.

## 3. Beneficiaries

3.1. Eligible for funding of professional development programme or/and activity can be (hereinafter - Applicants):

3.1.1. HOTEL SCHOOL academic staff including pedagogues of its operational unit Continuing professional education and development institution "Hotel Business Organization School";

3.1.2. The general staff of HOTEL SCHOOL including "HOTEL SCHOOL" Hotel Management College library staff and management staff of its operational unit Continuing professional education and development institution "Hotel Business Organization School";

3.1.3. HOTEL SCHOOL Management Board members;

3.1.4. HOTEL SCHOOL support staff.

## 4. Funding allocation procedure

4.1. Funding allocation from defined source in clause 2.1.2 of Procedure is proceeded in the form of competition (hereinafter – Competition).

4.2. To apply for the Competition the Applicant shall submit an application addressed to HOTEL SCHOOL Principal, indicating**:**

4.2.1. title of the planned professional development programme and/or activity;

4.2.2. Programme and/or activity organizer name;

4.2.3. Programme and/or activity period (start and end date, as well as the total duration in hours);

4.2.4. Programme and/or activity venue address;

4.2.5. Participation fee determined by Programme and/or activity organizer;

4.2.6. desired sum of HOTEL SCHOOL co-funding;

4.2.7. justification that participation in this Programme and/or activity will enhance the applicant's professional development;

4.3. When deciding on funding allocation in the Competition, the following considerations are taken in account:

4.3.1. The applicant's employment relationship with the HOTEL SCHOOL - preference is given to Applicants who have an employment contract;

4.3.2. The applicant's work tenure - preference is given to Applicants with a longer length of tenure;

4.3.3. The Applicant's previous participation in the professional development programme and/or activity - preference is given to Applicants who have participated in professional development programme and/or activity less than others (for purposes of equal distribution of funding between all HOTEL SCHOOL staff representatives);

4.3.4. Type of professional development programme and/or activity – preference is given to the programmes and/or activities, which are being implemented according to Cabinet Regulation No. 662 from 28.10.2014. "Regulation about required education and professional qualification, and pedagogues' professional competence development procedure".

4.4. The decision on a specific amount of funding allocation for the applicant within the framework of the Competition is taken considering of the available budget in accordance with the Procedure referred to in sub clause 2.1.1.

4.5. HOTEL SCHOOL Principal together with board members takes the decision on the funding allocation within the framework of the Competition. The decision shall be in writing and notify the applicant within 10 (ten) business days from the receipt of application. Decision time limit may be extended if the responsible officials are on vacation or in business related absence.

4.6. Outpayment of the allocated funding within the framework of the Competition shall be proceeded by paying the invoice issued by the organizer of the supported professional development programme and/or activity, in which HOTEL SCHOOL requisites shall be indicated. In the case when HOTEL SCHOOL covers only a part of the payment defined by the professional development programme and/or activity organizer, the remaining amount with the consent of the applicant HOTEL SCHOOL withholds from the applicant's salary.

4.7. Funding allocation from defined source in sub clause 2.1.2 of Procedure is proceeded in accordance with the approved regulation the frame of regulation provided for by the support mechanisms.

## 5. Responsibility

5.1. HOTEL SCHOOL Principal, Financial departments are responsible for execution of Procedure.

Chairperson of the Board J. Pasnaka

**Appendix No.2**

# Information about the Learning centre "School of Hotel Business Organisation"

The College is built on the basis of Learning Centre *School of Hotel Business Organisation,*(Reg. no in the Register of Institutions of Education 3360800860). "School of Hotel Business Organisation" (hereinafter -SHBO)[200] is **vocational further education and in-service training institution,** which was founded by SIA "HOTEL SCHOOL" Hotel Management School.

The main activity direction (**aim**) of the **SHBO** is to implement vocational further education, professional development and adult informal education programmes in the field of hotel services.[201] **The objectives** [202]**of SHBO** are**:**

1. ensure the acquisition of qualitative theoretical and practical knowledge, promoting competitiveness in the current socio-economic conditions;
2. attract, promote and provide the creation of the relevant skill of students in accordance with the chosen educational programme;
3. create appropriate pre-conditions for creative growth of the student and improvement of their mastery.

SHBO was accredited in winter, **receiving the highest assessment of the experts of the board, that is, accreditation for 6 years** (Number of accreditation: AI 5588). The experts **particularly emphasized the contribution to the development of material base.** For example, in the computer room the latest version of hotel management software "Micros Opera" is installed, which is used by international hotel chains in Latvia, the Baltic States and worldwide („Maritim", „Radisson", „Tallink", „Park Inn", „Accor", „Best Western", „Ramada" etc.). Also all students are provided with placement in high level hotels not only in Latvia, but also in Germany, Spain, Greece, Cyprus, Turkey, USA, etc.

Before accreditation in Latvia in 2012 "School of Hotel Business Organisation" applied and was successfully accredited in Great Britain, thus, becoming the first institution of education in Eastern Europe to introduce in its work the worldwide known and recognised ***Edexcel BTEC*** **education quality assurance standards** (now *Edexcel* is included in *Pearson Education Ltd*). This accreditation enables SHBO implement UK accredited educational programmes and give *BTEC* (*(British Technology and Education Council)* diplomas. Within the frameworks of this process the administration of the institution of education, as well as all academic staff had training with experienced British trainers, taking over valuable international experience.

**Thanks to both accreditation** at the end of the training process **graduates of the College can receive not only Latvian, but also British diploma.**

The legal basis of the education institution is Education Law, Vocational Education Law, statutes of the founder, this regulation, as well as other normative acts.

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Currently HBOS is one of the academic units of the College (the actual name Vocational further education and in-service training institution, "School of Hotel Business Organisation", Reg. no in the Register of Institutions of Education 3360802057)

[201] Vocational further education and in-service training institution education institution "School of Hotel Business Organisation" Paragraph No. 5 of the Regulations, approved with SIA "HOTEL SCHOOL" Hotel Management College employee meeting protocol No.4-3/1, Riga, 12 August, 2013.

[202] Vocational further education and in-service training institution education institution "School of Hotel Business Organisation" Paragraph No. 6 of the Regulations, approved with SIA "HOTEL SCHOOL" Hotel Management College employee meeting protocol No.4-3/1, Riga, 12 August, 2013.

Currently SHBO implement 3 (three) education programmes (see Table No.1). The study programme is full-time studies in Latvian.

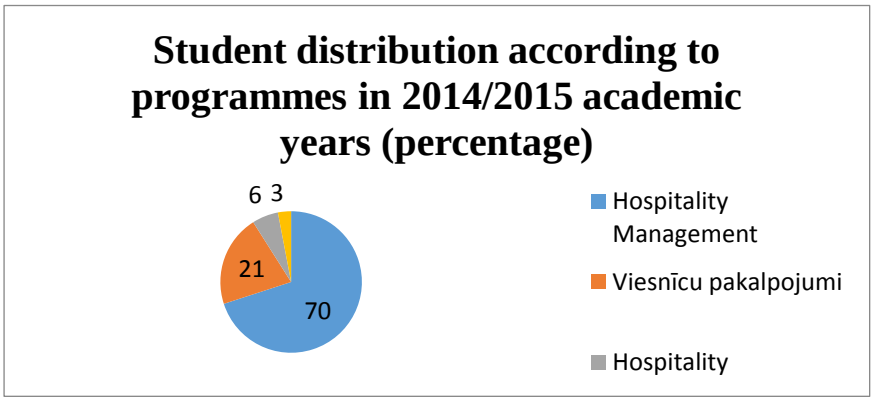
**SHBO implemented study programmes**

Table No.1

| Name of the educational programme | Description of the study programme |
|---|---|
| Hotel services | vocational further education programme, qualification to be awarded - Hotel Service Specialist, 3rd level vocational qualification, duration - 1.5 years, students are admitted after having finished high school. |
| Frontline Service Delivery at Tourist Accommodations | Vocational development programme, without qualification, duration - 4 months, students are admitted after having finished secondary school |
| Operations Specific to Resort Hotels | Vocational development programme, without qualification, duration - 4 months, students are admitted after having finished secondary school |

Student distribution according to programmes in 2014/2015 academic year are shown in chart No.1. Currently SHO offered study programme "Hotel Services" is the second demanded study programme at the College. In 2015/2016 academic year 34 students were admitted to this programme.

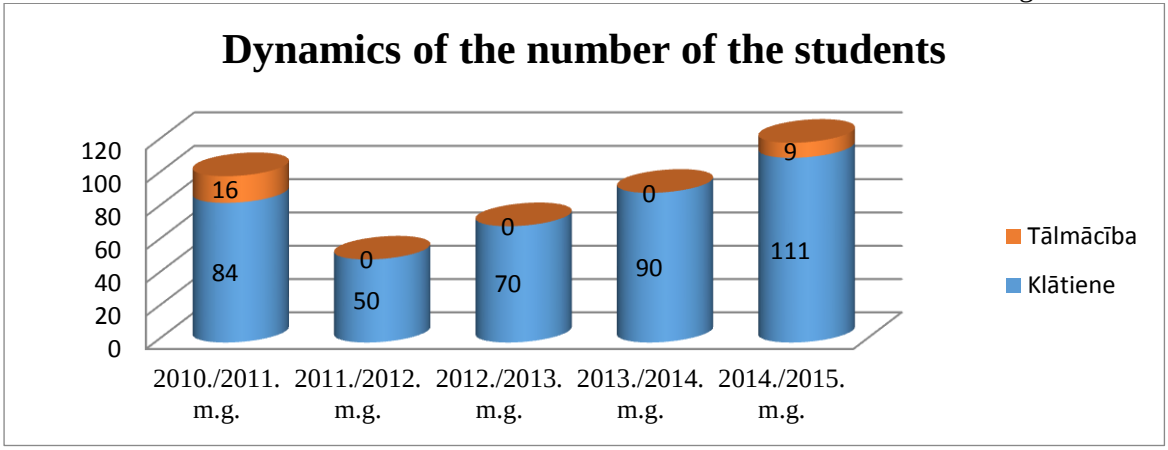
Chart No.1




*/Text in the box: Hotel Services/*

Student number dynamics from 2010/2011 academic year until 2014/2015 academic year is shown in diagram No.2.

Diagram No.2




*/Text in the box: distance learning, full-time studies/*

* in 2010/2011 academic year students acquired only professional development and informal education programmes (up to 160 hours), the total cost of which did not exceed 550 EUR

Thus SIA "HOTEL SCHOOL" Hotel Management College f**or more than 7 years successfully prepare 3rd level professional qualification hotel service specialists**.

**The accreditation of 1st level professional higher education programme "Hotel Management" is implemented by SIA HOTEL SCHOOL Hotel Management College, which has been operating in the field of training since 2010, ensuring profit to the company and at the same time constantly expanding and developing the companies.**

**Appendix No.3**

*APPROVED*
*"HOTEL SCHOOL" Hotel Management College*
*Council meeting, 26.10.2016.*
*Protocol No. 4-21/ 10*

# SIA "HOTEL SCHOOL" Hotel Management College DEVELOPMENT STRATEGY 2016-2022

SIA "HOTEL SCHOOL" Hotel Management College (hereinafter- HOTEL SCHOOL) Development Strategy 2016-2022 (hereinafter - Strategy) has been developed to ensure institution of education "HOTEL SCHOOL" and its academic unit further vocational education and in-service training institution "Hotel Business Organisation School" long-term operation and competitiveness, by achieving its visibility in the Baltic states, Eastern Europe and in long-term also in the education and research area of Europe.

The strategy determines the priority development directions of the HOTEL SCHOOL, analyse the internal and external environment, define tasks and expected outcomes, as well as include plan for a successful implementation of the Strategy and its follow-up in a changing environment in order to achieve its aims or determine new ones, taking into account the possibilities created by the environment.

The strategy serves as a basic point for the development of HOTEL SCHOOL or any of its academic units strategies, programmes or plan, as well as for preparation of internal normative acts.

## 1. HOTEL SCHOOL MISSION, VISION AND VALUES

THE MISSION

Provide the best education in the hospitality industry — in the most demanded professions and help to start a career in the leading hospitality companies (mostly world brand 4*-5* star chain hotels) in the local and international level.

VISION

To become the leading educational institution in the field of hospitality in Eastern Europe.

VALUES

- Narrow specialization, focusing on education program demand direct in the hospitality industry professions
- Teaching process quality assurance in accordance to world recognizes UK education standards
- Knowledge and substantial professional experience in the hospitality industry of the academic staff
- Guaranteed placement for each student in the high level of hotel not only in Latvia, but also in Spain, Greece, Germany and other countries, thus providing the opportunity to gain valuable work experience in the international and multi cultural work environment

## 2. HOTEL SCHOOL DEVELOPMENT PRIORITY DIRECTIONS AND OBJECTIVES

2.1. Accreditation - to prepare and submit the documents of study direction "Hotel and Restaurant Services, Organization of Tourism and Recreation" for accreditation, HOTEL SCHOOL Hotel Management College accreditation, as well as HOTEL SCHOOL academic unit Vocational further education and in-service training institution "School of Hotel Business Organisation" offered education programme for the accreditation of the institution of education, ensuring the acquisition of the maximum accreditation term - 6 years. To ensure compliance with *Pearson* requirements in order not to lose the status of *BTEC Approved Centre.* To strengthen the visibility and prestige of the HOTEL SCHOOL in Latvia and UK accredited educational institution.

2.2. INCREASING THE NUMBER OF STUDENTS - to substantially increase the number of HOTEL SCHOOL students and learners, ensuring that in one academic year in HOTEL SCHOOL there are 200 full-time students and 100 distance students. In order to attract new student to develop and implement effective marketing campaigns in local and foreign markets. For the export of education to use LIAA export promotion programme's offered possibilities. Increase external marketing activities, covering not only the geography of the CIS countries, but also other prospective markets, such as China, India and UAE. Continue to work on the establishment of a network of foreign agents, as the fundamental objective of raising the achievement of quantitative indicators (number of agents), but the quality of the results (the intensity of cooperation that can be measured with the number and profile of the attracted customers).

2.3. DEVELOPMENT AND IMPLEMENTATION OF NEW EDUCATION PROGRAMMES - to development and submit for licensing new education programmes for training of cooks and chefs (different levels) by complying with the professional standards, if necessary, taking part in the updating process of the standards (together with *LVRA* and *NEP*). To start the implementation of the programmes and to conduct their accreditation in a timely manner, education

services in local and international market, by attracting HOTEL SCHOOL as a new institution of education, which prepares high level specialists according to mode trends in high level culinary art. Every year, implement international summer school project, attracting 20-30 participants from around the world. Restore the *AHLEI* academic partner status, by promoting active *AHLEI* training sales for hospitality company status professional qualification development.

2.4. DEVELOPMENT OF MATERIAL BASE- provide new facilities for the activities of the institution of education, including 3 functional buildings - facilities for studies and research activities, facilities for student accommodation and training hotel for the training of the professional skills of the students and learners. Wherever possible, ensure their placement in one area (in the same building or the same street), choosing the right real estate objects. Make investment attraction to develop infrastructure projects. Provide modern equipment, with particular attention paid to training lab-professional kitchen workshop – creation for the needs of new educational programs and research.

2.5. DEVELOPMENT OF INFORMATIVE BASE - create investing in the library, buy the latest literature of the industry, subscribe to the databases, which are the most used in the world for the To ensure the availability of the recommended literature, included in the course descriptions, in sufficient amount. To attract donations for the funding of the HOTEL SCHOOL library activities.

2.6. PERSONEL PROFESSIONAL DEVELOPMENT - support HOTEL SCHOOL academic and general staff professional development in the two main fields - hospitality industry and higher education didactics in according to the requirements of the normative acts. To conduct targeted professional development activity planning, motivate the staff to regularly participate in professional development activities and projects. To give funding for the implementation of such activities and projects of not less than 0.5 % of the HOTEL SCHOOL budget, as well as to use possibilities to attract EU and regional support programmes for the mobility of the staff and other support activities, which are recognized as professional development activities.

2.7. PROMOTION OF THE RESTAURANT ACTIVITIES OF THE ACADEMIC STAFF - to create effective institutional structure for the development of HOTEL SCHOOL scientific research activity development and implementation, providing science bases study implementation in the frameworks of the study direction "Hotel and Restaurants Services, Tourism and Recreation Organization". To assign, motivate the academic staff to conduct scientific research. Involve young research and students in the research activates. To sign up the HOTEL SCHOOL as a new research institution in its niche - hospitality industry.

2.8. DEVELOPMENT OF PUBLISHING DEPARTMENT– based on the precious achievements of academic literature publishing, establish a new HOTEL SCHOOL Department– the publishing house, continue the elaboration and publishing of academic literature, start distributing and selling published books outside the College, concluding agreements with well-known international academic information databases, promote HOTEL SCHOOL Publishing as a

leading specialized industry literature publisher in Eastern Europe and be recognised internationally among students and professionals.

2.9. INTERNATIONAL COOPERATION AND INTERNATIOLISATION – enter European educational and research area and establish cooperation with internationally recognized higher educational establishments and research institutions, focusing on hospitality industry. The College internationalisation policy takes place in accordance with the *College Study Direction Development Strategy 2016-2017,* in research area – in accordance with the aims and tasks described in *Strategy for Scientific Research Activities 2016 – 2022.*

**3. SWOT Analysis**

| STRENGTHS | WEAKNESSES |
|---|---|
| • **Approval in the UK, Latvia and the USA** (since 2012, the educational establishment has been appoved in Latvia as a continuing vocational education and development institution "Hotel Business Organization School", in the UK the school and college have a *BTEC Approved Centre* status, which means that the quality of study process is managed in accordance with the UK globally recognised standards („Pearson BTEC"), since 2014, the College has a status of *AHLEI* academic partner)<br>• **Tutors –** highly qualified industry professionals, who can teach in Latvia, Russian and English<br>• **Strong cooperation with the leading hospitality enterprises,** which are the potential employers for the College graduates, guaranteed internship placements for every student(more than 30 agreements are concluded with employers)<br>• **Implementation of international projects *Erasmus+, Nordplus*** student and staff mobilities are organised regularly for professional development purposes and exchange programmes<br>• Material basis, which includes the possibility to acquire **the latest industry technology** (the latest version of hotel management | • **Limited College recognition** in Latvia and on international markets, which is justified by the fact that the College has been recently founded<br>• **The educational institution does not have previous experience** in managing a higher educational institution<br>• The College **academic staff does dot have much experience** in scientific research work<br>• **The institution does not have savings for investments** for project development, development of material and informative bases, thus, it will be necessary to invest money from other sources |

| | |
|---|---|
| software *Micros Opera* is installed)<br><br>• Informative basis, which contains the **latest literature related to the industry and access to online data bases** *EBSCO* and *Лань,* educational and methodological materials published by HOTEL SCHOOL in Latvian, Russian and English<br>• **Full-time and distance learning (online)**<br>• **Attractive opportunities of further studies for HOTEL SCHOOL graduates („BTEC" diploma)**- in cooperation with higher educational establishments in Latvia (*ISMA*), the UK (*Edge Hotel School*) and Switzerland (*B.H.M.S.*)<br>• **The highest number of foreign students in Latvia** (in 2015/2016 academic year foreign students made up to 42% of HOTEL SCHOOL students), long-time cooperation with international markets, strong network with agents, recognition)<br>• **Convenient location** in the centre of Riga | |
| **OPPORTUNITIES**<br>• **Market expansion** in Latvia and abroad due to HOTEL SCHOOL unique benefit (low tuition fee and accommodation fee in comparison with similar educational institutions in Switzerland and the UK, narrow specialisation of the study programme which leads to students' development and competitiveness on labour market, so they can successfully continue studies, British higher national diploma, which give the possibility for graduates to study in Switzerland and the UK)<br>• Reputation of European level higher educational institution, focusing on high quality of study programme and teaching<br>• **The availability of qualified** | **THREATS**<br>• **Unfavorable demographic conditions** on local market and the number of student is decreasing<br>• Taking into account the above mentioned, the competitiveness among educational institutions in Latvia and abroad is growing<br>• **Unpredictable changes in immigration politics in Latvia and EU,** can make it difficult to attract students from third countries |

| | |
|---|---|
| **teachers (administrative and academic staff)**, due to the redundancy and/ or work load reduction in other educational institutions and general tendency of decreasing interest towards education<br>• **Attracting financial EU funds and reginal programmes** for scientific work, professional development, international scientific event organization, infrastructure and other needs<br>• **Atrasting investments from other sources** for infrastructure project implementation<br>• Occupying the market niche **by providing high quality vocational programme** "Culinary Arts" in Latvia and Eastern Europe<br>• Occupying the market niche by **selling professional literature** in Latvia and Eastern Europe<br>• Occupying the market niche by **selling professional literature in Latvian** | |

## 4. HOTEL SCHOOL STRATEGIC DEVELOPMENT PLAN – WORK OBJECTIVES AND EXPECTED RESULTS

| PRIORITY DIRECTION | WORK OBJECTIVES AND EXPECTED RESULTS ACCORDING TO THE GOAL | DEADLINE | RESPONSIBLE DEPARTMENT / ORGANISATIONAL UNIT |
|---|---|---|---|
| ACCREDITATION | To ensure execution of all accreditation requirements in the HOTEL SCHOOL operations | September 2016 | Educational Department |
| | To involve experienced consultants for getting competent advice in matters of accreditation | October 2016 | Educational Department |
| | To prepare and submit documents for the study direction accreditation "Hotel and | February 2017 | Educational Department |

| | | | |
|---|---|---|---|
| | Restaurants service, Tourism and Recreation Organization" | | |
| | To prepare and submit documents for accreditation of "HOTEL SCHOOL" Hotel Management College | April 2017 | Educational Department |
| | To prepare and submit documents for accreditation of the offered educational programmes' and educational institution "Hotel Business Organisation School " as department of HOTEL SCHOOL Professional continuing education and development educational institution | August 2017 | Educational Department |
| | To ensure execution of *Pearson* requirements:<br>• to ensure work of *Examination Board*<br>• to prepare and submit *Annual Report*<br>• to arrange *External Examiner* visits<br>• to conduct and collate *Annual Student Survey*<br>• to ensure execution of other procedures according to *BTEC* standards | Every academic year | Educational Department |
| INCREASING NUMBERS OF STUDENTS | To develop and implement effective marketing campaigns in local and foreign markets:<br>• to improve the educational institution's website (English, Latvian and Russian language versions)<br>• to modernize existing and develop new promotional materials about HOTEL SCHOOL offered study programmes in English, Latvian and Russian<br>• to disseminate information about HOTEL SCHOOL | Every academic year | Marketing Department |

| | | | |
|---|---|---|---|
| | using various communication channels (the Internet, social networks, exhibitions and seminars, etc.)<br>• to carry out efficiency analysis of the implemented activities | | |
| | To use offered opportunities of the EU export promotion programmes for raising additional funds for the implementation of external marketing activities (*LIAA*) | Every academic year | Finance Department |
| | To continue work on the foreign agent networking (Belarus, Ukraine, Uzbekistan, Kazakhstan, Russia and CIS countries, etc.) | Every academic year | Marketing Department |
| | To increase foreign marketing geography covering not only the CIS countries, but also other promising education markets, such as China, India and the UAE | Starting from autumn, 2017 | Marketing Department |
| | To provide targeted work with Latvian embassies abroad / apply to the competent institutions to resolve the conflict | Every academic year | Student Service |
| NEW EDUCATION PROGRAMME DEVELOPMENT AND IMPLEMENTATION | To develop and submit to the licensing of a new continuing educational programme for the training of chefs meeting professional standards' requirements | December 2016 | Educational Department |
| | To get acquainted with the new hospitality profession card (following the endorsement of Cabinet), organize prof. standard update with mediation by LVRA and NEP | Starting from autumn 2017 | Management Board |
| | To develop and submit to the licensing a new study programme for chef training considering professional standard | Starting from autumn 2017 | Educational Department |

| | | | |
|---|---|---|---|
| | requirements | | |
| | To start promoting chefs continuing education programmes in the local and external markets | Starting from spring 2017 | Educational Department |
| | To launch a continuing education program for training chefs | November 2017 | Educational Department |
| | To initiate promoting chefs study programes in the local and foreign markets | Starting from spring 2018 | Marketing Department |
| | To start implementing a chefs study programme | September 2018 | Educational Department |
| | To proceed timely chefs study programme accreditation | In sring 2019 | Educational Department |
| | To restore *AHLEI* academic partner's status performing active sales of *AHLEI* training for enhancing hospitality company staff professional qualifications | Every academic year | Educational Department |
| MATERIAL FACILITIES DEVELOPMENT | To find a suitable real estate object in Riga for educational institution needs | done | Management Board |
| | To develop a facility reconstruction project design in accordance with the needs of the educational institution, which includes three functional housings:<br>- housing for academic and research work execution;<br>- housing for student hosting;<br>- accommodation hostel for students and learners;<br>- students' and learners' accommodation for professional skills formation and development; | School hotel design is finished, training and hostel building design shall be finished by December 2016 | Management Board |
| | To approve the project design by Construction Board | School hotel design is approved, training and hostel building | Management Board |

| | | | |
|---|---|---|---|
| | | design shall be finished by January 2017 | |
| | To raise funds for infrastructure projects' development | Partially performed, 1 mln EUR funding is already involved, the balance sum to raise by February 2017 | Management Board in cooperation with Financial Department |
| | To start construction works | March 2017 | Management Board in cooperation with Financial Department |
| | 1st stage commissioning - training facilities and student accommodation | August 2017 | Management Board in cooperation with Financial Department, Technical Department, and Procurement Department |
| | 2nd stage commissioning – students accommodation hostel | March 2018 | Management Board in cooperation with Financial Department, Technical Department, and Procurement Department |
| INFORMATION BASE DEVELOPMENT | To continue HOTEL SCHOOL libraries replenishment by purchase of the latest literature in the field as well as subscribing to the world widely used scientific databases for HOTEL SCHOOL academic staff and students in current scientific knowledge and | Every academic year | Library in cooperation with Academic, Finance and Procurement Departments |

| | | | |
|---|---|---|---|
| | professional field requirements for based study programmes and research development.<br>To ensure availability in the required quantity of compulsory literature included in the study programme descriptions | | |
| | To raise grants and donations for HOTEL SCHOOL library operations funding | Every academic year | Management Board |
| | implementation of targeted communication campaigns with the hospitality industry specialists working in Latvia to inform about HOTEL SCHOOL library offer, organize topical activities | Every academic year | Library in cooperation with Marketing Department |
| PROFESSIONAL DEVELOPMENT | To carry out targeted staff development planning in two key areas - the hospitality industry and higher education didactics according to the legal requirements | Every academic year | Educational Department |
| | To motivate staff to actively engage in professional development activities and projects by providing funding of such activities and projects not less than 0.5% from HOTEL SCHOOL budget | Every academic year | Financial Department |
| | to prepare and submit project applications for raising funding of the EU and the regional support programmes for staff mobility trips and other activities to be supported that is recognized as professional development activities | Every academic year | Educational Department in cooperation with Financial Department |
| ACADEMIC STAFF RESEARCH ACTIVITIES PROMOTION | To create Research Department as an individual unit of HOTEL SCHOOL organizational structure by allocating the necessary material and technical and information resources, and attracting appropriately qualified | September 2016 | Management Board in Cooperation with Technical and Procurement Departments |

| | | | |
|---|---|---|---|
| | manager | | |
| | To develop Scientific research strategy 2016-2022 | September 2016 | Research Department |
| | To dedicate not less than 1% of the HOTEL SCHOOL budget for academic staff research work payment (including participation in scientific conferences and publication research results in internationally available and reviewed editions) | Every academic year | Financial Department |
| | To organize academic staff scientific research in accordance with the strategy defined priority directions (about current topics in the field of hospitality according to implemented HOTEL SCHOOL education programs content), paying particular attention to involvement in international projects, which have introduced the hospitality industry need for applied research with practical application potential | Every academic year | Research Department |
| | To prepare and submit project applications for raising funding from the EU and the regional support programmes to support the work of HOTEL SCHOOL academic staff research | Every academic year | Research Department in cooperation with Financial Department |
| | To involve students in research work | Every academic year | Research Department in cooperation with Educational Department |
| | implementation of targeted communication campaigns in Latvia and internationally in order to inform the public about the HOTEL SCHOOL carried out scientific research results, applying HOTEL SCHOOL as new research institution in its area of operations - the hospitality | Every academic year | Research Department in cooperation with Marketing Department |

| | | | |
|---|---|---|---|
| | industry | | |
| PUBLISHING DEVELOPMENT | To create a new HOTEL SCHOOL unit - the publishing house by allocating the necessary financial, material, technical and information resources, and attracting appropriately qualified staff | October 2016 | Management Board |
| | To continue to provide training and methodological resources development and publishing as well as publishing the results of academic staff scientific research work on the publishing base | Every academic year | Publishing house |
| | start HOTEL SCHOOL developed textbooks distribution and sale in Latvian and foreign markets, including concluding cooperation agreements with widely recognized in academic environmentis international textbooks databases | December 2016 | Publishing house |
| | implementation of targeted communication campaigns in Latvia and internationally in order to achieve HOTEL SCHOOL publishing awareness among hospitality professionals in the field as Eastern Europe's leading publisher of specialized literature in the field | Every academic year | Publishing house in cooperation with Marketing Department |
| INTERNATIONAL COLLABORATION AND INTERNATIONALISATION | To fit in the area of the European education and research and develop international cooperation with recognized and rich traditions of higher education and research institutions in the field of hospitality by ensuring the execution of goals and tasks of the College Development Strategy 2016-2022 and of Strategy for Scientific and Research Activities 2016-2022.\ | Every academic year | Educational and Research Departments |

## 5. STRATEGY PERFORMANCE MONITORING AND CONTROL

Based on the Strategy, annually (in August) HOTEL SCHOOL Principal develops a detailed work plan for the next academic year, which is agreed with the Board and approved at the HOTEL SCHOOL Council meeting.

HOTEL SCHOOL department deans and employees are responsible for implementing the plan in accordance with the strategy defined in Article 4 for the certain distribution of responsibility in the organisation. The director shall plan monitoring and control.

Annually before the "HOTEL SCHOOL" Hotel Management College Yearbook preparation and publication (in September), HOTEL SCHOOL department lecturers and employees provide information on the reporting year follow-up in within their competences, which is to be collated and presented in the form of the report by the HOTEL SCHOOL Principal to the Board and the HOTEL SCHOOL Council. Based on the findings, the HOTEL SCHOOL Principal and the Board may propose changes or additions to the strategy. Based on the findings, the HOTEL SCHOOL Principal and the Board may propose changes or amendments to the Strategy.

**Appendix No.4**

APPROVED
"HOTEL SCHOOL" Hotel Management College
Council meeting of 26 October 2016

# "HOTEL SCHOOL" Hotel Management Strategy for Scientific Research Activities 2016 –2022

Riga, 2016

## 1. Characterization of HOTEL SCHOOL Hotel Management College work until now (2013 - 2015)

HOTEL SCHOOL Hotel Management School (Hereinafter - the College) is a new and modern institution of higher education in Latvia. It offers students to acquire 1st level professional higher education and 4th level professional qualification "Hotel Service Organizer". The College in accordance with the Rules of the Cabinet of the Ministers of Latvia[203] implements studies in the study direction - restaurant service, tourism and recreation organization - and it gives the College broad opportunities to prepare different tourist industry specialists. The management of the College has made a decision to develop the College as a specialized institution of higher education, which offer study programmes topical for the industry of hospitality. In the education area of Latvia and Europa the College sees itself an institution of education, which specializes in the preparation of hospitality industry professionals. The College has intended mainly to prepare new specialists for work in high class hotels. The study programme has been designed, taking into consideration the demands of 21st century labour market for professional higher education institutions. *Firstly,* to provide not only knowledge, but also skills. *Secondly*, to implement a multi-disciplinary approach in the process of training, which gives students broad knowledge about the field and issues related with the specialization, so that the young specialists could look at a problematic work situation and solve it in a general context (not only exclusively in their specialization). And, *thirdly,* to provide the specific knowledge necessary for the particular specialization (profession). The College strives to achieve such conditions when implementing its vocational education study programmes.

In accordance with the *Long-term Development Strategy of the College for Years 2016-2022*[204], the College, over the next few years, plans to offer new study programmes in the field of hospitality. In 2016/2017 academic year the College will offer its students the study programme "Hotel Management" (first students were admitted in 2015), but beginning with 2017 another new study programme will be offered "Art of Culinary."

This programme is going to prepare specialists for work in catering companies of hotels. **In accordance with the *Long-term Development Strategy of the College* for years 2016-2022**[205]I its **vision** is to become the leading institution of education in Baltic states and the whole Eastern Europe, which provides high quality educational in hospitality industry professionals and helps its graduates to begin their career in world-known companies of the hospitality industry.[206]

Since the founding of the institution of education in 2012 and the licensing of the study programme "Hotel Management" in 2014, the main aim of the College has been implementation of qualitative studies. Therefore, during these years, in accordance with

[203]In accordance with Regulations of the Cabinet of the Ministers of the Republic of Latvia No. 407 of 14.07.2015"Rules regarding accreditation of universities, colleges and study directions" Annex No.6. Available: www.likumi.lv (accessed: 27.09.2016.).
[204]Approved by the College Council meeting on 26 October 2016.
205Approved by the College Council meeting on 26 October 2016.
206Mostly world-known 4* and 5* star hotel chains in Latvia and abroad.

the Law on Institutions of Higher Education[207], the College has taken several measures to develop the material, technical and informative basis, increase the qualifications of its academic staff, as well as to provide its students with placement in world recognised hotel chains. The main implemented activities are as follows:

*Firstly,* improvement of material, technical and informative base of the College. In 2014/2015 academic year and in 2015/2016 academic year the College has invested around 60 thousand euro in such events, from which around 33 thousand euro were invested in the creation of the library and buying new resources for the library. In terms of money it creates more than 1635 EUR investment per each student[208], and is considered to be a relatively high indicator. It should be noted that new resources are added to the informative base of the College (library stock) every year in the form of the latest works of world recognises authors and institutions of education in the hospitality industry. As an example we can mention cooperation with *AmericanHotel&LodgingEducationalInstitute,* which provides training literature for all major universities in Europe, the US and other countries. In 2016 the College has also concluded contracts with two electronic databases, which are widely known in the academic environment - EBSCO and e-Landbook, thus, providing the academic staff and students access to the latest scientific and research publications, articles and textbooks.

*Secondly,* in addition to development of material, technical and informative base, considerable resources have been invested in scientific research activities of the College with the aim to provide training materials in Latvian, appropriate for the study programme. In 2014, 2015 and 2016 the academic staff of the College developed around 30 different specially designed learning and methodological materials. Taking into consideration the large proportion of foreign students[209], the College has translated these materials to English and Russian. The research work carried out by the academic staff is very important for the industry of hospitality in Latvia, because currently there is no other equivalent learning literature in Latvian. Overall, the College has invested more than 20 thousand euro[210] in this scientific research project (development of materials, translation and printing). The prepared materials are available both in printed and digital format. It is possible to download these materials, and also training videos have been created.

Complete information regarding the scientific research activities of the academic staff of the College for the period of time 2013 - 2015 is summarized and reflected in Table 1.1.

**Outcomes of scientific research activities of the academic staff of the College**

Table 1.1.

| | Event/activity | 2013 | 2014 | 2015 | 2016 I half |
|---|---|---|---|---|---|
| | Scientific publications in international cited editions | | | 2 | |
| | Publications in international | | 2 | 1 | |

[207]Law on Institutions of Higher Education, adopted by the Saeima on 02.11.1995. Available: www.likumi.lv (accessed: 04.08.2016.).

[208] on condition that the College has admitted the maximum number of students and the maximum number of students are acquiring education at the College.

[209] in the first study year, i.e. 2015/2016, the share of foreign students was 42%.

[210] data assessed by August 2016.

| | | | | | |
|---|---|---|---|---|---|
| **Elected lecturers and guest lecturers [211](academic staff)** | reviewed editions | | | | |
| | Textbooks | | 4 | 5 | 3 |
| | Other publications | | | | |
| | Presentations in international conferences | 3 | 5 | 8 | |
| | Participation in trials | 1 | 1 | 1 | 1 |
| | Participation in professional development activities[212] | 6 | 9 | 8 | 5 |

In addition to pedagogical work, the academic staff of the College have taken part in different research studies and have regularly taken part in international conferences, as well as developed a number of scientific articles and publications on the challenges of the industry of hospitality and tourism.

Thirdly, the College has attracted funding from different parts of the European Union (hereinafter - EU) and regional programmes, such as Erasmus+, Leonadro da Vinci, Nordplus, with the aim to increase qualifications of the academic staff and experience exchange events. From 2013/2014 until 2015/2016 academic year the academic staff of the College has taken part in 8 qualification increase and experience exchange events in several recognised institutions of education in Europe and world recognised hotel chains. Overall for time period from 2013/2014 to 2016/2017 academic years the College has attracted almost 50 000 EUR large funding for the implementation of such activities. The College has also created a successful cooperation with hospitality companies[213] recognized in the world and Europe and several northern European, UK as well as Latvian institutions of higher education and companies.

Cooperation contracts on carrying out joint activities in training and research have been signed with Information Management System Institute in Latvia, *EdgeHotelSchool* in UK, B.H.M.S in Switzerland and *American Hotel & Lodging Educational Institute* in the USA. It should be noted that discussions have taken place with *American Hotel & Lodging Educational Institute* regarding the inclusion of training materials prepared by the academic staff in the textbooks and other materials published by the Institute.

*Fourthly,* to create good pre-conditions for the participation of graduates in the labour market, as well as to attract students from abroad, the College implement vocational education programmes (BTEC) in accordance with the world's largest examining institution „Edexcel" (UK) standards.[214] BTEC accredited vocational education programmes are directed towards the development of student skills, moreover, so that after graduating they could be competitive in the labour market and could also continue their studies successfully and gain academic higher education. Taking this into consideration, the study programme offered by the College is created in a way to give students both academic and practical knowledge, as well as to develop the necessary

[211]guest lecturers compose 17% of the total number of the academic staff of the College.

[212]Includes further training and professional development activities organized and funded by the College.

[213]HotelEsplai, HotelAmaraigua, RoyalTennisClub, HotelBest San Francisco(Spain), DessoleMirabelloBeach&Village (Greece), HotelWedina, Niemeyr'sRomantikPosthotel (Germany), HelioparkResidence (Krievija), GalleryParkHotel&Spa, Neiburgs, Hotel Bergs, WelltonHotelRiga & SPA, RadissonBlu chain hotels (Latvija), TashkentPalaceNew, OrientStarHotel (Uzbekistan), SmartLineTravel (Ukraine) etc.

[214]"Edexcel" offers academic and vocational qualification programme and testing of knowledge and skills, obtained by acquisition of these programmes, in more than 25 000 institutions of education in UK and more than 100 countries worldwide.

professional skills. According to statistics[215] 90% of students who have been awarded with a BTEC education diploma, after graduating successfully integrate into the labour market (obtain a full-time job).

It is essential that during the introduction of "Edexcel" standards all academic staff and administration took part in training lead by experienced "Edexcel" trainers, taking over valuable international experience. These standards are developed in cooperation with employers and higher education experts, and they serve as a sort of a guarantee that students, who acquire such diploma, will demonstrate advanced knowledge, practical skills and understanding, necessary for further studies and employment. According to the study carried out,[216] 37% of employers would choose to employ a graduate who has acquired both - academic knowledge and professional qualification (competences).

**All the activities mentioned above have created good prerequisites for the development and implementation of coordinated and harmonized scientific research activity.**

[215]The outcomes associated with the BTEC route of degree level acquisition, London Economics, 2013. Available: http://londoneconomics.co.uk/blog/publication/the-outcomes-associated-with-the-btec-route-of-degree-level-acquisition/ (accessed: 28.09.2016).

[216] InspiringGrowth, CBI/PearsonEducationandSkillsSurvey 2015. Available: https://www.pearson.com/ (accessed: 27.09.2016.).

Note: LondonEconomicsPearson ordered study on *Employment and further studies of graduates who had obtained BTEC qualification* lasted more than 16 years and was based on Labour Force Survey data and graduate surveys.

## 2. HOTEL SCHOOL Hotel Management College Scientific Research Development 2016 - 2022

Beginning 2016/2017 academic year the material, technical and informative base has been created for qualitative implementation of the study programme, skilled academic staff and professionals of the hospitality industry have been attracted, as well as appropriate conditions and environment have been created for the scientific research activities of the academic staff and students. **The mission of the College in scientific research activities** is to develop research activities in the research directions determined[217] by the College and in cooperation with higher education institutions in Latvia and abroad to carry out applied and market oriented research, providing the publicity of scientific research outcomes and integrity of study and research activities.

A year after the College started its activities in the area of higher education of Latvia and Europe, for the organisation and implementation of the scientific and research activities a **Scientific research activity strategy 2016 - 2022** (hereinafter - the Strategy) has been developed. The Strategy has been developed in accordance with the Law On Scientific Activity of the Republic of Latvia, Law on Institutions of Higher Education, Regulations of the College, Order of the Cabinet of Ministers On the Priority Directions in Science for 2014-2017[218] and other normative acts in force and is an integral part of *Long-term Development Strategy of the College for 2016-2022.* Research Department of the College is responsible for the implementation of the Strategy. The Strategy has been prepared taking into consideration the study direction[219] chosen by the College and its challenges, the College's offered study programme's content as well as its financial, human and material and technical resources.

In order to make efficient use of the available resources in the field of research, the College plans to implement a fairly focused approach, the current issues are to be viewed directly in the context of the hospitality industry, which is the specialisation in the field of education, chosen by the College. In the period of 2016-2022 the College intends to concentrate its research activities on the following **research directions:**

- sustainable business in hospitality;
- quality and financial management in hospitality;
- human resource development in hospitality;
- modern gastronomy;
- technological progress and innovation in the field of hospitality;
- didactics in vocational education.

Today one of the biggest challenges[220] in the tourism industry in Latvia and Europe is sustainability, which includes rational use and maintenance of resources, development of new products, taking into consideration the local cultural, natural, historical, economic and other factors. At the same time in the world alongside with traditional tourism, specialized tourism directions (services) develops. Latest studies predict, that in the future there will be an increased demand for specific products of

[217]Determined and discussed at the meeting of academic staff of 10 August 2016.

[218]Decree of the Cabinet of the Ministers of the Republic of Latvia of 20 November 2013 Regarding Priority Directions in Science for 2014 - 2017. Available: www.likumi.lv (accessed: 04.08.2016.).

[219]Hotel and Restaurant Services, Organization of Tourism and Recreation.

[220]see, for example, Europe, the world's No. 1 tourist destination – a new political framework for tourism in Europe, COM (2010) 352, Brussels, 30.6.2010.
Available: http://ec.europa.eu/growth/sectors/tourism/policy-overview/index_en.htm (accessed: 21.06.2016.).

tourism industry, including eco-tourism, gastronomic tourism, etc., which justifies the College's choice to carry out research exactly in these fields.

The experience gained in experience exchange events has strengthened the belief that one of the research directions the College wants to develop is use of latest information and communication technology in the field of hospitality. This decision is based on many considerations, but as key examples can be mentioned - society and security issues of modern society, as well as the wish of the consumer to gain information on the available hospitality services easily and quickly. According to the information provided by *Google* company, 68% of travellers use the internet to decide whether and where to travel.[221] The new technologies also allow to serve customers more effectively. Experts predict that in the future, as the well-being of people will grow, the profile of a typical traveller will change. Young people will travel more and more (already now 20% of tourists are young people) and people from developing countries in Asia. In addition to the demand of standardised hotel services, demand of innovative hotels and hospitality services, being able to providing personal attitude towards each guest, will grow. In turn, recognized hotel chains are thinking about the introduction of new technologies and automatization of processes. Other challenges that the companies of hospitality face are sustainable business and ageing of the work force.
University didactics is the theory of education and training in universities. The didactic principles are considered to be educational guidelines, which determine the content of the educational pro and forms of organization.
The didactic principles are the determinative for the choice of educational content, methods and forms.
Nowadays political, economic and global changes take place, which effect the content of education, the essence of the educational process, organization forms and methods, academic staff, thus the following themes become topical:

- IT introduction in the process of learning;
- Accessibility of education;
- Education oriented on labour market demand;
- The flexibility of the educational process (full-time studies (full time/part time) part-time studies, distance education);
- How to attract and retain students/Student motivation and retention;
- Prior experience and recognition of education;
- The role of lifelong learning.

The research directions, chosen by the College, include both potential of creativity and innovation and possibility to carry out applied and market oriented research, as well as to implement research contracts, ordered by the companies and institutions of the industry. The mentioned research directions conceptually comply with the vocational and higher education study programmes offered by the College and in a wider context of tourism industry - with those interests which are necessary for the development of tourism products in Latvia and Europe. As stressed in strategic tourism industry documents of Latvia and EU, the tourism product development specialists shall concentrate in quality, sustainability, innovation, high added value and export.[222] Some

[221]The Traveler. Google, 2013. Available: https://www.thinkwithgoogle.com/research-studies/2013-traveler.html (accessed: 28.07.2016.).
[222]Latvian Tourism Development Guidelines for years 2014-2020, the Ministry of Economy, 2014., p. 40 Available:https://www.em.gov.lv/lv/nozares_politika/turisms/dokumenti/politikas_planosanas_dokumenti (accessed: 21.06.2016.).
Europe, the world's No. 1 tourist destination – a new political framework for tourism in Europe, COM (2010) 352, Brussels, 30.6.2010.

research directions shall give new knowledge, in other research directions the result may be new solutions and their practical implementation in the field.

It should be noted that guidelines for Latvian tourism development for 2014-2020 it is suggested to focus the development of more profitable types of tourism products and services. Development of scientific and research activities and the research directions of the College in the long term can lead to increasing of Latvian tourism industry and productivity, among other things, approving the outcomes of scientific and research outcomes within the frameworks of the study programme and papering new professionals.

The aim of the College is to carry out applied and market oriented research in the directions defined by the College, contributing to the creation and dissemination of new knowledge and promoting research of these fields in the region[223].

For achieving the aim the College has put forward the following tasks for 2016-2022 (see Table 2.1.):

**The tasks to be implemented form 2016 to 2022 [224]**

Table 2.1

| Tasks divided into fields of activities | | The responsible academic unit (s) |
|---|---|---|
| **Scientific research activities:** | | |
| 1. | encourage and support **the individual and collective research activities of the academic staff;** | Research Department, Study Department, Board |
| 2. | motivate the academic staff to **write scientific articles** and submit for publishing in international journals; | Research Department, Study Department, Board |
| 3. | promote participation in carrying out local and international level research; | Research Department, Study Department, Board |
| 4. | Continue to prepare and **publish teaching and methodological resources** | Study Department, Board |
| 5. | encourage and support the academic staff to **participate in scientific research conferences,** especially the ones the reports of which are published **in cited and reviewed publications;** | Research Department, Board |
| 6. | encourage the **students of the College to take part in research activities**, increasing their further education possibilities in universities recognized in Europe and the | Research Department, Study Department |

Available: http://ec.europa.eu/growth/sectors/tourism/policy-overview/index_en.htm (accessed: 21.06.2016.).

[223]Latvia in the tourism and hospitality industry is seen as a country of northern Europe and in terms of services and quality of hospitality companies Latvia strives to match quality indicators of the Scandinavian countries.

[224]Clarification: taking into consideration that the work of the College (institution of education) is or mainly within the academic year (not financial year), then the precise time period for implementation of the tasks are form 2016/2017 academic year to 2022/2023 academic year.

| | | |
|---|---|---|
| | world; | |
| 7. | continue to develop **cooperation with the companies and associations of the industry in Latvia and abroad,** particularly for the implementation of joint research projects. | Research Department, Board |
| **Development of human resources:** | | |
| 8. | create a permanent academic staff for the implementation of scientific research activities in the College (see chapter 3); | Research Department, Head, the Council of the College |
| 9. | continue to organize **professional development and experience exchange activities,** attracting EU and regional programme funding. | Research Department, Study Department |
| 10. | to involve **young scientists** in the research work of the College; | Research Department, Study Department |
| 11. | For the development of scientific research capacity of the College to attract competent **foreign experts and academic staff**. | Research Department, Study Department, the Head, the Board |
| **International cooperation:** | | |
| 12. | continue to build and develop cooperation with other institutions of higher education and research in Europe and worldwide **to advance integration of the College in European research and education area** and **the cooperation of its academic staff with foreign colleagues to carry out international research,** experience exchange and further training. | Research Department, Study Department, the Head, the Board |
| 13. | together with the other European institutions of higher education and research to prepare joint research project applications. | Research Department, Finance Department, Academic staff |
| **Research support and reporting activities:** | | |
| 14. | in cooperation with industry companies and associations **to hold international scientific conferences and seminars;** | Research Department, Study Department, the Head |
| 15. | to prepare and once a year to publish scientific article journal, where the outcomes of the research activities and academic staff and students are published; | Research Department, Publishing office |
| 16. | conduct regular analysis of the scientific activities of the academic staff, to prepare and once a year to publish review in the website of the College. | Research Department |
| 17. | continue to develop the information base of College for the needs of study and research activities of the students and academic staff; | Study Department, Library |
| 18. | continue to develop the material and technical base of College for the needs of study and research activities of the | The Board, Finance Department |

| | | |
|---|---|---|
| | students and academic staff; research needs for implementation; | |
| **Attraction of funding** | | |
| 19. | **to attract EU and regional programme funding f**or conducting international research and organization of conferences in Riga, as well as for the participation of the academic staff in international conferences, seminars, schools (more detailed information on the potential sources of funding can be seen below); | Research Department, Study Department, Finance Department, Board |
| 20. | **attract external funding** for the development of material and technical basis, including, for conducting applied research in the field of modern gastronomy. | Board, Finance Department |

In the time period from 2013-2015 the academic staff of the College have conducted independent scientific research activities, as well as have participated in professional development and research projects.

**The main task of the next six years is to develop the scientific research capacity of the College, promoting and supporting the individual and collective scientific research activities of the academic staff of the College (Task No.1**, hereinafter see table 2.1). To implement it **targeted, coordinated and appropriate research policy implementation** shall be started in the College form 2016/2017.

One of the first tasks of the College was to create an appropriate legal, organizational and financial framework for the implementation of coordinated policy. For this purpose the management of the College has developed and approved the internal normative acts:

4) SIA "HOTEL SCHOOL" Hotel Management College organizational structure[225] from 2016/2017 academic year, creating a new academic unit - Research Department;
5) "Procedure No.4-6/11 SIA "HOTEL SCHOOL" Hotel Management Personnel Professional Development Policy and Funding Arrangements" from 15 June 2016[226].
6) Project of procedure "SIA "HOTEL SCHOOL" Hotel Management College Personnel Scientific Research Policy and Funding Arrangements " .

Procedure No. 4-6/11 determines the reward of the scientific staff involved in the conducting of scientific research, as well as other forms of financial support for the participation of academic staff in scientific conferences, seminars, educational programmes and experience exchange events.

In accordance with the aim of the strategy and the tasks, the College in this planning period will continue its started work and implement the planned activities supporting the research activities of the academic staff. The College considers the following activities to be very important - publications in international reviewed editions, which approve the high qualifications of the researcher and their knowledge in the according field of science, the involvement of academic staff in international activities, as well as participation in local and Editions level science research studies **(Tasks 2, 3 and 5).**

[225]Approved on October 26, 2016 at Council meeting of the College.
[226]Approved on July 4, 2016 at Council meeting of the College.

Similarly, the College will continue to:

- when implementing the research project started in 2014 with the aim to prepare new training and methodical materials for the implementation of hospitality programmes (Task 4). The prepared materials shall be formatted and published by the Publishing office of the College which is under the authority of the head of the Research Department of the College;
- organize **professional development and experience exchange activities.** In this planning period great attention shall be paid to those activities, which are focused on the development of the research potential development of the academic staff and/or dedicated for the challenges of the research directions of the College (**task 9**);
- develop **the cooperation with hospitality industry companies of Latvia and abroad,** so that in cooperation with such companies or on their demand to carry out research of topical problems of the industry **(task 7);**
- development **of international cooperation** and **conclusion of new cooperation contracts (task 12).** Creation of a wide cooperation network is one of the preconditions for the College to be able to qualify for participation in European level research programmes. In addition to the development of research capacity of the College, the transfer of good practice and experience from other institutions of higher education and research in Europe is very important.
- In the new Financial framework for 2014 - 2020 such projects (applications) can candidate, in which[227] several institution of higher education and/or research are combined. Therefore, the College is particularly interested in creating cooperation with **higher education and research institutions in the field of hospitality recognised in Europe and rich in traditions.**

In addition, the College considers that international cooperation and mobility of researchers shall:

- contribute to the integration and visibility of the College in the higher education and research area of Europe;
- give the possibility to get acquainted with the experience and good practice of European universities in the field of research;
- give possibilities to discuss the topical challenges in the research directions defined by the College with researchers of other countries.

It should be noted that the participation in European research projects has been put forward as one of the priority work tasks (task 2). For strengthening the research capacity of the College and creation of expertise recognized in the research area of Europe, qualified and experienced research staff is of a great importance. For this purpose the College plans to create a collective of researchers, inviting to join foreign and local experts and academic staff with significant scientific research experience (**task 11)**, together to prepare scientific research project applications for such programmes as Horizons2020, Nordplus and others. It is planned to involve also young scientists and students in the scientific research activity of the College **(tasks 6 and 10)**

[227] 3-10, depending on the research programme.

In the long term the College plans to decide upon the creation of a scientific institute[228], which is a precondition for the College to apply to EU programme projects as a leading institution. Initially the College will decide upon the creation of a relatively small scientific institute. For comparison - in the scientific institute of BA School of Business and Finance there are 8 registered researchers, from which 5 have a scientific degree. [229]

[228]Law on scientific activities.
Scientific activities of universities - report on year 2014, Ministry of Education and Science, Riga, 2014, p.1. Available: www.izm.gov.lv (accessed:10.10.2016.).

## 3. HOTEL SCHOOL Hotel Management College academic staff characterization

In the field of human resources the medium term aim of the College is to create a permanent team for carrying out scientific research activities and decide upon the creation of scientific institute.[230] To achieve this aim the College has intended:

- strengthen the research and scientific capacity of the existing academic staff.
- to attract such academic staff who have experience in carrying our international research and preparation of scientific publications, including young scientists.

Taking into consideration the specifics of the study direction "Hotel and Restaurant Services, Organization of Tourism and Recreation" for its qualitative implementation it is necessary to acquire practical knowledge and skills, the College attracts as academic staff (lecturers) professionals of appropriate field with many years of practical work experience.

Currently there are [231]15 members of academic staff, 2 have doctor's degree, 1 is a doctoral student, 9 have master's degree; several lecturers of the College have a master's degree in different specializations. The specifics of the study programmes offered by the College and the existing study organisation experience shows that for qualitative implementation of studies an active participation of hospitality industry professionals is needed. In 2016/2017 academic year about 27% of all elected academic staff is hospitality field professionals with work experience which comply with the requirements of the Law on Institutions of Higher Education. The main tasks of them are[232] educating students and transfer of practical knowledge and skills for the new specialists of the hospitality industry. At the same time, concerning industry professionals, it should be noted that the College sees potential to combine the knowledge and expertise of professionals and research potential of the academic staff of the College, to implement a multi -disciplinary and interdisciplinary nature research and market oriented research. It is essential that 3 out of 5 research directions of the College are particularly multi-disciplinary.

Academic staff (with master's degree and experience in scientific research activities) create 83% of the total staff of the College, from whom more than a half plans to activity take part in scientific research activities of the College.

In accordance with the *Long-term Development Strategy for Years 2016.-2022*, next year (2017) the College intends to offer its students another Level 1 higher education study programme "The Art of Culinary" which means attraction of new teaching staff, including, for research activities of the College. The College plans to attract new academic staff, as well as professionals of the hospitality industry and new scientists.

In terms of human resources the aim of the College is to increase and support the individual and collective scientific research activities of the academic staff, by taking the necessary activities at the end of the reporting period, i.e., in 2022:

[230]In accordance with article 27.2 of Law on Institutions of Higher Education approved at 02.11.1995, the College is entitled to decide upon the amount od work of the academic staff for each of both types of work - teaching students and carrying out scientific research.

[231]Elected at the post of a lecturer with the decision of the Council of the College.

[232]In accordance with article 27.2 of Law on Institutions of Higher Education established at 02.11.1995, the College is entitled to decide upon the amount od work of the academic staff for each of both types of work - teaching students and carrying out scientific research.

- 70% of the academic staff of the College (in addition to study and methodological work) carries out scientific research activities on the challenges in the hospitality industry, maintain and develop their qualification and contribute creation and dissemination of new knowledge (in accordance with the content of the educational programmes implemented by HOTEL SCHOOL); scientific staff of the scientific institute is included in these 70%;
- at least 20 % of the staff involved in research activities are new scientists.

## 4. HOTEL SCHOOL Hotel Management College scientific research infrastructure and material and technical base

To develop training with research elements in the future, as well as scientific research activity, the College has planned to make large investments **in the creation of the new Training hotel** in 2016 - 2018. All the new College facilities (Training hotel) are planned to put into operation in March 2018 and will include 3 buildings:

- ✓ rooms for training and **carrying out research activities;**
- ✓ training hotel to develop and improve professional skills of students;
- ✓ facilities for accommodation of students

**The new facilities will be equipped** with modern equipment for the needs of training and scientific research. Particular attention shall be paid to the training laboratory - professional kitchen workshop, which will provide the students and academic staff with a possibility to carry research activities in such innovative science industry as modern gastronomy; in Latvia little research has been undertaken in modern gastronomy. For the implementation of research activities, including applied research and practical seminars, the College will attract recognised culinary specialists from abroad.

## 5. Performance indicators to be achieved

Taking into account work tasks, included in the Strategy, the College determined clear and measurable indicators for 2016-2022 (see table 5.1).

Table 5.1.

| No. | Activity | 2016/ 2017 academic year | 2017 2018 academic year | 2018/ 2019 academic year | 2019/ 2020 academic year | 2020/ 2021 academic year | 2021/ 2022 academic year | 2022/ 2023 academic year |
|---|---|---|---|---|---|---|---|---|
| **Scientific and research activities** | | | | | | | | |
| 1. | Scientific publications in international cited editions | 1-2 publication per academic year | | | | | | |
| 2. | Publications in international reviewed editions | 1-2 publication per academic year | | | | | | |
| 3. | Preparation of teaching and methodological resources | 5 | 5-10 teaching resources per year | | | | | |
| 4. | Other publications | | | | | | | |
| 5. | Participation in international scientific conferences and seminars | at least6 | at least 7 | at least 8 | at least 10 | at least 12 | at least 13 | at least 14 |
| 6. | Participation in national and international research, in which the College is the leading authority | In the reporting period, the College plans to raise funding for the implementation of 1-2 international research projects. | | | | | | |
| 7. | Participation in national and international research, in which the College or its academic staff have a supporting role | In the reporting period it is planned that the academic staff of the College will participate in 2-3 research projects. | | | | | | |
| 8. | Cooperation with representatives of the industry in carrying out market | On average 1 market oriented or applied research study per year. | | | | | | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | oriented and applied research | | | | | | | |
| **Development of human resources** | | | | | | | | |
| 9. | Attraction of academic research and research support staff | Create a group of researchers for implementing scientific research projects | | | | | | |
| | | The number of young scientists – at least 20% | | | | | | |
| 10. | Training and experience exchange events | 2 | Depending on the EU programmes funding, but not less than 1 event per academic year | | | | | |
| 11. | Student involvement in research activities | 1-2 events each academic year | | | | | | |
| **International cooperation** | | | | | | | | |
| 12. | College's bilateral cooperation with other educational and research institutions: | | | | | | | |
| 12.1. | conclusion of cooperation contracts; | At least 1 new cooperation contract per year | | | | | | |
| 12.2. | joint cooperation activities. | At least one cooperation activity in 1-2 years with each of the partners | | | | | | |
| **Research support and reporting activities** | | | | | | | | |
| 13. | Conference or seminar organised by the College | Organize one international conference or seminar per year | | | | | | |
| 14. | Collection of scientific papers or the College | Prepare and publish collection of scientific papers of the College, including also qualifications papers of students, if they comply with the requirements of scientific papers. | | | | | | |
| 15. | Developing the informative base | Planned activities in accordance with the Long-term Development Strategy of the College for years 2016-2022 | | | | | | |
| 16. | Development of material and technical base | Planned activities in accordance with the Long-term Development Strategy of the College for years 2016-2022 | | | | | | |
| 17. | Analysis of the scientific and research activities of the College | 1 x at the end of the academic year | 1 x at the end of the academic year | 1 x at the end of the academic year | 1 x at the end of the academic year | 1 x at the end of the academic year | 1 x at the end of the academic year | 1 x at the end of the academic year |

## 6. Financing of scientific research activities

In order to achieve the aim of the Strategy and the qualitative and quantitative indicators, the Council of the College has taken a decision **to give at least 1% every year** from the total budget of the College for the support of the scientific research activities of the College. Supported activities, funding allocation criteria and its distribution between several supported activities are determined by SIA "HOTEL SCHOOL" Personnel Scientific Research Policy and Funding Arrangements"[233]. This is part of the so-called base funding, in the base funding there are included also rewards of research supporting staff, as well as other expenses arising for the organisation of research activities and result from such activities (see other expenses in table 6.1). In accordance with the approved budget, in 2016/2017 **the base budget for scientific research activities in total will create 7% from the total budget of the College.**

In addition **every year 5%** of the general budget of the College planned to be given to professional development academic of the academic staff (in addition to the obtained EU and regional programme funding for implementation such activities). Allocation and usage of this funding is regulated by "Personnel Professional Development Policy and Funding Arrangements". In addition, it should be noted, that for professional development activities for 2016/2017 academic year more than 11820 EUR funding from Erasmus+ programme has already been attracted.

The College in the next years will continue to implement the project started in 2014 of preparation of training and methodological materials and their publishing for the needs of the study programmes of the College and further distribution (sale) in Latvian and foreign markets, as well as to invest money in the improvement of the informative base. The College plans to buy new resources for the library, buy the latest training literature of the industry and subscribe to the most popular scientific databases. It will provide the opportunity for the academic staff and students to implement the current scientific knowledge and professional requirement based studies, as well as scientific research activities. The College's planned expenditure for supporting scientific research activities in 2016/2017 academic year are shown in table 6.1. Overall, they make almost 19% from the total budget of the College.

**Funding for scientific research activity in 2016/2017 academic year expenditure items** (% of the total budget)

Table 6.1.

| No. | Expenditure heading | Total EUR per year | Funding |
|---|---|---|---|
| **Staff expenses** | | | |
| 1. | funding for professional development of the staff (from the budget of the institution) | 1000 | 0.5% |
| 2. | funding for academic staff research and scientific activities (from the budget of the institution) | 2000 | 1% |
| **Improving informative base and development of training materials** | | | |

[233] Approved on July 4, 2016 at Council meeting of the College, Procedure No.4-6/11.

| | | | |
|---|---|---|---|
| 3. | investment in the improvement of informative base (library resources and subscriptions of electronic databases) | 4250 | 2,1% |
| 4. | publishing of methodological materials (author's fees, translation, layout design and printing) | 6500 | 3,2% |
| | **Project expenses** | | |
| 5. | *Erasmus*+ funding for the mobility of the staff | 9720 | 4,9% |
| 6. | *Erasmus* + project administration expenses | 2100 | 1% |
| | **Other expenses** | | |
| 7, | Research supporting staff reward *(Research Department + administrative, technical and operating staff salaries)* | 6000 | 3% |
| 8. | Research Department and scientific research staff expenses *(room rent, utility payments, material and technical investments, communications)* | 6400 | 3% |
| | **Total:** | **37970** | **18,7%** |

At the same time with the implementation of research activities and support activities, the College will take targeted measures to attract EU and regional support funding, as well as private funding for carrying out the tasks defined in the Strategy. Work task associations with funding source (s) is shown in table 6.2.

Table 6.1.

| **No.** | **Activity** | **Source of funding** | | | |
|---|---|---|---|---|---|
| | | **the College** | **EU and/or regional programmes** | **Companies and organisations of the industry** | **Other** |
| **Scientific research activities:** | | | | | |
| 1. | Scientific publications in international cited editions | ✓ | | | ✓ |
| 2. | Publications in international reviewed editions | ✓ | | | ✓ |
| 3. | Preparation of teaching and methodological resources | ✓ | | | |
| 4. | Other publications | ✓ | | | ✓ |
| 5. | Participation in international scientific conferences and seminars | ✓ | ✓ | | ✓ |
| 6. | Participation in national and international research, in which the College is the leading authority | ✓ | ✓ | | |
| 7. | Participation in national and international research, in which the College or its academic staff have a supporting role | ✓ | ✓ | | |
| 8. | Cooperation with representatives of | ✓ | | ✓ | |

| | | | | | |
|---|---|---|---|---|---|
| | the industry in carrying out market oriented and applied research | | | | |
| **Development of human resources** | | | | | |
| 9. | Attraction of academic research and research support staff | ✓ | ✓ | | |
| 10. | Training and experience exchange events | ✓ | ✓ | | ✓ |
| 11. | Student involvement in research activities | ✓ | ✓ | ✓ | |
| **International cooperation** | | | | | |
| 12. | College's bilateral cooperation with other educational and research institutions: | ✓ | ✓ | | ✓ |
| 12.1. | conclusion of cooperation contracts; | ✓ | ✓ | | |
| 12.2. | joint cooperation activities. | ✓ | ✓ | | |
| **Research support and reporting activities** | | | | | |
| 13. | Conference or seminar organised by the College | ✓ | ✓ | ✓ | |
| 14. | Collection of scientific papers or the College | ✓ | | ✓ | |
| 15. | Developing the informative base | ✓ | | | |
| 16. | Development of material and technical base | ✓ | | | ✓ |
| 17. | Analysis of the scientific and research activities of the College | ✓ | | | |

## 7. Organisational structure and implementation of the strategy

The Research Department of the College in cooperation with Study Department, Financial Department and the Head and the Board are responsible for and organize the scientific research activities of the College. The Publishing Office of the College is under the responsibility of the Head of the Research Department, which is planned to be created in autumn of 2016 and which shall publish training and methodological research, including, preparation of electronic learning resources and implementation of distance learning programmes. The Research Department is under direct authority of the Head of the College.

The competences of the Research Department include:

1. coordinate and implement measures to support and promote the College's academic staff, young scientist and student participation in research projects, conferences, and other research-related activities;
2. in cooperation with Study Department (academic staff) to prepare application projects to attract EU and regional programme funding for carrying out international research and professional development activities in the field of research;
3. in cooperation with Study, Finance Department and the Board to continue to develop cooperation higher education and research institutions in Europe and world-wide,
4. prepare and submit a report to the head of the College on the scientific research activities of the College and its academic staff, carried out within the relevant academic year;
5. to collect information on the College and its academic staff opportunities to take part in international research and scientific conferences.
6. coordinate the preparation and publication of the scientific article journal of the College;
7. regularly follow and collect information on the implemented scientific research activities of the College, one a year to publish a review in the website of the College;
8. come up with proposals on internal regulations necessity for conducting and developing research activities;
9. in collaboration with the head to carry out the scientific research staff selection and attraction;
10. organise the work of Publishing Department.

**Appendix No.5**

HOTEL SCHOOL
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# Methodological Meeting Schedule

# 2016/2017 Academic Year

| Nr | Date | Topic | Participants |
|---|---|---|---|
| 1. | 2.08.2016 | Presentation and Formatting Guidelines for Academic Papers | Member of the Board J.Pasnaka, Mg. Sc. Z. Ezeriņa, Mg. Oec. O. Ņikadimovs, Mg. Phil. M. Troškova |
| 2. | 10.08.2016 | Methodological seminar for all academic personnel in the beginning of 2016/2017 academic year | J. Pasnaka, Mg. Phil. M. Troškova, Mg. Paed. I. Zimņikova, Mg. Oec. O. Ņikadimovs, Mg. Oec. K. Medne, all lecturers |
| 3. | 25.08.2016 | Meeting to discuss introductory lecture organisation | Mg. Sc. Z. Ezeriņa, Mg.Phil. M. Troškova, N. Vikļuka, Dz. Līce |
| 4. | 29.09.2016 | The Use of Interactive Methods in the Classroom | All lecturers |
| 5. | 13.10.2016 | Teachers'/lecturers' grading | Mg. Phil. M.Troškova, Mg. Paed. I.Zimņikova |
| 6. | 27.10.2016 | Organising students' internship in winter | N. Vikļuka, Dz. Līce, Ā. Dombrovska, Mg.Phil. M. Troškova, Mg. Paed. I. Zimņikova |

| | | | |
|---|---|---|---|
| 7. | 10.11.2016 | Assessment Board. Teachers' and lecturers' grading | Mg. Phil. M.Troškova,<br>Mg. Paed. I.Zimņikova |
| 8. | 24.11.2016. | Rules for Qualification Paper writing.<br>Organising Qualification Exam | Committees |
| 9. | 22.12.2016 | Assessment Board. Teachers' and lecturers' grading | All lecturers |
| 10. | 12.01.2016 | Qualification Exam | Commitee |
| 11. | 26.01.2016 | Students' assessment results in spring term | All lecturers |
| 12. | 23.02.2016 | Winter Internship Results | N. Vikļuka,<br>Dz. Līce,<br>Ā. Dombrovska,<br>Mg. Phil. M. Troškova,<br>Mg. Paed. I. Zimņikova |
| 13. | 30.03.2016 | Methods to Increase Students' Motivation | All lecturers |
| 14. | 27.04.2016 | Organising Summer Internships | N. Vikļuka,<br>Dz. Līce,<br>Ā. Dombrovska,<br>Mg. Phil. M. Troškova,<br>Mg. Paed. I. Zimņikova |
| 15. | 25.05.2016 | Students' Assessment Results in 2016/2017 academic year | All lecturers |

**Appendix No.6**

# NORMATIVE ACTS REGULATING INTERNAL ACTIVITIES

**(in force)**

## "HOTEL SCHOOL" Hotel Management College Ltd.

**and its operational unit Continuing professional education and development institution "Hotel Business Organization School"**

# CONTENTS


| | |
|---|---|
| **1.** | **Substantive documentation of the educational institution** |
| 1.1. | "HOTEL SCHOOL" Hotel Management College Ltd. Statutes of the Association |
| 1.2. | "HOTEL SCHOOL" Hotel Management College Charter |
| 1.3. | Continuing professional education and development institution "Hotel Business Organization School" Charter |
| 1.4. | "HOTEL SCHOOL" Hotel Management College Ltd. Organizational Structure |
| **2.** | **Educational institution's collegiate governing body documentation** |
| 2.1. | "HOTEL SCHOOL" Hotel Management College Council Rules and Regulations |
| 2.2. | Student Parliament Rules and Regulations |
| **3.** | **Educational institution's quality management and development planning documentation** |
| 3.1. | Quality Assurance Policy |
| 3.2. | Development Strategy 2016 - 2022 |
| 3.3. | Strategy for Scientific Research Activities 2016 – 2022 |
| **4.** | **Personnel policy documentation** |
| 4.1. | Personnel Regulations for Academic Employees |
| 4.2. | Faculty and Academic Staff Time Tracking and Payment Policy |
| 4.3. | Personnel Professional Development Policy and Funding Arrangements |
| 4.4. | Personnel Scientific Research Policy and Funding Arrangements |
| **5.** | **Internal procedures, rules and safety regulations** |
| 5.1. | Workplace Policies and Procedures (for personnel) |
| 5.2. | Internal Regulations and Safety Rules (for tutors) |
| 5.3. | Internal Regulations and Safety Rules (for learners and students) |
| 5.4. | Dress and Appearance Rules |

| | |
|---|---|
| 5.5. | Computer Lab Safety Rules |
| 5.6. | Safety Rules for Practical Lessons (restaurant and bar premises) |
| **6.** | **Regulatory documentation for student and learner intake** |
| 6.1. | Admission Regulations |
| 6.2. | Admission Rules for 1st Level Higher Professional Education Programmes |
| 6.3. | Admission Rules for Continuing Professional Education and Development Programmes |
| 6.4. | Admission Rules for BTEC Educational Programmes |
| 6.5. | Regulation on Resuming Studies in the Subsequent Studying Progress Stages |
| 6.6. | Regulation on the Evaluation and Recognition of the Learning Outcomes Achieved in Previous Education or Professional Experience |
| **7.** | **Education process regulating documents** |
| 7.1. | Study Programmes Development, Expertise and Approval Rules |
| 7.2. | Course Description Development, Updating and Implementation Rules |
| 7.3. | Procedures for Evaluation and Improvement of the Necessary for Educational Process Infrastructure, Material and Technical Resources and Information Support |
| 7.4. | Education Process and Examination Rules |
| 7.5. | Education Process Planning and Monitoring Procedures |
| 7.6. | Student Deferral Procedure |
| 7.7. | Rules for Individual Study Plan Development |
| 7.8. | Regulations for Student and Learner Assessment |
| 7.9. | Regulations of the Assessment Board |
| 7.10. | Rules for Writing and Formatting Student Papers |
| 7.11. | Internship Programme Rules and Regulations |
| 7.12. | Regulations on Qualification Paper Development and Defence |
| 7.13. | Plagiarism and Malpractice Investigation and Control Procedures |

| | |
|---|---|
| 7.14. | Conflict of Interest Policy |
| 7.15. | Grade Appeal Policy |
| 7.16. | Action Work Plan for the Current Academic Year |
| **8.** | **Pricing policy documentation** |
| 8.1. | Tuition and Service Fees and Payment Terms |
| 8.2. | Discount Application Policy |
| 8.3. | Refund Policy |
| **9.** | **Operational units documentation** |
| 9.1. | Library Rules |
| 9.2. | Library Terms & Conditions |
| 9.3. | Publishing Rules |
| **10.** | **Other documents** |
| 10.1. | File Register |
| 10.2. | Recordkeeping Manual |
| 10.3. | Accounting Manual |
| 10.4. | Current Academic Year Budget |

**Appendix No.7**

# Comprehensive review of College Handbooks

**Applicant Handbook content:**

- Basic information of the educational institution (organizational structure and company details)
- Summary of the rights and responsibilities of applicants
- Admission Requirements
- Admission Committee Regulations
- Tuition and Service Fees and Payment Terms
- Discount Application Policy
- Refund Policy
- Student contract sample
- Application form sample
- Study start-up procedure in the later stages of studies
- Regulation on the Evaluation and Recognition of the Learning Outcomes Achieved in Previous Education or Professional Experience
- Rules for Individual Study Plan Development
- Internal Regulations and Safety Rules
- Dress and Appearance Rules

**Student / Learner Handbook content:**

- Basic information of the educational institution (organizational structure and company details)
- Summary of the rights and responsibilities of students
- Internal Regulations and Safety Rules
- Dress and Appearance Rules
- Education Process and Examination Rules
- Regulations for Student and Learner Assessment
- Rules for Writing and Formatting Student Papers
- Internship Programme Rules and Regulations
- Regulations on Qualification Paper Development and Defence
- Plagiarism and Malpractice Investigation and Control Procedures
- Library Terms & Conditions
- Tuition and Service Fees and Payment Terms
- Discount Application Policy
- Refund Policy
- Study Plan (Curriculum) for a semester / year
- Lecturers consultation schedule (for a semester)
- Contact information
- Rules for Individual Study Plan Development
- Student Deferral Procedure
- Regulation on Resuming Studies in the Subsequent Studying Progress Stages

- Further education opportunities
- Student involvement and feedback
- Student Parliament Rules and Regulations
- Grade Appeal Policy
- Application form sample
- Used terminology glossary
- Short version of the rules

**Academic and general staff Handbook content:**

- Basic information of the employer (organizational structure and company details)
- Summary of the rights and obligations of staff
- Personnel Regulations for Academic Employees
- Faculty and Academic Staff Time Tracking and Payment Policy
- Personnel Professional Development Policy and Funding Arrangements
- Personnel Scientific Research Policy and Funding Arrangements
- Internal Regulations and Safety Rules (for staff and students)
- Dress and Appearance Rules
- Course Description Development, Updating and Implementation Rules
- Procedures for Evaluation and Improvement of the Necessary for Educational Process Infrastructure, Material and Technical Resources and Information Support
- Education Process and Examination Rules
- Regulations for Student and Learner Assessment
- Rules for Writing and Formatting Student Papers
- Plagiarism and Malpractice Investigation and Control Procedures
- Library Terms & Conditions
- Work plan (for a year)
- Methodological work plan (for a semester)
- Regulations of the Examination Board
- Conflict of Interest Policy
- Contact information

**Appendix No.8**

# Studiju kursa apraksts

| | |
|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Profesionālā angļu valoda |
| **Studiju kursa nosaukums angļu valodā:** | English for Hospitality |
| **Prasības studiju kursa apguves uzsākšanai:** | Ir jābūt vismaz pamazināšanas angļu valodā |
| **Semestris:** | 1,2 |
| **Kredītpunktu skaits:** | 3 |

**Studiju kursa mērķis:**
Attīstīt studējošos angļu valodas zināšanas, iemācīties sniegt viesmīlības pakalpojumus angļu valodā klientiem viesmīlības uzņēmumos.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu studējošais spēs:

- pielietot profesionālo vārdu krājumu;
- lasīt ar viesmīlību saistītos tekstus un apgūs sarakstes iemaņas un prasmes;
- uztvert un saprast informāciju, atbildēt uz jautājumiem, sniegt paskaidrojumus;
- lietot profesionālo angļu valodu prakses un darba vietā

| | |
|---|---|
| Zināšanas | 1. zināt gramatikas pamatus |
| Prasmes | 1. attīstīt lasīšanas un sarakstes iemaņas un prasmes;<br>2. apgūt runāšanas un klausīšanās iemaņas un prasmes |
| Kompetences | 1. pielietot praksē profesionālo vārdus, izteicienus;<br>2. uztvert un saprast informāciju, atbildēt uz jautājumiem, sniegt paskaidrojumus;<br>3. lietot profesionālo angļu valodu prakses un darba vietā |

**Studiju kursa saturs:**
TĒMA 1: DARBS AR IENĀKOŠIEM ZVANIEM UN INFORMĀCIJAS SNIEGŠANA KLIENTIEM

- Ienākošu zvanu pieņemšana
- Īsziņu pieņemšana
- Darbs ar pieprasījumiem
- Informācijas sniegšana
- Atbildes uz jautājumiem par viesnīcu priekšrocībām un servisi
- Gramatika un fonētika

TĒMA 2: REZERVĒŠANAS PIEŅEMŠANA UN DARBS AR REZERVĒŠANAS PIEPRASĪJUMIEM

- Rezervēšanas pieņemšana
- pasūtījumu detaļu apstiprināšana

- rezervēšanas maiņa un atcelšana
- paskaidrojumu sniegšana
- alternatīvu piedāvājums
- korespondence
- viesu aicināšana
- gramatika un fonētika

TĒMA 3: VIESU UZŅEMŠANA UN PROBLĒMU RISINĀŠANA

- Klientu sūdzību pieņemšana un risināšana
- Darbs ar klienta īpašām vajadzībām
- Problēmu risināšana
- Palīdzību piedāvājums un ieteikumi
- Paskaidrojumi, instrukcijas
- Gramatika un fonētika

*TĒMA 4:* DZĒRIENU UN ĒDINĀŠANAS PAKALPOJUMI

- Apkalpošana barā un restorānā
- Pasūtījumu pieņemšana
- Ēdienu un dzērienu karte
- Ēdienu un dzērienu īpašības
- Sarunas restorānā, bāra
- Sūdzības
- Ēdienu skaidrošana
- Gramatika un fonētika

*TĒMA 5:* VIESU IEPAZĪŠANA AR SAVU VALSTI UN ATPŪTAS IESPĒJĀM

- Informācijas sniegšana par izklaides iespējām
- Ieteikumi par transportu un biļešu iegādi
- Orientēšana pilsētā, virzieni, ceļu skaidrošana un jautāšana
- Gramatika un fonētika

*TĒMA 6:* VIESU VAJADZĪBAS

- Viesu aprūpe un apkalpošana
- Sūdzības un atvainošanas
- Kļūdas un problēmu risināšana
- Ieteikumi un palīdzības sniegšana
- Kompensāciju piedāvājums
- Veselības problēmas un ātrās palīdzības sniegšana
- Gramatika un fonētika

*TĒMA7:* DARBA DZĪVE

- Darbs viesnīcu saimniecībā
- Darba drošība un higiēna
- Runas par prasmēm un pienākumiem
- Pieteikšanas darbam
- CV un motivācijas vēstule
- Darba intervija
- Gramatika un fonētika

*TĒMA 8:* VIESU IZRAKSTĪŠANA

- Norēķināšanās
- Sūdzības
- Viesu izrakstīšana
- Gramatika un fonētika

**Studējošo patstāvīgā darba organizācija:**
*Noslēguma pārbaudījuma veids – eksāmens, kurš sastāvēs no rakstiskās un mutiskās daļas.*
*Ja visi studējošā patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi), tad studējošais var saņemt gala atzīmi automātiski, nekārtojot eksāmenu.*

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| TĒMA 1. DARBS AR IENĀKOŠIEM ZVANIEM UN INFORMĀCIJAS SNIEGŠANA KLIENTIEM | • tiek papildināts profesionālās leksikas vārdu krājums;<br>• tiek iemācīti izteicieni, saistītie ar šo tēmu;<br>• tiek attīstītās runāšanas un klausīšanās iemaņas un prasmes |
| TĒMA 2. REZERVĒŠANAS PIEŅEMŠANA UN DARBS AR REZERVĒŠANAS PIEPRASĪJUMIEM | • tiek novērtēta prasme veidot dialogus, pieņemt rezervācijas, veikt izmaiņas tajās, rakstīt apstiprinājuma vēstuli |
| TĒMA 3. VIESU UZŅEMŠANA UN PROBLĒMU RISINĀŠANA | • tiek izvērtēta prasme risināt konfliktus, rakstīt atvainošanas vēstuli |
| TĒMA 4. DZĒRIENU UN ĒDINĀŠANAS PAKALPOJUMI | • tiek papildināts profesionālās leksikas vārdu krājums;<br>• tiek iemācīti izteicieni, saistītie ar šo tēmu;<br>• tiek attīstītās runāšanas un klausīšanās iemaņas un prasmes;<br>• tiek izvērtēta ēdienu un dzērienu kartes sagatavošana un prezentēšana<br>• tiek novērtēta spēja apkopot sūdzības, risināt problēmas |
| TĒMA 5: VIESU IEPAZĪŠANA AR SAVU VALSTI UN ATPŪTAS IESPĒJĀM | • tiek izvērtēta spēja sniegt informāciju par izklaides iespējām, izteikt ieteikumus par transportu un biļešu iegādi |
| TĒMA 6: VIESU VAJADZĪBAS | • tiek novērtēta spēja izrunāt veselības problēmas un izsaukt ātro palīdzību angļu valodā |
| TĒMA 7: DARBA DZĪVE | • tiek izvērtēta CV un motivācijas vēstules sagatavošana, dalība darba intervijā |
| TĒMA 8: VIESU IZRAKSTĪŠANA | • tiek novērtēta prasme veikt dialogus par viesu izrakstīšanu, norēķināšanās |

**Obligātā literatūra:**


1. Jacob M., Strutt P. (2013) *English for International Tourism.* Student's, Teacher's Books, Workbook. Pearson Education Limited, Slovakia;
2. Mol H. (2009). *English for Tourism and Hospitality*. Student's, Teacher's Books. Garnet Publishing, Lebannon;
3. Stott T., Pohl A. (2011). *Highly Recommended.* Student's, Teacher's Books, Workbook. Oxford University Press, China.

<table>
<tr><td colspan="2">4. Mascull B. (2012). Business Vocabulary in use. Cambridge University Press, UK. ISBN 9780521749404.</td></tr>
<tr><td colspan="2">Papildus literatūra un citi informācijas avoti:<br>1. Murhpy R. (2015). English Grammar in Use. Cambridge University Press, UK.<br>2. Comfort J. (1996). Effective Meetings. Oxford University Press, UK.<br>3. Comfort J. (2001). Effective Telephoning. Oxford University Press, UK.<br>4. Comfort J. (2003). Effective Socializing. Oxford University Press, UK.<br>5. Comfort J. (2004). Effective Presentations. Oxford University Press, UK.</td></tr>
<tr><td colspan="2">Studiju kursu aprakstu reģistra atzīmēm:</td></tr>
<tr><td>Studiju kursa apraksta izstrādes / aktualizēšanas datums</td><td>18/08/2016</td></tr>
<tr><td>Lektors, kas sagatavoja aprakstu</td><td>Mg. Phil. M.Troškova, Mg. Phil, Mg. Oec. J.Korjuhina</td></tr>
<tr><td>Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu</td><td></td></tr>
</table>

# Course Description

| | |
|---|---|
| **Qualification number and title:** | Hospitality Management, 41 811 |
| **Course number and title in Latvian:** | Profesionālā angļu valoda |
| **Course title in English:** | English for Hospitality |
| **Prerequisites:** | At least elementary knowledge of English is required |
| **Term:** | 1,2 |
| **Number of credit points:** | 3 |

**The aim of the course**
To improve students' knowledge of English, teach them communicate with customers in English in hospitality related enterprises

**Learning outcomes:**
On successful completion of this unit a student will:

- Use professional terminology;
- Read professional hospitality related texts and acquire necessary writing skills;
- Comprehend information. answer the phone, provide necessary explanations;
- Use professional English at internship placement and at work.

| | |
|---|---|
| Knowledge | 1. know basic grammar |
| Skills | 1. develop reading, writing skills;<br>2. improve speaking and listening skills |
| Competences | 1. use professional lexics;<br>2. Comprehend information. answer the phone, provide necessary explanations;<br>3. usAnandarajah, A., Azeervatham.A. Reid, H. (2009). Manage Budgets and Financial Plans. Fourth Edition. Frenchs Forests, Australia: Pearson Education Australia. ISBN: 9781442502680.<br>4. Harvard Business Press. (2009). Preparing A Budget. US: Harvard Business School Publishing Corporation. ISBN: 978-1-4221-2884-8.<br>5. Lalli, W.R. (2012) Handbook of Budgeting. Sixth Edition. Hoboken: John Wiley & Sons, Inc. ISBN: 978-0-470-92045-9.<br>6. Needles Jr, B.E., Powers, M., Crosson, S.V. (2006). Financial and Managerial Accounting. Eighth Edition. Boston: Houghton Mifflin Company. ISBN-10:0-618-77717-2.<br>7. Rushmore, S. (2001). Hotel Investments Handbook 2002. New York, U.S.: HVS International. Available at http://www.hvs.com/article/3237/the-rushmore-letter-hotel-investments-handbook/ [Accessed August 26,2016]<br>8. Rushmore, S. Jr., O'Neili, J.W. (2014). Updated Benchmarks for Projecting |

| | |
|---|---|
| | Fixed and Variable Components of Hotel Financial Performance. Cornell Hospitality Quarterly. Available at http://www.personal.psu.edu/jwo3/documents/HotelFixedandVariableAnalysisArticle.pdf [Accessed August 26, 2016]<br>9. Sheel, A. (2016). A Year in Review for Restaurant Firms. The Journal of Hospitality Financial Management. 24:1, 1-4. DOI: 10.1080/10913211.2016.1174034. Available at http://www.tandfonline.com/doi/pdf/10.1080/10913211.2016.1174034 [Accessed August 26, 2016]<br>10. The International Association of Hospitality Financial Management Educators. (2016). The Journal of Hospitality Financial Management. Volumes 1-24. Philadelphia, U.S.: Taylor & Francis Inc. ISSN: 1091-3211. Available at http://www.tandfonline.com/loi/uhfm20 [Accessed August 26, 2016]<br>11. e professional English at internship placement and at work. |

**Course content:**

THEME 1:DEALING WITH INCOMING CALLS

- Receiving incoming calls
- Taking messages
- Dealing with requests
- Providing necessary information
- Answering questions about hotel facilities and service

Grammar: *can/could, would like to, I'd like to…, is there/are there?*

THEME 2: TAKING RESERVATIONS

- Taking room reservations
- Confirming details of reservations
- Changing and cancelling reservations
- Correspondence
- Inviting guests
- Suggesting an alternative

Grammar: *darbības vārdu laiki: tagadne, ilgstoša tagadne*

THEME 3: WELCOMING GUESTS AND DEALING WITH CHECK-IN PROBLEMS

- Dealing with complaints
- Solving problems
- Offering help, suggestions
- Instructions, explanations

Grammar: *Piederības vietniekvārdi,/ have got/ haven't got/ īpašības vārdi un apstākļa vārdi*

THEME 4: FOOD SERVICE

- Service in the bar and restaurant
- Taking customer's orders
- Explaining menus and dishes
- Talking about food, explanations
- Complaints

- Menus and Beverage Cards

Grammar: *quantity (some, one, much, many, few…); darbības vārdu pagātne*

THEME 5: KNOW YOUR REGION

- Giving information on visitor attractions
- Advising guests about local transport and tickets
- Giving directions

Grammar: *īpašības vārdu salīdzināšanas pakāpes, virzienu prievardi*

THEME 6: MEETING CUSTOMERS NEEDS

- Dealing with customers' needs
- Customer care and customer service
- Mistakes, problems
- Suggestions and offering help
- Offering compensation

Grammar: *Need/don't need/ present perfect: already, yeat, just,…; indirect questions.*

THEME 7: WORKING LIFE

- Working in Housekeeping
- Work safety and hygiene
- Talking about job routine, responsibilities
- Applying for job
- Writing CV and motivation letter
- Job interview

Grammar: *Modal verbs, future, darbības vārdi ar prievārdiem: good at…, interested in…, pleased with….*

THEME 8: CHECK-OUT

- Paying the bills
- Complaints
- Check out procedure

Grammar: Numerals, Passive voice, direct/indirect speech.

**Organization of students' independent work**

Final exam is expected in the end of the course. It consists of two parts: written and oral.
Student can get a final grade for the course without taking a final exam if the particular student's attendance is high enough, all independent works are submitted on time and were graded at least 7 (good).

| **Themes for independant works:** | **Learning Outcomes** |
|---|---|
| Theme 1. Dealing with incoming calls | • Students' professional vocabulary is extended<br>• Phrases and expressions connected with the theme are learnt<br>• Speaking and listening skills are developed |
| Theme 2. Taking reservations | • Student's ability to make dialogues, take reservations, make changes in reservations, as well as to write confirmation letters is evaluated |
| Theme 3. Checking in Guests and Solving | • Student's ability to solve conflicts, write apology letters are evaluated |

| | |
|---|---|
| Problems | |
| Theme 4. Food service | • Student's professional vocabulary is extended<br>• Phrases and expressions connected with the theme are learnt<br>• Speaking, reading and listening skills are developed<br>• Making menu and beverage cards is evaluated |
| Theme 5: Know your region | • Student's ability to provide information about entertaining opportunities, to make suggestions about tickets and transport is evaluated |
| Theme 6: Meeting customers needs | • The ability to disscuss problems connected with health and call ambulance in English is evaluated |
| Theme 7: Working life | • CV and motivation letters are evaluated, job interview organisation |
| Theme 8: Check out | • Student's ability to make check out dialogues. |

**Bibliography:**


1. Jacob M., Strutt P. (2013) *English for International Tourism.* Student's, Teacher's Books, Workbook. Pearson Education Limited, Slovakia;
2. Mol H. (2009). *English for Tourism and Hospitality.* Student's, Teacher's Books. Garnet Publishing, Lebannon;
3. Stott T., Pohl A. (2011). *Highly Recommended.* Student's, Teacher's Books, Workbook. Oxford University Press, China.
4. Mascull B. (2012). *Business Vocabulary in use*. Cambridge University Press, UK. ISBN 9780521749404.


**Recommended literature:**


1. Murhpy R. (2015) *English Grammar in Use*. Cambridge University Press, UK.
2. Comfort J. (1996). *Effective Meetings*. Oxford University Press, UK.
3. Comfort J. (2001). *Effective Telephoning*. Oxford University Press, UK.
4. Comfort J. (2003). *Effective Socializing*. Oxford University Press, UK.
5. Comfort J. (2004). *Effective Presentations*. Oxford University Press, UK.


| **Information required for course database** | |
|---|---|
| Course issue date/ review date | *18/08/2016* |
| Lecturer(s) | *Mg. Phil. M.Troškova, Mg. Phil., Mg. Oec. J.Krojuhina* |
| Study programme director's notes and comments | |

# Описание курса

| | |
|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Profesionālā angļu valoda |
| **Название курса на английском языке:** | English for Hospitality |
| **Требования для начала курса:** | Элементарные знания английского необходимы |
| **Семестр:** | 1,2 |
| **Количество кредитных пунктов:** | 3 |

**Цель курса:**
Улучшить знания английского языка, научить общаться с клиентами на английском на предприятиях, связанных с гостеприимством.

**Ожидаемые результаты:**
По окончанию курса ожидается, что студент будет:

- Использовать профессиональную терминологию,
- Развивать навыки чтения, письма, прослушивания,
- Способен читать и понимать тексты, связанные с индустрией гостеприимства,
- Общаться с клиентами и на работе по телефону, давать необходимые объяснения,
- Использовать английский язык на работе и месте практики.

| | |
|---|---|
| Знания | 1. Знать основы грамматики английского языка |
| Навыки | 2. Развивать навыки чтения, письма, прослушивания<br>3. Улучшить навыки разговорной речи |
| Компетенции | 4. Использовать профессиональный английский язык на рабочем месте и на месте практики<br>5. Понимать информацию, разговаривать по телефону, давать необходимые пояснения |

**Содержание курса:**

ТЕМА 1: ОТВЕЧАТЬ НА ТЕЛЕФОННЫЕ ЗВОНКИ

- Отвечать на звонки
- Получать и передавать информацию
- Удовлетворять просьбы клиентов
- Давать информацию, отвечать на вопросы об отеле и услугах отеля

Грамматика: can/ could, would like to…, I'd like to…, is there/ are there?

ТЕМА 2: ПРИЕМ РЕЗЕРВАЦИЙ

- Делать резервации номеров

- Подтверждать детали резервации
- Изменения и отмена резервации
- Приглашение гостей
- Предложение альтернативы

Грамматика: *darbības vārdu laiki, tagadne, ilgstošā tagadne*

ТЕМА 3: ВСТРЕЧА ГОСТЕЙ И РЕШЕНИЕ ПРОБЛЕМ ПРИ РЕГИСТРАЦИИ

- Справляться с жалобами
- Решение проблем
- Предложение помощи
- Инструкции, объяснения

Грамматика: *piederības vietniekvārdi, have got/ haven't got/ īpašības vārdi un apstākļa vārdi*

ТЕМА 4: УСЛУГА ПИТАНИЯ

- Работа в баре и ресторане
- Прием заказа
- Объяснение меню и карты напитков
- Разговоры о еде и пояснения
- Жалобы
- Составление меню и карты напитков

Грамматика: *quantity (some, one, much, many, few), darbības vārdu pagātne*

ТЕМА 5: ЗНАЙ СВОЙ РЕГИОН

- Обеспечение информацией о достопримечательностях города
- Советы насчет билетов и транспорта
- Ориентирование в городе

Грамматика: *сравнительные степени прилагательных, предлоги направлений*

ТЕМА 6: ПОТРЕБНОСТИ КЛИЕНТОВ

- Удовлетворение потребностей клиентов
- Забота о клиенте и работа с клиентом
- Проблемы, ошибки
- Предложение помощи
- Предложение компенсации

Грамматика: *need/don't need; present perfect: already, yet, just; indirect questions.*

ТЕМА 7: РАБОЧАЯ ЖИЗНЬ

- Работа в хозяйственном отделе
- Безопасность и гигиена на работе
- Разговоры о рутине работы
- Подача заявления на работу
- CV и мотивационное письмо
- Рабочее интервью

Грамматика: *Modal verbs, future, darbības vārdi ar prievārdiem: good at…, interested in…, pleased with…*

ТЕМА 8: ВЫПИСКА ИЗ ГОСТИНИЦЫ

- Оплата счетов

- Жалобы
- Процедура выписки

Грамматика: *Numerals, Passive Voice, direct/ indirect speech.*

**Организация самостоятельной работы студента:**
Заключительная оценка- экзамен, который состоит из двух частей: письменная и устная. Лектор может выставить финальную оценку без экзамена, если посещаемость лекций достаточно высокая, сданы все самостоятельные работы в срок и получены оценки не ниже 7 баллов (хорошо).

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| Тема 1. Отвечать на телефонные звонки | • Профессиональный лексический запас расширен<br>• Слова и фразы, связанные с темой выучены<br>• Навыки разговорной речи развиты |
| Тема 2. Прием резерваций | • Способность студента создавать диалоги, принимать резервации, делать изменения в резервациях, а также писать письма подтверждения резервации |
| Тема 3. Встреча гостей и решение проблем при регистрации | • Способность студента решать конфликты, писать письма извинения |
| Тема 4: Услуга питания | • Профессиональный лексический запас расширен<br>• Слова и фразы, связанные с темой выучены<br>• Навыки разговорной речи развиты<br>• Составление меню и карты напитков |
| Тема 5: Знай свой регион | • Способность студента дать информацию о развлечениях в городе, предложить билеты или рассказать про транспорт |
| Тема 6: Потребности клиентов | • Способность студентов обсуждать проблемы, связанные со здоровьем, вызов скорой помощи |
| Тема 7: Рабочая жизнь | • Составление CV и мотивационного письма<br>• Проведение рабочего интервью |
| Тема 8: Выписка из гостиницы | • Способность проводить процедуру выписки, оплаты счетов. |

**Обязательная литература:**


1. Jacob M., Strutt P. (2013) *English for International Tourism.* Student's, Teacher's Books, Workbook. Pearson Education Limited, Slovakia;
2. Mol H. (2009). *English for Tourism and Hospitality.* Student's, Teacher's Books. Garnet Publishing, Lebannon;
3. Stott T., Pohl A. (2011). *Highly Recommended.* Student's, Teacher's Books, Workbook. Oxford University Press, China.
4. Mascull B. (2012). *Business Vocabulary in use*. Cambridge University Press, UK. ISBN 9780521749404.


**Рекомендуемая литература:**


1. *Murhpy R. (2015) English Grammar in Use.* Cambridge University Press, UK.
2. Comfort J. (1996). *Effective Meetings*. Oxford University Press, UK.
3. Comfort J. (2001). *Effective Telephoning*. Oxford University Press, UK.

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|---|---|
| 4. Comfort J. (2003). *Effective Socializing*. Oxford University Press, UK.<br>5. Comfort J. (2004). *Effective Presentations*. Oxford University Press, UK. | |
| **Информация необходимая для регистра курсов** | |
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Phil. M.Troškova, Mg. Phil., Mg. Oec. J.Krojuhina |
| Заметки и комментарии директора программы | 18/08/2016 |

# Studiju kursa apraksts

| | |
|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Profesionālā angļu valoda |
| **Studiju kursa nosaukums angļu valodā:** | English for Hospitality |
| **Prasības studiju kursa apguves uzsākšanai:** | Intermediate līmenis ir nepieciešams |
| **Semestris:** | 1,2 |
| **Kredītpunktu skaits:** | 3 |

**Studiju kursa mērķis:**

Attīstīt studējošos angļu valodas zināšanas, iemācīties sniegt viesmīlības pakalpojumus angļu valodā klientiem viesmīlības uzņēmumos.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu studējošais spēs:

- pielietot profesionālo vārdu krājumu;
- lasīt ar viesmīlību saistītos tekstus un apgūs sarakstes iemaņas un prasmes;
- uztvert un saprast informāciju, atbildēt uz jautājumiem, sniegt paskaidrojumus;
- lietot profesionālo angļu valodu prakses un darba vietā

| | |
|---|---|
| Zināšanas | 1. zināt gramatikas noteikumus |
| Prasmes | 2. attīstīt lasīšanas un sarakstes iemaņas un prasmes;<br>3. apgūt runāšanas un klausīšanās iemaņas un prasmes |
| Kompetences | 4. pielietot praksē profesionālo vārdus, izteicienus;<br>5. uztvert un saprast informāciju, atbildēt uz jautājumiem, sniegt paskaidrojumus;<br>6. lietot profesionālo angļu valodu prakses un darba vietā |

**Studiju kursa saturs:**
TĒMA 1: JAUNAS TENDENCES VIESMĪLĪBĀ UN TŪRISMĀ
Leksika: tūrisma un viesmīlības industrijas vesture, motivācija
Gramatika: *Continuous tenses*
Rakstīšana: sagatavot ceļojuma paķeti

TĒMA 2: SAŅEM ZIŅOJUMU
Leksika: Reklāma, publicitāte, internets, vārdu savienojumi
Gramatika: *Countable and uncountable nouns*
Rakstīšana: *Profile* sagatavošana

TĒMA 3: VIESNĪCAS BRENDINGS

Leksika: brendi, brendings
Gramatika: *Making predictions, degrees of uncertainty*
Rakstīšana: bizness plāna sagatavošana

TĒMA 4: ILGTERMIŅA ATTĪSTĪBA
Leksika: tūrisms, ekotūrisms
Gramatika: *Reporting verbs, Reported speech*
Rakstīšana: protokols

TĒMA 5: LIDO AR MANI
Leksika: lidosta, drošības noteikumi
Gramatika: *Passive*
Rakstīšana: problēmu risināšana

TĒMA 6: PASĀKUMA PLĀNOŠANA
Leksika: pasākuma plānošana un organizācija
Gramatika: *Past Tenses*
Rakstīšana: kontrakti

TĒMA 7:KARJERA
Leksika: pieteikums darbam, cilvēka raksturojums
Gramatika: *Prepositions*
Rakstīšana: CV un motivācijas vēstule

TĒMA 8: GASTRONOMIJA
Leksika: ēdieni, kulinārais tūrisms
Gramatika: *Relative clause*
Rakstīšana: Maršruta plānošana

TĒMA 9: KLIENTU APKALPOŠANA
Leksika: Klientu apkalpošana
Gramatika: *Tenses*
Rakstīšana: atvainošanas

**Studējošo patstāvīgā darba organizācija:**

Noslēguma pārbaudījuma veids – eksāmens, kurš sastāvēs no rakstiskās un mutiskās daļas.
Ja visi studējošā patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi), tad studējošais var saņemt gala atzīmi automātiski, nekārtojot eksāmenu.

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| TĒMA 1: JAUNAS TENDENCES VIESMĪLĪBĀ UN TŪRISMĀ | • tiek papildināts profesionālās leksikas vārdu krājums;<br>• tiek iemācīti izteicieni, saistītie ar šo tēmu;<br>• tiek attīstītās runāšanas un klausīšanās iemaņas un prasmes |
| TĒMA 2: SAŅEM ZIŅOJUMU | • tiek papildināts profesionālās leksikas vārdu krājums;<br>• tiek iemācīti izteicieni, saistītie ar šo tēmu; |

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|---|---|
| | • tiek attīstītās runāšanas un klausīšanās iemaņas un prasmes |
| TĒMA 3: VIESNĪCAS BRENDINGS | • tiek papildināts profesionālās leksikas vārdu krājums;<br>• tiek iemācīti izteicieni, saistītie ar šo tēmu;<br>• tiek attīstītās runāšanas un klausīšanās iemaņas un prasmes |
| TĒMA 4: ILGTERMIŅA ATTĪSTĪBA | • tiek papildināts profesionālās leksikas vārdu krājums;<br>• tiek iemācīti izteicieni, saistītie ar šo tēmu;<br>• tiek attīstītās runāšanas un klausīšanās iemaņas un prasmes; |
| TĒMA 5: LIDO AR MANI | • tiek papildināts profesionālās leksikas vārdu krājums;<br>• tiek iemācīti izteicieni, saistītie ar šo tēmu;<br>• tiek attīstītās runāšanas un klausīšanās iemaņas un prasmes; |
| *TĒMA 6: PASĀKUMA PLĀNOŠANA* | • tiek izvērtēta spēja sniegt informāciju par pasākumu plānošanu<br>• tiek papildināts profesionālās leksikas vārdu krājums;<br>• tiek iemācīti izteicieni, saistītie ar šo tēmu;<br>• tiek attīstītās runāšanas un klausīšanās iemaņas un prasmes; |
| TĒMA 7:KARJERA | • tiek izvērtēta CV un motivācijas vēstules sagatavošana, dalība darba intervijā |
| TĒMA 8: GASTRONOMIJA | • tiek izvērtēta spēja sniegt informāciju par pasākumu plānošanu<br>• tiek papildināts profesionālās leksikas vārdu krājums;<br>• tiek iemācīti izteicieni, saistītie ar šo tēmu;<br>• tiek attīstītās runāšanas un klausīšanās iemaņas un prasmes; |
| TĒMA 9: KLIENTU APKALPOŠANA | • tiek izvērtēta prasme risināt konfliktus, rakstīt atvainošanas vēstuli |

**Obligātā literatūra:**


1. Strutt P. (2013) *English for International Tourism. Upper-Intermediate.* Student's, Teacher's Books, Workbook. Pearson Education Limited, Slovakia;
2. Jacob M., Strutt P. (2013) *English for International Tourism.* Student's, Teacher's Books, Workbook. Pearson Education Limited, Slovakia;
3. Mol H. (2009). *English for Tourism and Hospitality.* Student's, Teacher's Books. Garnet Publishing, Lebannon;
4. Stott T., Pohl A. (2011). *Highly Recommended.* Student's, Teacher's Books, Workbook. Oxford University Press, China.


**Papildus literatūra un citi informācijas avoti:**


1. Murhpy R. (2015) *English Grammar in Use*. Cambridge University Press, UK.


| **Studiju kursu aprakstu reģistra atzīmēm:** | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *18/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Mg. Phil. M.Troškova, Mg. Phil, Mg. Oec. J.Korjuhina* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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|---|---|
| **Qualification number and title:** | Hospitality Management, 41 811 |
| **Course number and title in Latvian:** | Profesionālā angļu valoda |
| **Course title in English:** | English for Hospitality |
| **Prerequisites:** | Intermediate level of English is required |
| **Term:** | 1,2 |
| **Number of credit points:** | 3 |

**The aim of the course**
To improve students' knowledge of English, teach them communicate with customers in English in hospitality related enterprises.

**Learning outcomes:**
On successful completion of this unit a student will:

- use professional terminology;
- read professional hospitality related texts and acquire necessary writing skills;
- comprehend information. answer the phone, provide necessary explanations;
- use profesional English at internship placement and at work.

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|---|---|
| Knowledge | • know grammar rules |
| Skills | • develop reading, writing skills;<br>• improve speaking and listening skills |
| Competences | • use professional terminology;<br>• comprehend information, answer the phone, provide necessary explanations;<br>• use professional English at internship placement and at work. |

**Course content:**
TEMA 1: TRENDS IN TOURISM AND HOSPITALITY
Lexis: History of tourism and hospitality, motivation
Grammar: *Continuous tenses*
Writing: Package

TEMA 2: GET THE MESSAGE
Lexis: Advertising, publicity, web, collocations
Grammar: *Countable and uncountable nouns*
Writing: Creating a profile

TEMA 3: HOTEL BRANDING
Lexis: brands, branding
Grammar: *Making predictions, degrees of uncertainty*

Writing: creating a business plan

TEMA 4: SUSTAINABILITY
Lexis: Tourism and community, ecotourism
Grammar: *Reporting verbs, Reported speech*
Writing: Minutes

TEMA 5: COME FLY WITH ME
Lexis: airport, safety rules
Grammar: *Passive*
Writing: solving problems

TEMA 6: EVENT PLANNING
Lexis: Event management, contracts
Grammar: *Past Tenses*
Writing: contract

TEMA 7: CAREERS
Lexis: Applying for a job, describing personality
Grammar : *Prepositions*
Writing: CV and motivation letter

TEMA 8: GASTRONOMY
Lexis: Food, culinary tourism
Grammar: *Relative clause*
Writing: Plan an itenerary

TEMA 9: CUSTOMER SERVICE
Lexis: Customer Service
Grammar: *Tenses*
Writing: letter of apology

**Organization of students' independent work**
*Final exam is expected in the end of the course. It consists of two parts: written and oral.*
*Student can get a final grade for the course without taking a final exam if the particular student's attendance is high enough, all independent works are submitted on time and were graded at least 7 (good).*

| **Themes for independant works:** | **Learning Outcomes** |
|---|---|
| TEMA 1: TRENDS IN TOURISM AND HOSPITALITY | • *Students' professional vocabulary is extended*<br>• *Phrases and expressions connected with the theme are learnt*<br>• *Speaking and listening skills are developed* |
| TEMA 2: GET THE MESSAGE | • *Students' professional vocabulary is extended*<br>• *Phrases and expressions connected with the theme are learnt*<br>• *Speaking and listening skills are developed* |
| TEMA 3: HOTEL BRANDING | • *Students' professional vocabulary is extended*<br>• *Phrases and expressions connected with the theme are learnt*<br>*Speaking and listening skills are developed* |

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| TEMA 4: SUSTAINABILITY | • *Student's professional vocabulary is extended*<br>• *Phrases and expressions connected with the theme are learnt*<br>• *Speaking, reading and listening skills are developed* |
| TEMA 5: COME FLY WITH ME | • *Student's ability to provide information about entertaining opportunities, to make suggestions about tickets and transport is evaluated* |
| TEMA 6: EVENT PLANNING | • *The ability to disscuss problems connected with event planning* |
| TEMA 7: CAREERS | • *CV and motivation letters are evaluated, job interview organisation* |
| TEMA 8: GASTRONOMY | • *Making menu and beverage cards is evaluated*<br>• *Students' professional vocabulary is extended*<br>• *Phrases and expressions connected with the theme are learnt*<br>• *Speaking and listening skills are developed* |
| TEMA 9: CUSTOMER SERVICE | • *Students' professional vocabulary is extended*<br>• *Phrases and expressions connected with the theme are learnt*<br>• *Speaking and listening skills are developed*<br>• *Problems are solved* |

**Bibliography:**


1. Strutt P. (2013) *English for International Tourism. Upper-Intermediate.* Student's, Teacher's Books, Workbook. Pearson Education Limited, Slovakia;
2. Jacob M., Strutt P. (2013) *English for International Tourism.* Student's, Teacher's Books, Workbook. Pearson Education Limited, Slovakia;
3. Mol H. (2009). *English for Tourism and Hospitality.* Student's, Teacher's Books. Garnet Publishing, Lebannon;
4. Stott T., Pohl A. (2011). *Highly Recommended.* Student's, Teacher's Books, Workbook. Oxford University Press, China.


**Recommended literature:**


1. Murhpy R. (2015) *English Grammar in Use*. Cambridge University Press, UK.


| **Information required for course database** | |
|---|---|
| Course issue date/ review date | *18/08/2016* |
| Lecturer(s) | *Mg. Phil. M.Troškova, Mg. Phil., Mg. Oec. J.Korjuhina* |
| Study programme director's notes and comments | |

# Описание курса

| | |
|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Profesionālā angļu valoda |
| **Название курса на английском языке:** | English for Hospitality |
| **Требования для начала курса:** | Intermediate līmenis ir nepieciešams |
| **Семестр:** | 1,2 |
| **Количество кредитных пунктов:** | 3 |

**Цель курса:**
Улучшить знания английского языка, научить общаться с клиентами на английском на предприятиях, связанных с гостеприимством.

**Ожидаемые результаты:**
По окончанию курса ожидается, что студент будет:

- Использовать профессиональную терминологию,
- Развивать навыки чтения, письма, прослушивания на продвинутом уровне,
- Способен читать и понимать тексты повышенной сложности, связанные с индустрией гостеприимства,
- Общаться с клиентами и на работе по телефону, давать необходимые объяснения,
- Использовать английский язык на работе и месте практики.

| | |
|---|---|
| Знания | 1. Знать грамматику английского языка |
| Навыки | 2. Развивать навыки чтения, письма, прослушивания на продвинутом уровне<br>3. Улучшить навыки разговорной речи |
| Компетенции | 4. Использовать профессиональный английский язык на рабочем месте и на месте практики<br>5. Понимать информацию, разговаривать по телефону, давать необходимые пояснения |

**Содержание курса:**

ТЕМА 1: ТЕНДЕНЦИИ В ТУРИЗМЕ И ГОСТЕПРИИМСТВЕ
Лексика: История туризма и гостеприимства, мотивация
Грамматика: *Continuous tenses*
Письмо: подготовка пакета для путешествий

ТЕМА 2: ПОЛУЧИ СООБЩЕНИЕ
Лексика: реклама, публичность, интернет
Грамматика: *Countable and uncountable nouns*

Письмо: создать профайл

ТЕМА 3: БРЕНДИНГ ГОСТИНИЦЫ
Лексика: Бренды и брендинг
Грамматика: *Making predictions, degrees of uncertainty*
Письмо: подготовить бизнес план

ТЕМА 4: УСТОЙЧИВОЕ РАЗВИТИЕ
Лексика: Туризм и общество, экотуризм
Грамматика: *Reporting verbs, Reported speech*
Письмо: протокол собрания

ТЕМА 5: ПОЛЕТЕЛИ
Лексика: аэропорт, процедуры безопасности
Грамматика: *Passive*
Письмо: решение проблем

ТЕМА 6: ОРГАНИЗАЦИЯ МЕРОПРИЯТИЙ
Лексика: Организация мероприятий, контракты, договора
Грамматика: *Past Tenses*
Письмо: контракт

ТЕМА 7: КАРЬЕРА В ГОСТЕПРИИМСТВЕ
Лексика: Подача документов на работу, описание личности, интервью
Грамматика: *Prepositions*
Письмо: CV и мотивационное письмо

ТЕМА 8: ГАСТРОНОМИЯ
Лексика: Еда, кулинарный туризм, описание еды
Грамматика: *Relative clause*
Письмо: Планирование путешествия

ТЕМА 9: ОБЩЕНИЕ КЛИЕНТОВ
Лексика: Общение клиентов
Грамматика: *Tenses*
Письмо: извинение

**Организация самостоятельной работы студента:**
Заключительная оценка- экзамен, который состоит из двух частей: письменная и устная. Лектор может выставить финальную оценку без экзамена, если посещаемость лекций достаточно высокая, сданы все самостоятельные работы в срок и получены оценки не ниже 7 баллов (хорошо).

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| ТЕМА 1: ТЕНДЕНЦИИ В ТУРИЗМЕ И ГОСТЕПРИИМСТВЕ | • Профессиональный лексический запас расширен<br>• Слова и фразы, связанные с темой выучены<br>• Навыки разговорной речи развиты |

| | |
|---|---|
| ТЕМА 2: ПОЛУЧИ СООБЩЕНИЕ | • Профессиональный лексический запас расширен<br>• Слова и фразы, связанные с темой выучены<br>• Навыки разговорной речи развиты |
| ТЕМА 3: БРЕНДИНГ ГОСТИНИЦЫ | • Профессиональный лексический запас расширен<br>• Слова и фразы, связанные с темой выучены<br>• Навыки разговорной речи развиты |
| ТЕМА 4: УСТОЙЧИВОЕ РАЗВИТИЕ | • Профессиональный лексический запас расширен<br>• Слова и фразы, связанные с темой выучены<br>• Навыки разговорной речи развиты |
| ТЕМА 5: ПОЛЕТЕЛИ | • Способность студента дать информацию о развлечениях в городе, предложить билеты или рассказать про транспорт |
| ТЕМА 6: ОРГАНИЗАЦИЯ МЕРОПРИЯТИЙ | • Способность студентов обсуждать организацию мероприятий, проблем, связанных с ней |
| ТЕМА 7: КАРЬЕРА В ГОСТЕПРИИМСТВЕ | • Составление CV и мотивационного письма<br>• Проведение рабочего интервью |
| ТЕМА 8: ГАСТРОНОМИЯ | • Способность разговаривать о еде и ее приготовлении |
| ТЕМА 9: ОБЩЕНИЕ КЛИЕНТОВ | • Способность студента решать конфликты, писать письма извинения |

**Обязательная литература:**


1. Strutt P. (2013) *English for International Tourism. Upper-Intermediate.* Student's, Teacher's Books, Workbook. Pearson Education Limited, Slovakia;
2. Jacob M., Strutt P. (2013) *English for International Tourism.* Student's, Teacher's Books, Workbook. Pearson Education Limited, Slovakia;
3. Mol H. (2009). *English for Tourism and Hospitality.* Student's, Teacher's Books. Garnet Publishing, Lebannon;
4. Stott T., Pohl A. (2011). *Highly Recommended.* Student's, Teacher's Books, Workbook. Oxford University Press, China.


**Рекомендуемая литература:**


1. *Murhpy R. (2015) English Grammar in Use. Cambridge University Press, UK.*


| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Phil. M.Troškova, Mg. Phil., Mg. Oec. J.Korjuhina |
| Заметки и комментарии директора программы | 18/08/2016 |

# Studiju kursa apraksts

| | |
|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Uzņēmējdarbības stratēģiskā plānošana |
| **Studiju kursa nosaukums angļu valodā:** | Business Health Check |
| **Prasības studiju kursa apguves uzsākšanai:** | Nav vajadzīgas pamatzināšanas |
| **Semestris:** | 4 |
| **Kredītpunktu skaits:** | 2 |

**Studiju kursa mērķis:**
Sniegt izpratni par uzņēmuma mērķiem, iemācīties izstrādāt uzņēmuma darbības plānus, kā arī novērtēt un attīstīt uzņēmuma darbinieku un vadītāju prasmes.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu studējošais spēs:

- izprast uzņēmuma darbības mērķus;
- izstrādāt uzņēmuma darbības plānus;
- novērtēt un attīstīt uzņēmuma darbinieku un vadītāju prasmes

| | |
|---|---|
| Zināšanas | 1. zināt uzņēmuma darbības mērķus, kā arī ietekmējošos faktorus uzņēmējdarbībā;<br>2. zināt uzņēmējdarbības plānošanas procesu |
| Prasmes | 3. spēt izprast uzņēmuma darbības mērķus;<br>4. spēt izstrādāt uzņēmuma darbības plānus |
| Kompetences | 5. spēt organizēt komercdarbību, atbilstoši uzņēmuma mērķiem;<br>6. spēt novērtēt un attīstīt uzņēmuma darbinieku un vadītāju prasmes |

**Studiju kursa saturs:**
TĒMA 1: UZŅĒMUMA DARBĪBAS MĒRĶI

- Mērķi: pašreizējā uzņēmuma pozicionēšana, prioritātes, panākumi, kļūdas, pašreizējie / nākotnes mērķi (īstermiņa, vidēja termiņa un ilgtermiņa), stiprās un vājās puses, ieinteresētās personas, atbalsta resursi, potenciāls uzņēmējdarbības rādītāju uzlabošanai.
- Ietekmējošie faktori uzņēmējdarbībā: ārējie, iekšējie, resursi, iespējas, draudi.

TĒMA 2: UZŅĒMĒJDARBĪBAS PLĀNOŠANA

- Pārskats: jomas, piemēram, produkti / pakalpojumi, mārketings, pārdošana, finanses, personāls, efektivitāte, biznesa kopējais sniegums, uzņēmuma reputācija, lietvedība.
- Biznesa plānošana: prognozēšana, piemēram, mārketings un pārdošana, dizains, produktivitāte, kvalitāte, pakalpojumi, finanšu vadības sistēmas, darbinieku un vadības loma un atbildība, darba izpildes uzraudzība, likumi un noteikumi (tajā skaitā aktualizācija), darbības plānošana, termiņi, riska novērtējums, atbilstoši konsultāciju avoti, specializēta informācija, informācijas apstrāde un administrēšana.

TĒMA 3: PERSONĀLA PRASMJU NOVĒRTĒŠANA UN ATTĪSTĪBA

- Novērtējums: darba ražīguma kontrole, prasmes un iemaņas (tehniskās, operāciju, vadības), pašreizējā snieguma ietekme uz uzņēmējdarbību, izvirzīto mērķu izvērtēšana, cita būtiska informācija, pārdomātu spriedumu izdarīšana.
- Plānošana un attīstība: personāla pārkvalifikācijas / kvalifikācijas paaugstināšanas vajadzības noteikšana, skaidru mērķu noteikšana, personāla mērķu un biznesa mērķu sasaistīšana, personāla atbalsts un apmācība, izmaksu / ieguvumu analīze.
- Atbalsts un konsultācijas: bezmaksas un maksas palīdzība, personīgie kontakti, tīkli, apmaksa, konsultāciju un atbalsta ierobežojumi, datu reģistrēšana.

**Studējošo patstāvīgā darba organizācija:**
Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks. Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| TĒMA 1. UZŅĒMUMA DARBĪBAS MĒRĶI | • tiek veikta uzņēmuma darbības mērķu analīze;<br>• tiek apkopota un analizēta informācija ;<br>• tiek izdarīti un pamatoti secinājumi;<br>• tiek prezentēti pētniecības gaitā izdarītus secinājumus, ievērojot atbilstošu pētījuma struktūru, pētījuma principu un koncepciju loģisku pēctecību, izmantojot dažādas prezentācijas metodes un aprīkojumu atbilstoši auditorijas specifikai |
| TĒMA 2. UZŅĒMĒJDARBĪBAS PLĀNOŠANA | • tiek veikta uzņēmējdarbības plānošanas analīze;<br>• tiek izstrādāti uzņēmuma darbības plāni;<br>• tiek demonstrēta kritiskā un analītiskā domāšana;<br>• tiek demonstrēta kritiskā refleksija par savu darbu, izdarot reālistiskus secinājumus par nepieciešamajiem uzlabojumiem |
| TĒMA 3. PERSONĀLA PRASMJU NOVĒRTĒŠANA UN ATTĪSTĪBA | • tiek analizētas, novērtētas un attīstītas uzņēmuma darbinieku un vadītāju prasmes;<br>• tiek apkopota un analizēta informācija;<br>• tiek izveidoti un pamatoti secinājumi;<br>• tiek demonstrēta kritiskā un analītiskā domāšana |

**Papildus literatūra un citi informācijas avoti:**


1. Boella, M., Goss-Turner, S., 2005: Human Resource Management in the Hospitality Industry, 8th Edition. Butterworth-Heinemann, ISBN 9780750666367;
2. Deakins, D., Freel, M., 2009: Entrepreneurship and Small Firms, 5th Edition. McGraw-Hill, ISBN 9780077121624;


**Papildus literatūra un citi informācijas avoti:**


3. Woods, R. H., King, J. Z., 2010: *Leadership and Management in the Hospitality Industry*, 3rd edition. American Hotel & Lodging Educational Institute, ISBN 9780866123471;
4. Stettner, M., 2014: *Skills for New Managers.* 2nd edition. The McGraw-Hill Companies, ISBN 9780071827140;
5. Digitāla biznesa rokasgrāmata: http://rokasgramata.lv
6. Brīvi pieejams interneta resurss studentiem un pasniedzējiem: www.tutor2u.net


**Studiju kursu apraksta reģistra atzīmēm:**

| | |
|---|---|
| Studiju kursa apraksta izstrādes / | *18/08/2016* |

| | |
|---|---|
| aktualizēšanas datums | |
| Lektors, kas sagatavoja aprakstu | *Dr. Oec. J.Dehtjare, Mg. Oec., Mg. Phil. J.Korjuhina, Mg. Oec. O.Ņikadimovs* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

| | |
|---|---|
| **Qualification number and title:** | Hospitality Management, 41 811 |
| **Course title in Latvian:** | Uzņēmējdarbības stratēģiskā plānošana |
| **Course title in English:** | Business Health Check |
| **Prerequisites:** | Not required |
| **Term:** | 4 |
| **Number of credit points:** | 2 |

**The aim of the course**
This unit enables learners to gain understanding of the focuses of the business, gain skills to develop plans, and evaluate and develop management and staff skills.

**Learning outcomes:**
On successful completion of this unit a student will:

- understand the focuses of the business
- be able to develop plans for businesses
- be able to evaluate and develop skills of management and staff.

| | |
|---|---|
| Knowledge | 1. analyse the objectives of the business and explain factors that impact on the business<br>2. determine potential improvements to the business organisation and/or operation |
| Skills | 3. be able to review business objectives<br>4. develop plans to improve the business, justifying their value |
| Competences | 5. be able to organize business in accordance with business objectives<br>6. be able to evaluate and develop skills of management and staff |

**Course content:**
THEME 1: UNDERSTAND THE FOCUSES OF THE BUSINESS
Focuses: current positioning of business, priorities, successes, distracters, current/future aims (short-, medium- and long-term), strengths and weaknesses, stakeholders, sources of advice and guidance, potential for business improvement
Factors impacting on the business: external, internal, resources, opportunities, threats

THEME 2: BE ABLE TO DEVELOP PLANS FOR BUSINESSES
Review: areas eg products/services, marketing, sales, finances, staffing; effectiveness, overall business performance, business image, record keeping
Business planning: forecasting eg for marketing and sales, design, productivity, quality, service, financial management systems; roles and responsibilities of staff and management, performance monitoring, laws and regulations (including updating), action planning, timescales, risk assessment, appropriate sources of advice, relevant information, information handling and administration

THEME 3: BE ABLE TO EVALUATE AND DEVELOP SKILLS OF MANAGEMENT AND STAFF

| | |
|---|---|
| Evaluate: monitor performance to include current experience, skills and abilities (technical, operational, managerial); effect of current performance on the business, assess targets set, other relevant information, make informed judgements<br>Planning and development: assessing re-skilling/up-skilling needs, setting clear targets, linking skills targets to business targets, advice and training, costs/benefits analysis<br>Support and advice: free and paid-for help, personal contacts, networks, fees, limitations of advice and support, record keeping | |
| **Organization of students' independent work**<br>The independent work must be written and presented in the end of the course. | |
| **Themes for independant works:** | **Learning Outcomes** |
| THEME 1: UNDERSTAND THE FOCUSES OF THE BUSINESS | • analyse the objectives of the business and explain factors that impact on the business<br>• determine potential improvements to the business organisation and/or operation |
| THEME 2: BE ABLE TO DEVELOP PLANS FOR BUSINESSES | • be able to review business objectives<br>• develop plans to improve the business, justifying their value |
| THEME 3: BE ABLE TO EVALUATE AND DEVELOP SKILLS OF MANAGEMENT AND STAFF | • be able to organize business in accordance with business objectives<br>• be able to evaluate and develop skills of management and staff |
| **Bibliography:**<br>1. Boella, M., Goss-Turner, S., 2005: Human Resource Management in the Hospitality Industry, 8th Edition. Butterworth-Heinemann, ISBN 9780750666367;<br>**2.** Deakins, D., Freel, M., 2009: Entrepreneurship and Small Firms, 5th Edition. McGraw-Hill, ISBN 9780077121624; | |
| **Recommended literature:**<br>*1.* Woods, R. H., King, J. Z., 2010: *Leadership and Management in the Hospitality Industr*y, 3rd edition. American Hotel & Lodging Educational Institute, ISBN 9780866123471;<br>*2.* Stettner, M., 2014: *Skills for New Managers.* 2nd edition. The McGraw-Hill Companies, ISBN 9780071827140;<br>3. Digitāla biznesa rokasgrāmata: http://rokasgramata.lv<br>4. Brīvi pieejams interneta resurss studentiem un pasniedzējiem: www.tutor2u.net | |
| **Information required for course database** | |
| Course issue date/ review date | 18/08/2016 |
| Lecturer(s) | Dr. Oec. J.Dehtjare, Mg. Oec., Mg. Phil. J.Korjuhina, Mg. Oec. O.Ņikadimovs |
| Study programme director's notes and comments | |

# Описание курса

| | |
|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Название курса на латышском языке:** | Uzņēmējdarbības stratēģiskā plānošana |
| **Название курса на английском и русском языках:** | Business Health Check / Внедрение новых продуктов и услуг |
| **Требования для начала курса:** | Курс не требует специальных знаний |
| **Семестр:** | 4 |
| **Количество кредитных пунктов:** | 2 |

**Цель курса:**
Дать понимание студентам о целях предпринимательства, получить навыки написания планов, оценивать и развивать навыки руководства и персонала.

**Ожидаемые результаты:**
По окончанию курса студент будет:

- Понимать цели работы предпринимательства
- Разрабатывать бизнес планы
- Оценивать и развивать навыки работников предприятия и руководства

| | |
|---|---|
| Знания | 1. Знать цели предпринимательской деятельности, а также влияющие на него факторы<br>2. Знать процесс планирования предпринимательской деятельности |
| Навыки | 1. Уметь понимать цели предпринимательской деятельности<br>2. Уметь разрабатывать планы предпринимательской деятельности |
| Компетенции | 1. Уметь организовывать коммерческую деятельность, в соответствии с целями<br>2. Уметь оценивать и развивать навыки работников и руководителей |

**Содержание курса:**
ТЕМА 1: ЦЕЛИ ПРЕДПРИМАТЕЛЬСКОЙ ДЕЯТЕЛЬНОСТИ

- Цели: текущее позиционирование предприятия, приоритеты, достижения, ошибки, нынешние/ будущие цели (коротко срочные, средней срочности, долгосрочные), сильные и слабые стороны, заинтересованные лица, ресурсы поддержки, потенциал для улучшения показателей предпринимательства.

ТЕМА 2: ПЛАНИРОВАНИЕ ПРЕДПРИНИМАТЕЛЬСКОЙ ДЕЯТЕЛЬНОСТИ

- Осмотр: сфера деятельности, например, продукты/ услуги, маркетинг, продажи, дизайн, продуктивность, качество, услуги, системы финансового управления, сфера ответственности работников и руководства, сроки выполнения работы, надзор работы, законы и правила, планирование деятельности, сроки, оценивание рисков, источники консультаций, специализированная информация, обработка информации, администрирование.

ТЕМА 3: ОЦЕНИВАНИЕ И РАЗВИТИЕ НАВЫКОВ ПЕРСОНАЛА

- Оценивание: контроль производства, навыков (технических, оперативных, управления),

влияние текущей производительности на предпринимательскую деятельность, оценивание выдвинутых целей, другая существенная информация, формирование обдуманных решений
- Планирование и развитие: установление потребности повышения квалификации работников, установление точных целей, связь целей бизнеса и персонала, поддержка персонала, обучение, анализ расходов и доходов
- Поддержка и консультации: бесплатная и платная помощь, личные контакты, сети, оплата, ограничения консультаций и поддержки, регистрация данных

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| ТЕМА 1. ЦЕЛИ ПРЕДПРИНИМАТЕЛЬСКОЙ ДЕЯТЕЛЬНОСТИ | • Произведен анализ целей предприятия<br>• Обработана и проанализирована информация<br>• Сделаны и обоснованы выводы<br>• Презентованы выводы, соблюдая структуру исследования, принципы, логической концепции, используя различные методы подачи информации и оборудование |
| ТЕМА 2. ПЛАНИРОВАНИЕ ПРЕДПРИНИАТЕЛЬСКОЙ ДЕЯТЕЛЬНОСТИ | • Сделан анализ планирования предпринимательской деятельности<br>• Разработаны планы развития предприятия<br>• Продемонстрировано критическое и аналитическое мышление<br>• Продемонстрирована критический анализ своей работы, делая реалистические выводы о необходимых улучшениях |
| ТЕМА 3. ОЦЕНИВАНИЕ И РАЗВИТИЕ НАВЫКОВ ПЕРСОНАЛА | • Проанализированы навыки персонала и руководства<br>• Проанализирована и обработана информация<br>• Сделаны выводы<br>• Продемонстрировано критическое и аналитическое мышление |

**Обязательная литература:**


1. Boella, M., Goss-Turner, S., 2005: Human Resource Management in the Hospitality Industry, 8th Edition. Butterworth-Heinemann, ISBN 9780750666367;
2. Deakins, D., Freel, M., 2009: Entrepreneurship and Small Firms, 5th Edition. McGraw-Hill, ISBN 9780077121624;


**Рекомендуемая литература:**


3. Woods, R. H., King, J. Z., 2010: *Leadership and Management in the Hospitality Industry*, 3rd edition. American Hotel & Lodging Educational Institute, ISBN 9780866123471;
4. Stettner, M., 2014: *Skills for New Managers.* 2nd edition. The McGraw-Hill Companies, ISBN 9780071827140;
5. Digitāla biznesa rokasgrāmata: http://rokasgramata.lv
6. Brīvi pieejams interneta resurss studentiem un pasniedzējiem: www.tutor2u.net


| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |

| | |
|---|---|
| Лектор(ы) | *Dr. Oec. J.Dehtjare, Mg. Oec., Mg. Phil. J.Korjuhina, Mg. Oec. O.Ņikadimovs* |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

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|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Bara darba organizācija |
| **Studiju kursa nosaukums angļu valodā:** | Cellar and Bar Operations Management |
| **Prasības studiju kursa apguves uzsākšanai:** | Kursa apguvei nav nepieciešamas speciālas priekšzināšanas |
| **Semestris:** | 5 |
| **Kredītpunktu skaits:** | 2 |

**Studiju kursa mērķis:**
Sniegt izpratni par noliktavu saimniecības un bāra darba organizācijas praktiskajiem aspektiem, kas jāņem vērā, veicot alkoholisko dzērienu tirdzniecību.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu students spēs

- izprast bāra un noliktavu saimniecības darba organizācijas metodes;
- pielietot bāra un noliktavu saimniecības pārvaldības paņēmienus;
- izprast jauno tehnoloģiju ieviešanas nozīmi un priekšrocības bāra darba organizācijā;
- izprast ētikas jautājumu ietekmi uz bāra darba organizāciju

| | |
|---|---|
| Zināšanas | 1. zināt bāra un saimniecības darba organizācijas metodes, jaunās tehnoloģijas bāra darba organizācijā, bāra darba organizācijas ētiskie aspekti |
| Prasmes | 1. izprast bāra un noliktavu saimniecības darba organizācijas metodes;<br>2. izprast jauno tehnoloģiju ieviešanas nozīmi un priekšrocības bāra darba organizācijā;<br>3. izprast ētikas jautājumu ietekmi uz bāra darba organizāciju |
| Kompetences | 1. pielietot praksē bāra un noliktavu saimniecības pārvaldības paņēmienus |

**Studiju kursa saturs:**
TĒMA 1: BĀRA UN NOLIKTAVU SAIMNIECĪBAS DARBA ORGANIZĀCIJAS METODES

- Drošība: apstrāde ar kodīgiem šķīdumiem, veselībai kaitīgu vielu kontrole, kinētiskā apstrāde, mitru un sausu vielu uzglabāšana, tīrīšanas līdzekļu uzglabāšana, CO2 droša lietošana, drošas piegādes metodes, mehāniskā apstrāde.
- Higiēna: mitru un sausu vielu uzglabāšanas higiēna, mitro un sauso krājumu, tīrīšanas līdzekļu bīstamības analīze un kritisko kontrolpunktu ievērošana (HACCP), vides procedūras.
- Produkta kvalitāte: standarti, konsekvence, tirgus vajadzības, uzglabāšana, krājumu apgrozījums, temperatūras kontrole.
- Personāla jautājumi: produktivitāte, personāla maiņu grafiki, apmācība, juridiskie un sociālie ierobežojumi.
- Biznesa ietekme: darbības mērogs, zādzību preventīvie pasākumi, krājumu zuduma izmaksas,

reputācijas uzlabošana vai zaudēšana, tendenču ietekme.

TĒMA 2: BĀRA UN NOLIKTAVU SAIMNIECĪBAS DARBA METOŽU PIELIETOJUMS

- Noliktavu pārvaldība: krājumu aprites kontrole, papildināšana, profesionālo bāra iekārtu un piederumu uzturēšana, higiēniskas darba metodes, peļņas maksimizēšana, zudumu novēršana, problēmu / vainīgo atklāšana.
- Bāra pārvaldība: apkalpošanas metodes bārā, dzērienu veidi, dzērienu sagatavošana pasniegšanai, glāžu izvēle, klientu apkalpošana, dzērienu tirdzniecība bārā, tirdzniecības veicināšana, aktuālas parādības bāra darba organizācijā, patēriņa analīze, krājumu un naudas kontrole.

TĒMA 3: JAUNĀS TEHNOLOĢIJAS BĀRA DARBA ORGANIZĀCIJĀ

- Aktualitātes: datortehnika un programmatūra, elektroniskais pārdošanas termināli (EPOS), MIS, noliktavu pārvaldības datorsistēmas, zvēliena kartes, bezskaidras naudas norēķinu termināli, tehnoloģiju potenciālas attīstības virzieni.
- Ieguvumi: efektivitāte, apkalpošanas ātrums un kvalitātes, krājumu kontrole.
- Drošības sistēmas: slēgts televīzijas tīkls (CCTV), elektroniskās ieejas / izeja sistēmas, uzraudzības sistēmas.

TĒMA 4: BĀRA DARBA ORGANIZĀCIJAS ĒTISKIE ASPEKTI

- Problēmjautājumi: alkoholisms, narkotikas, vardarbība, prostitūcija, dzeršana nepilngadīgo vidū, durvju drošība, īpašie piedāvājumi un veicināšana, mārketinga ētika.
- Attiecības: inspekcijas, vides aizsardzība, muita un akcīze, tirdzniecības standarti, pašvaldība, policija, vietējā sabiedrība.

**Studējošo patstāvīgā darba organizācija:**
Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks. Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| TĒMA 1. BĀRA UN NOLIKTAVU SAIMNIECĪBAS DARBA ORGANIZĀCIJAS METODES | • Tiek izskatīti veselības un higiēnas noteikumi;<br>Tiek izprastas bāra un noliktavu saimniecības darba organizācijas metodes |
| TĒMA 2. BĀRA UN NOLIKTAVU SAIMNIECĪBAS DARBA METOŽU PIELIETOJUMS | • Tiek pielietoti bāra un noliktavu saimniecības pārvaldības paņēmieni;<br>• Tiek apkopota un analizēta informācija;<br>• Tiek izveidoti un pamatoti secinājumi;<br>• Tiek demonstrēta kritiskā un analītiskā domāšana |
| TĒMA 3. JAUNĀS TEHNOLOĢIJAS BĀRA ORGANIZĀCIJĀ | • Tiek izprasta jauno tehnoloģiju ieviešanas nozīme, priekšrocības bāra darba organizācijā;<br>• Tiek izveidoti un pamatoti secinājumi;<br>• Tiek demonstrēta kritiskā un analītiskā domāšana |
| TĒMA 4. BĀRA DARBA ORGANIZĀCIJAS ĒTISKIE ASPEKTI | • Tiek analizēti bāra darba organizācijas ētiskie aspekti |

**OBLIGĀTĀ LITERATŪRA:**


1. Dominē A. Lielā bāra grāmata. Jāņa Rozes apgāds, 2010;
2. Bērziņš, G. Bāra ABC. Turība, 2007;
3. Beckett F. How to Match Food and Wine. Mitchell Beazley, 2002;
4. Schuster M.Essential Winetasting. Octopus Publishing, 2012;
5. Walton S. The World Encyclopedia of Wine. Lorenz Books, 2013;
6. Li R. Hotel Restaurants & Bars. Design Media Publishing Limited, 2013;
7. Feinstein A and Stefanelli J. Purchasing: Selection and Procurement for the Hospitality Industry, 6th Edition. John Wiley & Sons, 2005.


**Papildus literatūra un citi informācijas avoti:**


1. Astroff T. M. and Abbey R. J. Convention Management and Service. 8th edition. American Hotel and Lodging Educational Institute, 2011;
2. Campbell J., Foskett D., Rippington N., Paskins P. Practical Cookery. British Library, 2012;
3. Ceserani V and Foskett D. The Theory of Catering, 11th Edition. Hodder Arnold, 2007;
4. 501 MUST DRINK COCTAILS, Great Britain, Octopus Publishing GroupLimited, 2007;
5. Артемова Е.Н., Владимирова О.Г. Планирование на предприятиях ресторанного бизнеса. Академа, 2011;
6. Волкова И. Ресторанное дело. Самая полная энциклопедия от Люсьена Оливье до Аркадия Новикова. Астрель: Русь-Олимп, 2009;
7. Горенбургов М.А., Сологубова Г.С. Технология и организация услуг питания. Академа, 2012;
8. Ди Найнмайер Д. Управление учреждениями общестбенного питания. Ассоциация отелей США, 2010;
9. Милл Р.К. Управление рестораном. Академа, 2012;
10. Пикалев А., Маевская А. Как увеличить доход ресторана, бара, кафе. РосКонсульт, 2002.


**Studiju kursu aprakstu reģistra atzīmēm:**

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|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | 09/08/2016 |
| Lektors, kas sagatavoja aprakstu | Mg. Oec. Oļegs Ņikadimovs, Tamāra Rubene |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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|---|---|
| **Qualification number and title:** | Hospitality Management 41 811 |
| **Course number and title in Latvian:** | Bara darba organizācija |
| **Course title in English:** | Cellar and Bar Operations Management |
| **Prerequisites:** | Previous knowledge or completed courses are not required |
| **Term:** | 5 |
| **Number of credit points:** | 2 |

**The aim of the course**

This unit will enable learners to gain understanding of the practical aspects of cellar and bar operations management that are fundamental to the licensed retail trade

**Learning outcomes:**
On successful completion of this unit a learner will:
1. Understand bar and cellar management techniques;
2. Be able to demonstrate bar and cellar management techniques;
3. Understand the impact and benefits of technological developments;
4. Understand the impacts of ethical issues on bar management techniques.

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| **Knowledge** | 1. To understand the impact of socio-economic change on the development of commercial organisations;<br>2. To understand the effect of legal and political environments on business and service industries;<br>3. To understand the statutory requirements for establishing and developing a business and services operation |
| **Skills** | 4. To understand the impact of socio-economic change on the development of commercial organisations in a business and services industry context; |
| **Competences** | 5. To know the statutory requirements for establishing and developing a business and services operation |

**Course content:**

THEME 1: UNDERSTAND BAR AND CELLAR MANAGEMENT TECHNIQUES

Safety: handling of caustic solutions; Control of Substances Harmful to Health (COSHH); kinetic handling; storage of wet and dry stock and cleaning materials; safe use of CO2; safe delivery methods; manual handling

Hygiene: hygienic storage of a range of wet and dry stocks; cleaning materials; Hazard Analysis Critical Control Point (HACCP); environmental procedures

Product quality: standards; consistency; market needs; storage; stock rotation; temperature controls

Staff issues: productivity; staff rostering; training; legal and social constraints

Business implications: size of operation; theft; pilferage; cost of stock losses; enhancement to/or loss of reputation; impact of trends

THEME 2: BE ABLE TO DEMONSTRATE BAR AND CELLAR MANAGEMENT TECHNIQUES

Cellar management techniques: preparing cask ales; changing keg/cask barrels and CO2 cylinders; maintenance and cleaning of dispensing equipment for a range of draft products, hygienic methods of working; stock control; maximising yields; reducing wastage; fault finding

Bar management techniques: drink dispensing methods; drinks; preparation; use of optics; glass identification; customer relations; in-house selling; merchandising; recent and future developments; bottling-up-and-down; consumption analysis; stock and cash control

THEME 3: UNDERSTAND THE IMPACT AND BENEFITS OF TECHNOLOGICAL DEVELOPMENTS

Developments: hardware and software; Electronic Point of Sale (EPOS); MIS; cellar management systems; swipe cards; cashless-payment system; future developments

Benefits: efficiency gains; speed of service; improved customer care; stock control

Security systems: closed circuit television (CCTV); electronic entrance/exit systems; dispense monitoring systems

THEME 4: UNDERSTAND THE IMPACTS OF ETHICAL ISSUES ON BAR MANAGEMENT TECHNIQUES

Issues: drunks; drugs; violence; prostitution; under-age drinking; door security; special offers and promotions; ethical marketing

Relationships: licensing justices; environmental health; customs and excise; trading standards; local authorities; police; local community

**Organization of students' independent work**

Students need to write independent works on each theme or summarize the study material, if it allowed by the lecturer.

Completed assignment (written and verbal) is expected in the end of the course.

Lecturer can put a final grade for the course without an exam if the particular student's attendance is high enough, all independent works are submitted on time and were graded at least 7 (good).

| **Themes for independent works:** | **Learning Outcomes** |
|---|---|
| THEME 1. UNDERSTAND BAR AND CELLAR MANAGEMENT TECHNIQUES | The learner can:<br>• review health and safety procedures used in the cellar and bar of a given licensed trade outlet;<br>• evaluate the skills required to work in the bar, considering current legal and social constraints ;<br>• discuss the practices and procedures required to implement a system of control;<br>• evaluate the operational requirements needed to ensure consistent product quality. |
| THEME 2. BE ABLE TO | The learner can: |

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| DEMONSTRATE BAR AND CELLAR MANAGEMENT TECHNIQUES | • demonstrate the use of a range of bar equipment;<br>• demonstrate the use of a range of cellar equipment. |
| THEME 3. UNDERSTAND THE IMPACT AND BENEFITS OF TECHNOLOGICAL DEVELOPMENTS | The learner can:<br>• evaluate technological developments and their impacts and benefits;<br>• discuss potential technological developments and their likely impact. |
| THEME 4. UNDERSTAND THE IMPACT OF ETHICAL ISSUES ON BAR MANAGEMENT TECHNIQUES | • assess the influence of ethical issues on bar management;<br>• techniques discuss key relationships of any licensee. |

**Bibliography:**


1. Beckett F. How to Match Food and Wine. Mitchell Beazley, 2002;
2. Schuster M.Essential Winetasting. Octopus Publishing, 2012;
3. Walton S. The World Encyclopedia of Wine. Lorenz Books, 2013;
4. Li R. Hotel Restaurants & Bars. Design Media Publishing Limited, 2013;
5. Feinstein A and Stefanelli J. Purchasing: Selection and Procurement for the Hospitality Industry, 6th Edition. John Wiley & Sons, 2005;
6. 501 MUST DRINK COCTAILS, Great Britain, Octopus Publishing GroupLimited, 2007.


**Recommended literature:**


1. Astroff T. M. and Abbey R. J. Convention Management and Service. 8th edition. American Hotel and Lodging Educational Institute, 2011;
2. Campbell J., Foskett D., Rippington N., Paskins P. Practical Cookery. British Library, 2012;
3. Ceserani V and Foskett D. The Theory of Catering, 11th Edition. Hodder Arnold, 2007;
4. Dominē A. Lielā bāra grāmata. Jāņa Rozes apgāds, 2010;
5. Bērziņš, G. Bāra ABC. Turība, 2007;
6. Артемова Е.Н., Владимирова О.Г. Планирование на предприятиях ресторанного бизнеса. Академа, 2011;
7. Волкова И. Ресторанное дело. Самая полная энциклопедия от Люсьена Оливье до Аркадия Новикова. Астрель: Русь-Олимп, 2009;
8. Горенбургов М.А., Сологубова Г.С. Технология и организация услуг питания. Академа, 2012;
9. Ди Найнмайер Д. Управление учреждениями общестбенного питания. Ассоциация отелей США, 2010;
10. Милл Р.К. Управление рестораном. Академа, 2012;
11. Пикалев А., Маевская А. Как увеличить доход ресторана, бара, кафе. РосКонсульт, 2002.


| **Information required for course database** | |
|---|---|
| Course issue date/ review date | *19/08/2016* |
| Lecturer(s) | *Mg. Oec. Oļegs Ņikadimovs, Tamāra Rubene* |
| Study programme director's notes and comments | |

# Описание курса

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|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Название курса на латышском языке:** | Bara darba organizācija |
| **Название курса на английском и русском языке:** | Cellar and Bar Operations Management/ Организация работы бара |
| **Требования для начала курса:** | Курс не требует специальных знаний |
| **Семестр:** | 5 |
| **Количество кредитных пунктов:** | 2 |

**Цель курса:**
Обеспечить понимание практических аспектов организации хозяйственной деятельности склада и работы бара, что нужно учитывать, занимаясь торговлей алкогольных напитков.

**Ожидаемые результаты:**
Успешно освоив курс, студент сможет

- понять методы организации хозяйственной деятельности бара и склада;
- применять методы управления хозяйственной деятельности бара и склада;
- понять значение и преимущество внедрения новых технологий в организацию работы бара;
- понять влияние вопросов этики на организацию работы бара.

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| Знания | 1. знать методы организации бара и хозяйственной деятельности, новейшие технологии в организации работы бара, этические аспекты в организации работы бара |
| Навыки | 1. понять методы организации хозяйственной деятельности склада и работы бара;<br>2. понять значение и преимущество внедрения новых технологий в организацию работы бара;<br>3. понять влияние вопросов этики на организацию работы бара |
| Компетенции | 1. применять на практике методы управления хозяйственной деятельности бара и склада |

**Содержание курса:**

ТЕМА 1: ОРГАНИЗАЦИЯ ХОЗЯЙСТВЕННОЙ ДЕЯТЕЛЬНОСТИ БАРА И СКЛАДОВ

- Безопасность: обработка химическими жидкостями, контроль вредных веществ, кинетическая обработка, хранение жидких и сухих веществ, хранение моющих средств, безопасное использование CO2, методы безопасной доставки, механическая обработка.
- Гигиена: гигиена хранения жидких и сухих веществ, анализ опасности и соблюдение критического контрольного уровня влажных и сухих запасов, моющих средств (HACCP), процедуры среды.

- Качество продукта: стандарты, консеквенция, потребности рынка, хранение, оборот запасов, контроль температуры.
- Вопросы персонала: продуктивность, графики смен персонала, обучение, юридические и социальные ограничения.
- Влияние бизнеса: масштаб деятельности, мероприятия, предотвращающие воровство, выплаты по пропаже запасов, улучшение и потеря репутации, влияние тенденций.

ТЕМА 2: ПРИМЕНЕНИЕ МЕТОДОВ ХОЗЯЙСТВЕННОЙ РАБОТЫ БАРА И СКЛАДА

- Управление складом: контроль оборота запасов, пополнение, содержание профессиональных принадлежностей для бара, гигиеничные методы работы, максимизация прибыли, предотвращение убытков, обнаружение проблем/ виновного.
- Управление баром: методы обслуживания в баре, виды напитков, подготовка напитков перед подачей, выбор стаканов, обслуживание клиентов, торговля напитками в баре, развитие торговли, актуальные тенденции в организации работы бара, анализ потребительского спроса, инвентаризация и контроль денежных средств.

ТЕМА 3: НОВЕЙШИЕ ТЕХНОЛОГИИ В ОРГАНИЗАЦИИ РАБОТЫ БАРА

- Актуальные тенденции: компьютерная техника и программное обеспечение, терминалы электронных продаж (EPOS), MIS, компьютерная система управления складом, терминалы безналичного расчёта, направления потенциального развития технологий.
- Преимущества: эффективность, скорость и качество обслуживания, управления запасами.
- Системы безопасности: закрытая телевизионная сеть (CCTV), системы электронного ввода/ вывода, системы видеонаблюдения.

ТЕМА 4: ЭТИЧЕСКИЕ АСПЕКТЫ ОРГАНИЗАЦИИ РАБОТЫ БАРА

- Проблемные вопросы: алкоголизм, наркотики, насилие, проституция, употребление алкоголя среди несовершеннолетних, безопасность дверей, особые предложения, этика маркетинга.
- Отношения: инспекции, защита среды, таможня и акциз, торговые стандарты, самоуправление, полиция, местное общество.

**Организация самостоятельной работы студента:**
Заключительная оценка- экзамен, который состоит из двух частей: письменная и устная.

Лектор может выставить финальную оценку без экзамена, если посещаемость лекций достаточно высокая, сданы все самостоятельные работы в срок и получены оценки не ниже 7 баллов (хорошо).

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| ТЕМА 1: ОРГАНИЗАЦИЯ ХОЗЯЙСТВЕННОЙ ДЕЯТЕЛЬНОСТИ БАРА И СКЛАДОВ | • рассмотрены правила здоровья и гигиены;<br>• поняты методы организации работы бара и склада |
| ТЕМА 2: ПРИМЕНЕНИЕ МЕТОДОВ ХОЗЯЙСТВЕННОЙ РАБОТЫ БАРА И | • применены методы управления хозяйственной деятельностью бара и склада;<br>• обработана и проанализирована информация;<br>• сделаны и обоснованы выводы;<br>• продемонстрировано критическое и аналитическое |

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| СКЛАДА | мышление. |
| ТЕМА 3: НОВЕЙШИЕ ТЕХНОЛОГИИ В ОРГАНИЗАЦИИ РАБОТЫ БАРА | • понято значение внедрения новейших технологий, их преимущества в организации работы бара и склада;<br>• сделаны и обоснованы выводы;<br>• продемонстрировано критическое и аналитическое мышление. |
| ТЕМА 4: ЭТИЧЕСКИЕ АСПЕКТЫ ОРГАНИЗАЦИИ РАБОТЫ БАРА | • проанализированы этические аспекты организации работы бара. |

**Обязательная литература:**


1. Волкова И. Ресторанное дело. Самая полная энциклопедия от Люсьена Оливье до Аркадия Новикова. Астрель: Русь-Олимп, 2009;
2. Пикалев А., Маевская А. Как увеличить доход ресторана, бара, кафе. РосКонсульт, 2002;
3. Beckett F. How to Match Food and Wine. Mitchell Beazley, 2002.
4. Schuster M.Essential Winetasting. Octopus Publishing, 2012.
5. Walton S. The World Encyclopedia of Wine. Lorenz Books, 2013.


**Рекомендуемая литература:**


1. Артемова Е.Н., Владимирова О.Г. Планирование на предприятиях ресторанного бизнеса. Академа, 2011;
2. Горенбургов М.А., Сологубова Г.С. Технология и организация услуг питания. Академа, 2012;
3. Ди Найнмайер Д. Управление учреждениями общестбенного питания. Ассоциация отелей США, 2010;
4. Милл Р.К. Управление рестораном. Академа, 2012;
5. Astroff T. M. and Abbey R. J. Convention Management and Service. 8th edition. American Hotel and Lodging Educational Institute, 2011;
6. Campbell J., Foskett D., Rippington N., Paskins P. Practical Cookery. British Library, 2012;
7. Ceserani V and Foskett D. The Theory of Catering, 11th Edition. Hodder Arnold, 2007;
8. Li R. Hotel Restaurants & Bars. Design Media Publishing Limited, 2013;
9. Feinstein A and Stefanelli J. Purchasing: Selection and Procurement for the Hospitality Industry, 6th Edition. John Wiley & Sons, 2005;
10. 501 MUST DRINK COCTAILS, Great Britain, Octopus Publishing GroupLimited, 2007.
11. Dominē A. Lielā bāra grāmata. Jāņa Rozes apgāds, 2010;
12. Bērziņš, G. Bāra ABC. Turība, 2007.


| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Oec. O.Ņikadimovs, Тамара Рубене |
| Заметки и комментарии директора программы | 18/08/2016 |

# Studiju kursa apraksts

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| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Konferenču un banketu organizācijas vadība |
| **Studiju kursa nosaukums angļu valodā:** | Conference and Banqueting Management |
| **Prasības studiju kursa apguves uzsākšanai:** | Nav vajadzīgas pamazināšanas |
| **Semestris:** | 4 |
| **Kredītpunktu skaits:** | 3 |

**Studiju kursa mērķis:**
Sniegt zināšanas par konferenču un banketu veiksmīgas organizācijas noteikumiem un faktorus, kuri ietekme tos attīstību.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu studējošais spēs:

- saprast konferenču un banketu sektora dabu un ietekmējošos to attīstību faktorus;
- saprast atslēgas stratēģijas un darbības jautājumus, kas attiecas uz efektīvu konferenču un banketu pasākumu organizēšanu;
- saprast pārtikas produktu ražošanu un pakalpojumu sistēmu;
- saprast ergonomikas apsvērumus konferenču un banketu pasākumu organizācijā

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| Zināšanas | 1. zināt konferenču un banketu sektora dabu |
| Prasmes | 1. izprast konferenču un banketu sektora dabu un ietekmējošos to attīstību faktorus;<br>2. izprast atslēgas stratēģijas un darbības jautājumus, kas attiecas uz efektīvu konferenču un banketu pasākumu organizēšanu;<br>3. izprast pārtikas produktu ražošanu un pakalpojumu sistēmu;<br>4. izprast ergonomikas apsvērumus konferenču un banketu pasākumu organizācijā |
| Kompetences | 1. organizēt konferences, banketus un citus pasākumus viesmīlības uzņēmuma ietvaros |

**Studiju kursa saturs:**
TĒMA 1: KONFERENČU UN BANKETU SEKTORA DABA UN IETEKMĒJOŠOS TO ATTĪSTĪBU FAKTORI

- Vietu daudzveidība: vietas, piemēram, konferenču centri, konferenču un banketu telpu specifika viesnīcās, daudzfunkcionālie izklaides centri.
- Industrijas daba: industrijas izmērs un vērtība, pasākumu tipi
- Industrijas attīstība: sociāli kulturāla, ekonomiska, politiska, tehnoloģiska; vides; likumiska.

TĒMA 2: ATSLĒGAS STRATĒĢIJAS UN DARBĪBAS JAUTĀJUMI, KAS ATTIECAS UZ EFEKTĪVU KONFERENČU UN BANKETU PASĀKUMU ORGANIZĒŠANU

- Administratīvas procedūras: funkcijas lapas; rezervāciju dienasgrāmatas, līgumi, cenu

veidošana; atlaides; telpu izmantošana.
• Finanšu, likuma apsvērumi un marketinga apsvērumi: licences; higiēnas prasības, pārtikas izvietošana, tirdzniecība un pārdošana; nepieciešama peļņa.
• Darba etiķete un protokols: reliģiskas un kultūras vadlīnijas, atbilstošs protokols dažādiem pasākumiem, kāzas, formālas pusdienas, istabu dizains, izvietošanas plāns, ceremonijas vadītāja loma.
• Realizēšana un kvalitāte: novērtēšanas un pārbaudes metodes, klientu un viesu novērtēšanas procedūras, vietas novērtējums, peļņas realizācija.
TĒMA 3: PĀRTIKAS PRODUKTU RAŽOŠANA UN PAKALPOJUMU SISTĒMA
• Ēdienu gatavošanas sistēmas: pagatavošanas veids, piemēram, sasaldēta, atdzesēta, vakuumā iepakojumā, iepriekš pagatavota, marinēta, tradicionālā un mūsdienu gatavošana.
• Ēdienu gatavošanas veidi: veidi, piemēram, bankets, prezentāciju bufete (tikai sviestmaizes, uzkodas vai pilnas pusdienas): stadijas ēdienu gatavošanas procesā.
• Ēdienu un dzērienu pakalpojumi: veidi, piemēram, banketu apkalpošana, ar pilnu un ar daļēju apkalpošanu, ģimenes pasākumi, furšeta veida, telpas plānošana; dzērienu pakalpojumu; apkalpošanas secība.
• Izbraukuma pasākumi: inventāra noma, personāla izmantošana, telpas realizācija, transports, nepieciešamas izklaides programmas.
• Ēdienkartes plānošana: kompozīcijas vadlīnijas, līkuma prasības, marketinga iesaistīšana, gatavošanas un pakalpojumu iespēja; īstenošana un budžets; klientu uztvere un vajadzības.
TĒMA 4: ERGONOMIKAS APSVĒRUMI KONFERENČU UN BANKETU PASĀKUMU ORGANIZĀCIJĀ
• Telpas izmantošanas metodes: vietu plānošana/telpas izkārtojuma dizains viesu izvietošanai, veids, ērtība, pasākuma veids, datorgrafikas dizains (CAD)
• Vides kvalitāte: minimālais un maksimālais telpas noslogojums, prasības attiecībā uz platību, apkure, ventilācija, gaisa kondicionēšana.
• Audio-vizuālais noformējums: apgaismojums, skaņa, speciālie efekti, video/CD demonstrēšana, apgaismojuma tehnoloģijas, skaņas tehnoloģijas.

**Studējošo patstāvīgā darba organizācija:**
Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks. Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
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| 1. TĒMA: KONFERENČU UN BANKETU JOMA | Lai sagatavotu piedāvājumu klientam, ir jāpārzina konferenču un banketu joma un daba savā valstī.<br>Studējošie sākumā apraksta šos punktus:<br>• jomas izmēru un vērtību,<br>• pasākumu veidi<br>• pieejamas telpu veidi ar piemēriem<br>• citu pakalpojumu veidi<br>Tad studējošie analizē faktori, kuri ietekmē jomas attīstību pēdējo 10 gadu laikā (sociālekonomiski, ekonomiski, politiski, legāli) |
| 2. TĒMA: PASĀKUMA PLĀNOŠANA | Aprakstīt pasākuma plānošanas procesu:<br>• Sākot no atbildes uz pieprasījumu<br>• Dokumentāciju<br>• Izcenojums un iepakojums<br>• Atlaides<br>• Konferences vietas |

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| | • Audio- vizuālais aprīkojums<br>• Personāla piesaiste<br>• Izklaides plānošana<br>• utt.<br>Lai organizētu pasākumu, studējošajam vajag sagatavot telpas plānu, laika plānu pasākumam un aptuvenas izmaksas, ka arī novērtēt ergonomiskās apsvērumus konferenču un banketu pasākumu organizācijā.<br>Studējošie raksta paskaidrojumu, kā viņi novērtēs savu darbu konferenču un pasākumu organizēšanā |
| 3. TĒMA: PĀRTIKAS PRODUKTU RAŽOŠANA UN PAKALPOJUMU SISTĒMA | Studējošie sagatavo ēdienkarti konferencei. Konferencē tiek organizētas 6 kafijas pauzes, 3 pusdienas un 1 vakariņas.<br>Ņemot vērā, ka atvadu vakariņas notiks ārā, studējošie raksta faktorus, kas varētu ietekmēt pasākuma organizāciju. |
| 4. TĒMA: ANALĪZE | Studējošie novērtē ieplānota pasākuma peļņu un piedāvā reālistiskos priekšlikumus. |

**Obligātā literatūra:**


1. Rubene T. Ēdināšana viesmīlībā: Pakalpojumi, apkalpošana un telpas. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015;
2. Rubene T. Ēdināšana viesmīlībā: Pasākumu plānošana. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015;
3. Rubene T. Konferenču un banketu organizācijas vadība: Konferenču pakalpojumu raksturojums un organizēšana. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015;
4. Rubene T. Konferenču un banketu organizācijas vadība: banketu plānošana, apkalpošana un kvalitātes vadība. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015.;
5. Allen J. Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions. 2009.


**Papildus literatūra un citi informācijas avoti:**


1. Astroff T. M. and Abbey R. J. Convention Management and Service. 8th edition. American Hotel and Lodging Educational Institute, 2011;
2. Campbell J., Foskett D., Rippington N., Paskins P. Practical Cookery. British Library, 2012;
3. Ceserani V and Foskett D. The Theory of Catering, 11th Edition . Hodder Arnold, 2007;
4. Torkildsen G. Leisure and Recreation Management, 5th Edition. Routledge, 2005;
5. Артемова Е.Н., Владимирова О.Г. Планирование на предприятиях ресторанного бизнеса. Академа, 2011;
6. Волкова И. Ресторанное дело. Самая полная энциклопедия от Люсьена Оливье до Аркадия Новикова. Астрель: Русь-Олимп, 2009.
7. Горенбургов М.А., Сологубова Г.С. Технология и организация услуг питания. Академа, 2012;
8. Ди Найнмайер Д. Управление учреждениями общестбенного питания. Ассоциация отелей США, 2010;
9. Милл Р.К. Управление рестораном. Академа, 2012.


**Studiju kursu aprakstu reģistra atzīmēm:**

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|---|---|
| Studiju kursa apraksta izstrādes / | *18/08/2016* |

| | |
|---|---|
| aktualizēšanas datums | |
| Lektors, kas sagatavoja aprakstu | Mg. Oec. I. Krankale |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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| **Qualification number and title:** | Hospitality Management, 41 811 |
| **Course number and title in Latvian:** | Konferenču un banketu organizācijas vadība |
| **Course title in English:** | Conference and Banqueting Management |
| **Prerequisites:** | Not required |
| **Term:** | 4 |
| **Number of credit points:** | 3 |

**The aim of the course**
This unit will enable learners to gain an understanding of the operational issues that affect the success of the conference and banqueting sector and the factors influencing its development.

**Learning outcomes:**
On successful completion of this unit a student will:

- understand the nature of the conference and banqueting sector and the factors influencing its development;
- understand the key strategic and operational issues involved in the effective management of conference and banqueting events;
- understand food production and service systems;
- understand the ergonomic considerations in the organisation of conference and banqueting event.

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| Knowledge | 1. understand the nature of the conference and banqueting sector |
| Skills | 2. to understand the factors influencing the conference and banqueting sector development;<br>3. understand the key strategic and operational issues involved in the effective management of conference and banqueting events;<br>4. understand food production and service systems;<br>5. understand the ergonomic considerations in the organisation of conference and banqueting event |
| Competences | 6. organize conferences, banquets and other events in hospitality related enterprises |

**Course content:**
THEME 1: UNDERSTAND THE NATURE OF THE CONFERENCE AND BANQUETING SECTOR AND THE FACTORS INFLUENCING ITS DEVELOPMENT

- Diversity of venues: venues eg conference centres, specific conference and banqueting facilities within hotels, multi-functional leisure centres
- Nature of the industry: size and worth of the industry; types of event
- Development of the industry: socio-cultural; economic; political; technological;
- environmental; legal

THEME 2: UNDERSTAND THE KEY STRATEGIC AND OPERATIONAL ISSUES INVOLVED IN THE EFFECTIVE MANAGEMENT OF CONFERENCE AND BANQUETING EVENTS

- Administrative procedures: function sheets; booking diary; the contract; pricing and packaging; discounting initiatives; space utilisation
- Financial, legal consideration and marketing consideration: licensing law implications, health and safety legislation; hygiene regulations; product placement, targeting and selling; required profit margins
- Function etiquette and protocol: religious and cultural guidelines, protocol appropriate to different occasions, weddings, formal dinners, room design, seating plans, role of master of ceremonies
- Performance and quality: evaluation and review techniques, client and guest evaluation procedures, venue appraisal, profit realisation, closed loop evaluation methods

THEME 3: UNDERSTAND FOOD PRODUCTION AND SERVICE SYSTEMS

- Food production systems: types eg cook-freeze, cook-chill, vacuum packaging, pre-prepared, sous-vide, traditional partie system, modern partie system
- Food production styles: styles eg banquet, buffet presentation (finger, fork, full); stages in the food production process
- Food and beverage service: styles eg banquet service, full silver service, family service, lay-up styles; room plans; beverage service; the service sequence
- Off-site considerations: equipment hire, staff utilisation, Hazard Analysis Critical Control Point (HACCP), space realisation, transport, entertainment required
- Menu planning: composition guidelines, legal requirements, marketing implications, production and service capabilities; feasibility and budget; customer perception and needs

THEME 4: UNDERSTAND THE ERGONOMIC CONSIDERATIONS IN THE ORGANISATION OF CONFERENCE AND BANQUETING EVENT

- Space utilisation techniques: seating plans/room layout designs to accommodate guests, style, comfort, types of event, computer-aided design packages (CAD)
- Quality of environment: minimum and maximum space/floor occupancy, demands on floor space, heating, ventilation, change of air rates, air-conditioning
- Audio-visual: lighting, sound, special effects, video projections, computer disc presentations, lighting technology, sound technology

**Organization of students' independent work**

The independent work must be written and presented in the end of the course.

| **Themes for independant works:** | **Learning Outcomes** |
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| THEME 1: THE CONFERENCE AND BANQUETING SECTOR | • discuss the size and scope of the conference and banqueting industry in Latvia, UK or any other EU country<br>• analyze factors that have influenced its development<br><br>In order to prepare the best offer to the client, students have to understand the size and scope of the conference and banqueting industry in their country.<br><br>Describe:<br>• size and worth of the industry<br>• types of events<br>• available venue types with examples |

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| | • types of offered additional services<br>Students provide an analysis of factors that have influenced the development of the industry in the last 10 years (e.g. socio-cultural; economic; political; technological; environmental; legal). |
| THEME 2: EVENT PLANNING | • critically assess the key strategic and operational issues involved in the effective management of a given conference or banquet;<br>• discuss performance and quality review techniques used by the conference and banqueting industry;<br>• assess the ergonomic considerations for a given conference and banquet<br><br>Students prepare a presentation in which they describe the process of organizing this event step by step:<br>• Replying to the inquiry<br>• Documentation<br>• Pricing and packaging<br>• Discounts<br>• Venue for the conference<br>• Space utilization<br>• Needed audio-visual equipment<br>• Staff utilization<br>• Entertainment required<br>• etc.<br>In order to organize the event, students have to prepare a seating plan, a time plan for the event and the estimated costs sheet, assess the ergonomic considerations for a given conference and banquet.<br>Finally, students develop the estimated costs sheet:<br>• lodging costs<br>• food and beverage costs<br>• conferencing venue costs<br>• equipment costs<br>• transport costs<br>• etc.<br>Then students provide an explanation, how they will review performance and quality of the given event (e.g. client and guest evaluation procedures, venue appraisal, profit realization, closed loop evaluation methods). |
| THEME 3: FOOD PRODUCTION AND SERVICE SYSTEMS | • evaluate the suitability of a range of food production systems and styles and food and beverage service styles for a given conference or banquet;<br>• discuss factors to consider when organizing an off-site conference or banquet;<br>• analyze the key menu planning considerations for conference and banqueting events<br>Keeping in mind that participants of the conference have to eat, students develop a menu suitable for this type of event. They have to |

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| | plan menus for 6 coffee breaks, 3 lunches and one farewell dinner.<br>• What dishes and beverages will you serve?<br>• What food production methods will you use?<br>• What food service styles will you use?<br>Taking into consideration that the farewell dinner will be held off-site, students provide an explanation, what factors to consider when organizing an off-site event. |
| THEME 4: ANALYSIS | • use critical reflection to evaluate own work and justify valid conclusions<br>Students evaluate the profitability of the planned event and propose realistic improvements to make the event more profitable. |

**Bibliography:**


3. Allen J. Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions. 2009;
4. Astroff T. M. and Abbey R. J. Convention Management and Service. 8th edition. American Hotel and Lodging Educational Institute, 2011;
5. Ceserani V and Foskett D. The Theory of Catering, 11th Edition . Hodder Arnold, 2007;


**Recommended literature:**


6. Campbell J., Foskett D., Rippington N., Paskins P. Practical Cookery. British Library, 2012;
7. Torkildsen G. Leisure and Recreation Management, 5th Edition. Routledge, 2005
8. Rubene T. Ēdināšana viesmīlībā: Pakalpojumi, apkalpošana un telpas. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015;
9. Rubene T. Ēdināšana viesmīlībā: Pasākumu plānošana. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015;
10. Rubene T. Konferenču un banketu organizācijas vadība: Konferenču pakalpojumu raksturojums un organizēšana. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015;
11. Rubene T. Konferenču un banketu organizācijas vadība: banketu plānošana, apkalpošana un kvalitātes vadība. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015.;
12. Рубене Т., Питание в сфере гостеприимства: Услуги, обслуживание и помещения. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015;
13. Рубене Т., Питание в сфере гостеприимства: Организация мероприятия - меню, накрывание стола и расходы. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015;
14. Рубене Т., Организация конференций и банкетов: Характеристика и предоставление конференц- услуг. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015;
15. Рубене Т., Организация конференций и банкетов: Планирование и обслуживание банкетов. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015;
16. Артемова Е.Н., Владимирова О.Г. Планирование на предприятиях ресторанного бизнеса. Академа, 2011;
17. Волкова И. Ресторанное дело. Самая полная энциклопедия от Люсьена Оливье до Аркадия Новикова. Астрель: Русь-Олимп, 2009.
18. Горенбургов М.А., Сологубова Г.С. Технология и организация услуг питания. Академа, 2012;
19. Ди Найнмайер Д. Управление учреждениями общестбенного питания. Ассоциация отелей США, 2010;
20. Милл Р.К. Управление рестораном. Академа, 2012.

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| **Information required for course database** | |
| Course issue date/ review date | *18/08/2016* |
| Lecturer(s) | *Mg. Oec. I. Krankale* |
| Study programme director's notes and comments | |

# Описание курса

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|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Konferenču un banketu organizācijas vadība |
| **Название курса на английском языке:** | Conference and Banqueting Management |
| **Требования для начала курса:** | Курс не требует специальных знаний |
| **Семестр:** | 4 |
| **Количество кредитных пунктов:** | 3 |

**Цель курса:**
Курс предназначен ознакомить с правилами организации конференций и банкетов, а также факторов, которые влияют на развитие отрасли в целом.

**Ожидаемые результаты:**
По окончанию курса студент будет:

- Знать сущность сектора банкетов и конференций и факторы, влияющие на его развитие;
- Понимать основные стратегические и операционные проблемы, которые влияют на эффективную организацию конференций и семинаров;
- Понимать процесс изготовления блюд и способы обслуживания;
- Понимать эргономичные факторы, влияющие на организацию банкетов и конференций.

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| Знания | 1. Знать сущность сектора банкетов и конференций |
| Навыки | 2. Понимать факторы, влияющие на развитие сектора банкетов и конференций;<br>3. Понимать основные стратегические и операционные проблемы, которые влияют на эффективную организацию конференций и семинаров;<br>4. Понимать процесс изготовления блюд и способы обслуживания;<br>5. Понимать эргономичные факторы на организацию банкетов и конференций |
| Компетенции | 6. Организовывать конференции, банкеты и другие мероприятия в рамках индустрии гостеприимства |

ТЕМА 1: СУЩНОСТЬ СЕКТОРА БАНКЕТОВ И КОНФЕРЕНЦИЙ И ФАКТОРЫ, ВЛИЯЮЩИЕ НА РАЗВИТИЕ СЕКТОРА

- Разнообразие мест проведения мероприятий, особая специфика залов для конференций и банкетов в гостиницах, многофункциональные центры развлечений

- Сущность сектора: размер и цена, типы мероприятий
- Развитие индустрии: социально-культурное, экономическое, политическое, технологическое, окружающей среды, легальное

ТЕМА 2: ОСНОВНЫЕ ВОПРОСЫ ОРГАНИЗАЦИИ РАБОТЫ, КОТОРЫЕ ОТНОСЯТСЯ К ЭФЕКТИВНОЙ ОРГАНИЗАЦИИ КОНФЕРЕНЦИЙ И БАНКЕТОВ

- Административные процедуры: бланки, дневники резерваций, договора, формирование цены, скидки, использование помещений;
- Финансовые и законодательные вопросы, а также вопросы маркетинга, лицензии, гигиенические требования, размещение торговля, доход;
- Деловой этикет и протокол, в соответствии с религиями и культурами, разными видами мероприятий, свадьбы, официальные ужины, дизайн комнат, план размещения, роль руководителя;
- Реализация и качество: методы проверки и оценки, процедуры оценки клиентов и гостей

ТЕМА 3: ПРОЦЕСС ИЗГОТОВЛЕНИЯ БЛЮД И СПОСОБЫ ОБСЛУЖИВАНИЯ

- Системы приготовления блюд, например, замороженная, размороженная, в вакуумной упаковке, предварительно обработанная, маринованная, еда, традиционное и современное приготовление
- Способы подачи блюд, например, банкет, буфет; стадии приготовления блюд
- Услуги питания и подача напитков, виды, например, обслуживание банкетов, с полным и частичным обслуживанием, семейные мероприятия, фуршет, планирование пространства, подача напитков, порядок обслуживания
- Выездные банкеты, аренда инвентаря, использование персонала, транспорт, программа развлечений
- Планирование меню, композиция, законодательство, маркетинг, возможность приготовления и обслуживания, реализация, бюджет, требования клиентов

ТЕМА 4: ЭРГОНОМИЧНЫЕ ФАКТОРЫ, ВЛИЯЮЩИЕ НА ОРГАНИЗАЦИЮ БАНКЕТОВ И КОНФЕРЕНЦИЙ

- Техники по использованию пространства, расположения кресел, стиль, типы комфорта, типы мероприятий, компьютерный дизайн
- Качество окружающей среды, минимум и максимум размещения, требования по площади, вентиляция, использования кондиционера
- Аудио- визуальность, свет, звук, специальные эффекты, видео проекции, презентации, технологии освещения и звука

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
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| ТЕМА 1: СЕКТОР БАНКЕТОВ И КОНФЕРЕНЦИЙ | • Знать сущность сектора банкетов и конференций<br>• Понимать факторы, влияющие на развитие сектора банкетов и конференций;<br>• Для того, чтобы подготовить предложение клиенту, студенты должны понимать размеры и масштабы сектора в своей стране.<br>Необходимо описать следующее:<br>• Размер и масштаб сферы<br>• Типы мероприятий<br>• Доступные помещения |

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| | • Типы дополнительных услуг<br>По мимо этого, студенты проводят анализ факторов, которые влияют на развитие индустрии в последние 10 лет. |
| ТЕМА 2: ПЛАНИРОВАНИЕ МЕРОПРИЯТИЯ | • Понимать основные стратегические и операционные проблемы, которые влияют на эффективную организацию конференций и семинаров;<br>• Понимать эргономичные факторы на организацию банкетов и конференций<br>Студенты готовят презентацию, в которой описывают процесс организации мероприятия пошагово:<br>• Ответ на заявку<br>• Документация<br>• Цена и пакет<br>• Скидки<br>• Место проведения мероприятия<br>• Использование пространства<br>• Необходимое аудио –визуальное оборудование<br>• Задействование персонала<br>• Развлечение<br>Для того, чтобы организовать мероприятие, студенты готовят план размещения кресел, план по времени и приблизительные расходы, оценивают эргономичные правила для данной конференции или банкета.<br>В конце концов, студенты предоставляют объяснение, как она оценивают проведение мероприятия и его качество. |
| ТЕМА 3: ПРОЦЕСС ИЗГОТОВЛЕНИЯ БЛЮД И СПОСОБЫ ОБСЛУЖИВАНИЯ | • Понимать процесс изготовления блюд и способы обслуживания<br>• Проанализировать факторы, влияющие на организацию выездного банкета<br>• Принимать во внимание основные факторы составления меню<br>На конференции гостям необходимо есть, для этого студентам необходимо составить меню, подходящее для этого мероприятия. Им нужно подготовить 6 кофейных пауз, 3 обеда и 1 прощальный ужин. Необходимо решить:<br>• Какие блюда и напитки можно включить?<br>• Какие методы и стили подачи блюд будут использованы?<br>Так как прощальный банкет будет выездным, студенты указывают основные факторы, влияющие на организацию выездного банкета. |
| ТЕМА 4: АНАЛИЗ | Критически оценить свою работу и сделать выводы на будущее |


1. **Обязательная литература:**
2. Рубене Т., Питание в сфере гостеприимства: Услуги, обслуживание и помещения. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2015;
3. Рубене Т., Питание в сфере гостеприимства: Организация мероприятия - меню, накрывание стола и расходы. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2015;

4. Рубене Т., Организация конференций и банкетов: Характеристика и предоставление конференц- услуг. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2015;
5. Рубене Т., Организация конференций и банкетов: Планирование и обслуживание банкетов. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2015;
6. Allen J. Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions. 2009.

**Рекомендуемая литература:**

1. Артемова Е.Н., Владимирова О.Г. Планирование на предприятиях ресторанного бизнеса. Академа, 2011;
2. Волкова И. Ресторанное дело. Самая полная энциклопедия от Люсьена Оливье до Аркадия Новикова. Астрель: Русь-Олимп, 2009.
3. Горенбургов М.А., Сологубова Г.С. Технология и организация услуг питания. Академа, 2012;
4. Ди Найнмайер Д. Управление учреждениями общестбенного питания. Ассоциация отелей США, 2010;
5. Милл Р.К. Управление рестораном. Академа, 2012;
6. Astroff T. M. and Abbey R. J. Convention Management and Service. 8th edition. American Hotel and Lodging Educational Institute, 2011;
7. Campbell J., Foskett D., Rippington N., Paskins P. Practical Cookery. British Library, 2012;
8. Ceserani V and Foskett D. The Theory of Catering, 11th Edition . Hodder Arnold, 2007;
9. Torkildsen G. Leisure and Recreation Management, 5th Edition. Routledge, 2005.

| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Oec. I. Krankale |
| Заметки и комментарии директора программы | 18/08/2016 |

# Studiju kursa apraksts

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| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Darba specifika kūrortos |
| **Studiju kursa nosaukums angļu valodā:** | Working as a Holiday Rep |
| **Prasības studiju kursa apguves uzsākšanai:** | Nav vajadzīgas pamatzināšanas |
| **Semestris:** | 2 |
| **Kredītpunktu skaits:** | 1 |

**Studiju kursa mērķis:**
Priekšmeta mērķis ir iegūt zināšanas par darba specifiku kūrortos. Priekšmeta uzdevumi ir:

- izveidot priekšstatu par kūrortu veidiem, Eiropas un pasaules populārāko kūrortu ģeogrāfiju un pakalpojumiem, kā arī par kūrortu personāla specifiskajiem amatiem;
- apgūt tūroperatora pārstāvja darba specifiku kūrortā;
- apgūt kalnu slēpošanas kūrorta kotedžu pārvaldnieka darba specifiku;
- sagatavoties darbam ārzemju kūrortos, izveidojot priekšstatu par personāla politikas īpatnībām kūrortos, par specifiskajiem darba apstākļiem un sadzīvi.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu studējošais spēs:

- zināt kūrortu veidus, Eiropas un pasaules populārāko kūrortu ģeogrāfiju un pakalpojumus, kā arī kūrortu personāla specifiskos amatus;
- zināt tūroperatora pārstāvja darba specifiku kūrortā;
- zināt kalnu slēpošanas kūrorta kotedžu pārvaldnieka darba specifiku;
- sagatavoties darbam ārzemju kūrortos, izveidojot priekšstatu par personāla politikas īpatnībām kūrortos, par specifiskajiem darba apstākļiem un sadzīvi

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| Zināšanas | 1. zināt kūrortu veidus, Eiropas un pasaules populārāko kūrortu ģeogrāfiju un pakalpojumus, kā arī kūrortu personāla specifiskos amatus;<br>2. zināt kalnu slēpošanas kūrorta kotedžu pārvaldnieka darba specifiku |
| Prasmes | 1. sagatavoties darbam ārzemju kūrortos, izveidojot priekšstatu par personāla politikas īpatnībām kūrortos, par specifiskajiem darba apstākļiem un sadzīvi |
| Kompetences | 1. veikt tūroperatora pārstāvja darba pienākumus kūrortā |

**Studiju kursa saturs:**
TĒMA 1: KŪRORTU VEIDI, PAKALPOJUMI UN PERSONĀLS

- Kūrortu pakalpojumi atkarībā no veida: piejūras; kalnu slēpošanas.
- Eiropas un pasaules populārāko kūrortu ģeogrāfija un piedāvājums.
- Kūrortu personāla specifiskie amati, speciālistu atbildības sfēras, pamatpienākumi un darba

vide (kūrorta apkārtne, iekļaujot tuvāko lidostu, viesnīcas vai kempinga teritorija, pludmale utt.)

TĒMA 2: TŪROPERATORA PĀRSTĀVJU KŪRORTĀ DARBA SPECIFIKA

- Pienākumi pirms tūrisma sezonas sākuma: viesnīcu vizītes (kvalitātes un drošības kontrole); sadarbība ar policiju, slimnīcām u.c. iestādēm; sadarbība ar ārpakalpojumu sniedzējiem; informatīvo un mārketinga materiālu sagatavošana (informācija par valsti, kūrortu, ekskursiju reklāma utt.); darbs ar dokumentāciju.
- Pienākumi, sagaidot (*arrival transfers*) un nogādājot (*departure transfers*) viesus lidostā: sadarbība ar ārpakalpojumu sniedzējiem (autobusu noma – drošība, komforts u.c.); sagaidāmo personu sarakstu (*transfer list*) precizitāte; viesu reģistrācija tūrisma mītnēs; informēšana par *welcome meeting*; viesu savākšana no tūrisma mītnēm; potenciālās problēmu situācijas (lidojumu kavējumi, zaudētā bagāža, streiki, „zaudētie" pasažieri, viesu saslimšana, piedzērušies pasažieri u.c.; mikrofona lietošanas iemaņas autobusā (informācijas sniegšana par kūrortu, par viesnīcu utt.). pirmais iespaids - pozitīva kompānijas tēla popularizēšana.
- *Welcome meeting* vadīšana: sagatavošanās (telpas atbilstība grupas lielumam, tehniskais aprīkojums, mārketinga materiāli); prezentācijas vadīšana (ilgums, saturs, iekļaujot iepazīšanos, informācijas sniegšana par kūrortu un viesnīcu, ekskursiju pārdošana u.c.); ekskursiju rezervāciju pieņemšana un apstrāde. Padziļināti: citu produktu (piemēram, ekskursiju, auto nomas, preču, atpakaļ ceļa biļešu u.c.) pārdošanas veicināšana (efektīvi paņēmieni un motivācija - darbinieka komisija).
- Ekskursiju pavadīšana: informācijas atlase un apstrāde, gatavojoties ekskursijai; autobusa komforta un drošības pārbaude; tehniskā aprīkojuma pārbaude; sadarbība ar kolēģiem; dalībnieku savākšana; informācijas sniegšana par laika plānu un objektu apmeklējuma procedūrām; ekskursijas dalībnieku pavadīšana objektos; gidu darba kvalitātes kontrole; citu ekskursiju popularizēšana atpakaļceļā; darbs ar dokumentāciju.

TĒMA 3: KALNU SLĒPOŠANAS KOTEDŽU PĀRVALDNIEKA DARBA SPECIFIKA

- Viesu informēšana: par kūrortu (kūrorta infrastruktūra, slēpošanas trašu kartes, izklaides pasākumu reklāmas bukleti un skrejlapas u.c.); par slēpošanu (slēpošanas zonas, pacēlāju caurlaide, laika apstākļu prognozes, autobusu kursēšanas grafiks, slēpošanas inventāra noma, slēpošanas skolas, bērnudārzi kūrortā, ar slēpošanu saistītā vārdu krājuma pārvaldīšana, slēpju, zābaku un cita inventāra glabāšana un tehniskā apkope); par medicīnas jautājumiem (ārstu, zobārstu un fizioterapeitu pakalpojumi, neatliekamās palīdzības kontakttālruņi.
- Kalnu slēpošanas kotedžu uzkopšanas īpatnības: uzkopjamās telpas (guļam istabas un vannas istabas, atpūtas telpas, ēdamistabas, virtuves, koplietošanas telpas, priekšnams, trepes, slēpošanas inventāra uzglabāšanas telpas, āra telpas, darbinieku telpas); kotedžu ieejas attīrīšana no sniega, apledojuma un netīrumiem

TĒMA 4: SAGATAVOŠANĀS DARBAM ĀRZEMJU KŪRORTOS

- Personāla politika kūrortos: darba līgumi; ceļa izmaksas; dzīvošana un ēdināšana kūrortā; personāla treniņi uz vietas; pases, vīzas un darba atļaujas; nelaimes gadījumu un medicīniskā apdrošināšana; medicīniskās prasības attiecībā uz darbiniekiem, vakcīnas atkarībā no reģiona; banku pakalpojumi ārzemēs; darba devēja prasības attiecībā uz izskatu un pieņemamo uzvedību darba laikā un pēc darba.
- Īpaši darba apstākļi: sezonāla rakstura nodarbinātība; svešvalodu prasmes nepieciešamība; atšķirīga apkārtējā vide un sabiedrība ar citu kultūru un tradīcijām.
- Personīgā labsajūta: priekšrocības un trūkumi dzīvei atpūtas un izklaides vidē;
  skumjas pēc mājām, to pārvarēšana; sadzīves apstākļi, dzīvojamās telpas dalīšana ar kolēģiem, ilgstoša uzturēšanās ar vieniem un tiem pašiem cilvēkiem; budžeta plānošana; veselība

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| (alkohols, narkotikas, seksuālie sakari); attiecības un draudzība (ar kolēģiem, klientiem utt.) | |
| **Studējošo patstāvīgā darba organizācija:**<br>Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks. Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi). | |
| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
| TĒMA 1. KŪRORTU VEIDI, PAKALPOJUMI UN PERSONĀLS | • tiek aprakstīti kūrortu veidi, iekļaujot Eiropas un pasaules populārāko kūrortu ģeogrāfiju un pakalpojumus,<br>• tiek aprakstīti kūrortu personāla specifiskie amati un to pienākumi;<br>• tiek izmantots plašs avotu klāsts |
| TĒMA 2. TŪROPERATORA PĀRSTĀVJU KŪRORTA DARBA SPECIFIKA | • tiek analizēta tūroperatora pārstāvja darba specifika kūrortā |
| TĒMA 3. KALNU SLĒPOŠANAS KOTEDŽU PĀRVALDNIEKA DARBA SPECIFIKA | • tiek analizēta kalnu slēpošanas kūrorta kotedžu pārvaldnieka darba specifika |
| TĒMA 4. SAGATAVOŠANAS DARBAM ĀRZEMJU KŪRORTOS | • tiek izpētīta personāla politika kūrortos;<br>• tiek veikta analīze par personāla politikas īpatnībām kūrortos, par specifiskajiem darba apstākļiem un sadzīvi |
| **Obligātā literatūra:**<br>1. Porter, A., 2002– So You Want to be a Holiday Rep? The In-depth Career Guide on How to Become a Holiday Representative. Travelvocation, ISBN 9780953623211 | |
| **Papildus literatūra un citi informācijas avoti:**<br>1. Dale,G., 2010: BTEC Level 3 National Travel and Tourism Student Book 1. Pearson, ISBN 9781846907272;<br>2. Dale, G., 2010: BTEC Level 3 National Travel and Tourism Student Book 2. Pearson, ISBN 9781846907289;<br>3. Dale, G., Kelly, M., King, C., Jefferies, M., 2010: BTEC Level 3 National Travel and Tourism Teaching Resource Pack. Pearson, ISBN 9781846907296;<br>4. James, E., Thirlaway, J., Woodhouse, U. 2007: BTEC National in Travel and Tourism. Hodder Education, ISBN 9780340945735 | |
| **Studiju kursu aprakstu reģistra atzīmēm:** | |
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | 18/08/2016 |
| Lektors, kas sagatavoja aprakstu | Dzintra Līce |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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| **Qualification number and title:** | Hospitality Management, 42 811 |
| **Course number and title in Latvian:** | Darba specifika kūrortos |
| **Course title in English:** | Working as a Holiday Rep |
| **Prerequisites:** | Not required |
| **Term:** | 2 |
| **Number of credit points:** | 1 |

**The aim of the course**
The aim of this unit is to develop learners' knowledge of the roles, duties and responsibilities of different types of holiday representatives and gain understanding of the importance of creating a safe and healthy holiday environment. Learners will develop practical skills to carry out duties associated with this customer focused role.

**Learning outcomes:**
On successful completion of this unit a student will:

1. Know the roles, duties and responsibilities of different categories of holiday representatives
2. Know the legal responsibilities of a holiday representative
3. Understand the role of the holiday representative in creating a safe and healthy holiday environment
4. Be able to apply social, customer service and selling skills when dealing with transfers, welcome meetings and other situations.

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| Knowledge | 1. Understand the role of the holiday representative in creating a safe and healthy holiday environment |
| Skills | 1. Know the roles, duties and responsibilities of different categories of holiday representatives<br>2. Know the legal responsibilities of a holiday representative |
| Competences | 1. Be able to apply social, customer service and selling skills when dealing with transfers, welcome meetings and other situations. |

**Course content:**
THEME 1: KNOW THE ROLES, DUTIES AND RESPONSIBILITIES OF DIFFERENT CATEGORIES OF HOLIDAY REPRESENTATIVES
*Categories*: resort representative eg property, 18–30s, over–50s, holiday village, villa; ski representative;
transfer representative; children's representative; campsite representative
*Roles*: eg to look after guests on holiday, to maximise resort profitability, to create a safe play environment for children
*Duties*: meet and greet; transfers; coach commentaries; welcome meetings; noticeboards; information booklets; health and safety checks; property visits; selling eg excursions, car hire; calculating payments eg currency conversions, commissions, liquidation; administration and paperwork; problem solving eg overbookings, complaints; non-routine incidents eg accidents, illness, emergency situations; organising activities eg children's clubs; managing groups; category specific eg montage

and de-montage, cleaning
*Responsibilities*: to the customer; to the organisation; to suppliers
*Changing working practices*: eg in-resort customer service centres, pre-holiday UK excursion sales, duty representatives based in the UK

THEME 2: KNOW THE LEGAL RESPONSIBILITIES OF A HOLIDAY REPRESENTATIVE
*Legal responsibilities*: working within the legal framework eg EU Package Travel Regulations, Supply of Goods and Services Act, Health and Safety at Work Act, Trades Description Act, Disability Discrimination Act or subsequent legislation; contractual responsibilities; booking conditions; documentation; reporting and recording eg accident reports; liaising with the resort office and UK
*Situations*: eg at the airport, on transfers, in resort, on excursions

THEME 3: UNDERSTAND THE ROLE OF THE HOLIDAY REPRESENTATIVE IN CREATING A SAFE AND HEALTHY HOLIDAY ENVIRONMENT
*Health and safety risks and hazards*: identification of health and safety risks and hazards; accommodation specific eg hotel, apartment, mobile home, tent; facilities eg swimming pools, balconies, children's playgrounds, children's clubs, lifts; fire safety; hygiene; coach safety; resort safety; excursions and activities
*Minimising risks*: providing information eg at welcome meeting, transfer commentaries, notice boards and information books; routine procedures eg health and safety checks, risk assessments; reporting incidents eg accidents, illness; Federation of Tour Operators (FTO) guidelines

THEME 4: BE ABLE TO APPLY SOCIAL, CUSTOMER SERVICE AND SELLING SKILLS WHEN DEALING WITH TRANSFERS, WELCOME MEETINGS AND OTHER SITUATIONS
*Social skills*: creating rapport; providing a welcome; empathising; providing a helpful and friendly service; choice of language; informal and formal communications; responding appropriately to different customers
*Customer service skills*: identifying customer needs; meeting customer needs; dealing with queries; providing information for different purposes; product knowledge; handling complaints; listening skills; finding solutions; communicating with groups and individuals; image; non-verbal communication eg using visual aids, body language; communication skills using natural and amplified voice eg clarity of speech, pace, tone, structure; written communications
*Selling skills*: creating rapport; identifying and matching needs; presenting features and benefits; up-selling; closing the sale
*Arrival transfers*: welcome; introductions; safety and comfort on the coach; country information eg time, weather; transfer details eg route, duration; resort information; accommodation check-in procedures; content and structure of speech; using amplified voice
*Welcome meetings*: visual aids eg maps, noticeboards, excursion guides, using IT; creating welcoming atmosphere; introductions: content and structure of presentation; accommodation information; resort information; local information; safety information; promoting excursions and other services; image eg dress code, body language; communicating with groups
*Selling situations*: face to face; selling excursions and other services; using currency and making calculations;
completing paperwork eg tickets, receipts, liquidation forms
*Other situations*: handling complaints eg over-bookings, standard of accommodation, misrepresentation;
complex situations eg illness, crime, accidents; completing documentation eg customer service reports, accident report forms, change of accommodation forms

**Organization of students' independent work**

The independent work must be written and presented in the end of the course.

| **Themes for independant works:** | **Learning Outcomes** |
|---|---|
| THEME 1: KNOW THE ROLES, DUTIES AND RESPONSIBILITIES OF DIFFERENT CATEGORIES OF HOLIDAY REPRESENTATIVES | • Resort types and categories are discussed, including European and world's most popular destinations and services;<br>• the role of the holiday representative in creating a safe and healthy holiday environment;<br>• a range of information is used |
| THEME 2: KNOW THE LEGAL RESPONSIBILITIES OF A HOLIDAY REPRESENTATIVE | • Customer service policies are analysed;<br>• Different cases are discussed. |
| THEME 3: UNDERSTAND THE ROLE OF THE HOLIDAY REPRESENTATIVE IN CREATING A SAFE AND HEALTHY HOLIDAY ENVIRONMENT | • Roles of the holiday representative are discussed |
| THEME 4: BE ABLE TO APPLY SOCIAL, CUSTOMER SERVICE AND SELLING SKILLS WHEN DEALING WITH TRANSFERS, WELCOME MEETINGS AND OTHER SITUATIONS | • Responsibilities of a holiday representative are described;<br>• Social, customer service and selling skills when dealing with transfers, welcome meetings and other situations are applied |

**Bibliography:**

1. Porter, A., 2002– So You Want to be a Holiday Rep? The In-depth Career Guide on How to Become a Holiday Representative. Travelvocation, ISBN 9780953623211

**Recommended literature:**

1. Dale,G., 2010: BTEC Level 3 National Travel and Tourism Student Book 1. Pearson, ISBN 9781846907272;
2. Dale, G., 2010: BTEC Level 3 National Travel and Tourism Student Book 2. Pearson, ISBN 9781846907289;
3. Dale, G., Kelly, M., King, C., Jefferies, M., 2010: BTEC Level 3 National Travel and Tourism Teaching Resource Pack. Pearson, ISBN 9781846907296;
4. James, E., Thirlaway, J., Woodhouse, U. 2007: BTEC National in Travel and Tourism. Hodder Education, ISBN 9780340945735

| **Information required for course database** | |
|---|---|
| Course issue date/ review date | 18/08/2016 |
| Lecturer(s) | Dzintra Līce |
| Study programme director’s notes and comments | |

## Описание курса

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|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Darba specifika kūrortos |
| **Название курса на английском/ русском языках:** | Working as a Holiday Rep/ Специфика работы на курортах |
| **Требования для начала курса:** | Курс не требует специальных знаний |
| **Семестр:** | 2 |
| **Количество кредитных пунктов:** | 1 |

**Цель курса:**
Цель курса получить знания о специфике работы на курортах.

**Ожидаемые результаты:**
По окончанию курса студент будет:

- Иметь представление о видах курортов, географии самых популярных курортов и услугах, а также о профессиях на курортах
- Изучить специфику работы представителя туроператора на курортах
- Уметь применять знания о специфике работы представителем на горнолыжном курорте
- Подготовиться к работе на иностранных курортах, понимая особенности политик для персонала на курортах, изучив особенные условия работы и быта.

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| Знания | 1. Иметь представление о видах курортов, географии самых популярных курортов и услугах, а также о профессиях на курортах |
| Навыки | 2. Изучить специфику работы представителя туроператора на курортах<br>3. Уметь применять знания о специфике работы представителем на горнолыжном курорте |
| Компетенции | 4. Выполнять функции и обязанности представителя на курортах |

ТЕМА 1: ВИДЫ КУРОРТОВ, УСЛУГИ, ПЕРСОНАЛ

- Услуги на курортах в зависимости от вида: приморские, горнолыжные
- География популярнейших европейских курортов и предложения
- Характерные для курортов профессии, сфера ответственности, основная ответственность и рабочая среда (окрестности курорта, включая аэропорт, гостиницу, территория кемпинга и гостиницы, пляж, и т.д.)

ТЕМА 2: СПЕЦИФИКА РАБОТЫ ПРЕДСТАВИТЕЛЯ ТУРОПЕРАТОРА НА КУРОРТАХ

- Ответственность до начала сезона: посещение гостиниц (контроль качества и безопасности), сотрудничество с полицией, больницами, подготовка материалов по маркетингу, работа с документацией

- Ответственность по приезду туристов и отъезду в аэропорту: точность списка людей, регистрация гостей в гостиницах, информирование о *Welcome meeting*, сбор гостей в аэропорт, информирование о задержках, потенциальные проблемы (задержки рейсов, потеря багажа, забастовки, потерянные пассажиры, заболевание туристов, пьяные туристы, и т.д.) Первое впечатление- создание положительного образа.
- Проведение *Welcome meeting:* подготовка (подбор помещения в соответствии с размером группы, техническое оснащение, маркетинговые материалы), проведение презентаций (длина, содержание, включая представление себя, ознакомление с курортом и гостиницей, продажа экскурсий, и т.д.), прием резерваций на экскурсии и их обработка. Углубленно: продажа других продуктов (например, экскурсий, аренда автомобилей, продажа билетов), эффективные приемы и методы, мотивация- комиссия работника

ТЕМА 3: СПЕЦИФИКА РАБОТЫ НА ГОРНОЛЫЖНОМ КУРОРТЕ

- Информирование гостей: о курорте (инфраструктура, карты горнолыжных трас, аренда инвентаря, рекламные буклеты), про катание на лыжах (зоны, пропуски, прогноз погоды, детские сады на курортах, пополнение словарного запаса, медицинские вопросы (услуги врачей, зубных врачей, физиотерапевта, звонки неотложной помощи)
- Особенности уборки горнолыжных коттеджей: помещения, (спальни, ванные комнаты, столовые, кухни, помещения общественного пользования, коридор, лестница, помещения для аренды инвентаря, наружные помещения, помещения для работников); уборка входа в коттедже от снега, обледенения, грязи

ТЕМА 4: ПОДГОТОВКА К РАБОТЕ НА ИНОСТРАННЫХ КУРОРТАХ

- Политики персонала на курортах: рабочие договора, проживание и питание на курорте, тренинги персонала на месте, паспорта, визы, разрешения на работу, медицинское страхование и страхование от несчастных случаев, медицинские требования к работникам, вакцинация, банковские услуги за границей, требования работодателя к внешнему виду и поведению во время работы и после.
- Особые условия работы: погодные, сезонные особенности, необходимость знания иностранных языков, окрестности и общество с другими традициями и культурой.
- Личное состояние: преимущества и недостатки жизни в сфере развлечений и отдыха, тоска по дому, преодоление сложностей, бытовые условия, необходимость проживания с коллегами, долгое отсутствие от дома, долгое общение с ограниченным кругом людей, планирование бюджета, здоровье (алкоголь, наркотики, сексуальные связи), отношения и дружба (с коллегами, клиентами)

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| ТЕМА 1: ЗНАКОМСТВО С РОЛЯМИ, ОБЯЗАТЕЛЬСТВАМИ И ОТВЕТСВЕННОСТЬЮ ПРЕДСТАВИТЕЛЕЙ НА КУРОРТАХ | • Изучить роль представителя туроператора на курорте для создания безопасной и здоровой среды для отдыха<br>• Использовать разные источники информации |
| ТЕМА 2: ЗАКОНОДАТЕЛЬНАЯ ОТВЕТСВЕННОСТЬ ПРЕДСТАВИТЕЛЯ НА КУРОРТЕ | • Анализировать политики по обслуживанию клиентов<br>• Исследовать различные ситуации на курортах |

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| ТЕМА 3: РОЛЬ ПРЕДСТАВИТЕЛЯ В СОЗДАНИИ БЕЗОПАСНОЙ И ЗДОРОВОЙ СРЕДЫ ДЛЯ ОТДЫХА | • Исследовать роль представителя на курортах |
| ТЕМА 4: ПРИМЕНЕНИЕ СОЦИАЛЬНЫХ НАВЫКОВ, ОБЩЕНИЯ С КЛИЕНТАМИ, НАВЫКОВ ПРОДАЖ ВО ВРЕМЯ ВСТРЕЧ | • Провести Welcome and Departure meetings |

**Обязательная литература:**

1. Porter, A., 2002– So You Want to be a Holiday Rep? The In-depth Career Guide on How to Become a Holiday Representative. Travelvocation, ISBN 9780953623211

**Рекомендуемая литература:**

1. Dale,G., 2010: BTEC Level 3 National Travel and Tourism Student Book 1. Pearson, ISBN 9781846907272;
2. Dale, G., 2010: BTEC Level 3 National Travel and Tourism Student Book 2. Pearson, ISBN 9781846907289;
3. Dale, G., Kelly, M., King, C., Jefferies, M., 2010: BTEC Level 3 National Travel and Tourism Teaching Resource Pack. Pearson, ISBN 9781846907296;
4. James, E., Thirlaway, J., Woodhouse, U. 2007: BTEC National in Travel and Tourism. Hodder Education, ISBN 9780340945735

| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Дзинтра Лице |
| Заметки и комментарии директора программы | 18/08/2016 |

# Studiju kursa apraksts

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|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Vadības prasmes |
| **Studiju kursa nosaukums angļu valodā:** | The Developing Manager |
| **Prasības studiju kursa apguves uzsākšanai:** | Kursa apguvei nav nepieciešamas speciālas priekšzināšanas |
| **Semestris:** | 4 |
| **Kredītpunktu skaits:** | 2 |

**Studiju kursa mērķis:**

Sniegt zināšanas par uzvedības pārvaldes principiem organizācijā un attīstīt vadīšanas iemaņas un prasmes; izprast, analizēt un parādīt vadītāja lomas un atbildības; izveidot karjeras attīstības plānu.

**Sagaidāmie studiju rezultāti:**

Veiksmīgi apgūstot šo kursu students spēs:

- izprast vadītāja uzvedības principus un praksi.
- izvērtēt savu potenciālu kā vadītājam.
- parādīt vadības prasmes uzņēmumu ietvaros un pakalpojumu kontekstā.
- izveidot karjeras attīstības plānu uzņēmuma nodarbinātības ietvaros un pakalpojumu kontekstā.

| | |
|---|---|
| Zināšanas | 1. zināt vadības teoriju un stilus; |
| Prasmes | 2. izvērtēt savu potenciālu kā vadītājam;<br>3. izprast vadītāja uzvedības principus un praksi;<br>4. pārzināt viesmīlības uzņēmuma darba organizācijas un vadīšanas principus;<br>5. pielietot viesmīlības uzņēmuma resursu vadības principus |
| Kompetences | 6. parādīt vadības prasmes uzņēmuma ietvaros;<br>7. radīt karjeras attīstības plānu uzņēmuma ietvaros |

**Studiju kursa saturs:**

TĒMA 1: VADĪTĀJA UZVEDĪBAS PRINCIPI UN PRAKSE

- Vadības teorija un stili: pieņēmumi un trūkumi, klasiskās teorijas, galvenie dalībnieki, neformālu grupu ietekme, vajadzību hierarhija, sistēmu pieeja vadībā.
- Vadības raksturojums: stili, piemēram, demokrātisks, neiejaukšanas princips, rīcību orientēts

princips; motivācijas teorijas, faktori, kas ietekmē motivāciju un sniegumu, motivācijas paņēmieni, efektivitāte, konfliktu risināšana, lomu partnerība un ieinteresētība uzņēmējdarbībā.

- Komunikācija: komunikācijas procesi, verbāli, rakstiski, neverbāli; sakaru līnijas, lineāra, sānu, formālās / neformālās; šķēršļi efektīvai komunikācijai.
- Organizācijas kultūra un pārmaiņas: veidi organizatoriskā struktūrā un kultūrā; faktori, kas ietekmē pārmaiņas kultūru; pārmaiņu veidi, piemēram, demogrāfiskās, ekonomiskās, likumdošanas; plānotās izmaiņas teorijā, pārmaiņu efektivitātes pārvalde un novērtēšana; varas avoti un veidi, vadītāju maiņa.

TĒMA 2: VADĪTĀJA POTENCIĀLA SASKATĪŠANA

- Savu zināšanu novērtējums: prasmes pārbaude, piemēram, vadības prasmes, praktiskās / tehniskās prasmes, personīgās prasmes (piemēram, starp personu motivācijas / komunikācijas prasmes), organizēšanas un plānošanas prasmes organizējot un plānošanas prasmes, radošās prasmes; kvalifikācija (pašreizējā / plānotā), stipro un vājo pušu analīze; personīgie mācību žurnāli; personīgie attīstības plāni.
- Personīgais potenciāls: mērķi, uzdevumi, mācību programmas / aktivitātes, rīcības plāni, laika vadība, darba plānošana, konkrēti, izmērāmi, sasniedzami, reāli, laika ziņā ierobežoti (SMART), rīcības plānošana, deleģēšana, lēmumu pieņemšana, problēmu risināšana, vadības / vadības stili, vērtību izpratne, konfliktu vadība, sniegt un saņemt atsauksmes, kas ietekmē prasmes, pašapziņu, pozitīvo domāšanu, komunikācijas, prezentācijas, komandas veidošana un dalība, mentorings, konsultācijas, apmācība, atvieglojumi, mācību cikli, mācīšanās stili, mācību rīcības komplekti, mācību vadības līgumi, mācību žurnāli, datumu pārskatīšana, sasniegumu datumi.

TĒMA 3: VADĪBAS PRASMES UZŅĒMUMU IETVAROS

- Lomas: vadīt un motivēt darbiniekus, sazināties, komandas veidošana, procesi un posmi komandas attīstībā, grupas dinamika, efektīva / neefektīva komanda, mērķi / uzdevumi.
- Pienākumi: klientu apkalpošana, produktu un pakalpojumu zināšanas un attīstība;
- lēmumu pieņemšana, piemēram, stratēģiskās, plānošanas; vadības / operatīvās vadības, problēmu risināšanai; delegācija un iespējas, efektīvas darba attiecības ar padotajiem, vienaudžiem, vadītājiem un citām ieinteresētām personām.
- Konteksts: piemēram, viesmīlība, ceļojumi, tūrisms, sports, izklaide, atpūtas industrijas.

TĒMA 4: KARJERAS ATTĪSTĪBAS PLĀNU VEIDOŠANA UZŅĒMUMU IETVAROS

- Karjera: attiecīgās vadības prasmes, piemēram, komunikācija, domāšana, mācīšanās; personīgās prasmes, piemēram, attieksme, uzvedība, atbildība, spēja pielāgoties, atvērtība/ iespējas.
- Attīstības plāns: karjeras attīstība, personīgā attīstība, pašreizējais sniegums, nākotnes vajadzības.

**Studējošo patstāvīgā darba organizācija:**

Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks.

Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| TĒMA 1. VADĪTĀJA UZVEDĪBAS PRINCIPI UN PRAKSE | • tiek apskatīti dažādu uzņēmumu darbības veidi, iekšējā struktūra, komunikācija un vadības stili;<br><br>**Patstāvīgais darbs:** izvēlēties viesmīlības industrijā strādājošu uzņēmumu un sarunāt interviju ar vidējā vai augstākā līmeņa vadītāju. Balstoties uz intervijā iegūto informāciju, sagatavot un prezentēt klasē Power Point prezentāciju, atbildot uz šādiem jautājumiem:<br><br>1. Kādu vadības stilu, Jūsuprāt, izmanto / pielieto vadītājs? Kādēļ?<br>2. Kā šis vadības stils ietekmē a) organizāciju un b) vadītāja komandu?<br>3. Kādus ieteikumus Jūs varētu sniegt vadītājam, lai paaugstinātu darbinieku motivāciju un efektivitāti?<br>4. Vai un kādas līderības iezīmes Jūs novērojāt intervijas laikā? Lūdzu, pamatot ar konkrētiem piemēriem.<br>5. Lūdzu, attainojiet vizuāli uzņēmuma iekšējo struktūru un izskaidrojiet iekšejo komunikācijas tīklu.<br>6. Kā Jūs novērtējat uzņēmuma iekšējo kultūru? Ja uzņēmumā notiktu izmaiņas, kā tas varētu ietekmēt uzņēmuma darbību?<br>7. Vai un kādi Jums ir ieteikumi uzņēmuma vadībai? |
| TĒMA 2. VADĪTĀJA POTENCIĀLA SASKATĪŠANA | • tiek novērtētas savas zināšanas, prasmes, stiprās un vājās puses;<br>• tiek saskatīts personīgais attīstības potenciāls;<br>• tiek demonstrēta kritiska refleksija un spēja ierosināt nepieciešamās izmaiņas.<br><br>**Patstāvīgais darbs:** studentiem jāiesniedz rakstisks mājas darbs, kurā ir sekojoši uzdevumi:<br><br>1. Jāapraksta konkrēta situācija vai gadījums no prakses vai darba pieredzes, kurā students izvērtē savu kā vadītāja potenciālu.<br>2. Jāveic SVID (Stiprās, Vājās puses, Iespējas un Draudi) analīze par savām vadības prasmēm un spējām. Īsumā katrs no punktiem jāapraksta un jāizdara secinājumi.<br>3. Ņemot vērā SVID analīzi, jāsastāda savs personīgais karjeras attīstības plāns, ietverot šādus jēdzienus: mērķis, resursi, iespējamie šķēršļi, laika plānošana. |
| TĒMA 3. VADĪBAS PRASMES UZŅĒMUMU IETVAROS | • tiek analizētas un demonstrētas vadības prasmes uzņēmumu ietvaros<br><br>**Patstāvīgais darbs:** studentiem grupā ir jāizplāno un jānovada saliedēšanās pasākums 1.kursa studentiem. Grupas darbā ietilpst:<br><br>- darbu sadalīšana;<br><br>- pasākuma plānošana; |

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| | - pasākuma organizēšana;<br>- pasākuma vadīšana;<br>- pasākuma izvērtēšana un sava darba novērtēšana. |
| TĒMA 4. KARJERAS ATTĪSTĪBAS PLĀNU VEIDOŠANA UZŅĒMUMU | • tiek izvērtēti potenciālie attīstības virzieni un sastādīts karjeras attīstības plāns uzņēmuma nodarbinātības ietvaros pakalpojuma industrijas kontekstā<br>**Patstāvīgais darbs:** Studentiem jāiesniedz rakstisks darbs, kura ietvaros jāizvēlas cits students no grupas, un jāveic ar šo studentu intervija. Pirms intervijas nepieciešams tai sagatavoties un izdomāt jautājumus. Balstoties uz informāciju, studentam par kolēģi ir jāaizpilda SVID analīze, kā arī jāsastāda karjeras attīstības plāns, aprakstot SVID analīzi un nosakot attīstības potenciālu. Savi secinājumi un priekšlikumi jāpamato. |

**Obligātā literatūra:**


1. Ārmstrongs, M., 2008: *Kā kļūt par izcilu menedžeri*, Zvaigzne ABC;
2. Elearn, 2009: *Vadīt komandas*;
3. Lietišķās Informācijas dienests SIA, 2009: *Īstenot stratēģiju. Autoru kolektīvs, Sarunas ar pasaules biznesa līderiem;*
4. Dombrovska, L. R., 2009: *Cilvēkresursu kapitāla vadība,* Zvaigzne ABC apgāds.


**Papildus literatūra un citi informācijas avoti:**


1. Ezeriņa Z. The Developing Manager, Part 1, 2. HOTEL SCHOOL RIGA, 2016.
2. Michelli, J. A., 2008*: The New Gold Standard.* Mc. Graw Hill;
3. Sharp, I., 2009: *Four Seasons: The Story of a Business Philosophy*;
4. Sturman, M. C., Corgel, J. B., 2011: *The Cornell School of Hotel Administration on Hospitality: Cutting Edge.* The Cornell University, USA.
5. Баскакова, М.А., 2002: *Управление человеческими ресурсами в европейском гостиничном бизнесе.* Бельгия, Continental Publishing, EURHODIP;
6. Вакуленко, Р.Я., Кочкурова. Е.А., 2008: *Управление гостиничным предприятием.* Москва, Логос;
7. Зайцева, Н.С., 2013: *Менеджмент в сфере услуг*. Россия, Академа;
8. Кабушкин, Н.И., 2013: *Менеджмент гостиниц и ресторанов.* Россия, Кнорус;
9. http://www.liepu.lv/uploads/files/prasmes..pdf
10. http://www.change-management.com/tutorial-5-tips-managers.htm
11. http://hhi.harvard.edu/sites/default/files/publications/publication-program-developing.pdf


**Studiju kursu aprakstu reģistra atzīmēm:**

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| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *09/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Mg.sc. Zane Ezeriņa* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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| **Qualification number and title:** | Hospitality Management 41 811 |
| **Course number and title in Latvian:** | Vadības prasmes |
| **Course title in English:** | The Developing Manager |
| **Prerequisites:** | Previous knowledge or completed courses are not required |
| **Term:** | 4 |
| **Number of credit points:** | 2 |

**The aim of the course**

This unit enables learners to gain understanding of behaviour management principles and gain skills to review their managerial potential, show managerial roles and responsibilities and create a career development plan.

**Learning outcomes:**
On successful completion of this unit a student will:

- Understand principles and practices of management behaviour;
- Be able to review own potential as a prospective manager;
- Be able to show managerial skills within a business and services context;
- Be able to create a career development plan for employment within a business and services context.

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| **Knowledge** | 1. To learn the management theory and management styles. |
| **Skills** | 2. To review own potential as a prospective manager.<br>3. To understand the management principles.<br>4. To know the management and organizing principles for a selected service industry business.<br>5. Apply the management principles to manage service business resources. |
| **Competences** | 6. To demonstrate the management principles in a service business.<br>7. To create a career development plan for employment within a business and services context. |

**Course content:**

THEME 1: **Principles and practices of management behaviour**

*Management theory and styles*: assumptions and drawbacks, classical theories, main contributors, the influence of informal groups, hierarchy of needs, systems approach to management, contingency approach, leading authorities.

*Leadership characteristics*: styles e.g. autocratic, democratic, *laissez-faire,* action-orientated; motivation theories, factors affecting motivation and performance, motivation techniques, effectiveness; conflict resolution; the role of partnerships and stakeholders in the business.

*Communication*: communications processes, verbal, written, non-verbal; lines of communication, linear, lateral, formal/informal; barriers to effective communication.

*Organisational culture and change*: types of organisational structure and culture; factors influencing changes in culture; types of change e.g. demographic, economic, legislative; planned change theory; managing and measuring the effectiveness of change; sources and types of power; change drivers.

THEME 2: **Own potential as a prospective manager**

*Self-knowledge and appraisal*: skills audit e.g. management skills, leadership skills, practical/technical skills, personal skills (e.g. interpersonal/motivational/communication skills), organising and planning skills cognitive and creative skills; qualifications (current/planned), strengths and weaknesses analysis; personal learning logs; personal development plans.

*Own potential*: aims, objectives, targets, learning programme/activities, action plan, time management, work scheduling, Specific, Measurable, Achievable, Realistic, Time-bound (SMART) objectives, action planning, delegation, decision making, problem solving, management/leadership styles, value awareness, conflict management, giving and receiving feedback, influencing skills, self-confidence, positive thinking, communication, presentation, team building and membership, mentoring, counselling, coaching, facilitation, learning cycle, learning styles, action learning sets, management learning contracts, learning log, review
dates, achievement dates

THEME 3: **Managerial skills within a business and services context**

*Roles*: leading and motivating staff, communicating, team building, processes and stages in team development, group dynamics, effective/ineffective teams, goals/objectives.

*Responsibilities*: customer service, product and service knowledge and development; decision making e.g. strategic, planning; managerial/operational control, problem solving; authority, delegation and empowerment; effective working relationships with subordinates, peers, managers and other stakeholders.

*Context*: e.g. hospitality, travel, tourism, sports, leisure, recreational industries.

THEME 4: **Career development plan for employment within a business and services context**

*Career*: relevant managerial skills e.g. communication, thinking, learning; personal skills e.g. attitude, behaviour, responsibility, adaptability; aspirations, openings/opportunities.

*Development plan*: career development, personal development, current performance, future needs.

**Organization of students' independent work**

Students need to write independent works on each theme.
Completed independent work is expected in the end of the course.
Lecturer can put a final grade for the course without an exam if the particular student's attendance is high enough, all independent works are submitted on time and were graded at least 7 (good).

| **Themes for independent works:** | **Learning Outcomes** |
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| THEME 1. PRINCIPLES AND PRACTICES OF MANAGEMENT BEHAVIOUR | • To discuss different management styles, leadership characteristics, organizational structure, communication and leadership styles.<br><br>**Assignment:** student needs to choose a business of a service industry and to arrange an interview with middle or higher level manager. Based on the information gathered in the interview, student is required to prepare a Power point presentation answering the following questions:<br><br>1. What is the management style of the manager? Why?<br>2. How the management style affects a) the company and b) the team?<br>3. What suggestions would you give to the manager to increase the employee effectiveness?<br>4. If and what leadership characteristics could you notice during the interview? Specific examples from the interview should be mentioned.<br>5. Student needs to design the company structure and to explain the communication lines.<br>6. How would you evaluate the organizational culture of the company? If any changes would occur, would this affect the culture?<br>7. What other suggestions would you give to the manager and management team? |
| THEME 2. OWN POTENTIAL AS A PROSPECTIVE MANAGER | • To evaluate own knowledge, strengths and weaknesses;<br>• To review own potential as prospective manager;<br>• To demonstrate the ability of critical feedback and initiative to changes.<br><br>**Assignment:** student needs to submit a written assignment consisting of the following tasks:<br><br>1. To describe a real life situation from the internship or work where student's managerial skills have been analysed in order to review own potential as a prospective manager. |

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| | 2. To complete SWOT (Strengths, Weaknesses, Opportunities and Threats) of own managerial skills. Short description of each section is required.<br>3. To create a personal development plan based on the SWOT analysis. The plan should include goals, resources, potential barriers, time management and deadlines. |
| THEME 3. MANAGERIAL SKILLS WITHIN A BUSINESS AND SERVICES CONTEXT | • To analyse and to demonstrate managerial skills within a business and services context.<br><br>**Assignment:** students are required to work in groups. Every group needs to prepare team building training for the first year students. The tasks are as following:<br><br>1) To share the tasks among the team members<br>2) To plan the event<br>3) To organize the event<br>4) To lead the event<br>5) To evaluate the event and own team work. |
| THEME 3. CAREER DEVELOPMENT PLAN FOR EMPLOYMENT WITHIN A BUSINESS AND SERVICES CONTEXT | • To review potential possibilities for further development and to create a career development plan for employment within a business and services context.<br><br>**Assignment:** student needs to submit a written report and to prepare an interview with another peer student of the group. The interview questions should be well prepared. Based on the data from the interview, student is required to complete the SWOT analysis of the peer student to set the potential opportunities for further development. Career development plan should be also completed. Specific suggestions and recommendations should be developed. |

**Bibliography:**


1. Ezerina Z., 2016. *The Developing Manager*: Part 1, part 2. Riga, HOTEL SCHOOL
2. Michelli, J. A., 2008*: The New Gold Standard.* Mc. Graw Hill;
3. Sharp, I., 2009: *Four Seasons: The Story of a Business Philosophy*;
4. Sturman, M. C., Corgel, J. B., 2011: *The Cornell School of Hotel Administration on Hospitality: Cutting Edge*. The Cornell University, USA.


**Recommended literature:**


1. Ārmstrongs, M., 2008: Kā kļūt par izcilu menedžeri, Zvaigzne ABC;
2. Elearn, 2009: *Vadīt komandas*;
3. Lietišķās Informācijas dienests SIA, 2009: *Īstenot stratēģiju. Autoru kolektīvs, Sarunas ar pasaules biznesa līderiem;*
4. Dombrovska, L. R., 2009: *Cilvēkresursu kapitāla vadība,* Zvaigzne ABC apgāds;
5. Баскакова, М.А., 2002: *Управление человеческими ресурсами в европейском гостиничном бизнесе.* Бельгия, Continental Publishing, EURHODIP;
6. Вакуленко, Р.Я., Кочкурова. Е.А., 2008: *Управление гостиничным предприятием.* Москва, Логос;

7. Зайцева, Н.С., 2013: *Менеджмент в сфере услуг*. Россия, Академа;
8. Кабушкин, Н.И., 2013: *Менеджмент гостиниц и ресторанов.* Россия, Кнорус;
9. http://www.liepu.lv/uploads/files/prasmes..pdf
10. http://www.change-management.com/tutorial-5-tips-managers.htm
11. http://hhi.harvard.edu/sites/default/files/publications/publication-program-developing.pdf

| **Information required for course database** | |
|---|---|
| Course issue date/ review date | *19/08/2016* |
| Lecturer(s) | *Mg. Sc. Zane Ezeriņa* |
| Study programme director's notes and comments | |

## Описание курса

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| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Менеджмент |
| **Название курса на английском языке:** | Developing Manager |
| **Требования для начала курса:** | Курс не требует специальных знаний |
| **Семестр:** | 4 |
| **Количество кредитных пунктов:** | 2 |

**Цель курса:**
Получить глубокое понимание принципов поведения управляющего и личного развития, включая развитие карьеры.

**Ожидаемые результаты:**
Понимать принципы и практики поведения менеджмента.
Быть способным оценить свой потенциал в роли менеджера.
Уметь продемонстрировать навыки управляющего в рамках данного предприятия.
Уметь создать план развития карьеры для работы на данном предприятии.

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| Знания | 1. Знать разные стили управления<br>2. Понимать характерные черты лидерства<br>3. Знать организационную культуру предприятий и изменения на выбранном предприятии |
| Навыки | 4. Процесс передачи информации на выбранном предприятии<br>5. Анализировать личные сильные и слабые стороны, возможности и угрозы<br>6. Устанавливать цели и приоритеты для развития своего потенциала<br>7. Руководить и мотивировать команду достигать поставленные цели и задачи<br>8. Обосновывать решения управляющего, чтобы достичь поставленные цели и задачи и рекомендации по улучшению |
| Компетенции | 9. Оценить цели развития карьеры и личного роста, данные на текущий момент для создания плана развития<br>10. Объяснить, как навыки управляющего и личные навыки способствуют развитию карьеры |

**Содержание курса:**
ТЕМА 1: ПРИНЦИПЫ И ПРАКТИКИ ПОВЕДЕНИЯ МЕНЕДЖМЕНТА
Разные стили управления; характерные черты лидерства; процесс передачи информации на

выбранном предприятии; анализ организационной культуры и изменений на выбранном предприятии; обоснование решения управляющего, чтобы достичь поставленные цели и задачи и рекомендации по улучшению

ТЕМА 2: НАВЫКИ УПРАВЛЕНИЯ
Оценка свои навыки управления; анализ личных сильных и слабых сторон, возможности и угрозы; установка цели и приоритетов для развития своего потенциала

ТЕМА 3: НАВЫКИ УПРАВЛЕНИЯ ВНУТРИ ПРЕДПРИЯТИЙ
Анализ и демонстрация лидерских качеств внутри предприятий; руководство и мотивирование команды для достижения поставленных целей и задач; обоснование решения управляющего, чтобы достичь поставленные цели и задачи и рекомендации по улучшению; объяснение, как навыки управляющего и личные навыки способствуют развитию карьеры; оценка цели развития карьеры и личного роста, данные на текущий момент для создания плана развития

ТЕМА 4: СОЗДАНИЕ ПЛАНА КАРЬЕРНОГО РАЗВИТИЯ
Оценивание потенциальных направлений развития и составление плана карьерного развития в рамках занятости компании в контексте индустрии услуг

**Организация самостоятельной работы студента:**
Заключительная оценка- экзамен, который состоит из двух частей: письменная и устная. Лектор может выставить финальную оценку без экзамена, если посещаемость лекций достаточно высокая, сданы все самостоятельные работы в срок и получены оценки не ниже 7 баллов (хорошо).

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
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| ТЕМА 1: ПРИНЦИПЫ И ПРАКТИКИ ПОВЕДЕНИЯ МЕНЕДЖМЕНТА | • Сравнить разные стили управления<br>• Описать характерные черты лидерства<br>• Оценить процесс передачи информации на выбранном предприятии<br>• Анализировать организационную культуру и изменения на выбранном предприятии<br>• Обосновывать решения управляющего, чтобы достичь поставленные цели и задачи и рекомендации по улучшению<br>Выбрать предприятие гостиничной индустрии и провести личное интервью с одним из менеджеров департамента. Основываясь на данные полученные из интервью, подготовить презентацию, которая включает в себя следующие пункты<br>1. Какой стиль управления использует интервьюируемый и почему? Как это влияет a). на организацию и b). команду менеджера (LO 1.1). Какие предложения по улучшению в рамках решений управляющего, связанные с мотивацией команды и лидерством Ты бы дал интервьюируемому? (LO 3.2)<br>2. Какие характеристики лидерства имеет интервьюируемый? Почему Ты так думаешь (LO 1.2)?<br>3. Пожалуйста, нарисуй организационную структуру |

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| | компании. Какие линии коммуникации существуют? (LO 1.3)<br>4. Какое Твое мнение по организационной культуре для процесса изменения? (В случае изменений, какие характерные черты организационной культуры и как это повлияет на изменение) (LO 1.4)<br>Что бы Ты посоветовал интервьюируемому и организации по улучшению? Нужны ли улучшения. |
| ТЕМА 2:<br>АНАЛИЗ ПОТЕНЦИАЛА РУКОВОДИТЕЛЯ | • Оцениваются свои знания, навыки, сильные и слабые стороны;<br>• Рассматривается потенциал личного развития.<br>Самостоятельная работа: студентам необходимо сдать письменное домашнее задание, в которое включены следующие задачи:<br>1. Описать конкретную ситуацию или случай из практики или опыта работы, в котором студент оценивает свой потенциал в качестве руководителя.<br>2. Сделать SWOT-анализ (сильные стороны, слабые стороны, возможности и угрозы) своих управленческих навыков и способностей. Вкратце описать каждый из пунктов и сделать выводы.<br>3. Учитывая SWOT- анализ, составить свой личный план развития карьеры, соблюдая следующие понятия: цель, ресурсы, возможные препятствия, планирование времени. |
| ТЕМА 3: НАВЫКИ УПРАВЛЕНИЯ ВНУТРИ ПРЕДПРИЯТИЙ | • Анализируются и демонстрируются лидерские качества внутри предприятий<br>• Руководить и мотивировать команду достигать поставленные цели и задачи<br>• Обосновывать решения управляющего, чтобы достичь поставленные цели и задачи и рекомендации по улучшению<br>• Объяснить, как навыки управляющего и личные навыки способствуют развитию карьеры<br>• Оценить цели развития карьеры и личного роста, данные на текущий момент для создания плана развития.<br>Самостоятельная работа: студенты в группах должны спланировать и провести мероприятие по сплочению для студентов 1 курса. Групповая работа включает в себя:<br>- разделение работ;<br>- планирование мероприятия;<br>- организация мероприятия;<br>- управление мероприятием;<br>- оценка мероприятия и своей работы. |
| ТЕМА 4: СОЗДАНИЕ ПЛАНА КАРЬЕРНОГО РАЗВИТИЯ | Оцениваются потенциальные направления развития и составляется план карьерного развития в рамках занятости компании в контексте индустрии услуг.<br>Самостоятельная работа: Студенты сдают письменную работу, в рамках которой нужно выбрать другого студента из группы, и провести с ним интервью. Перед интервью необходимо подготовиться и придумать вопросы. На основании полученной |

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| | информации, студенту предстоит выполнить SWOT-анализ своего коллеги, а также составить план карьерного развития, описывая SWOT-анализ и определяя потенциал развития. Свои выводы и рекомендации необходимо обосновать.<br>Для того, чтобы получить более высокую оценку, для всех заданий необходимо:<br>• Делать эффективные обоснования<br>• Применить разнообразные методы и техники<br>• Использовать профессиональную лексику<br>• Предложить реалистичные улучшения<br>• Планировать и организовывать различные проекты или процессы<br>• Предлагать новые решения и применить творческое мышление |

**Обязательная литература:**


1. Баскакова, М.А., Управление человеческими ресурсами в европейском гостиничном бизнесе. Бельгия, Continental Publishing, EURHODIP; 2002
2. Вакуленко, Р.Я., Кочкурова. Е.А., 2008: Управление гостиничным предприятием. Москва, Логос;
3. Зайцева, Н.С., 2013: Менеджмент в сфере услуг. Россия, Академа;
4. Кабушкин, Н.И., 2013: Менеджмент гостиниц и ресторанов. Россия, Кнорус;
5. Саак А.Э., Пшеничных Ю.А., 2010. Менеджмент в социально-культурном сервисе и туризме. Питер.


**Рекомендуемая литература:**


1. Ārmstrongs, M., 2008: Kā kļūt par izcilu menedžeri, Zvaigzne ABC;
2. Elearn, 2009: Vadīt komandas;
3. Lietišķās Informācijas dienests SIA, 2009: Īstenot stratēģiju. Autoru kolektīvs, Sarunas ar pasaules biznesa līderiem;
4. Dombrovska, L. R., 2009: Cilvēkresursu kapitāla vadība, Zvaigzne ABC apgāds;
5. Ezeriņa Z. The Developing Manager, Part 1, HOTEL SCHOOL RIGA, 2016.
6. Ezeriņa Z. The Developing Manager, Part 2, HOTEL SCHOOL RIGA, 2016.
7. Michelli, J. A., 2008: The New Gold Standard. Mc. Graw Hill;
8. Sharp, I., 2009: *Four Seasons: The Story of a Business Philosophy*;
9. Sturman, M. C., Corgel, J. B., 2011: The Cornell School of Hotel Administration on Hospitality: Cutting Edge. The Cornell University, USA.
10. http://www.liepu.lv/uploads/files/prasmes..pdf
11. http://www.change-management.com/tutorial-5-tips-managers.htm
12. http://hhi.harvard.edu/sites/default/files/publications/publication-program-developing.pdf


| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Sc. Z.Ezeriņa, Dz. Līce |
| Заметки и комментарии директора программы | 18/08/2016 |

# Studiju kursa apraksts

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| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Darbiekārtošanas prasmes |
| **Studiju kursa nosaukums angļu valodā:** | Employability Skills |
| **Prasības studiju kursa apguves uzsākšanai:** | Nav |
| **Semestris:** | 4 |
| **Kredītpunktu skaits:** | 2 |

**Studiju kursa mērķis:**
Attīstīt studentos darbiekārtošanas prasmes nepieciešamas iekārtošanai darba tirgū un veiksmīgai karjeras izveidei.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu studējošais spēs:

- noteikt savas pienākumus un darbības;
- attīstīt savas personīgas un profesionālas iemaņas;
- saprast darba dinamiku ar citiem cilvēkiem;
- attīstīt stratēģijas problēmu risināšanai

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| Zināšanas | 1. zināt grupas darba organizēšanu |
| Prasmes | 1. izprast darba dinamiku ar citiem cilvēkiem;<br>2. noteikt savas pienākumus un darbības |
| Kompetences | 1. attīstīt savas personīgas un profesionālas iemaņas;<br>2. attīstīt stratēģijas problēmu risināšanai |

**Studiju kursa saturs:**
TĒMA 1: SAVU PIENĀKUMU UN DARBĪBU NOTEIKŠANA

- Pienākumi: personīgie pienākumi; tiešas un netiešas attiecības un adaptācijas prasmes, lēmumu pieņemšanas process un iemaņas; spēja mācīties un attīstīties darba lomā; darba likumi; ētika; darbinieku tiesības un pienākumi
- Darbības mērķi: darbības mērķu noteikšana un uzraudzība.
- Individuālas novērtēšanas sistēma: novērtēšanas darbību izmantošana, piemēram, algas līmenis un piemaksu izmaksas, stipro un vājo pušu veicināšana, treniņu vajadzības; saskarsme; vērtēšanas kritēriji, piemēram, ražošanas dati, personālā dati; sprieduma dati; reitingu metodes, piemēram, izvietošana pa līmeņiem, salīdzinājums, kontrolsaraksts, mērķtiecīga vadība.
- Motivēšana un darbības: : motivācijas teorijas un tehnikas pielietošana un novērtēšana; balvas un stimuli, vadītāja loma, pašmotivācijas faktori.

TĒMA 2: PERSONĀLO UN PROFESIONĀLO IEMAŅU ATTĪSTĪBA

- Efektīva komunikācija: verbālā un neverbālā piemēram informētība un ķermeņa valodas pielietošana, atvērtība un atsaucība, formālas un neformālas atsauksmes starp koledžām; komandu tikšanas.
- Starppersonu saskarsmes prasmes: personīga efektivitāte; darbs ar citiem; iniciatīvas izrādīšana;

sarunu prasmes; pārliecināšanas prasmes, sociālās prasmes.
- Laika vadība: darba prioritāšu noteikšana, darba mērķu izvirzīšana, tikšanu organizēšana, stabila darbība, nevis haotiska; laiks mācībām, uzticama laika uzdevumu izvērtēšana.
- Problēmu risināšana: problēmu analīze; darba vietā izmaiņu izpēte; risinājumu atrašana; risinājumu izvēle.

TĒMA 3: DARBA DINAMIKA, STRADĀJOT AR CITIEM CILVĒKIEM
- Darbs kolektīvā: grupu un komandu darba būtība un dinamika; formālie un neformālie uzstādījumi, grupu un komandu iespējas, piemēram ilgtermiņa sadarbības mērķi/stratēģija; problēmu risināšana un īstermiņa attīstības projekti; elastība/ adaptācijas spēja; komandas spēlētājs.
- Komanda un komandas veidošana: komandas locekļu izvēle , piemēram, speciālistu lomas, iemaņas un stils/pieeju dažādība/ komandas identifikācija/ darba grupu lomas; grupu veidošanas stadijas, piemēram, komandas veidošana, identitāte, lojalitāte, apņemšanos kopīgiem uzskatiem, komandas veselības novērtēšana; darbību plānošana, uzraudzība un atsauksmes; ētika, efektīvas līdera prasmes, piemēram, darbību noteikšana, standartu noteikšana, motivējošs, inovatīvs, atsaucīgs, efektīvs komunikators, atbildība, pastāvīgums.

TĒMA 4: STRATĒĢIJU IZSTRĀDĀŠANA PROBLĒMU RISINĀŠANAI
- Problēmas specifika: problēmas definīcija, analīze un noskaidrošana
- Iespējamo rezultātu identifikācija: dažādu rezultātu alternatīvu identifikācija un novērtēšana
- Līdzekļi un metodes: problēmu risināšanas metodes un līdzekļi
- Plānošana un izpilde: informācijas avoti; labākas koriģējošas darbības izvēle un realizācija, piemēram, laika skala, stadijas, resursi, kritiskā ceļa analīze
- Novērtēšana: novērtēt vai problēma bija atrisināta, vai nē; risinājumu mērīšana pret specifikāciju un vēlamajiem rezultātiem.

**Studējošo patstāvīgā darba organizācija:**
Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks.
Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
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| TĒMA 1. SAVU PIENĀKUMU UN DARBĪBU NOTEIKŠANA | • tiek noteikti un analizēti savi pienākumi un darbība |
| TĒMA 2. PERSONĀLO UN PROFESIONĀLO IEMAŅU ATTĪSTĪBA | • tiek izprastas personīgas un profesionālas iemaņas attīstības iespējas |
| TĒMA 3. DARBA DINAMIKA, STRĀDĀJOT AR CITIEM CILVĒKIEM | • tiek izprasta darba dinamika ar citiem cilvēkiem |
| TĒMA 4. STRATĒĢIJU IZSTRĀDĀŠANA PROBLĒMU RISINĀŠANAI | • tiek izstrādātas stratēģijas problēmu risināšanai |

**Obligātā literatūra:**

1. Templers R. Veiksmīgas karjeras likumi. Zvaigzne ABC: Rīga, 2007;
2. Eberts M., Brothers L., Gisler A. Careers in travel, tourism & hospitality. The McGraw-Hill Companies, 2006;
3. Sailer L. From Apprentice to Ceo. Notio Press, 2015;
4. Trought F. Brilliant Employability Skills. Pearson FT Prentice Hall Highe, 2011.Stettner M. Skills for New Managers. The McGraw-Hill Companies, 2000;
5. http://europass.cedefop.europa.eu/documents/curriculum-vitae

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| **Papildus literatūra un citi informācijas avoti:**<br>1. Diksone A. Grūtās sarunas. Zvaigzne ABC, 2007;<br>2. Faina D. Saviesīgo sarunu māksla. Zvaigzne ABC, 2009;<br>3. Власова Т.И., Шарухин А.П., Данилова М.М. Профессиональное и деловое общение в сфере туризма. Академа, 2007. |

| **Studiju kursu aprakstu reģistra atzīmēm:** | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *18/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Anita Strazdiņa, Mg. Oec., Mg. Phil. J.Korjuhina* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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| **Qualification number and title:** | Hospitality Management, 42 811 |
| **Course title in Latvian:** | Darbiekārtošanas prasmes |
| **Course title in English:** | Employability Skills |
| **Prerequisites:** | no |
| **Term:** | 4 |
| **Number of credit points:** | 2 |

**The aim of the course:**
This unit provides learners with the opportunity to acquire honed employability skills required for effective employment.

**Learning outcomes:**
On successful completion of this unit a student will:

- Be able to determine own responsibilities and performance
- Be able to develop interpersonal and transferable skills
- Understand the dynamics of working with others
- Be able to develop strategies for problem solving

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| Knowledge | 1. explain the roles people play in a team and how they can work together to achieve shared goals |
| Skills | 2. understand the dynamics of working with others<br>3. be able to determine own responsibilities and performance |
| Competences | 4. be able to develop interpersonal and transferable skills<br>5. be able to develop strategies for problem solving |

**Course content:**
THEME 1: BE ABLE TO DETERMINE OWN RESPONSIBILITIES AND PERFORMANCE
Own responsibilities: personal responsibility; direct and indirect relationships and adaptability, decision-making processes and skills; ability to learn and develop within the work role; employment legislation, ethics, employment rights and responsibilities. Performance objectives: setting and monitoring performance objectives. Individual appraisal systems: uses of performance appraisals eg salary levels and bonus payments, promotion strengths and weaknesses, training needs; communication; appraisal criteria eg production data, personnel data, judgemental data; rating methods eg ranking, paired comparison, checklist, management by objectives. Motivation and performance: application and appraisal of motivational theories and techniques, rewards and incentives, manager's role, self-motivational factors
THEME 2: BE ABLE TO DEVELOP INTERPERSONAL AND TRANSFERABLE SKILLS
Effective communication: verbal and non-verbal eg awareness and use of body language, openness and responsiveness, formal and informal feedback to and from colleagues; ICT as an effective communication medium; team meetings. Interpersonal skills: personal effectiveness; working with others; use of initiative; negotiating skills; assertiveness skills; social skills. Time management: prioritising workload; setting work objectives; making and keeping appointments; working steadily rather than erratically; time for learning; reliable estimate of task time. Problem solving: problem analysis; researching changes in the workplace; generating solutions; choosing a solution
THEME 3: UNDERSTAND THE DYNAMICS OF WORKING WITH OTHERS

Working with others: nature and dynamics of team and group work; informal and formal settings, purpose of teams and groups eg long-term corporate objectives/strategy; problem solving and short-term development projects; flexibility/adaptability; team player. Teams and team building: selecting team members eg specialist roles, skill and style/approach mixes; identification of team/work group roles; stages in team development, eg team building, identity, loyalty, commitment to shared beliefs, team health evaluation; action planning; monitoring and feedback; coaching skills; ethics; effective leadership skills eg, setting direction, setting standards, motivating, innovative, responsive, effective communicator, reliability, consistency.
THEME 4: BE ABLE TO DEVELOP STRATEGIES FOR PROBLEM SOLVING
Specification of the problem: definition of the problem; analysis and clarification Identification of possible outcomes: identification and assessment of various alternative outcomes.
Tools and methods: problem-solving methods and tools.
Plan and implement: sources of information; solution methodologies; selection and implementation of the best corrective action eg timescale, stages, resources, critical path analysis.
Evaluation: evaluation of whether the problem was solved or not; measurement of solution against specification and desired outcomes; sustainability.

**Organization of students' independent work**
By the end of the course, students have to submit an independent work, which covers all themes.
If students' attendance is lower that 70% and the average grade for the course is lower than 7, they have to take a final test.

| **Themes for independant works:** | **Learning Outcomes** |
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| THEME 1: BE ABLE TO DETERMINE OWN RESPONSIBILITIES AND PERFORMANCE | • to review how motivational techniques can be used to improve quality of performance |
| THEME 2: BE ABLE TO DEVELOP INTERPERSONAL AND TRANSFERABLE SKILLS | • to develop interpersonal and transferable skills |
| THEME 3: UNDERSTAND THE DYNAMICS OF WORKING WITH OTHERS | • to understand the dynamics of working with others |
| THEME 4: BE ABLE TO DEVELOP STRATEGIES FOR PROBLEM SOLVING | • to develop an appropriate strategy for resolving a particular problem |

**Bibliography:**


1. Eberts M., Brothers L., Gisler A. Careers in travel, tourism & hospitality. The McGraw-Hill Companies, 2006;
2. Sailer L. From Apprentice to Ceo. Notio Press, 2015;
3. Trought F. Brilliant Employability Skills. Pearson FT Prentice Hall Highe, 2011.Stettner M. Skills for New Managers. The McGraw-Hill Companies, 2000;
4. http://europass.cedefop.europa.eu/documents/curriculum-vitae


**Recommended literature:**


1. Diksone A. Grūtās sarunas. Zvaigzne ABC, 2007;
2. Faina D. Saviesīgo sarunu māksla. Zvaigzne ABC, 2009;
3. Templers R. Veiksmīgas karjeras likumi. Zvaigzne ABC: Rīga, 2007;
4. Власова Т.И., Шарухин А.П., Данилова М.М. Профессиональное и деловое общение в

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| сфере туризма. Академа, 2007. | |
| **Information required for course database** | |
| Course issue date/ review date | *18/08/2016* |
| Lecturer(s) | *Anita Strazdiņa, Mg. Oec., Mg. Phil J.Korjuhina* |
| Study programme director's notes and comments | |

# Описание курса

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| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Название курса на латышском языке:** | Darbiekārtošanas prasmes |
| **Название курса на английском языке и русском языках:** | Employability Skills/ Профессиональные навыки |
| **Требования для начала курса:** | Нет |
| **Семестр:** | 4 |
| **Количество кредитных пунктов:** | 2 |

**Цель курса:**
Дать возможность студентам получить профессиональные навыки необходимые для эффективного трудоустройства.

**Ожидаемые результаты:**
По окончанию курса студент будет:

- Способен определить свои обязанности и исполнение
- Способен развить свои межличностные и передаваемые навыки
- Понимать динамику работы с людьми
- Быть способным разработать стратегии для решения проблем

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| Знания | 1. Объяснить роли, которые люди исполняют в команде, и как они работают вместе для достижения целей |
| Навыки | 2. Понимать динамику работы с людьми<br>3. Быть способным определить свои обязанности и исполнение |
| Компетенции | 4. Быть способным развить свои межличностные и передаваемые навыки<br>5. Быть способным разработать стратегии для решения проблем |

**Содержание курса:**
ТЕМА 1: БЫТЬ СПОСОБНЫМ ОПРЕДЕЛИТЬ СВОИ ОБЯЗАННОСТИ И ИСПОЛНЕНИЕ
Свои обязанности: личная ответственность, прямые и косвенные отношения и адаптация, процессы принятия решений и навыки, способность учиться и развиваться на своей должности, трудовое законодательство, этика, права и обязанности на работе.
Задачи исполнения: установка и наблюдение за выполнением задач. Индивидуальные системы похвалы: уровень зарплаты, бонусная система, сильные и слабые стороны продвижения, необходимость тренингов, коммуникация, критерии похвалы, например, данные продукции, личные данные, оценочные данные, методы оценивания, парное сравнение, список, управление в соответсвии с поставленными задачами
Мотивация и исполнение: анкетирование и похвала мотивоционных теорий и техник, награды и стимулы, роль менеджера, самомотивирующие факторы
ТЕМА 2: БЫТЬ СПОСОБНЫМИ РАЗВИТЬ МЕЖЛИЧНОСТНЫЕ И ПЕРЕДАВАЕМЫЕ НАВЫКИ
Эффективная коммуникация: вербальная и невербальная, например, осведомленность, использование языка тела, открытость и отзывчивость, формальный и неформальный отзыв от

коллег и коллегам, ИТ как способ эффективной коммуникации, командные собрания.
Межличностные навыки: личная эффективность, работа с людьми, применение инициативы, навыки переговоров, напористости, социальные навыки.
Управление временем: распределение нагрузки, установка рабочих задач, договоры и встречах, работать поступательно, а не хаотично, время для обучения, надежная оценка. Решение проблем: анализ проблем, изменения на рабочем месте, разработка решений, выбор правильного решения
ТЕМА 3: ПОНИМАТЬ ДИНАМИКУ РАБОТЫ С ЛЮДЬМИ
Работа с людьми: сущность и динамика группы и работы в группе, формальное и неформальное окружение, цели работы в командах и группах, долгоиграющеие цели и стратегия компании, решение проблем, короткосрочные проекты развития, гибкость/ адаптация, член команды. Команды и сплочение команды: отбор членов команды, стадии в развитии команды, сплочение команды, идентичность, лояльность, планирование действий, наблюдение и отзыв, коучинг, этика, эффективные навыки лидера, установление направления, стандартов, мотивация, инновации, отзывчивость, эффективная коммуникация, надежность, последовательность
ТЕМА 4: БЫТЬ СПОСОБНЫМ РАЗВИТЬ СТРАТЕГИИ ДЛЯ РЕШЕНИЯ ПРОБЛЕМ
Спецификация проблемы: определение проблемы, анализ и разъяснение. Идентификация возможных выводов, идентификация и оценка разных альтернативных выводов
Инструменты и методы: методы и инструменты решения проблем, методология решений, решение и применение корректирующего действия, временные рамки, стадии, ресурсы, анализ критического мышления
Оценивание: оценивание решена ли проблема или нет, мера решения в соответсвии со спецификацией и желаемых результатов, устойчивость.

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| ТЕМА 1: БЫТЬ СПОСОБНЫМ ОПРЕДЕЛИТЬ СВОИ ОБЯЗАННОСТИ И ИСПОЛНЕНИЕ | • Оценить, как мотивационные техники могут быть использовать для улучшения качества исполнения |
| ТЕМА 2: БЫТЬ СПОСОБНЫМИ РАЗВИТЬ МЕЖЛИЧНОСТНЫЕ И ПЕРЕДАВАЕМЫЕ НАВЫКИ | • Развивать межличностные и передаваемые навыки |
| ТЕМА 3: ПОНИМАТЬ ДИНАМИКУ РАБОТЫ С ЛЮДЬМИ | • Понимать динамику работы с людьми |
| ТЕМА 4: БЫТЬ СПОСОБНЫМ РАЗВИТЬ СТРАТЕГИИ ДЛЯ РЕШЕНИЯ ПРОБЛЕМ | • Развивать подходящую стратегию для решения конкретной проблемы |

**Обязательная литература:**


1. Власова Т.И., Шарухин А.П., Данилова М.М. Профессиональное и деловое общение в сфере туризма. Академа, 2007.
2. Eberts M., Brothers L., Gisler A. Careers in travel, tourism & hospitality. The McGraw-Hill Companies, 2006;
3. Sailer L. From Apprentice to Ceo. Notio Press, 2015;
4. Trought F. Brilliant Employability Skills. Pearson FT Prentice Hall Highe, 2011.Stettner M. Skills for New Managers. The McGraw-Hill Companies, 2000;
5. http://europass.cedefop.europa.eu/documents/curriculum-vitae


**Рекомендуемая литература:**


1. Diksone A. Grūtās sarunas. Zvaigzne ABC, 2007;
2. Faina D. Saviesīgo sarunu māksla. Zvaigzne ABC, 2009;

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| 3. Templers R. Veiksmīgas karjeras likumi. Zvaigzne ABC: Rīga, 2007. | |
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Анита Страздыня, Mg. Oec., Mg. Phil. J.Korjuhina |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

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|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Viesu atpūtas organizācija |
| **Studiju kursa nosaukums angļu valodā:** | Entertainment for Holiday Makers |
| **Prasības studiju kursa apguves uzsākšanai:** | Kursa apguvei nav nepieciešamas speciālas priekšzināšanas |
| **Semestris:** | 2 |
| **Kredītpunktu skaits:** | 1 |

**Studiju kursa mērķis:**
Sniegt zināšanas par viesu atpūtas organizāciju kūrortviesnīcās, iemācot plānot, organizēt un īstenot dienas aktivitātes dažādiem viesu vecumiem, piesaistīt vakara programmas izpildītājus, kā arī vadīt animācijas departamenta darbību kūrortviesnīcā.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu students spēs:

- zināt animācijas veidus, uzdevumus un metodes;
- izprast atšķirīgas animācijas prakses, kuras realizē Vidusjūras kūrortviesnīcas;
- sagatavot bērnu dienas aktivitāšu programmas un tās realizēt;
- sagatavot pieaugušo dienas aktivitāšu programmas un tās realizēt;
- pārzināt vakara šovu programmas izveides gaitu;
- plānot animācijas departamenta darbu viesnīcā

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| Zināšanas | 1. zināt animācijas veidus, uzdevumus un metodes |
| Prasmes | 1. izprast atšķirīgas animācijas prakses, kuras realizē Vidusjūras kūrortviesnīcas;<br>2. pārzināt vakara šovu programmas izveides gaitu |
| Kompetences | 1. plānot animācijas departamenta darbu viesnīcā;<br>2. sagatavot bērnu dienas aktivitāšu programmas un tās realizēt;<br>3. sagatavot pieaugušo dienas aktivitāšu programmas un tās realizēt |

**Studiju kursa saturs:**
TĒMA 1: ANIMĀCIJAS VEIDI UN UZDEVUMI

- Animācijas jēdziena izcelsme un nozīme, animācijas mērķis un klasifikācija atkarībā no uzdevuma (piemēram, sporta animācija fiziskās labsajūtas uzlabošanai u.c.) vai no mērķa grupas (bērnu, pieaugušo), animācijas metodes (aktīvā un pasīvā).
- Animācijas dienesta personāla atbildības sfēras un darba ikdiena. Sadarbība ar ārpakalpojumu sniedzējiem (viesmākslinieki u.c.), soft animation jēdziena skaidrojums.
- Faktori, kas jāņem vēra (sezonas periods, viesu tipi u.c.).
- Analīze par animācijas prakses kopīgām un atšķirīgām iezīmēm Vidusjūras reģiona kūrortos (Spānija, Grieķija, Turcija).

TĒMA 2: BĒRNU ANIMĀCIJAS DIENAS AKTIVITĀTES

- Programmas sastāvdaļas un laika plāns (dienas, pēcpusdienas un vakara), populārāko aktivitāšu raksturojums (bezmaksas aktivitātes, maksas aktivitātes, tematiskās aktivitātes).
- Padziļināti: face painting jeb bērnu seju apzīmēšana.
- Programmas izveides (daudzveidība, sabalansētība, visu mērķa grupu iesaiste, ilgums u.c.) un realizācijas pamatprincipi.
- Bērnu animatora darba specifika.

TĒMA 3: BĒRNU ANIMĀCIJAS ORGANIZĀCIJAS DROŠĪBAS ASPEKTI

- Veselība, drošība un uzvedība bērnu laukumā: potenciālo risku identifikācija (kukaiņi, bīstamās vielas un priekšmeti, kūrortviesnīcas infrastruktūras bīstamās zonas – pludmales, peldbaseini u.c., dzeramais ūdens, nepieskatītas rotaļlietas, logi un balkoni, dabas stihijas – vētras, plūdi u.c.), standarta procedūras to novēršanai; bērnu reģistrācija un skaita kontrole, rīcība gadījumā, ja kāds no bērniem tiek „pazaudēts"; bērnu informēšana par higiēnas un uzvedības normām bērnu laukumā (savstarpējā cieņa, jebkāda veida diskriminācijas aizliegums utt.); bērnu saslimšanas simptomu atpazīšana (masalas, bakas, garais klepus, cūciņa, meningīts, caureja, pārkaršana saulē, alerģiskās reakcijas, lūzumi u.c.) un tālākā rīcība; bērnu kluba darbinieku personīgā atbildība, profesionālās uzvedības normas.
- Bērna psiholoģija: bērna sociālās, intelektuālās, radošas un emocionālās attīstības posmi no 5 līdz 15 gadiem, spēļu, sociālās integrācijas, zināšanu un radošās darbības ietekme uz bērna attīstību; bērnu ar īpašām vajadzībām iesaistes iespēju nodrošināšana;
- Aktivitāšu plānošana un organizēšana: aktivitāšu veidi (iepazīšanās un jaunās draudzības nodibināšana, izklaide, zināšanu ieguve u.c.); plānošanas nozīme, faktori, kas jāņem vērā (bērnu grupas lielums, telpas, laika apstākļi, mēģinājumu skaits līdz aktivitātei, izdevumi, rekvizīti utt.); programmas sabalansēšana (āra un iekštelpu aktivitātes, māksla, sporta vingrojumi, sacensības, tematiskie pasākumi, izbraucieni u.c.) atbilstoši vecuma grupām: 3-8, 9-12, 13-15; aktivitāšu vadīšana (bērnu informēšana un iesaiste, sekošana nospraustajiem laika termiņiem, aprīkojums utt.; aktivitāšu izvērtējums (statistika par iesaisti, bērnu, vecāku un tūroperatora darbinieku aptaujas, secinājumi un rīcība), faktori, kas jāņem vērā (sezona – īpaši agrā vai vēlā, viesu tipi, kas dominē viesnīcā – vai ir ģimenes ar bērniem u.c.); ikdienas dokumentācija Log book vai dienasgrāmata (apmeklējums, negadījumi, aktivitāšu riska faktori u.c.).

TĒMA 4: PIEAUGUŠO ANIMĀCIJAS DIENAS AKTIVITĀTES

- Aktivitāšu iedalījums (sporta, all-round) un veidi (volejbols, futbols, aerobika, joga, ūdenspolo, pārgājieni u.c.). Padziļināti: šūlbeks; šaflbords; boča; šautriņmešana.
- Pieaugušo animatora darba specifika.

TĒMA 5: ANIMĀCIJAS VAKARA PROGRAMMAS

- Vakara programmas sastāvdaļas un laika plāns. Padziļināti: Mini disco dejas un to horeogrāfija; Bingo; Club dance; dejas ar viesiem (diskotēka).
- Šovu veidi un raksturojums (komēdiju, deju, playback, mūzikli, spēļu šovi, profesionālie). Šova sagatavošana (scenārijs, lomu sadale, mēģinājumi, rekvizīti, scenogrāfija, izdevumi) un realizācija (darbi pirms un pēc šova).
- Skatuves make up uzlikšana un noņemšanas pamatprincipi.

TĒMA 6: ANIMĀCIJAS DEPARTAMENTA DARBU PLĀNOŠANA

- Efektīvā plānošana: ikdienas rīta sanāksmes; programmas sastādīšana; mēģinājumu plānošana; resursu plānošana (aprīkojuma un rekvizītu iepirkumi utt.); tipiskās problēmas un to risinājumi.
- Darbs komandā: savu un kolēģu stipro pušu un vājību apzināšanās, šo zināšanu izmantošana darba procesā; efektīva informācijas apmaiņa komandā; līderības dotību attīstība; komandas

dalībnieku personīgā ieguldījuma invertējums, konstruktīvā kritika (kā pateikt un ka pieņemt).
• Animātoru darba izvērtējuma metodes un rīcība konstatēto trūkumu novēršanai, animācijas programmu un konkrēto aktivitāšu kvalitātes uzlabošanai.

**Studējošo patstāvīgā darba organizācija:**
Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks. Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| TĒMA 1. ANIMĀCIJAS VEIDI UN UZDEVUMI | • tiek aprakstīti animācijas veidi, uzdevumi un metodes, izmantojot reālu kūrortviesnīcu pieredzi;<br>• tiek izmantoti daudzveidīgi informācijas ieguves avoti |
| TĒMA 2. PIEAUGUŠO UN BĒRNU ANIMĀCIJAS DIENAS AKTIVITĀTES | • tiek izplānotas pieaugušo dienas aktivitāšu programmas;<br>• tiek demonstrēta radoša domāšana |
| TĒMA 3. ANIMĀCIJAS VAKARA PROGRAMMAS | • tiek aprakstītas pieaugušo vakara aktivitāšu programmas;<br>• tiek izmantoti daudzveidīgi informācijas ieguves avoti |
| TĒMA 4. ANIMĀCIJAS DEPARTAMENTA DARBA PLĀNOŠANA | • tiek veikta analīze par animācijas departamenta darba plānošanu;<br>• ieteiktās metodes un uzlabojumi ir labi argumentēti |

**OBLIGĀTĀ LITERATŪRA:**
1. Torkildsen, G. Leisure and Recreation Management, 5th Edition. Routledge: 2005.

**Papildus literatūra un citi informācijas avoti:**
1. Conway, D. G. The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event. John Wiley & sons, 2009;
2. Власова Т., Шарухин А., Панов Н. Анимационный менеджмент в туризме. Академия, 2010;
3. Ковалева Ю.В. От аниматора до шоумена: практикум. Феникс, 2013.

| **Studiju kursu aprakstu reģistra atzīmēm:** | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | 09/08/2016 |
| Lektors, kas sagatavoja aprakstu | Diāna Sproģe |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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| **Qualification number and title:** | Hospitality Management 41 811 |
| **Course title in Latvian:** | Viesu atpūtas organizācija |
| **Course title in English:** | Entertainment for Holiday Makers |
| **Prerequisites:** | no |
| **Term:** | 2 |
| **Number of credit points:** | 1 |

**The aim of the course:**
This unit opens up to learners the exciting world of entertainment in a range of tourism contexts. They will have the opportunity to design an entertainment programme, gaining knowledge of the essential aspects of a successful entertainment activity, including the skills and qualities needed by entertainers. They will put some of these into practice when planning, preparing, delivering and evaluating an entertainment activity.

**Learning outcomes:**
On successful completion of this unit a learner will:
1. Know the qualities and skills required by entertainers to fulfil their duties;
2. Be able to plan an entertainment programme for a specific client brief;
3. Know the factors that contribute to a successful entertainment activity;
4. Be able to plan, prepare, deliver and evaluate an entertainment activity.

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| **Knowledge** | 1. Know types and methods of entertainment |
| **Skills** | 2. Understand various types of entertainment which are common for the Mediterranean region<br>3. Know the organization process of evening programme |
| **Competences** | 4. Plan an entertainment programme for a specific client brief<br>5. Plan, prepare and deliver an entertainment activity for children and adults |

**Course content:**
THEME 1: KNOW THE QUALITIES AND SKILLS REQUIRED BY ENTERTAINERS TO FULFIL THEIR DUTIES
Qualities: motivated; energetic; consistent; ability to deal with difficult people; ability to work within deadlines; persuasive; professional
Skills: eg performance, public speaking, non-verbal communication
Duties: plan, prepare and deliver entertainment activities; ensure good relationships (with customers, with colleagues, business to business); encourage participation; maintain customer service standards; ensure health and safety; manage resources (financial, physical); promote corporate image

THEME 2: BE ABLE TO PLAN AN ENTERTAINMENT PROGRAMME FOR A SPECIFIC CLIENT BRIEF
Client: eg holiday centre, hotel, tour operator, cruise operator
Client brief: target audience; where it will take place, what types of activities are expected.
Types of programme: eg for children, teens, adults, older people, special interests, passive, active
Content of programme: rationale; aims; objectives; target group; outline of entertainment activities;

schedule; resource requirements; health and safety issues; contingency plans eg wet weather, staff changes; method of evaluation

THEME 3: KNOW THE FACTORS THAT CONTRIBUTE TO A SUCCESSFUL ENTERTAINMENT ACTIVITY
Factors: quality of performance; performance skills; skills of support staff; timing; external eg weather, facilities, resources, budget, venue
Success measures: by audience reaction; keeping within budget; keeping to timings; achieving objectives; generating revenue; customer feedback

THEME 4: BE ABLE TO PLAN, PREPARE, DELIVER AND EVALUATE AN ENTERTAINMENT ACTIVITY
Plan: timescales; aim; objectives; content of activity; risk assessment; agree roles and responsibilities; promotional methods
Prepare: rehearse; review process; organise resources; agree approach for admissions or participation; promotion
Deliver: eg sing, dance, act, facilitate an activity, operate lighting, operate sound system
Entertainment activity: eg concert, costumed interpretation, game show, sporting activity
Evaluate: self; others; planning; preparation; delivery

**Organization of students' independent work**
Students need to write one independent work which covers all themes.
Lecturer can put a final grade for the course without an exam if the particular student's attendance is high enough(not less than 70 %), all independent works are submitted on time and were graded at least 7 (good).

| **Themes for independent works:** | **Learning Outcomes** |
|---|---|
| THEME 1: KNOW TYPES OF ENTARTAINMENT PROGRAMMES | • Types, methods and tasks of entertainment have been described<br>• Different types of information have been used |
| THEME 2: BE ABLE TO PLAN AN ENTERTAINMENT PROGRAMME FOR CHILDREN AND ADULTS | • Entertainment programmes for children and adults have been planned and organised<br>• Creative approach has been applied |
| THEME 3: EVENING PROGRAMME | • Evening programme has been planned and organised<br>• Different types of information have been used |
| THEME 4: PLANNING ENTERTAINMENT ACTIVITIES | • Enterntainment programme has been planned<br>• Methods and suggestions for improvement have been made |

**Bibliography:**
1. Torkildsen, G. Leisure and Recreation Management, 5th Edition. Routledge: 2005.

**Recommended literature:**
1. Conway, D. G. The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event. John Wiley & sons, 2009;

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| 2. Власова Т., Шарухин А., Панов Н. Анимационный менеджмент в туризме. Академия, 2010;<br>3. Ковалева Ю.В. От аниматора до шоумена: практикум. Феникс, 2013. | |
| **Information required for course database** | |
| Course issue date/ review date | 19/08/2016 |
| Lecturer(s) | Diāna Sproģe |
| Study programme director's notes and comments | |

# Описание курса

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| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Название курса на латышском языке:** | Viesu atpūtas organizācija |
| **Название курса на английском и русском языках:** | Entertainment for Holiday Makers/ Организация отдыха и развлечения гостей |
| **Требования для начала курса:** | нет |
| **Семестр:** | 2 |
| **Количество кредитных пунктов:** | 1 |

**Цель курса:**
Курс открывает студентам мир развлечений в контексте туризма. У студентов есть возможность составить программу развлечений, получая основные знания об успешной организации развлечений, включая навыки и качества, необходимые для аниматоров. Они будут использовать теоретические знания на практике, планируя, приготовив и оценив деятельность аниматора.

**Ожидаемые результаты:**
По окончанию курса студент будет:

- Знать типы, задачи и методы анимации
- Понимать различные виды анимации, которые используют на средиземноморских курортах
- Понимать разработку вечерней шоу программы
- Планировать работу департамента в гостинице
- Подготовить детскую программу и ее реализовать
- Подготовить взрослую программу и ее реализовать

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|---|---|
| Знания | 1. Знать виды анимации, задачи и методы |
| Навыки | 2. Понимать различные виды анимации, которые используют на средиземноморских курортах<br>3. Понимать разработку вечерней шоу программы |
| Компетенции | 4. Планировать работу департамента в гостинице<br>5. Подготовить детскую программу и ее реализовать<br>6. Подготовить взрослую программу и ее реализовать |

**Содержание курса:**
ТЕМА 1: ВИДЫ И ЗАДАНИЯ АНИМАЦИИ

- Происхождение термина и значение Анимации, цели анимации, классификация в отличии от заданий (например, спортивная анимация) или в зависимости от целевой группы (детская, взрослая), методы анимации (активная и пассивная)
- Сфера ответственности персонала и рутина. Сотрудничество с внешними поставщиками услуг (художниками), понятие термина *soft animation*

- Факторы, влияющие на анимацию (сезонность, типы гостей и др.)
- Анализ общих и различных черт анимации на средиземноморских курортах (Испания, Греция, Турция)

ТЕМА 2: ДЕНЬ ДЕСТКОЙ АНИМАЦИИ

- Составные части программы и планирование времени (дневная, послеобеденная и вечерняя), самые популярные характеристики программы (бесплатные мероприятия, платные, тематические)
- Углубленно: раскрашивание лиц
- Создание программы (разнообразие, сбалансированность, вовлечение всех целевых групп и т.д.)и основные принципы реализации
- Специфика работы аниматора

ТЕМА 3: АСПЕКТЫ БЕЗОПАСНОСТИ ОРГАНИЗАЦИИ ДЕСТКОЙ АНИМАЦИИ

- Здоровье, безопасность и поведение на детской площадке, идентификация потенциальных рисков(насекомые, опасные предметы и вещества, опасные зоны инфраструктуры- пляж, бассеины, питьевая вода, игрушки без присмотра, окна, балконы, природные стихии- бури, наводнения), стандартные процедуры, регистрация детей и присмотр, в случае потери ребенка- план действий, информирование детей о правилах поведения и гигиены на площадке(борьба между собой, дискриминация), заболевание детей и дальнейшие действия, личная ответсвенность работников клуба, нормы профессиональной этики
- Детская психология: социальное, интеллектуальное, творческое и эмоциональное развитие ребенка, стадии развития детей от 5 до 15 лет, игры, социальная интеграция, влияние знаний и творческой деятельности на развитие детей, вовлечение детей с особыми потребностями
- Планирование и организация деятельности: виды деятельности (знакомство и установление новой дружбы, развлечение, получение знаний), значение планирования, факторы, которые нужно принимать во внимание, (величина группы, помещение, условия, число репетиций перед мероприятием, расходы, реквизиты), сбалансированность программы (снаружи, внутри, искусство, спорт, соревнования, тематические мероприятия, выезды) в соответствии с возрастными группами: 3-8, 9-12, 13-15; проведение мероприятий (информирование детей, прослеживание по времени, оценка деятельности (статистика об участии, опросы детей, родителей, туроператора, работников, выводы), факторы, которые нужно брать во внимание (сезон – ранний или поздний, типы гостей, которые доминируют в гостинице- семьи с детьми), ежедневная документация *Log book* или дневник (посещение, несчастные случаи, деятельность повышенного риска).

ТЕМА 4: ВЗРОСЛАЯ АНИМАЦИЯ

- Разделение анимации (спортивная, *all-round*) и ее виды (воллейбол, футбол, аэробика, йога, водное поло, походы). Углубленно: шулбек, шафлбол, боча, метание дротиков
- Специфика работы аниматора со взрослыми

ТЕМА 5: ВЕЧЕРНИЕ ПРОГРАММЫ АНИМАЦИИ

- Составные части вечерней программы и планирование. Углубленно: *Mini disco* и хореография*; Bingo; Club dance;* танцы с гостями
- Виды шоу и характеристика (комедии, танцевальные, *playback*, мьюзиклы, игровые шоу, профессиональные). Подготовка шоу (сценарий, разделение ролей, репетиции, реквизиты, сценография, расходы ) и реализация (работа до и после шоу)
- Наложение и снятие сценического *make up*

ТЕМА 6: ПЛАНИРОВАНИЕ РАБОТЫ ДЕПАРТАМЕНТА АНИМАЦИИ

• Эффективное планирование: ежедневное утреннее собрание, подготовка программы, планирование репетиций, планирование ресурсов (оборудование, закупки реквизитов), типичные проблемы и их решения

• Работа в команде: определение сильных и слабых сторон, использование этих знаний в рабочем процессе, эффективный обмен информации, развитие лидерских способностей, оценка личных достижений, конструктивная критика (как сказать и как принять )

• Методы оценки работы аниматоров и действия в случае констатирования недостатков, улучшение анимационной программы и качества отдельных мероприятий

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| ТЕМА 1. ВИДЫ АНИМАЦИИ И ИХ ЗАДАЧИ | • Описаны виды анимации, задачи и методы<br>• Использованы разнообразные источники информации |
| TĒMA 2. PIEAUGUŠO UN BĒRNU ANIMĀCIJAS DIENAS AKTIVITĀTES | • Распланирована программа для взрослых и детей на день<br>• Продемонстрировано творческое мышление |
| TĒMA 3. ANIMĀCIJAS VAKARA PROGRAMMAS | • Описана вечерняя программа развлечений для взрослых<br>• Использованы разнообразные источники информации |
| TĒMA 4. ANIMĀCIJAS DEPARTAMENTA DARBA PLĀNOŠANA | • Проведен анализ планирования работы департамента анимации<br>• Методы и предложения по улучшению аргументированы |

**Обязательная литература:**


1. Власова Т, Шарухин А, Панов Н. Анимационный менеджмент в туризме. Академия, 2010;
2. Ковалева Ю.В. От аниматора до шоумена: практикум. Феникс, 2013.


**Рекомендуемая литература:**


1. Conway, D. G. The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event. John Wiley & sons, 2009;
2. Torkildsen, G. Leisure and Recreation Management, 5th Edition. Routledge: 2005.


| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Диана Спроге |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

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|---|---|
| **Studiju programmas nosaukums un kods:** | *Viesnīcu vadība, 41 811* |
| **Studiju kursa nosaukums latviešu valodā:** | Ēdienu un dzērienu nodaļas darba organizācija |
| **Studiju kursa nosaukums angļu valodā:** | Food and Beverage Operations Management |
| **Prasības studiju kursa apguves uzsākšanai:** | Kursa apguvei nav nepieciešamas speciālas priekšzināšanas |
| **Semestris:** | 1 |
| **Kredītpunktu skaits:** | 3 |

**Studiju kursa mērķis:**
Sniegt zināšanas par ikdienas darbībām un procedūrām saistībā ar ēdienu un dzērienu nodaļas darba organizāciju viesnīcā, kā arī attīstīt praktiskās darba iemaņas, kas nepieciešamas, strādājot dienestā.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu students spēs:

- izprast ēdienu gatavošanas tehnoloģijas pamatus un pakalpojumu sistēmas;
- izprast finanšu kontroli, kura tiek izmantota pārtikas un dzērienu nodaļas operācijās;
- izstrādāt ēdienkartes viesmīlības pasākumiem;
- sniegt ēdināšanas pakalpojumus viesmīlības pasākumos

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| Zināšanas | 1. zināt faktorus, kas ietekmē ēdienu gatavošanas tehnoloģiju un apkalpošanas sistēmas |
| Prasmes | 1. izprast ēdienu gatavošanas tehnoloģijas pamatus un ēdināšanas pakalpojumu sistēmas;<br>2. izprast finanšu kontroli, kura tiek izmantota pārtikas un dzērienu nodaļas darbībā;<br>3. analizēt iepirkumu procesu |
| Kompetences | 1. izprast finanšu kontroli, kura tiek izmantota ēdienu un dzērienu nodaļas darbībā;<br>2. sniegt ēdināšanas pakalpojumus viesmīlības pasākumos |

**Studiju kursa saturs:**
TĒMA 1: DAŽĀDU ĒDIENU UN DZĒRIENU GATAVOŠANAS TEHNOLOĢIJAS PAMATI UN APKALPOŠANAS SISTĒMAS

- Pārtikas ražošana: ēdienu gatavošanas tehnoloģijas: tradicionālā, masveidīgā, pēc pasūtījuma, centralizētā, gatavošana ar zemām temperatūrām, atvēsināšana, saldēšana.
- Serviss: ēdienu un dzērienu nodaļas pakalpojumu veidi, à la carte, d'hôte galds, sudraba serviss, ģimenes serviss, plate serviss, guéridon serviss, specializētie pārtikas pakalpojumu sistēmas
- Recepte un ēdienkartes sastādīšanas faktori: receptes piemērotība un modifikācija, klientu uztvere, produktu izvēle; ēdienu garša un izskats; uzturvērtība.
- Saistītās izmaksas: izmaksu sistēmas, iekārtas, darbinieki, produkcija.
- Personāla saistības: darba prasmju attīstība un pilnveidošana; darba specifika; apmācības;

darba kvalitātes līmeņi.
- Pielietošana: ietver viesmīlības nozares, piemēram, viesnīcas, restorāni, bāri, klubi un naktsklubi, ēdināšanas pakalpojumi pēc līguma, viesmīlības pakalpojumi, biedru klubi, pasākumi un banketi, fast food - restorāni, lidojumu ēdināšana.

TĒMA 2: FINANŠU KONTROLE ĒDIENU UN DZĒRIENU NODAĻAS DARBĪBĀ
- Finanšu pārskati: ēdienu izcenojumu lapas; izmaksu paziņojumi, ekspluatācijas pārskati; pretrunu analīze, pārdošanas reģistri.
- Izmaksas un cenas: trauki, izvēlnes, dzērienu saraksti, neto un bruto peļņa; fiksētas, mainīgas, tiešās, netiešās izmaksas, izmaksu elementi, PVN; diskontēšana.
- Iegādāšanas process: rekvizēt iekārtu un to piederumus, pirkšanas iespējas, pirkuma specifikācijas, saņemšana, rēķini, iekārtu un to piederumu uzglabāšana.

TĒMA 3: ĒDIENKARTES IZSTRĀDE VIESMĪLĪBAS PASĀKUMIEM
- Ēdienkartes un receptes apsvērumi: kulinārijas stils, ēdienkartes veidi, sabalansētība; uztura vajadzības; alerģijas apsvērumi; etniskās ietekmes, sociālās tendences un mode.
- Ēdiena recepte: svaigas pārtikas izmantošana, gatavie pārtikas produkti un apstrādes līmeņi; gatavo un svaigo ēdienu kombinācija, ēdienu specifikācijas; standarta receptes.
- Ietekmējošie faktori ēdienkartes apkopošanai un trauku izvēlei: garša, krāsa; tekstūra, temperatūra; izskats; sezonas un vietēji produkti, pārtikas un dzērienu saskaņošana.
- Dzērieni: alkoholiskie, bezalkoholiskie, avoti; atlase; pieejamība; uzglabāšana; likumdošana.

TĒMA 4: ĒDINĀŠANAS UN DZĒRIENU PAKALPOJUMU SNIEGŠANA VIESMĪLĪBAS PASĀKUMIEM
- Plānošana: ēdienkartes veids, pakalpojuma stils; termiņš; klientu prasības.
- Izmaksu kontrole: personāls; materiāli; frakcijas; mērķa peļņas sasniegšana; budžeta ierobežojumi.
- Kvalitātes standarti: ražošanas un pakalpojumu plānošana, ēdienu un dzērienu sagatavošana; gatavošana un noformējums, pārtikas un dzērienu pakalpojuma līmenis, nosakot un uzturot standartus.
- Veselības, drošības un darba vides aizsardzība: procedūras; uzraudzība; higiēnas saglabāšana un noteikšana.
- Vērtēšanas faktori: plānošana; organizācija; vadības mērķi; īstenošana; kvalitāte; klientu apmierinātība; izmaksu efektivitāte.

**Studējošo patstāvīgā darba organizācija:**
Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks.
Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
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| TĒMA 1. DAŽĀDU ĒDIENU UN DZĒRIENU GATAVOŠANAS TEHNOLOĢIJAS PAMATI UN APKALPOŠANAS SISTĒMAS | • tiek izprasti dažādu ēdienu un dzērienu gatavošanas tehnoloģijas pamati un apkalpošanas sistēmas |

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| TĒMA 2. FINANŠU KONTROLE ĒDIENU UN DZĒRIENU NODAĻAS DARBĪBĀ | • tiek izprasta finanšu kontrole, kura tiek izmantota pārtikas un dzērienu nodaļas operācijās;<br>• tiek analizēts iepirkumu process |
| TĒMA 3. ĒDIENKARTES IZSTRĀDE VIESMĪLĪBAS PASĀKUMIEM | • tiek izstrādāta ēdienkarte viesmīlības pasākumam;<br>• tiek analizēti ietekmējošie faktori ēdienkartes apkopošanai un trauku izvēlei;<br>• tiek demonstrēta patstāvība un neatkarība, plānojot, organizējot un īstenojot aktivitātes, risinot neparedzētās situācijas, pielietojot sadarbības prasmes komandas darbā |
| TĒMA 4. ĒDINĀŠANAS UN DZĒRIENU PAKALPOJUMU SNIEGŠANA VIESMĪLĪBAS PASĀKUMIEM | • tiek analizēts un izprasts ēdināšanas un dzērienu pakalpojumu sniegšanas process viesmīlības pasākumiem<br>• tiek demonstrēta inovatīva un radoša domāšana |

**Obligātā literatūra:**


1. T. Rubene, Mūsdienu gastronomija. Aktualitātes, profesionālais aprīkojums un rūpes par kvalitāti, "HOTEL SCHOOL" Viesnīcu biznesa koledža, Rīga, 2015.
2. T. Rubene, Ēdināšana viesmīlībā: Pasākumu plānošana; "HOTEL SCHOOL" Viesnīcu biznesa koledža, Rīga, 2015.
3. T. Rubene, Ēdināšana viesmīlībā: Pakalpojumi, apkalpošana un telpas; "HOTEL SCHOOL" Viesnīcu biznesa koledža, Rīga, 2015.


**Papildus literatūra un citi informācijas avoti:**


1. Ceserani V and Foskett D. The Theory of Catering, 11th Edition. Hodder Arnold, 2007. ISBN 9780340939260.
2. How to Match Food and Wine: A Comprehensive Guide to Choosing Wine to Go with Food (Mitchell Beazley Wine Made Easy), Beckett F, Mitchell Beazley, 2006
3. Fundamentals of Menu Planning, Paul J. McVety, Bradley J. Ware, Claudette Lévesque Ware, John Wiley & Sons, 2009
4. Planning and Control for Food and Beverage Operations, 5th edition Jack D. Ninemeier, The USA, E I of the American Hotels & Lodging Associations, 2001
5. The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event., D. G. Conway, 2009
6. www.bha.org.uk British Hospitality Association
7. www.caterersearch.com Caterersearch – Hospitality news
8. www.catersource.com Catersource – Education, products and news for caterers
9. www.cookeryonline.com Cookeryonline – Food, cookery and hospitality resources
10. www.fdf.org.uk Food and Drink Federation
11. www.people1st.co.uk People 1st – Sector Skills Council for Hospitality,Leisure, Travel and Tourism


**Studiju kursu aprakstu reģistra atzīmēm:**

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|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | 09/08/2016 |
| Lektors, kas sagatavoja aprakstu | Mg. Oec. O. Ņikadimovs |

| | |
|---|---|
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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| **Qualification number and title:** | Viesnīcu vadība, 41 811 |
| **Course title in Latvian:** | Ēdienu un dzērienu nodaļas darba organizācija |
| **Course title in English:** | Food and Beverage Operations Management |
| **Prerequisites:** | The course does not require any special knowledge background. |
| **Term:** | 1 |
| **Number of credit points:** | 3 |

**The aim of the course**
This unit will enable learners to gain understanding of the day-to-day activities and procedures involved in food and beverage operations, whilst also developing a range of practical operational skills.

**Learning outcomes:**
On successful completion of this unit a student will:

- Understand different food and beverage production and service systems
- Understand the financial controls used in food and beverage operations
- Be able to devise menus for hospitality events
- Be able to provide food and beverage services for hospitality events.

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| Knowledge | 1. understand the characteristics of food production and food and beverage service systems<br>2. understand factors affecting recipes and menus for specific systems<br>3. evaluate the cost and staffing implications for different systems<br>4. justify the suitability of systems for particular food and beverage outlets<br>5. discuss the use of financial statements in food and beverage operations<br>6. analyse the purchasing process<br>7. justify the selection and suitability of recipes for menus |
| Skills | 8. compile food and beverage menus for a hospitality event<br>9. demonstrate the use of cost and pricing processes<br>10. plan a food and beverage service for a hospitality event within an agreed budget |
| Competences | 11. plan a food and beverage service for a hospitality event within an agreed budget<br>12. implement the planned service maintaining standards of quality and health, safety and security<br>13. evaluate factors to determine the success of the service, making recommendations for improvement<br>14. compare the cost and staffing implications for different systems |

**Course content:**

THEME 1: UNDERSTAND DIFFERENT FOOD AND BEVERAGE PRODUCTION AND

SERVICE SYSTEMS

- Food production: systems eg traditional, batch cooking, call-order, centralised, assembly kitchens, sous-vide, cook-chill, cook-freeze
- Service: systems eg table service, counter service, à la carte, table d'hôte, silver service, family service, plate service, guéridon service, specialist food service systems
- Recipe and menu factors: recipe suitability and modification; customer perceptions; choice of products; flavour and appearance of dishes; nutritional value
- Cost implications: system costs; equipment; staff; products
- Staffing implications: system skills and de-skilling; job specifications; training; levels of output
- Application: within the hospitality industries eg hotels, restaurants, pubs, clubs and nightclubs, contract food services, hospitality services, membership clubs, events and specialist operations, banqueting, fast food, in-flight catering

THEME 2: UNDERSTAND THE FINANCIAL CONTROLS USED IN FOOD AND BEVERAGE OPERATIONS

- Financial statements: dish costing sheets; cost statements; operating statements; variance analysis; sales records
- Costs and pricing: dishes; menus; beverage lists; sales mix; net and gross profit; fixed, variable, direct, indirect cost; cost elements; VAT; discounting
- Purchasing process: requisition of equipment and supplies; purchasing options; purchase specifications; receipt; invoicing; storage of equipment and supplies

THEME 3: BE ABLE TO DEVISE MENUS FOR HOSPITALITY EVENTS

- Menu and recipe considerations: cookery styles; types of menus; balance; dietary needs; allergy considerations; ethnic influences; social trends and fashions; nutritional content
- Dish recipes: using fresh foods; prepared foods and levels of processing; combination of prepared and fresh foods; dish specifications; standard recipes
- Factors affecting menu compilation and dish selection: taste; colour; texture; temperature; appearance; seasonal and local produce; complementary or contrasting foods; food and drink matching
- Beverages: alcoholic; non-alcoholic; sources; selection; availability; storage; legislation

THEME 4: BE ABLE TO PROVIDE FOOD AND BEVERAGE SERVICES FOR HOSPITALITY EVENTS

- Planning: type of menu; style of service; timescale; customer requirements
- Cost control: staffing; materials; overheads; achieving target profits; budget restrictions
- Quality standards: production and service planning; food and beverage preparation; cooking and presentation; food and beverage service levels; setting and maintaining standards
- Health, safety and security of the working environment: procedures; monitoring; setting and maintaining hygiene practices
- Evaluation factors: planning; organisation; management objectives; implementation; quality; customer satisfaction; cost effectiveness

**Organization of students' independent work**

Completion of independent tasks for each course topic should be performed on individual or summarized basis, if authorized by the tutor. Course final evaluation should be carried out as an examination test or automatic pass grade is granted if all of the individual tasks have been successfully passed and evaluated not less than grade 7 on a scale grade from 1 to 10.

| **THEMES FOR INDEPENDENT WORKS:** | **Learning Outcomes** |
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| THEME 1. UNDERSTAND DIFFERENT FOOD AND BEVERAGE PRODUCTION AND SERVICE SYSTEMS | • discuss the characteristics of food production and food and beverage service systems<br>• justify the suitability of systems for particular food and beverage outlets |
| THEME 2. UNDERSTAND THE FINANCIAL CONTROLS USED IN FOOD AND BEVERAGE OPERATIONS | • demonstrate the use of cost and pricing processes<br>• analyse the purchasing process |
| THEME 3. BE ABLE TO DEVISE MENUS FOR HOSPITALITY EVENTS | • compile food and beverage menus for a hospitality event<br>• justify the selection and suitability of recipes for menus |
| THEME 4. BE ABLE TO PROVIDE FOOD AND BEVERAGE SERVICES FOR HOSPITALITY EVENTS | • plan a food and beverage service for a hospitality event within an agreed budget<br>• implement the planned service maintaining standards of quality and health, safety and security |

**Bibliography:**


1. How to Match Food and Wine: A Comprehensive Guide to Choosing Wine to Go with Food (Mitchell Beazley Wine Made Easy), Beckett F, Mitchell Beazley, 2006
2. Fundamentals of Menu Planning, Paul J. McVety, Bradley J. Ware, Claudette Lévesque Ware, John Wiley & Sons, 2009
3. Planning and Control for Food and Beverage Operations, 5th edition Jack D. Ninemeier, The USA, E I of the American Hotels & Lodging Associations, 2001
4. The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event., D. G. Conway, 2009
5. The Food Service Professional Guide to Successful Catering: Managing the Catering Operation for Maximum Profit, Sony Bode, USA, Atlantic Publishing Group, 2003
6. Successful Catering. Managing the Catering Operation for Maximum profit, Sony Bode, USA, Atlantic Publishing Group, 2005
7. Food and Beverage Service, D.Lillicap, J.Cousins, UK, HODDER Education, 2010


**Recommended literature:**


1. T. Rubene, Mūsdienu gastronomija. Aktualitātes, profesionālais aprīkojums un rūpes par kvalitāti, "HOTEL SCHOOL" Viesnīcu biznesa koledža, Rīga, 2015.
2. T. Rubene, Ēdināšana viesmīlībā: Pasākumu plānošana; "HOTEL SCHOOL" Viesnīcu biznesa koledža, Rīga, 2015.
3. T. Rubene, Ēdināšana viesmīlībā: Pakalpojumi, apkalpošana un telpas; "HOTEL SCHOOL" Viesnīcu biznesa koledža, Rīga, 2015.
4. https://books.google.lv/books?id=G0AnmDecKpQC&lpg=PP1&pg=PP1#v=onepage&q&f=false; Google Books, Hotel Management and Operations; by Michael J. O'Fallon, Denney G. Rutherford
5. http://hotelexecutive.com/ ; Insights of hospitality business written by the industry leaders
6. https://www.hotel-online.com/ - premier daily email and news site for the hospitality industry, providing industry leaders with the latest and most relevant global news, trends, products and services.

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| 7. http://www.newagepublishers.com/samplechapter/001006.pdf - Menu Planning, Chapter 1 (accessed on 18/08/2016)<br>8. http://www.fabnfree.com/2011/12/13/20-free-menu-planner-printables/ - 20 Free Menu Planner Printables (accessed on 18/08/2016) | |
| **Information required for course database** | |
| Course issue date/ review date | 18/08/2016 |
| Lecturer(s) | Mg Oec Olegs Nikadimovs |
| Study programme director's notes and comments | |

# Описание курса

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| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Название курса на латышском языке:** | Ēdienu un dzērienu nodaļas darba organizācija |
| **Название курса на английском и русском языках:** | Food and Beverage Organisation Management/ Организация работы ресторана |
| **Требования для начала курса:** | нет |
| **Семестр:** | 1 |
| **Количество кредитных пунктов:** | 3 |

**Цель курса:**
Этот курс даст представление студентам о ежедневной деятельности и процедурах в ресторане, поможет развить практические профессиональные навыки

**Ожидаемые результаты:**
По окончанию курса студент будет:

- Понимать разные системы приготовления еды и подачи
- Понимать финансовый контроль, используемый в ресторане
- Быть способным составить меню для предприятия
- Быть способным обеспечивать обслуживание гостей в ресторане

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|---|---|
| Знания | 1. Понимать характерные черты систем приготовления и подачи блюд<br>2. Понимать факторы, влияющие на создание рецептов и меню<br>3. Оценивать затраченные средства и вовлеченный персонал<br>4. Обосновать пригодность систем для ресторана<br>5. Описать использование финансовых установок в работе ресторана<br>6. Проанализировать процесс закупок<br>7. Обосновать подбор и пригодность рецептов и меню |
| Навыки | 8. Составить меню для мероприятия<br>9. Понимать, как использованы финансы<br>10. Планировать услугу питания на предприятии гостеприимства в рамках ограниченного бюджета |
| Компетенции | 11. Планировать услугу питания на предприятии гостеприимства в рамках ограниченного бюджета<br>12. Применить запланированную услугу в соответсвии со стандартами качества, санитарии и гигиены и безопасности<br>13. Оценить факторы, влияющие на успех услуги, сделав предложения по улучшению<br>14. Сравнить затраченные средства и вовлеченный персонал для различных систем |

**Содержание курса:**
ТЕМА 1: ПОНИМАТЬ РАЗЛИЧНЫЕ СИСТЕМЫ ПРИГОТОВЛЕНИЯ И ПОДАЧИ ЕДЫ И

НАПИТКОВ

- Приготовление еды: системы, например, традиционные, приготовление еды в больших объемах, заказы по телефону, центральные, приготовление еды при низких температурах, охлаждение, замораживание
- Подача: виды услуг в ресторане*, à la carte, d'hôte,* серебрянный, семейный, *guéridon, plate,* специализированные системы подачи еды
- Факторы, влияющие на рецепты и меню: пригодность рецепта и модификации, восприятие клиента, выбор продуктов, вкус и вид блюд, питательная ценность
- Расходы: расходы на системы, инвентарь, персонал, продукты
- Причастность персонала: систематические навыки и переквалификация, спецификация работы, тренинг, уровень выработки
- Применение: в рамках индустрии гостеприимства, например, гостиницы, рестораны, бары, клубы, ночные клубы, контрактные фирмы по питанию, услуги гостеприимства, членские клубы, мероприятия и работа специалистов, банкеты, рестораны быстрого питания, питание на борту самолетов

ТЕМА 2: ПОНИМАТЬ КОНТРОЛЬ ФИНАНСОВ В РАБОТЕ РЕСТОРАНА

- Финансовые утверждения: калькуляционные карты, затраты, операционная отчетность, анализ разницы, записи продаж
- Затрата и ценообразование: блюда, меню, карта напитков, структуры продаж, чистая и валовая прибыль, фиксированные, переменчивые, прямые, косвенные затраты, элементы затрат, НДС, скидки
- Процесс закупок: заявки на оборудование и расходные материалы, способы закупок, спецификация закупок, цены, счета, хранение оборудования и расходных материалов

ТЕМА 3: БЫТЬ СПОСОБНЫМ СОСТАВИТЬ МЕНЮ ДЛЯ МЕРОПРИЯТИЯ

- Соображения по составлению меню и рецептов: стили приготовления еды, баланс, типы меню, диетические потребности, аллергические соображения, этническое влияние, социальные тренды и мода, питательное содержание
- Рецепты блюд: использование свежей еды, приготовленная еда и уровни обработки еды, комбинация приготовленной и свежей еды, спецификация блюда, стандартные рецепты
- Факторы, влияющие на создание меню и выбор блюда: вкус, цвет, текстура, температура, сезонные и местные продукты, подходящая еда или неподходящая, подходящие напитки к блюдам
- Напитки: алкогольные, безалкогольные, источники, выбор, доступность, хранение, легальность

ТЕМА 4: БЫТЬ СПОСОБНЫМ ОБЕСПЕЧИТЬ УСЛУГУ ПИТАНИЯ И НАПИТКОВ ДЛЯ МЕРОПРИЯТИЯ

- Планирование: тип меню, стиль услуги, временные рамки, требования клиента
- Контроль затрат: персонал, материалы, накладные расходы, достижение целевой выгоды, ограничение бюджета
- Стандарты качества: планирование процесса приготовления еды и напитков, планирование услуги, приготовление и презентация, уровни подачи напитков и еды, установление и удерживание стандартов
- Безопасность рабочей среды: процедуры, наблюдение, установление и удерживание гигиенических требований
- Факторы оценки: планирование, организация, задачи управления, применение, качество, удовлетворение клиентов, эффективность затрат

| **Темы для** | **Ожидаемые результаты:** |
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| **самостоятельных работ:** | |
| ТЕМА 1: ПОНИМАТЬ РАЗЛИЧНЫЕ СИСТЕМЫ ПРИГОТОВЛЕНИЯ ПИЩИ И ПОДАЧИ ЕДЫ И НАПИТКОВ | • Изучены основы приготовления блюд и напитков и обслуживания |
| ТЕМА 2: ПОНИМАТЬ КОНТРОЛЬ ФИНАНСОВ В РАБОТЕ РЕСТОРАНА | • Изучен финансовый контроль, который используется в оперативной работе ресторана<br>• Проанализирован процесс закупок |
| ТЕМА 3: БЫТЬ СПОСОБНЫМ СОСТАВИТЬ МЕНЮ ДЛЯ МЕРОПРИЯТИЯ | • Разработано меню для мероприятия<br>• Проанализированы факторы, влияющие на составление меню и выбор посуды<br>• Продемонстрирована самостоятельность и независимость в планировании, организации и проведении мероприятия, решая непредвиденные задачи, применяя навыки работы в команде |
| ТЕМА 4: БЫТЬ СПОСОБНЫМ ОБЕСПЕЧИТЬ УСЛУГУ ПИТАНИЯ И НАПИТКОВ ДЛЯ МЕРОПРИЯТИЯ | • Проанализирован процесс подачи блюд и напитков на мероприятии<br>• Продемонстрировано иновативное и творческое мышление |

**Обязательная литература:**


1. Рубене Т. - Питание в сфере гостеприимства. Услуги, обслуживание и помещение; "HOTEL SCHOOL" Viesnīcu biznesa koledža, Рига, 2015
2. Рубене Т. - Питание в сфере гостеприимства. Организация мероприятия - меню, накрывание стола и расходы. "HOTEL SCHOOL" Viesnīcu biznesa koledža, Рига, 2015
3. Рубене Т. - Современная гастрономия. Новинки, профессиональное оборудование и гарантии качества. "HOTEL SCHOOL" Viesnīcu biznesa koledža, Рига, 2015


**Рекомендуемая литература:**


4. Ceserani V and Foskett D. The Theory of Catering, 11th Edition. Hodder Arnold, 2007. ISBN 9780340939260.
5. How to Match Food and Wine: A Comprehensive Guide to Choosing Wine to Go with Food (Mitchell Beazley Wine Made Easy), Beckett F, Mitchell Beazley, 2006
6. Fundamentals of Menu Planning, Paul J. McVety, Bradley J. Ware, Claudette Lévesque Ware, John Wiley & Sons, 2009
7. Planning and Control for Food and Beverage Operations, 5th edition Jack D. Ninemeier, The USA, E I of the American Hotels & Lodging Associations, 2001
8. The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event., D. G. Conway, 2009
9. The Food Service Professional Guide to Successful Catering: Managing the Catering Operation for Maximum Profit, Sony Bode, USA, Atlantic Publishing Group, 2003
10. Successful Catering. Managing the Catering Operation for Maximum profit, Sony Bode,

USA, Atlantic Publishing Group, 2005

11. Food and Beverage Service, D.Lillicap, J.Cousins, UK, HODDER Education, 2010
12. www.bha.org.uk British Hospitality Association
13. www.caterersearch.com Caterersearch – Hospitality news
14. www.catersource.com Catersource – Education, products and news for caterers
15. www.cookeryonline.com Cookeryonline – Food, cookery and hospitality resources
16. www.fdf.org.uk Food and Drink Federation
17. www.people1st.co.uk People 1st – Sector Skills Council for Hospitality,Leisure, Travel and Tourism

| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Oec. O.Ņikadimovs |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

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| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Ilgtspējīgā uzņēmējdarbība |
| **Studiju kursa nosaukums angļu valodā:** | Facilities Operations and Management |
| **Prasības studiju kursa apguves uzsākšanai:** | Kursa apguvei nav nepieciešamas speciālas priekšzināšanas |
| **Semestris:** | 4 |
| **Kredītpunktu skaits:** | 3 |

**Studiju kursa mērķis:**

Sniegt izpratni par ēku un citu nekustāmā īpašuma objektu apsaimniekošanas un pārvaldīšanas mūsdienu praksi, kā arī iemācīt lietot administratīvās sistēmas un novērtēt to efektivitāti attiecīgā dienesta darbībā.

**Sagaidāmie studiju rezultāti:**

Veiksmīgi apgūstot šo kursu students spēs

- zināt ēku pārvaldnieka darba pienākumus;
- zināt juridiskās, veselības, drošības un vides saistības, kas jāievēro ēku apsaimniekošanas procesā;
- izmantot virkni administratīvo sistēmu, lai atvieglotu ēku apsaimniekošanu;
- izmantot atbilstošus kritērijus, lai veiktu ēku un iekārtu stāvokļa un apsaimniekošanas efektivitātes novērtēšanu.

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| Zināšanas | 1. zināt ēku pārvaldnieka darba pienākumus;<br>2. zināt juridiskās, veselības, drošības un vides saistības, kas jāievēro ēku apsaimniekošanas procesā. |
| Prasmes | 3. izprast administratīvo sistēmu;<br>4. izprast kritērijus, lai veiktu ēku un iekārtu stāvokļa un apsaimniekošanas efektivitātes novērtēšanu. |
| Kompetences | 5. izmantot virkni administratīvo sistēmu, lai atvieglotu ēku apsaimniekošanu;<br>6. izmantot atbilstošus kritērijus, lai veiktu ēku un iekārtu stāvokļa un apsaimniekošanas efektivitātes novērtēšanu. |

**Studiju kursa saturs:**

TĒMA 1: ĒKU PĀRVALDNIEKA OPERATĪVIE PIENĀKUMI

- Darbinieki: struktūra un pienākumi, darba termiņi un prasības; apmācība un attīstība, novērtēšana, juridiskie jautājumi, piemēram, vienādas iespējas, diskriminācija, atlaišana, darba

laika noteikumi

- Ēkas: pielietojuma veidi, telpas sadale, ietilpība, pamatfunkcijas un piederumi (mehāniskie, elektriskie, elektroniskie), apkope un remonts (plānotā, profilakses, avārijas / reaktīvā); atjaunošana un attīstība, drošība
- Klienti: klientu vajadzību noteikšana, cerības un reakcija, informācijas sniegšana un konsultācijas; klientu aprūpes nodrošina un kontrole; pieejamība; drošības un aizsardzība, juridiskās saistības, pārdošanas un rezervēšanai apstrāde un monitorings; sakaru sistēmu un datu bāžu uzturēšana, palīgdienesti un pārdošana
- Darba devēju / finansējums aģentūras: privātas un / vai valsts īpašumtiesības uz objektu; valde / pilnvarotie, pašvaldība, finansēšanas avoti un partnerattiecības; finanšu vadība; personiskie līgumi un atbildība; vadības atbildību robežas

TĒMA 2: JURIDISKĀS, VESELĪBAS, DROŠĪBAS UN VIDES AIZSARDZĪBAS SAISTĪBAS

- Normatīvo aktu prasības: veidi, piemēram, pašvaldības noteikumi, ugunsdzēsības iestāžu prasības, nodarbinātības un apdrošināšanas likumu nosacījumi, būvniecības noteikumi, atļaujas, licences, cita dokumentācija
- Veselības un drošības pasākumi: riska novērtēšanas procedūras; noteikumi, piemēram, veselībai bīstamo vielu kontrole, attiecīgās iestādes, piemēram, Pārtikas veterinārais dienests, Darba aizsardzības inspekcija, veselības inspekcija, pasekojumā akti; reģistrācijas žurnāli
- Vides un ilgtspējības jautājumi: definīcija; principi (vides, sociālie, ekonomiskie), izmaksas un ieguvumi (no dažādām perspektīvām) plānošanas un īstenošanas izmaiņās atkarībā no novērtējuma par ietekmi uz vidi
- Pasākumi ilgtspējīgas vides nodrošināšanai; labas prakses piemēri; vietējās iespējas; ietekme uz uzņēmumiem un klientiem kopumā, kā arī uz ēku un iekārtu apsaimniekošanu; videi draudzīga darbība izvēlētās nozares / jomas kontekstā

TĒMA 3: ADMINISTRĒŠANAS SISTĒMAS

- Informācijas apstrāde: komunikācijas kanāli, IKT sistēmas, nekustamā īpašuma apsaimniekošanas sistēmām (PMS), vadības informācijas sistēmas (MIS), klientu uzskaite; adresātu saraksti / datu bāzes, arhīvs un lietvedība
- Kontroles sistēmas: budžeta veidošana un grāmatvedība, pirkšana un pārdošana, cilvēktiesību resursu / darbaspēka plānošana, personāla atlīdzības likmes, mēnešalgas, ar likumu noteiktas iemaksas
- Ēku apsaimniekošana: daudzfunkcionālie risinājumi, plānošana, mārketinga un publicitātes funkcijas; servisa pārvaldība; apkopes un remonta grafiki un ieraksti, iekārtu un resursu kontrole

TĒMA 4: ĒKU UN IEKĀRTU STĀVOKĻA UN APSAIMNIEKOŠANAS EFEKTIVITĀTES NOVĒRTĒŠANA

- Kritēriji: kvalitatīvi, kvantitatīvi, uzdevumi, mērķi
- Novērtēšana: mērķis; informācijas avoti, piemēram klienti, kolēģi, darbinieki; vadība; datu vākšanas metodes, veidi, rakstveida un mutvārdu atsauksmes, precizitāte, atbilstība; ticamība, derīguma termiņš; uzlabojumi un ieteikumi**.**

**Studējošo patstāvīgā darba organizācija:**

Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks.

Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
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| Tēma 1. Ēku pārvaldnieka operatīvie pienākumi. | • tiek izprasti ēku pārvaldnieka darba pienākumi**;**<br>• novērtēt menedžera pienākumus attiecība pret personālu;<br>• apspriest menedžera pienākumus ēku operatīvos aspektos;<br>• apspriest darba devēju un/vai finanšu uzņēmumu ietekmi uz darbības objektu. |
| Tēma 2. Juridiskās, veselības, drošības un vides aizsardzības saistības. | • tiek analizētas un izprastas juridiskās, veselības, drošības un vides saistības, kas jāievēro ēku apsaimniekošanas procesā<br>• apspriest veselību, drošību un ekoloģijas pasākumus, kurus jāpielieto objektā;<br>• apspriest sanitāro normu ievērošanas dokumentus. |
| Tēma 3. Administrēšanas sistēmas. | • tiek izprasta administratīvās sistēmas darbība, lai atvieglotu ēku apsaimniekošanu**;**<br>• izstrādāt un ieviest informācijas apstrādes un sakaru atbalsta efektīvas sistēmas; |
| Tēma 4. Ēku un iekārtu stāvokļa un apsaimniekošanas efektivitātes novērtēšana. | • tiek analizēta un novērtēta ēku iekārtu un apsaimniekošanas efektivitāte. |

**Obligātā literatūra:**


1. Nikadimovs O. (2016) Facilities Operations and Management, HOTEL SCHOOL, Riga
2. David M. Stipanuk,. Hospitality Facilities Management and Design, Third Edition, The American Hotel & Lodging Educational Institute, Michigan; 2006
3. Graci, S. Can Hotels Accommodate Green? Examining What Influences Environmental Commitment in the Hotel Industry, VDM Verlag, Frankfurt, 2009
4. Безопасность в гостиничных предприятиях, А.Л.Лесник, М.Н.Смирнова, Д.И.Кунин, Москва, Транслит, 2008
5. Деятельность административно-хозяйственной службы, А.Е.Гаврилова, Россия, Академа, 2012
6. Civillikums, Latvija, Latvijas vēstnesis, 2007
7. Darba aizsardzības apmācību metodes, Latvijas Brīvo arodbiedrību savienība, Labklājības ministrija, Rīga, Inspecta Prevention, 2010
8. Darba apstākļi un veselība darbā, Latvijas Brīvo arodbiedrību savienība, Labklājības ministrija, Rīga, Inspecta Prevention, 2010
9. Darba drošība, Latvijas Brīvo arodbiedrību savienība Labklājības ministrija, Rīga, Latvijas Brīvo arodbiedrību savienība, 2010
10. Darba higiēna, "Latvijas Brīvo arodbiedrību savienība, Labklājības ministrija", Rīga, Inspecta Prevention, 2010
11. Darba līgums kā tiesību avots, Ņina Rācenāja, Rīga, SIA "Biznesa augstskola Turība, 2009
12. Darba likums, V.Liepiņa, A.Zavele, Latvija, Zvaigzne, ABC, 2011
13. Darba tiesības, V. Slaidiņa, I. Skultāne, Rīga, Zvaigzne, ABC, 2011


**Papildus literatūra un citi informācijas avoti:**


1. Accor 2010, 'Child Protection'. http://www.accor.com/en/sustainable-development/ego-priorities/child-protection.html (accessed 18/08/2016)
2. http://www.hsa.ie/eng/ - Occupational health and safety portal with interactive materials

available for the students.

3. www.greenhospitality.ie - The Green Hospitality Programme is the Hospitality, Travel & Tourism Resource for Sustainable and Responsible Tourism in Ireland.
4. http://www.www.zalais.lv/en - Latvijas Zaļais punkts, promoting environmental education and caring for a clean and tidy environment in Latvia
5. http://www.greenkey.global - The Green Key award is a leading standard of excellence in the field of environmental responsibility and sustainable operation within the tourism industry.
6. https://www.ahla.com - American Hotel & Lodging Association (AH&LA)
7. http://www.blueflag.global - A world-renowned eco-label trusted by millions around the globe, the Blue Flag programme is operated under the auspices of the Foundation for Environmental Education.
8. www.lvra.lv – Latvijas viesnīcu un restorānu asociācija
9. www.likumi.lv – Likumi.lv is a legislation website ensuring free access to systematized (consolidated) legislation of the Republic of Latvia

| **Studiju kursu aprakstu reģistra atzīmēm:** | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *09/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Mg.Oec. Oļegs Ņikadimovs* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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| **Qualification number and title:** | Viesnīcu vadība, 41 811 |
| **Course title in Latvian:** | Ilgtspējīgā uzņēmējdarbība |
| **Course title in English:** | Facilities Operations and Management |
| **Prerequisites:** | The course does not require any special knowledge background. |
| **Term:** | 4 |
| **Number of credit points:** | 2 |

**The aim of the course**
This unit will enable learners to gain understanding of the professional scope and practice of contemporary facilities management. Learners will use administrative systems and evaluate the effectiveness of facilities operations.

**Learning outcomes:**
On successful completion of this unit a student will:

- Understand the operational responsibilities of a facilities manager
- Understand the legal, health, safety and environmental obligations to be addressed by facilities operations
- Be able to use a range of administrative systems to support facilities operations
- Be able to use appropriate criteria to carry out evaluation and review of the quality and effectiveness of the facilities.

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| Knowledge | 1. understand the responsibilities of the facilities manager for staff engaged in facilities operations<br>2. know the responsibilities the facilities manager has for operational aspects of the building<br>3. evaluate the responsibilities the facilities manager has towards customers using the facility<br>4. understand the impact on facilities operations of employers and/or funding agencies |
| Skills | 5. develop and deploy effective systems for processing information and maintaining communications<br>6. identify the control systems required for effective facilities operations within an agreed context<br>7. establish appropriate criteria to evaluate the quality and effectiveness of facilities operations<br>8. implement evaluation and review procedures to analyse the quality and effectiveness of facilities operations |
| Competences | 9. Introduce the health, safety and environmental measures that must be implemented by a facilities manager in a given context<br>10. discuss the documentation required to account for compliance with |

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| | statutory regulations and health, safety and environmental measures<br>11. discuss the systems needed by a facilities manager to support effective building management |

**Course content:**

THEME 1: UNDERSTAND THE OPERATIONAL RESPONSIBILITIES OF A FACILITIES MANAGER

- Staff: structure and responsibilities; employment terms and conditions; training and development; appraisal; legal issues eg equal opportunities, discrimination, dismissal, working time regulations, transfer of undertakings
- Buildings: uses; allocation of space; capacity; essential services and supplies (mechanical, electrical, electronic); maintenance and repair (planned, preventative, emergency/reactive); refurbishment and development; security
- Customers: identifying and assessing needs; expectations and reactions; providing information and advice; providing customer care and control; accessibility; safety and security; legal obligations and liabilities; processing and monitoring sales and bookings; maintaining communication systems and databases; ancillary services and sales
- Employer/funding agencies: private and/or public ownership of facilities; management board/trustees; local authority; funding partnerships and sources; financial management; personal contract and accountability; lines of management responsibility; impact on facilities operations

THEME 2: UNDERSTAND THE LEGAL, HEALTH, SAFETY AND ENVIRONMENTAL OBLIGATIONS TO BE
ADDRESSED BY FACILITIES OPERATIONS

- Statutory regulations: types eg local authority, fire authority (expectations and requirements), employment and insurance law, building and accessibility regulations, compliance; licences, recording documentation
- Health and safety measures: risk assessment procedures; regulations eg Control of Substances Hazardous to Health (COSHH); relevant authorities eg Health and Safety Executive Inspectorate, Environmental Health Officer; compliance; recording documentation
- Environmental and sustainability issues for facilities operations: definition; principles (environmental, social, economic); costs and benefits (from different perspectives) of planning and implementing changes as a result of environmental impact assessments
- Measures to ensure a sustainable environment; examples of good practice; local sourcing; implications for businesses and customers in general as well as for facilities operations; environmentally-friendly operations within the context of the chosen industry/operation

THEME 3: BE ABLE TO USE A RANGE OF ADMINISTRATIVE SYSTEMS TO SUPPORT FACILITIES OPERATIONS

- Information processing: communication channels; ICT systems; property management systems (PMS); management information systems (MIS); customer records; mailing lists/databases; archive and record keeping
- Control systems: budgeting and accounting; purchases and sales; human resources/manpower planning; staff wages; salaries; statutory contributions
- Building management: multi-use considerations; planning and scheduling; marketing and publicity functions; services management; maintenance and refurbishment schedules and records; equipment and resources controls

THEME 3: BE ABLE TO USE APPROPRIATE CRITERIA TO CARRY OUT EVALUATION AND REVIEW OF THE QUALITY AND EFFECTIVENESS OF THE FACILITIES

- Criteria: qualitative; quantitative; objectives; targets

- Evaluation: purpose; sources of information eg customers, colleagues, staff; management; methods of data collection; types of written and oral feedback; accuracy; relevance; reliability; validity; improvements and recommendations

**Organization of students' independent work**

Completion of independent tasks for each course topic should be performed on individual or summarized basis, if authorized by the tutor. Course final evaluation should be carried out as an examination test or automatic pass grade is granted if all of the individual tasks have been successfully passed and evaluated not less than grade 7 on a scale grade from 1 to 10.

| **Themes for independent works:** | **Learning Outcomes** |
|---|---|
| THEME 1. UNDERSTAND THE OPERATIONAL RESPONSIBILITIES OF A FACILITIES MANAGER | • assess the responsibilities of the facilities manager for staff engaged in facilities operations<br>• discuss the responsibilities the facilities manager has for operational aspects of the building<br>• assess the responsibilities the facilities manager has towards customers using the facility<br>• discuss the impact on facilities operations of employers and/or funding agencies |
| THEME 2. UNDERSTAND THE LEGAL, HEALTH, SAFETY AND ENVIRONMENTAL OBLIGATIONS TO BE ADDRESSED BY FACILITIES OPERATIONS | • assess (from a country perspective) the statutory regulations that will affect facilities operations in an agreed context<br>• discuss the health, safety and environmental measures that must be implemented by a facilities manager in a given context<br>• discuss the documentation required to account for compliance with statutory regulations and health, safety and environmental measures |
| THEME 3. BE ABLE TO USE A RANGE OF ADMINISTRATIVE SYSTEMS TO SUPPORT FACILITIES OPERATIONS | • develop and deploy effective systems for processing information and maintaining communications<br>• identify the control systems required for effective facilities operations within an agreed context<br>• discuss the systems needed by a facilities manager to support effective building management |
| THEME 4. BE ABLE TO USE APPROPRIATE CRITERIA TO CARRY OUT EVALUATION AND REVIEW OF THE QUALITY AND EFFECTIVENESS OF THE FACILITIES | • establish appropriate criteria to evaluate the quality and effectiveness of facilities operations<br>• implement evaluation and review procedures to analyse the quality and effectiveness of facilities operations |

**Bibliography:**


1. O. Nikadimovs Facilities Operations and Management, HOTEL SCHOOL, 2016;
2. David M. Stipanuk,. Hospitality Facilities Management and Design, Third Edition, The American Hotel & Lodging Educational Institute, Michigan; 2006;
3. Graci, S. Can Hotels Accommodate Green? Examining What Influences Environmental Commitment in the Hotel Industry, VDM Verlag, Frankfurt, 2009;

4. Безопасность в гостиничных предприятиях, А.Л.Лесник, М.Н.Смирнова, Д.И.Кунин, Москва, Транслит, 2008;
5. Деятельность административно-хозяйственной службы, А.Е.Гаврилова, Россия, Академа, 2012;
6. Civillikums, Latvija, Latvijas vēstnesis, 2007;
7. Darba aizsardzības apmācību metodes, Latvijas Brīvo arodbiedrību savienība, Labklājības ministrija, Rīga, Inspecta Prevention, 2010;
8. Darba apstākļi un veselība darbā, Latvijas Brīvo arodbiedrību savienība, Labklājības ministrija, Rīga, Inspecta Prevention, 2010;
9. Darba drošība, Latvijas Brīvo arodbiedrību savienība Labklājības ministrija, Rīga, Latvijas Brīvo arodbiedrību savienība, 2010;
10. Darba higiēna, "Latvijas Brīvo arodbiedrību savienība, Labklājības ministrija", Rīga, Inspecta Prevention, 2010;
11. Darba līgums kā tiesību avots, Ņina Rācenāja, Rīga, SIA "Biznesa augstskola Turība, 2009;
12. Darba likums, V.Liepiņa, A.Zavele, Latvija, Zvaigzne, ABC, 2011;
13. Darba tiesības, V. Slaidiņa, I. Skultāne, Rīga, Zvaigzne, ABC, 2011

**Recommended literature:**

1. Accor 2010, 'Child Protection'. http://www.accor.com/en/sustainable-development/ego-priorities/child-protection.html (accessed 18/08/2016)
2. http://www.hsa.ie/eng/ - Occupational health and safety portal with interactive materials available for the students.
3. www.greenhospitality.ie - The Green Hospitality Programme is the Hospitality, Travel & Tourism Resource for Sustainable and Responsible Tourism in Ireland.
4. http://www.www.zalais.lv/en - Latvijas Zaļais punkts, promoting environmental education and caring for a clean and tidy environment in Latvia
5. http://www.greenkey.global - The Green Key award is a leading standard of excellence in the field of environmental responsibility and sustainable operation within the tourism industry.
6. https://www.ahla.com - American Hotel & Lodging Association (AH&LA)
7. http://www.blueflag.global - A world-renowned eco-label trusted by millions around the globe, the Blue Flag programme is operated under the auspices of the Foundation for Environmental Education.
8. www.lvra.lv – Latvijas viesnīcu un restorānu asociācija
9. www.likumi.lv – Likumi.lv is a legislation website ensuring free access to systematized (consolidated) legislation of the Republic of Latvia

| **Information required for course database** | |
|---|---|
| Course issue date/ review date | *18/08/2016* |
| Lecturer(s) | *Mg Oec Olegs Nikadimovs* |
| Study programme director’s notes and comments | |

# Описание курса

| | |
|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Название курса на латышском языке:** | Ilgtspējīgā uzņēmējdarbība |
| **Название курса на английском и английском языках:** | Facilities Operations and Management/ Управление инфраструктурой и процессами организации |
| **Требования для начала курса:** | Для освоения курса специальные предварительные знания не требуются |
| **Семестр:** | 4 |
| **Количество кредитных пунктов:** | 3 |

**Цель курса:**
Данный курс позволит учащимся получить представление о профессиональной сфере управления современными гостиницами, помещениями и отделами. Обучающиеся получат знания о использовании административных систем и оценки их эффективности от деятельности управляемых объектов.

**Ожидаемые результаты:**
При успешном завершении данного курса студент будет:

- Понимать оперативные обязанности менеджера объектов
- Понимать аспекты управления - право, здоровье, безопасность и экология
- Использовать целый ряд административных систем для поддержки управления объектами
- Уметь использовать соответствующие критерии для проведения оценки и анализа качества и эффективности управления объектом

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| Знания | 1. понимать обязанности менеджера объекта в управлении персоналом<br>2. знать обязанности менеджера объекта в оперативном управлении процессами<br>3. оценить обязанности менеджера объекта по отношению к клиентам, которые используют этот объекта<br>4. понять влияние на объекты деятельностью работодателей и / или финансовым учреждениями |
| Навыки | 5. разрабатывать и внедрять эффективные системы для обработки информации и поддержания связи<br>6. выявлять системы управления, необходимые для эффективного производственные объекты операции в рамках согласованного контекста<br>7. установить соответствующие критерии для оценки качества и Эффективность операций объектов |

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| | 8. осуществления оценки и пересмотра процедур для анализа качество и эффективность операций объектов |
| Компетенции | 9. Ввести меры по аспектам здоровья, безопасности и экологии в управлении объектом, который находится в компетенции менеджера<br>10. Обсудить документы, необходимые для учета и соблюдения нормативных актов о здоровье, безопасности и природоохранных мероприятий<br>11. Обсудить системы , необходимые менеджеру объектов для эффективного управления зданием |

**Содержание курса:**

ТЕМА 1: ОПЕРАТИВНЫЕ ОБЯЗАННОСТИ МЕНЕДЖЕРА ОБЪЕКТА

- Персонал: структура и обязанности; условия занятости и условия рабочего места; обучение и развитие; оценка; правовые вопросы, например, равные возможности, дискриминация, увольнение, трудовой распорядок времени, передача обязанностей
- Здания: использование; распределение пространства; вместимость; основные услуги и расходные материалы (механические, электрические, электронные); техническое обслуживание и ремонт (плановый, профилактический, аварийный/срочный); восстановление и развитие; безопасность
- Клиенты: выявление и оценка потребностей; ожидание и реакции; обеспечение информации; обеспечение обслуживания клиентов и контроля качества; доступность; безопасность; правовые обязательства; обработка и контроль продаж / заказов; техническое обслуживания систем связи и баз данных; вспомогательные услуги и продажи
- Работодатель / финансирующие учреждения: частные и / или общественной собственности; местные органы власти; партнерства и источники финансирования; финансовый менеджмент; личный контракт и подотчетность; разграничение ответственности управления; воздействие на работу объекта

ТЕМА 2: ПОНИМАТЬ АСПЕКТЫ УПРАВЛЕНИЯ - ПРАВО, ЗДОРОВЬЕ, БЕЗОПАСНОСТЬ И ЭКОЛОГИЯ

- Установленные законом требования: например, местные власти, занятость и страховое право, строительство и соблюдение правил; лицензии, документация
- Здоровье и меры безопасности: процедуры оценки рисков; нормативные акты, например, контроль опасных для здоровья веществ (COSHH); соответствующие гос. органы, например, инспекция здравоохранения и безопасности, экологические вопросы; соблюдение правил ведения документации
- Экология и устойчивое развитие для управляемых объектов: определение; принципы (экологические, социальные, экономические); затраты и выгоды (с разных точек зрения) планирование и внесение изменений в операционною деятельность в результате оценки воздействия на окружающую среду
- Меры по обеспечению устойчивого развития и сохранения окружающей среды; примеры хорошей практики; привлечение местных поставщиков; последствия для бизнеса и потребителей в целом, а также для управления объекта; экологически чистые операции в контексте выбранной отрасли.

ТЕМА 3: ИСПОЛЬЗОВАНИЕ РЯДА АДМИНИСТРАТИВНЫХ СИСТЕМ ДЛЯ ПОДДЕРЖКИ

УПРАВЛЕНИЯ ОБЪЕКТОМ

- Информационная обработка: каналы связи; Системы ИКТ; система управления гостиницы (PMS); информационные системы управления (ИСУ); записи о клиентах; почтовое отправление / баз данных; архив и делопроизводство
- Системы управления: бюджетирование и бухгалтерский учет; покупки и продажи; человеко-ресурсы / планирование трудовых ресурсов; заработная плата персонала; обязательные взносы
- Управление зданиями: мультииспользование; планирование и составление расписаний; маркетинг; управление услугами; техническое обслуживание и ремонт; оборудование и средства управления

ТЕМА 4: ИСПОЛЬЗОВАНИЕ СООТВЕТСТВУЮЩИХ КРИТЕРИЕВ ДЛЯ ПРОВЕДЕНИЯ ОЦЕНКИ И АНАЛИЗА КАЧЕСТВА И ЭФФЕКТИВНОСТИ УПРАВЛЕНИЯ ОБЪЕКТОМ

- Критерии: качественный; количественный; цели
- Оценка: источники информации, например, клиенты, коллеги, сотрудники и управление ими; методы сбора данных; виды письменной и устной обратной связи; точность; актуальность; надежность; период действия; улучшения и рекомендации

**Организация самостоятельной работы студента:**
Разработка самостоятельных работ отдельно на каждую тему курса по отдельности или в обобщённом виде, если это позволяет преподаватель. Итоговая проверочная работа- экзамен или автоматический зачёт, если все самостоятельные работы оценены не ниже 7 баллов (хорошо).

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| ТЕМА 1. ПОНИМАТЬ ОПЕРАТИВНЫЕ ОБЯЗАННОСТИ МЕНЕДЖЕРА ОБЪЕКТОВ | • оценить обязанности менеджера объекта по отношению к персоналу<br>• обсудить обязанности менеджера объекта для оперативных аспектов здания<br>• оценить обязанности менеджера объекта по отношению к клиентам, которые используют объект<br>• обсудить влияние на объект деятельности работодателей и / или финансовых учреждений |
| ТЕМА 2. ПОНИМАТЬ АСПЕКТЫ УПРАВЛЕНИЯ - ПРАВО, ЗДОРОВЬЕ, БЕЗОПАСНОСТЬ И ЭКОЛОГИЯ | • оценка (с точки зрения отдельной страны) уставных правила, которые будут влиять на эксплуатацию объекта<br>• обсудить здоровье, безопасность и меры экологии, которые должны быть предприняты на объекте<br>• обсудить документы, необходимые для соблюдение нормативных актов |
| ТЕМА 3. ИСПОЛЬЗОВАТЬ ЦЕЛЫЙ РЯД АДМИНИСТРАТИВНЫХ СИСТЕМ ДЛЯ ПОДДЕРЖКИ | • разрабатывать и внедрять эффективные системы для обработки информации и поддержания связи<br>• выявлять системы управления, необходимые для эффективного управления объектом в рамках согласованного контекста |

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| УПРАВЛЕНИЯ ОБЪЕКТАМИ И ЭФФЕКТИВНОСТИ УПРАВЛЕНИЯ ОБЪЕКТОМ | • обсудить системы, необходимые менеджеру объекта для поддержка эффективного управления зданием |
| ТЕМА 4. УМЕТЬ ИСПОЛЬЗОВАТЬ СООТВЕТСТВУЮЩИЕ КРИТЕРИИ ДЛЯ ПРОВЕДЕНИЯ ОЦЕНКИ И АНАЛИЗА КАЧЕСТВА И ЭФФЕКТИВНОСТИ УПРАВЛЕНИЯ ОБЪЕКТОМ | • установить соответствующие критерии для оценки качества и эффективности операций объекта<br>• осуществление оценки и пересмотр процедур для анализа качества и эффективности операций объекта |

**Обязательная литература:**


1. Nikadimovs O. (2016) Facilities Operations and Management, HOTEL SCHOOL, Riga
2. David M. Stipanuk,. Hospitality Facilities Management and Design, Third Edition, The American Hotel & Lodging Educational Institute, Michigan; 2006
3. Graci, S. Can Hotels Accommodate Green? Examining What Influences Environmental Commitment in the Hotel Industry, VDM Verlag, Frankfurt, 2009
4. Безопасность в гостиничных предприятиях, А.Л.Лесник, М.Н.Смирнова, Д.И.Кунин, Москва, Транслит, 2008
5. Деятельность административно-хозяйственной службы, А.Е.Гаврилова, Россия, Академа, 2012
6. Civillikums, Latvija, Latvijas vēstnesis, 2007
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8. Darba apstākļi un veselība darbā, Latvijas Brīvo arodbiedrību savienība, Labklājības ministrija, Rīga, Inspecta Prevention, 2010
9. Darba drošība, Latvijas Brīvo arodbiedrību savienība Labklājības ministrija, Rīga, Latvijas Brīvo arodbiedrību savienība, 2010
10. Darba higiēna, "Latvijas Brīvo arodbiedrību savienība, Labklājības ministrija", Rīga, Inspecta Prevention, 2010
11. Darba līgums kā tiesību avots, Ņina Rācenāja, Rīga, SIA "Biznesa augstskola Turība, 2009
12. Darba likums, V.Liepiņa, A.Zavele, Latvija, Zvaigzne, ABC, 2011
13. Darba tiesības, V. Slaidiņa, I. Skultāne, Rīga, Zvaigzne, ABC, 2011

**Рекомендуемая литература:**


1. Accor 2010, 'Child Protection'. http://www.accor.com/en/sustainable-development/ego-priorities/child-protection.html (accessed 18/08/2016)
2. http://www.hsa.ie/eng/ - Occupational health and safety portal with interactive materials available for the students.
3. www.greenhospitality.ie - The Green Hospitality Programme is the Hospitality, Travel & Tourism Resource for Sustainable and Responsible Tourism in Ireland.
4. http://www.www.zalais.lv/en - Latvijas Zaļais punkts, promoting environmental education and caring for a clean and tidy environment in Latvia
5. http://www.greenkey.global - The Green Key award is a leading standard of excellence in the field of environmental responsibility and sustainable operation within the tourism industry.
6. https://www.ahla.com - American Hotel & Lodging Association (AH&LA)
7. http://www.blueflag.global - A world-renowned eco-label trusted by millions around the globe, the Blue Flag programme is operated under the auspices of the Foundation for Environmental Education.
8. www.lvra.lv – Latvijas viesnīcu un restorānu asociācija
9. www.likumi.lv – Likumi.lv is a legislation website ensuring free access to systematized (consolidated) legislation of the Republic of Latvia


| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | *30/11/2016* |
| Лектор(ы) | *Mg. Oec. Olegs Nikadimovs* |
| Заметки и комментарии директора программы | *30/11/2016* |

# STUDIJU KURSA APRAKSTS

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|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | LIETVEDĪBA UN FINANSES |
| **Studiju kursa nosaukums angļu valodā:** | FINANCE IN THE HOSPITALITY INDUSTRY |
| **Prasības studiju kursa apguves uzsākšanai:** | Kursa apguvei nav nepieciešamas speciālas priekšzināšanas |
| **Semestris:** | 4 |
| **Kredītpunktu skaits:** | 3 |

Studiju kursa mērķis:
Attīstīt studentu grāmatvedības paņēmienu praktisko izpratni un to pielietošanu izmaksu un peļņas kontrolei, un lai atbalstītu menedžerus efektīvu īstermiņa lēmumu pieņemšanā un to īstenošanā.

Sagaidāmie studiju rezultāti:

Veiksmīgi apgūstot šo kursu studējošais spēs:

- saprast finansējuma avotus un ienākumu veidošanu uzņēmējdarbības un pakalpojumu nozarēs;
- izprast uzņēmējdarbību izmaksu elementu ziņā;
- izvērtēt uzņēmuma uzskaites kontus;
- analizēt uzņēmējdarbības rezultātus, piemērojot koeficientus;
- pielietot marginālo izmaksu novērtējuma koncepciju;

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| Zināšanas | 1. Izpratne par finansējuma avotiem un ieņēmumiem uzņēmējdarbības un pakalpojumu nozarēs;<br>2. Izpratne par uzņēmējdarbību izmaksu elementu ziņā;<br>3. Izpratne par uzņēmuma uzskaites kontiem;<br>4. Izpratne par uzņēmējdarbības rezultātu analīzes rādītājiem;<br>5. Izpratne par marginālo izmaksu novērtējuma jēdzienu; |
| Prasmes | 6. Prasme analizēt uzņēmējdarbību izmaksu elementu ziņā;<br>7. Prasme izvērtēt uzņēmuma uzskaites kontus;<br>8. Prasme analizēt uzņēmējdarbības rezultātus, piemērojot koeficientus;<br>9. Prasme pielietot marginālo izmaksu novērtējuma koncepciju; |
| Kompetences | 10. Praktiskā izpratne par grāmatvedības paņēmieniem un to pielietošanu izmaksas un peļņa kontrolei;<br>11. Izmaksu un peļņas kontrole menedžeru efektīvu īstermiņa lēmumu pieņemšanai un īstenošanai. |

Studiju kursa saturs:

TĒMA 1: FINANSĒJUMA AVOTI UN IENĀKUMU VEIDOŠANA UZŅĒMĒJDARBĪBAS UN PAKALPOJUMU NOZARĒS

- Finansējuma avoti: nesadalītā peļņa, kredīti, bankas, investori, mazo uzņēmumu shēmas, franšīzes, noma ar izpirkuma tiesībām, sponsorēšana, līzinga shēmas, kreditori, parādu faktorings.
- Ienākumu veidošana: metodes - pārdošana, komisijas, apakšnoma, sponsorēšana, dotācijas, sekošanas mehānismi.

TĒMA 2: UZŅĒMĒJDARBĪBA IZMAKSU ELEMENTU ZIŅĀ

- Izmaksu elementi: pārdošana, materiāli; izejmateriāli, darbaspēks, pieskaitāmie izdevumi; kapitāls, bruto un neto peļņa, atlaides.
- Pārdošanas cenas: produktu un pakalpojumu izmaksas, formula bruto peļņas sasniegšanai noteiktos procentos, bruto / neto peļņas normas, marginālo izmaksu novērtējums, konkurences ietekme; ārštata darbība, komisija; maksimālais apgrozījums, nemaksimālais tirdzniecības apgrozījums.
- Naudas līdzekļu un krājumu kontrole: metodes - glabāšana, iegāde, naudas līdzekļi, vērtspapīri, savstarpēji norēķini, inventarizācija.
- Nodokļi: ienākuma nodoklis; Pievienotās vērtības nodoklis (PVN); uzņēmuma nodoklis; grafiki, likmes; neapliekamais minimums, nodokļu atvieglojumi, peļņa pēc nodokļiem, nolikumi.

TĒMA 3: UZŅĒMUMA UZSKAITES KONTI

- Izmēģinājuma bilance: avots; struktūra - konta kopsavilkums no pārdošanas, pirkšanas un virsgrāmata.
- Gala pārskati: veidi – individuālais uzņēmējs, partnerība, sabiedrība ar ierobežotu atbildību, tirdzniecības konts, peļņas un zaudējumu konts, bilance, korekcijas nolietojumam, uzkrājumi, priekšapmaksa, bezcerīgo paradu nodrošināšana, formāts - vertikāls, divkāršā ieraksta, peļņas un zaudējumu sadales konts, aktīvs/ pasīvs - kapitāls, fiksēts, piezīmes kontos.
- Naudas līdzekļu un peļņas budžeti: mērķis; veidi - peļņa, naudas plūsma; operāciju, meistara, novirzes analīzei jāiekļauj pārdošanas (apjoms un vidējā izdevumu summa), izmaksu atšķirības (izejvielas, darbaspēks, pieskaitāmie izdevumi), peļņas atšķirības (bruto un neto).

TĒMA 4: UZŅĒMĒJDARBĪBAS RĀDĪTĀJU ANALĪZE, PIEMĒROJOT KOEFICIENTUS

- Pārdošanas rentabilitātes rādītāji: bruto un neto peļņa; peļņa no kapitāla (ROCE);
- Likviditātes rādītāji: tekoša, ātrā likviditāte (quick ratio);
- Efektivitātes koeficients: parādnieku un kreditoru norēķinu termiņi; vērtspapīru apgrozījums;
- Finanšu rādītāji: nopelnītie procenti; aizņemto līdzekļu daļas koeficients.

TĒMA 5: MARGINĀLO IZMAKSU NOVĒRTĒJUMA KONCEPCIJA

- Izmaksu kategorijas un ieguldījumi: fiksētās un mainīgās izmaksas, ieguldījuma aprēķins - produkts / klienti, izmaksu / peļņas / apjoma attiecības.
- Pielietošana: marginālo izmaksu novērtējums; peļņas / zaudējumu potenciāls; pārdošanas cenu un atlaižu noteikšana.

Studējošo patstāvīgā darba organizācija:
Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā individuāli un/ vai grupās pēc mācībspēka lēmuma.
Lekciju materiālu un speciālās literatūras studijas. Aprēķinu darbu izpilde. Sagatavošanās nodarbībām un praktisko darbu savlaicīga izpilde. Nodarbību tematika un norise saistīta ar finansēm biznesa un viesmīlības nozarēs, tai skaitā komercdarbības uzskaite, analīze un salīdzināšana tirgus apstākļos, tai skaitā biznesa plāna un budžetu izstrāde un analīze.

Mājas darbā paredzētas komercdarbības, tai skaitā budžetu analīze un salīdzināšana tirgus apstākļos, iekļaujot biznesa plāna izstrādi, analīzi un vērtējumu.

Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi ir laicīgi iesniegti un novērtēti ar atzīmi, kas nav zemākas par 8 ballēm (ļoti labi) ar lekciju apmeklējumiem ne mazāk par 70%.

| Patstāvīgo darbu uzdevumu tēmas: | Studiju rezultātu vērtēšanas kritēriji: |
|---|---|
| Tēma 1: Finansējuma avoti un ienākumu veidošana uzņēmējdarbības un pakalpojumu nozarēs | 1.1. Izskatīt finansējuma un ienākumu veidošanas avotus uzņēmējdarbības un pakalpojumu nozarēs;<br>1.2. Novērtēt ieguldījumu pēc dažādiem ienākumu veidošanas metožu variantiem uzņēmējdarbības un pakalpojumu aktivitātēm; |
| Tēma 2: Uzņēmējdarbība izmaksu elementu ziņā | 1.1. Apspriest izmaksas elementus, bruto peļņu procentos un pārdošanas cenas attiecībā uz produktiem un pakalpojumiem;<br>1.2. Novērtēt krājumu un skaidrās naudas līdzekļu kontroles metodes biznesa un pakalpojumu nozarēs; |
| Tēma 3: Uzņēmuma uzskaites konti | 3.1. Novērtēt izmēģinājuma bilances avotus un struktūru;<br>3.2. Novērtēt biznesa kontus, labojumus un piezīmes;<br>3.3. Apspriest budžeta kontroles procesu un mērķi;<br>3.4. Analizēt novirzes no iekļautiem budžetā un faktiskajiem datiem, ieteicot atbilstošām vadības rīcībām nākotnē; |
| Tēma 4: Uzņēmējdarbības rādītāju analīze, piemērojot koeficientus | 4.1. Aprēķināt un analizēt visus rādītājus, lai ieteiktu komercdarbības rezultātu vēsturiskās efektivitātes sistemātisko interpretāciju;<br>4.2. Ieteikt atbilstošas vadības stratēģijas nākotnei dotajiem biznesa un pakalpojumu darbībai; |
| Tema 5: Marginālo izmaksu novērtējuma koncepcija | 5.1. Klasificēt izmaksas kā fiksētas, mainīgas un daļēji mainīgas dotajam scenārijam;<br>5.2. Aprēķināt ieguldījumu produktam / klientam un izskaidrot attiecību cena / peļņa / apjoms dotajam scenārijam;<br>5.3. Pamatot īstermiņa vadības lēmumus, pamatotus uz peļņas / zaudējumu potenciālu un riska aprēķinu (break-even, darbs bez zaudējumiem) dotajai biznesa un pakalpojumu darbībai; |

Obligātā literatūra:


1. Vita Zariņa. *Grāmatvedības sistēma. Attīstība, Standartu prasības*. Latvija, "Biznesa Augstskola Turība" SIA, 2004.


Papildus literatūra un citi informācijas avoti:


1. Sidorenko E., 2015. *Finance in The Hospitality Industry: Introducing Accounting*. Riga "HOTEL SCHOOL" Viesnīcu biznesa koledža
2. Sidorenko E., 2015. *Finance in The Hospitality Industry: Financial Management for Start-ups*. Rīga "HOTEL SCHOOL" Viesnīcu biznesa koledža
3. Lipinska D., 2015. *Finance in The Hospitality Industry: Profesionālā terminoloģija angļu valodā*. Rīga "HOTEL SCHOOL" Viesnīcu biznesa koledža
4. Guilding, C. (2014). *Accounting Essentials for Hospitality Managers, Third* Edition. Abingdon, Oxon, UK: Routledge. ISBN 978-0-415-84107-8.
5. Scmidgall, R.S., Damitio, J.W. (2006). *Hospitality Industry Financial Accounting*, Third Edition.

Lancing, Michigan, U.S.: The American Hotel & Lodging Educational Institute. ISBN 978-0-86612-284-9.
6. Steven M. Bragg, Hospitality Accounting. A Financial and Managerial Accounting Reference. Accounting Tools. USA, 2015.
7. Bragg, S.M. (2015). *Hospitality Accounting*. Centennial, Colorado, U.S.: Accounting Tools, Inc. ISBN-13: 978-1-938910-52-4.
8. Cote, R. (2002). *Basic Hotel and Restaurant Accounting.* Fifth Edition. Michigan, U.S.: Educational Institute of the American Hotel & Lodging Association. ISBN 0-86612-236-2.
9. Anandarajah, A., Azeervatham.A. Reid, H. (2009). Manage Budgets and Financial Plans. Fourth Edition. Frenchs Forests, Australia: Pearson Education Australia. ISBN: 9781442502680.
10. Harvard Business Press. (2009). Preparing A Budget. US: Harvard Business School Publishing Corporation. ISBN: 978-1-4221-2884-8.
11. Lalli, W.R. (2012) Handbook of Budgeting. Sixth Edition. Hoboken: John Wiley & Sons, Inc. ISBN: 978-0-470-92045-9.
12. Needles Jr, B.E., Powers, M., Crosson, S.V. (2006). Financial and Managerial Accounting. Eighth Edition. Boston: Houghton Mifflin Company. ISBN-10:0-618-77717-2.
13. Rushmore, S. (2001). *Hotel Investments Handbook 2002.* New York, U.S.: HVS International. Available at http://www.hvs.com/article/3237/the-rushmore-letter-hotel-investments-handbook/ [Accessed August 26,2016]
14. Rushmore, S. Jr., O'Neili, J.W. (2014). *Updated Benchmarks for Projecting Fixed and Variable Components of Hotel Financial Performance.* Cornell Hospitality Quarterly. Available at http://www.personal.psu.edu/jwo3/documents/HotelFixedandVariableAnalysisArticle.pdf [Accessed August 26, 2016]
15. Sheel, A. (2016). *A Year in Review for Restaurant Firms.* The Journal of Hospitality Financial Management. 24:1, 1-4. DOI: 10.1080/10913211.2016.1174034. Available at http://www.tandfonline.com/doi/pdf/10.1080/10913211.2016.1174034 [Accessed August 26, 2016]
16. The International Association of Hospitality Financial Management Educators. (2016). *The Journal of Hospitality Financial Management.* Volumes 1-24. Philadelphia, U.S.: Taylor & Francis Inc. ISSN: 1091-3211. Available at http://www.tandfonline.com/loi/uhfm20 [Accessed August 26, 2016]
17. Караванова, Б.П. (2011). *Бухгалтерский учет на предприятиях туристской индустрии.* Москва, РФ: Издательский центр "Академия". ISBN 978-5-7695-6881-7.

| Studiju kursu aprakstu reģistra atzīmēm: | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | 28/08/2016 |
| Lektors, kas sagatavoja aprakstu | Starptautiskā biznesa maģistrs (MIB), Olga Zvereva |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# COURSE DESCRIPTION

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| **Qualification number and title:** | Hospitality Management, 41 811 |
| **Course number and title in Latvian:** | LIETVEDĪBA UN FINANSES |
| **Course title in English:** | FINANCE IN THE HOSPITALITY INDUSTRY |
| **Prerequisites:** | The course does not require special grounding |
| **Term:** | 3 |
| **Number of credit points:** | 15 |

The aim of the course
This unit will enable learners to develop practical understanding of the accounting techniques used to control costs and profits, and to support managers in making effective short-term.

Learning outcomes:
On successful completion of this unit a student will:

- Understand sources of funding and income generation for business and services industries;
- Understand business in terms of the elements of cost;
- Be able to evaluate business accounts;
- Be able to analyse business performance by the application of ratios;
- Be able to apply the concept of marginal costing;

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| Knowledge | 1. Understanding sources of funding and income generation for business and services industries;<br>2. Understanding business in terms of the elements of cost;<br>3. Knowledge of business accounts and understanding business account evaluation;<br>4. Understanding ratios of business performance analysis;<br>5. Knowledge of marginal costing concept |
| Skills | 6. Skills to analyze business in terms of the elements of cost;<br>7. Skills to evaluate business accounts;<br>8. Skills to analyse business performance by the application of ratios;<br>9. Skills to apply the concept of marginal costing; |
| Competences | 10. Practical understanding of the accounting techniques used to control costs and profits;<br>11. Understanding and performing control of costs and profits for making effective short-term decisions by managers. |

Course content:

THEME 1: SOURCE OF FUNDING AND INCOME GENERATION FOR BUSINESS SERVICES

AND INDUSTRIES

- Funding: sources e.g. retained profits, loans, banks, investors, small business schemes, franchise, hire purchase, sponsorship, lease schemes, creditors, debt factoring;
- Income generation: methods e.g. sales, commission, sub-letting, sponsorship, grants, tracking mechanisms;

THEME 2: BUSINESS IN TERMS OF THE ELEMENTS OF COST

- Elements of cost: sales, materials, consumables, labour, overheads, capital, gross and net profits, discount costing;
- Selling prices: product and service costing, formula to achieve a specific gross profit percentage; differential gross/net profit margin, marginal costing, effect of competition; freelance, commission; peak/off-peak trading;
- Control of stock and cash: methods e.g. storage, purchasing, cash, security, reconciliation, stock-taking;
- Taxation: income tax; Value Added Tax (VAT), corporation tax, schedules, rates, personal/capital allowances, post-tax-profits, implications.

THEME 3: BUSINESS ACCOUNTS

- Trail balance: source, structure e.g. summary of accounts from sales, purchase and nominal ledgers;
- Final accounts: types e.g. sole trader, partnerships, limited company, trading account, profit and loss account, balance sheet, adjustments for depreciation, accruals, prepayments, bad debt provision; format e.g. vertical, double-entry, appropriation account; assets/liabilities e.g. capital, fixed, current, notes to account;
- Profit and cash budgets: purpose, types e.g. profit, cash flow, operating, master, variance analysis to include sales (volume and average spend, cost variances (raw material, labour, overhead), profit variances (gross and net).

THEME 4: ANALYSIS OF BUSINESS PERFORMANCE BY THE APPLICATION OF RATIOS

- Sales profitability ratios: gross and net profit, Return On Capita Employed (ROCE)
- Liquidity ratios: current, acid test;
- Efficiency ratios: debtors and creditors payment periods, stock turnover;
- Financial ratios: interest earned, gearing;

THEME 5: CONCEPT OF MARGINAL COSTING

- Costs categorisation and contribution: fixed and variable costs, contribution e.g. product/customers; cost/profit/volume relationship;
- Application: break-even, profit/loss potentials; setting selling price and discounting;

Organization of students' independent work

The development of independent tasks for each topic of the course separately or combined form for individual work and/or group work upon lecturer's decision.
Studying lecture materials and special literature. Conducting calculations.
Preparing for classes and timely execution of the practical work. Subjects of study and conduct associated with the finances of businesses and services, including accounting, analysis and comparison of commercial activities under market conditions, including the development and analysis of business plans and budgets.
Homework includes analysis and comparison of business activities and budgets under market

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| conditions including the development of a business plan, analysis and evaluation.<br>The final evaluation for the course - exam or an automatic pass if all the independent work evaluated at least 8 points (very good) and submitted on time when the attendance rate is at least 70%. | |
| Themes for independent works: | Learning Outcomes |
| Theme 1: Source of funding and income generation for business services and industries | 1.1 review sources of funding available to business and service industries;<br>1.2 evaluate the contribution made by a range of methods of generating income within a given business and services operation; |
| Theme 2: Business in terms of the elements of cost | 2.1 discuss elements of cost, gross profit percentages and selling prices for products and services;<br>2.2 evaluate methods of controlling stock and cash in a business and services environment; |
| Theme 3: Business accounts | 3.1 assess the source and structure of the trial balance;<br>3.2 evaluate business accounts, adjustments and notes;<br>3.3 discuss the process and purpose of budgetary control;<br>3.4 analyse variances from budgeted and actual figures, offering suggestions for appropriate future management action; |
| Theme 4: Analysis of business performance by the application of ratios | 1.1 calculate and analyse ratios to offer a consistent interpretation of historical business performance;<br>1.2 recommend appropriate future management strategies for a given business and service operation; |
| Theme 5. Concept of marginal costing | 3.1 categorise costs as fixed, variable and semi-variable for a given scenario;<br>3.2 calculate contribution per product/ customer and explain the cost/ volume / profit relationship for a given scenario;<br>3.3 justify short-term management decisions based on profit/ loss potentials and risk (break-even) calculations for a given business and services operations; |

**Bibliography:**


1. Sidorenko E., (2014). Finance In The Hospitality Industry. Financial Management for Start-Ups. Riga, Latvia: HOTEL SCHOOL, Viesnīcu biznesa koledža.
2. Sidorenko, E. (2014). Finance In The Hospitality Industry. Introducing Accounting. Riga, Latvia: HOTEL SCHOOL, Viesnīcu biznesa koledža.
3. Guilding, C. (2014). Accounting Essentials for Hospitality Managers, Third Edition. Abingdon, Oxon, UK: Routledge. ISBN 978-0-415-84107-8.
4. Scmidgall, R.S., Damitio, J.W. (2006). Hospitality Industry Financial Accounting, Third Edition. Lancing, Michigan, U.S.: The American Hotel & Lodging Educational Institute. ISBN 978-0-86612-284-9.
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6. Bragg, S.M. (2015). Hospitality Accounting. Centennial, Colorado, U.S.: Accounting Tools, Inc. ISBN-13: 978-1-938910-52-4.
7. Cote, R. (2002). Basic Hotel and Restaurant Accounting. Fifth Edition. Michigan, U.S.: Educational Institute of the American Hotel & Lodging Association. ISBN 0-86612-236-2.
8. Guilding, C. (2009). Accounting Essentials for Hospitality Managers, Second Edition. Oxford, UK: Butterworth-Heinemann, Elsevier Ltd. ISBN 978-1-85617-667-5

**Recommended literature:**


1. Vita Zariņa. Grāmatvedības sistēma. Attīstība, Standartu prasības. Latvija, "Biznesa Augstskola Turība" SIA, 2004.
2. Anandarajah, A., Azeervatham.A. Reid, H. (2009). Manage Budgets and Financial Plans. Fourth Edition. Frenchs Forests, Australia: Pearson Education Australia. ISBN: 9781442502680.
3. Harvard Business Press. (2009). Preparing A Budget. US: Harvard Business School Publishing Corporation. ISBN: 978-1-4221-2884-8.
4. Lalli, W.R. (2012) Handbook of Budgeting. Sixth Edition. Hoboken: John Wiley & Sons, Inc. ISBN: 978-0-470-92045-9.
5. Needles Jr, B.E., Powers, M., Crosson, S.V. (2006). Financial and Managerial Accounting. Eighth Edition. Boston: Houghton Mifflin Company. ISBN-10:0-618-77717-2.
6. Rushmore, S. (2001). Hotel Investments Handbook 2002. New York, U.S.: HVS International. Available at http://www.hvs.com/article/3237/the-rushmore-letter-hotel-investments-handbook/ [Accessed August 26,2016]
7. Rushmore, S. Jr., O'Neili, J.W. (2014). Updated Benchmarks for Projecting Fixed and Variable Components of Hotel Financial Performance. Cornell Hospitality Quarterly. Available at http://www.personal.psu.edu/jwo3/documents/HotelFixedandVariableAnalysisArticle.pdf [Accessed August 26, 2016]
8. Sheel, A. (2016). A Year in Review for Restaurant Firms. The Journal of Hospitality Financial Management. 24:1, 1-4. DOI: 10.1080/10913211.2016.1174034. Available at http://www.tandfonline.com/doi/pdf/10.1080/10913211.2016.1174034 [Accessed August 26, 2016]
9. The International Association of Hospitality Financial Management Educators. (2016). The Journal of Hospitality Financial Management. Volumes 1-24. Philadelphia, U.S.: Taylor & Francis Inc. ISSN: 1091-3211. Available at http://www.tandfonline.com/loi/uhfm20 [Accessed August 26, 2016]
10. Караванова, Б.П. (2011). Бухгалтерский учет на предприятиях туристской индустрии. Москва, РФ: Издательский центр "Академия". ISBN 978-5-7695-6881-7.


| Information required for course database | |
|---|---|
| Course issue date/ review date | 03/09/2016 |
| Lecturer(s) | MIB, Olga Zvereva |
| Study programme director's notes and comments | 03/09/2016 |

# ОПИСАНИЕ КУРСА

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| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на русском языке:** | ФИНАНСЫ И ДЕЛОПРОИЗВОДСТВО В СФЕРЕ ОБСЛУЖИВАНИЯ |
| **Код и название курса на латышском языке:** | LIETVEDĪBA UN FINANSES |
| **Название курса на английском языке:** | FINANCE IN THE HOSPITALITY INDUSTRY |
| **Требования для начала курса:** | Курс не требует специальных знаний |
| **Семестр:** | 4 |
| **Количество кредитных пунктов:** | 3 |

Цель курса:
Данный курс позволит учащимся развить практическое понимание методов бухгалтерского учета, используемых для контроля затрат и прибыли для поддержки менеджеров в принятии и реализации эффективных краткосрочных решений.

Ожидаемые результаты:
По окончанию курса:

- Понимание источников финансирования и формирования доходов для сфер бизнеса и обслуживания;
- Понимание бизнеса с точки зрения элементов затрат;
- Навыки оценки учетных счетов предприятия;
- Умение применять показатели для анализа эффективности бизнеса;
- Умение применить понятие маржинальной стоимости;

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| Знания | 1. Понимание источников финансирования и формирования доходов для сфер бизнеса и обслуживания;<br>2. Понимание бизнеса с точки зрения элементов затрат;<br>3. Понимание учетных счетов предприятия и их оценки;<br>4. Понимание коэффициентов анализа эффективности бизнеса;<br>5. Понимание понятия маржинальной стоимости; |
| Навыки | 6. Навыки анализа бизнеса с точки зрения элементов затрат;<br>7. Навыки оценки учетных счетов предприятия;<br>8. Навыки анализа эффективности бизнеса путем применения коэффициентов;<br>9. Навыки применения понятия маржинальной стоимости; |

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| Компетенции | 12. Практическое понимание методов бухгалтерского учета, используемых для контроля затрат и прибыли;<br>13. Понимание и проведение контроля затрат и прибыли для принятия и реализации эффективных краткосрочных решений менеджеров; |

Содержание курса:

ТЕМА 1: ИСТОЧНИК ФИНАНСИРОВАНИЯ И ФОРМИРОВАНИЯ ДОХОДОВ ДЛЯ СФЕР БИЗНЕСА И ОБСЛУЖИВАНИЯ

- Финансирование: источники - нераспределенная прибыль, кредиты, банки, инвесторы, схемы малого бизнес, франшизы, аренда с выкупом, спонсорство, лизинговые схемы, кредиторы, долговой факторинг;
- Формирование доходов: методы - продажи, комиссии, субаренда, спонсорство, гранты, механизмы отслеживания;

ТЕМА 2: БИЗНЕС С ТОЧКИ ЗРЕНИЯ ЭЛЕМЕНТОВ ЗАТРАТ

- Элементы стоимости: продажа, материалы, расходные материалы, труд, накладные расходы, капитал, валовая и чистая прибыль, скидки;
- Продажные цены: стоимость продукта и услуги, формула для достижения определенного процента валовой прибыли; маржа брутто / чистой прибыли, маржинальная стоимость, эффект конкуренции; фриланс, комиссия; максимальный товарооборот, непиковая торговля.
- Контроль запасов и денежных средств: методы - хранение, приобретение, наличные деньги, ценные бумаги, взаимозачеты, инвентаризация;
- Налогообложение: подоходный налог; налог на добавленную стоимость (НДС), налог на прибыль, графики, ставки, корпоративный налог, необлагаемые минимумы и налоговые скидки, прибыль после уплаты налогов, положения.

ТЕМА 3: БИЗНЕС-СЧЕТА

- Пробный баланс: источник, структура – сводка счетов от продаж, закупки и главная книга;
- Итоговые отчеты: типы -индивидуальный предприниматель, партнерство, компания с ограниченной ответственностью, торговый счет, счет прибылей и убытков, баланс, корректировки на амортизацию, начисления, предоплаты, обеспечение безнадежных долгов; формат - вертикальной, двойной записи, счет распределения прибылей и убытков; активы / обязательства - капитал, фиксированные, текущие, примечания к счетам;
- Бюджеты прибыли и наличных: назначение, типы - прибыль, денежный поток, операционный, мастерский, анализ отклонений должен включать продажи (объем и средняя сумма расходов), отклонения стоимости (сырье, труд, накладные расходы), отклонения прибыли (валовая и нетто).

ТЕМА 4: АНАЛИЗ ЭФФЕКТИВНОСТИ БИЗНЕСА ПУТЕМ ПРИМЕНЕНИЯ КОЭФФИЦИЕНТОВ

- Коэффициенты рентабельности продаж: валовая и чистая прибыль, прибыль на задействованный капитал (ROCE);
- Коэффициенты ликвидности: текущая, коэффициент срочной ликвидности (quick ratio);
- Показатели эффективности: прибыль, полученная от инвестирования (заработанные проценты), коэффициент доли заемных средств;

ТЕМА 5: ПОНЯТИЕ МАРЖИНАЛЬНОЙ СТОИМОСТИ

- Категоризация стоимостей и вклады: постоянные и переменные затраты, вклады - продукт / покупатели; соотношение стоимость / прибыль / объем;
- Применение: точка безубыточности, потенциал прибыли / убытков, установление продажных цен, скидки;

Организация самостоятельной работы студента:

Разработка самостоятельных заданий по каждой теме курса по отдельности или в обобщенном виде для индивидуальной работы и работы в группах по решению преподавателя.
Изучение лекционных материалов и специальной литературы. Проведение расчетных работ. Подготовка к занятиям и своевременное исполнение практических работ. Тематика занятий и проведение связано с финансами в сферах бизнеса и обслуживания, в том числе учет, анализ и сравнение коммерческой деятельности в условиях рынка, в том числе разработка и анализ бизнес-планов и бюджетов.
Для домашней работы предусмотрены анализ и сравнение коммерческой деятельности, в том числе бюджетов, в рыночных условиях, включая разработку бизнес-плана, анализ и оценку.
Заключительная проверка по курсу - экзамен или автоматический зачет, если все самостоятельные работы сданы в указанные сроки и оценены не ниже 8 баллов (очень хорошо) при посещаемости курса не менее 70%.

| Темы для самостоятельных работ: | Ожидаемые результаты: |
|---|---|
| Тема 1: Источник финансирования и формирования доходов для сфер бизнеса и обслуживания | 1.1. Рассмотреть источники финансирования и формирования доходов для сфер бизнеса и обслуживания;<br>1.2. Оценить вклад при разных вариантах методов формирования дохода для заданной деятельности бизнеса и услуг; |
| Тема 2: Бизнес с точки зрения элементов затрат | 2.1. Обсудить элементы стоимости, валовой прибыли в процентах и продажные цены на продукцию и услуги;<br>2.2. Оценить методы контроля запасов и денежных средств в сферах бизнеса и услуг; |
| Тема 3: Бизнес-счета | 3.1. Оценить источники и структуру пробного баланса;<br>3.2. Оценить бизнес-счета, корректировки и заметки;<br>3.3. Обсудить процесс и цель контроля бюджета;<br>3.4. Анализировать отклонения по заложенным в бюджет и фактических данным, делая предложения для соответствующих управленческих действий в будущем; |
| Тема 4: Анализ эффективности бизнеса путем применения коэффициентов | 4.1. Рассчитать и проанализировать все коэффициенты, чтобы предложить системную интерпретацию исторической эффективности бизнеса;<br>4.2. Рекомендовать соответствующие стратегии управления в будущем для заданной деятельности бизнеса и услуг; |
| Тема 5: Понятие маржинальной стоимости | 5.1. Классифицировать расходы, как фиксированные, переменные и полупеременные для заданного сценария;<br>5.2. Рассчитать вклад на продукт / клиента и объяснить отношение цена / прибыль / объем для заданного сценария; |

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| | 5.3. Обосновать краткосрочные управленческие решения, основанные на потенциале прибыли / убытков и расчета риска (безубыточности) для заданной деятельности бизнеса и услуг; |

Обязательная литература:


1. Караванова, Б.П. (2011). *Бухгалтерский учет на предприятиях туристской индустрии.* Москва, РФ: Издательский центр "Академия". ISBN 978-5-7695-6881-7.
2. Прайс С., 2011. *Домашнее золото*. Рифформа.
3. Наволоцкая Я., 2016. *Уроки финансового выживания для студентов*. HT Press.


Рекомендуемая литература:


1. Sidorenko, E. (2014). *Finance In The Hospitality Industry. Introducing Accounting.* Riga, Latvia: HOTEL SCHOOL, Viesnīcu biznesa koledža.
2. Sidorenko E, (2014). *Finance In The Hospitality Industry. Financial Management for Start-Ups.* Riga, Latvia: HOTEL SCHOOL, Viesnīcu biznesa koledža.
3. Lipinska D., 2015. *Finance in The Hospitality Industry: Profesionālā terminoloģija angļu valodā*. Rīga "HOTEL SCHOOL" Viesnīcu biznesa koledža
4. Bragg, S.M. (2015). *Hospitality Accounting*. Centennial, Colorado, U.S.: Accounting Tools, Inc. ISBN-13: 978-1-938910-52-4.
5. Cote, R. (2002). *Basic Hotel and Restaurant Accounting.* Fifth Edition. Michigan, U.S.: Educational Institute of the American Hotel & Lodging Association. ISBN 0-86612-236-2.
6. Guilding, C. (2009). *Accounting Essentials for Hospitality Managers, Second* Edition. Oxford, UK: Butterworth-Heinemann, Elsevier Ltd. ISBN 978-1-85617-667-5.
7. Guilding, C. (2014). *Accounting Essentials for Hospitality Managers, Third* Edition. Abingdon, Oxon, UK: Routledge. ISBN 978-0-415-84107-8.
8. Scmidgall, R.S., Damitio, J.W. (2006). *Hospitality Industry Financial Accounting*, Third Edition. Lancing, Michigan, U.S.: The American Hotel & Lodging Educational Institute. ISBN 978-0-86612-284-9.
9. Anandarajah, A., Azeervatham.A. Reid, H. (2009). Manage Budgets and Financial Plans. Fourth Edition. Frenchs Forests, Australia: Pearson Education Australia. ISBN: 9781442502680.
10. Harvard Business Press. (2009). Preparing A Budget. US: Harvard Business School Publishing Corporation. ISBN: 978-1-4221-2884-8.
11. Lalli, W.R. (2012) Handbook of Budgeting. Sixth Edition. Hoboken: John Wiley & Sons, Inc. ISBN: 978-0-470-92045-9.
12. Needles Jr, B.E., Powers, M., Crosson, S.V. (2006). Financial and Managerial Accounting. Eighth Edition. Boston: Houghton Mifflin Company. ISBN-10:0-618-77717-2.
13. Rushmore, S. (2001). *Hotel Investments Handbook 2002.* New York, U.S.: HVS International. Available at http://www.hvs.com/article/3237/the-rushmore-letter-hotel-investments-handbook/ [Accessed August 26,2016]
14. Rushmore, S. Jr., O'Neili, J.W. (2014). *Updated Benchmarks for Projecting Fixed and Variable Components of Hotel Financial Performance.* Cornell Hospitality Quarterly. Available at http://www.personal.psu.edu/jwo3/documents/HotelFixedandVariableAnalysisArticle.pdf [Accessed August 26, 2016]
15. Sheel, A. (2016). *A Year in Review for Restaurant Firms.* The Journal of Hospitality Financial Management. 24:1, 1-4. DOI: 10.1080/10913211.2016.1174034. Available at http://www.tandfonline.com/doi/pdf/10.1080/10913211.2016.1174034 [Accessed August 26, 2016]

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| 16. The International Association of Hospitality Financial Management Educators. (2016). *The Journal of Hospitality Financial Management.* Volumes 1-24. Philadelphia, U.S.: Taylor & Francis Inc. ISSN: 1091-3211. Available at http://www.tandfonline.com/loi/uhfm20 [Accessed August 26, 2016] | |
| Информация необходимая для регистра курсов | |
| Дата подачи/ Дата актуализации курсы | 28/08/2016 |
| Лектор(ы) | Магистр международного бизнеса, Ольга Зверева |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

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| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Sanitārija un higiēna |
| **Studiju kursa nosaukums angļu valodā:** | Food Safety Management |
| **Prasības studiju kursa apguves uzsākšanai:** | nav |
| **Semestris:** | 2 |
| **Kredītpunktu skaits:** | 2 |

**Studiju kursa mērķis:**
Iegūt zināšanas par sanitārijas un higiēnas prasībām ēdienu gatavošanas sistēmā un procesā, kā arī par gatavošanas procesa vadīšanu un kontroli atbilstoši sanitārijas prasībām.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu studējošais spēs:

- saprast, kādi dienesti nodarbojas ar slimībām, kurus izraisa nekvalitatīva pārtika;
- saprast procesus, kuri var palīdzēt kavēt pārtikas bojāšanos un saglabāt pārtikas kvalitāti;
- saprast efektīvas glabāšanas sistēmas svarīgumu pārtikas bojāšanas kontrolē;
- izveidot pārtikas kontroles un pārvaldīšanas sistēmas

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| Zināšanas | 1. zināt slimības, kuras izraisa nekvalitatīva pārtika |
| Prasmes | 2. izprast, kādi dienesti nodarbojas ar slimībām, kurus izraisa nekvalitatīva pārtika;<br>3. izprast procesus, kuri var palīdzēt kavēt pārtikas bojāšanu un saglabāt pārtikas kvalitāti;<br>4. izprast efektīvas glabāšanas sistēmas svarīgumu pārtikas bojāšanas kontrolē |
| Kompetences | 5. izveidot pārtikas kontroles un pārvaldīšanas sistēmas |

**Studiju kursa saturs:**
TĒMA 1: DIENESTI, KURI NODARBOJAS AR SLĪMĪBĀM UN INFEKCIJĀM, KURUS IZRAISA NEKVALITATĪVA PĀRTIKA

- Bakterioloģija: bojātas pārtikas galvenās baktērijas- salmonella, clostridia, listeria, E.coli, campylobacter, staphilococcus; toksīni; augšanas apstākļi; raksturojums, infekcijas inkubācijas un saslimšanas periods.
- Fizikāls saindēšana: fizikālas saindēšanas skaidrošana; aizsardzība no fizikāla saindēšanas; kontroles metodes.
- Ķīmiska saindēšana: ķīmiskas saindēšanas veidi; aizsardzība no ķīmiskas saindēšanas; kontroles metodes.
- Pārtikas saindēšana: cēloņi, simptomi, ilgums.
- Pārtikas izraisītas infekcijas: starpības starp pārtikas izraisītām infekcijām un pārtikas

saindēšanu; dienesti, kuri nodarbojas ar pārtikas izraisītām slimībām; inficēšanas avoti; piesardzības pasākumi.

- Augsta riska pārtika: pārtika, kura visbiežāk var izraisīt pārtikas saindēšanu.

TĒMA 2: PROCESI, KURI VAR PALĪDZĒT KAVĒT PĀRTIKAS BOJĀŠANOS UN SAGLABĀT PĀRTIKAS

- Pārtikas bojāšanas līdzekļi: baktērijas, sēnītes; raugi; pelējumi; fermentatīvā aktivitāte .
- Pārtikas aizsardzības metodes: augstas un zemas temperatūras; ķīmiska, fiziska.
- Speciāli procesi glabāšanas laika pagarināšanai: apstarošana; ultravioletsvakuuma iepakojums.

TĒMA 3: EFEKTĪVAS GLABĀŠANAS SISTĒMAS UN PĀRTIKAS BOJĀŠANĀS KONTROLE

- Temperatūras kontrole: piegāde; glabāšana; sagatavošana, atsaldēšana; gatavošana; atdzesēšana; sasildīšana; pasniegšana.
- Glabāšana: glabāšanas metodes un veidi; glabāšanas kontrole, piemēram, mitrums, netīrums; marķēšana; noliktavas apgrozījums; pārtikas lietošanas termiņi; savstarpēja bojāšana.
- Personāla higiēna: personālās higiēnas likumdošanas noteikumi; prasības personāla darba apģērbam, higiēnai; personālā veselības pārbaudes; personāla higiēnas apmācība.
- Tīrīšana un dezinficēšana: dezinficēšanas jēdziens, dezinfekcijas līdzekļi, dezinficēšana, sterilizācija; ķīmisko līdzekļu glabāšana un lietošana; Pārtikas veterināra dienesta noteikumi; tīrīšanas materiālu izmantošanas režīmi; tīrīšanas grafika veidošana, pielietošana un uzraudzība.
- Kaitēkļi: kaitēkļu veidi pārtikas uzņēmumos; ieviešanas metodes; invāzijas pazīmes; kontrole un uzraudzība; privāti darbuzņēmēji.
- Telpu un iekārtu dizains un konstrukcijas: sistēmas pieeja telpu dizainam; barjera kontroles svarīgums; likumdošanas prasības; uzmanība tīrībai.
- Apmācība: līmeņi; metodes; atsvaidzināšana; kā uzrauga nodarbinātības sistēma.

TĒMA 4: PĀRTIKAS KONTROLES UN PĀRVALDĪŠANAS SISTĒMAS IZVEIDOŠANA

- Kontroles sistēma: piegādātāju drošība; revīzijas ceļš; riska novērtēšana; labas ražošanas prakse; sūdzību un kontroles protokolēšana.
- Pārtikas pārvaldīšanas sistēmas: Pārtikas veterināra dienesta kontrole; sistēmas izstrādāšana; pielietošana; procesu plūsmas diagrammas; uzraudzība un novērtēšana; personāla apmācība.
- Likumdošana: Pārtikas un veterinārā dienesta nolikums, "Pārtikas aprites uzraudzības likums ,,
- Dienesti: Pārtikas un veterinārais dienests.

**Studējošo patstāvīgā darba organizācija:**
Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks. Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| TĒMA 1. DIENESTI, KURI NODARBOJAS AR SLIMĪBĀM UN INFEKCIJĀM, KURUS IZRAISA NEKVALITATĪVA PĀRTIKA | • tiek veikta dienestu, kuri nodarbojas ar slimībām un infekcijām, kurus izraisa nekvalitatīva pārtika, izpēte un analīze;<br>• tiek apkopota un analizēta informācija;<br>• tiek izdarīti un pamatoti secinājumi |
| TĒMA 2. PROCESI, KURI VAR PALĪDZĒT KAVĒT | • tiek izprasti procesi, kuri var palīdzēt kavēt pārtikas bojāšanos |

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| PĀRTIKAS BOJĀŠANU UN SAGLABĀT PĀRTIKAS | un saglabāt pārtikas kvalitāti;<br>• tiek izvēlētas un pielietotas atbilstošas pētniecības metodes, piemēram, veikta kompleksa situācijas izpēte, izdarīti argumentēti spriedumi |
| TĒMA 3. EFEKTĪVAS GLABĀŠANAS SISTĒMAS UN PĀRTIKAS BOJĀŠANAS KONTROLE | • tiek izprastas efektīvas glabāšanas sistēmas svarīgumu pārtikas bojāšanas kontrolē;<br>• tiek izmantoti daudzveidīgi informācijas ieguves avoti |
| TĒMA 4. PĀRTIKAS KONTROLES UN PĀRVALDĪŠANAS SISTĒMAS IZVEIDOŠANA | • tiek analizētas un izveidotas pārtikas kontroles un pārvaldīšanas sistēmas;<br>• tiek demonstrēta kritiskā refleksija par savu darbu, izdarot reālistiskus secinājumus par nepieciešamajiem uzlabojumiem |

**Obligātā literatūra:**

1. Rubene T., Mūsdienu gastronomija: Aktualitātes, profesionālais aprīkojums un rūpes par kvalitāti. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015.
2. Gavriļenko E.SANITĀRIJA UN HIGIĒNA PĀRTIKAS APRITES UZŅĒMUMOS. "Tūrība" Biznesa augstskola, Rīga, 2008.
3. Tīmekļa resursi:
4. http://www.zm.gov.lv/partikas-un-veterinarais-dienests/#jump – Zemkopības ministrijas Nozares portāls

**Papildus literatūra un citi informācijas avoti:**

5. Darba higiēna. Latvijas Brīvo arodbiedrību savienība, 2010.
6. Kellers T. Ēdiena gatavošana. Zvaigzne ABC, 2010.
7. Campbell J., Foskett D., Rippington N., Paskins P. Practical Cookery. British Library, 2012.
8. Ceserani V and Foskett D. The Theory of Catering, 11th Edition . Hodder Arnold, 2007.

**Tīmekļa resursi**:

9. https://www.food.gov.uk/ – Food Standards Agency;
10. www.hse.gov.uk/catering – Health and Safety Executive;
11. www.sfbbtraining.co.uk – Food Standards Agency.

| **Studiju kursu aprakstu reģistra atzīmēm:** | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *18/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Mg. Oec. O.Ņikadimovs, Mg. Oec. I.Lerha* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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| **Qualification number and title:** | Hospitality Management, 41 811 |
| **Course title in Latvian:** | Sanitārija un higiēna |
| **Course title in English:** | Food Safety Management |
| **Prerequisites:** | no |
| **Term:** | 2 |
| **Number of credit points:** | 2 |

**The aim of the course**
This unit will enable learners to gain understanding of the systems and processes required to produce safe food, and the management activities and controls required to achieve this.

**Learning outcomes:**
On successful completion of this unit a student will:

- understand the agents that cause food-borne illness and the contamination of food
- understand the processes that can prevent food spoilage and preserve food quality
- understand the importance of effective prevention systems in the control of food contamination
- be able to construct control and food management systems.

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|---|---|
| Knowledge | 1. Understand the agents that cause food-borne illness and the contamination of food |
| Skills | 1. Understand the processes that can prevent food spoilage and preserve food quality<br>2. Understand the importance of effective prevention systems in the control of food contamination |
| Competences | 1. Be able to construct control and food management systems |

**Course content:**
THEME 1: UNDERSTAND THE AGENTS THAT CAUSE FOOD-BORNE ILLNESS AND THE CONTAMINATION OF FOOD
Bacteriology: main bacteria of concern – salmonella, clostridia, listeria, E. coli, campylobacter, staphylococcus; toxins; growth conditions; characteristics; incubation and onset times of illness
Physical contamination: explanation of physical contaminants; prevention of physical contamination; methods of control
Chemical contamination: types of chemical contaminants; prevention of chemical contamination; methods of control
Food poisoning: causes; symptoms; duration
Food-borne infections: difference between food-borne infection and food poisoning; agents of food-borne disease; sources of contamination; prevention measures
High-risk foods: foods that are most likely to cause food poisoning
THEME 2. UNDERSTAND THE PROCESSES THAT CAN PREVENT FOOD SPOILAGE AND PRESERVE FOOD QUALITY
Food spoilage agents: bacteria; yeasts; moulds; enzymatic activity
Food preservation methods: high and low temperatures; chemical; physical
Special processes to prolong shelf life: irradiation; ultra-violet; vacuum-packing; controlled atmospheres

THEME 3. UNDERSTAND THE IMPORTANCE OF EFFECTIVE PREVENTION SYSTEMS IN THE CONTROL OF FOOD CONTAMINATION
Temperature control: delivery; storage; preparation; defrosting; cooking; cooling; reheating; service
Storage: methods and types of storage; storage controls eg humidity, cleanliness, labelling, stock rotation, best before and use-by dates, cross-contamination
Personal hygiene: legislation related to personal hygiene; protective clothing; crosscontamination; notification of illness; personal hygiene through training
Cleaning and disinfection: definition of detergent, disinfectant, sanitiser, sterilant; storage and use of chemicals; Control of Substances Harmful to Health (COSHH) regulations; modes of action of cleaning materials; design, implementation and monitoring of cleaning schedules
Pests: types of pests in food establishments; methods of entry; signs of infestation; control and monitoring; private contractors
Design and construction of premise and equipment: systems approach to designing premises; importance of barrier control; legislation requirements; cleaning considerations
Training: levels; methods; refresher; how to monitor the systems employed
THEME 4. BE ABLE TO CONSTRUCT CONTROL AND FOOD MANAGEMENT SYSTEMS
Control systems: supplier safety assurance; audit trails; risk assessment; good manufacturing practice; compliance and control records
Food management systems: Hazard Analysis and Control of Critical Points (HACCP); system construction; implementation; process flow diagrams; monitoring and evaluation; staff training; Safe Food Better Business (SFBB)
Legislation: Food Safety Act 1990; The Food Regulations 2006, Food Labelling Regulations 1996, Regulation (EC) No 852/2004 on the hygiene of foodstuffs; revised or replacement legislation where applicable
Agencies: Food Standards Agency; Health Protection Agency; local Environmental Health departments; role of Environmental Health Practitioners (EHP)

**Organization of students' independent work**
The independent work must be written and presented in the end of the course.

If student's attendance is lower than 70% and the grades gained during the course are 7 and lower, than the final test must be taken.

| **Themes for independant works:** | **Learning Outcomes** |
|---|---|
| THEME 1. UNDERSTAND THE AGENTS THAT CAUSE FOOD-BORNE ILLNESS AND THE CONTAMINATION OF FOOD | • the controls required to prevent physical and chemical contamination of food are discussed<br>• the information is reviewed and analysed<br>• the conclusions are made<br>• |
| THEME 2: UNDERSTAND THE PROCESSES THAT CAN EFFECTIVELY PREVENT FOOD SPOILAGE AND PRESERVE FOOD QUALITY | • the processes that can effectively prevent food spoilage and preserve food quality are discussed and analysed<br>• methods of food preservation are discussed<br>• justified conclusions are made |
| THEME 3. UNDERSTAND THE IMPORTANCE OF EFFECTIVE PREVENTION SYSTEMS IN THE CONTROL OF FOOD CONTAMINATION | • methods for the safe storage of food are summarised<br>• range of information is used |
| THEME 4. BE ABLE TO | • a food hazard risk assessment is produced |

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| CONSTRUCT CONTROL AND FOOD MANAGEMENT SYSTEMS | • critical reflection is applied and justified conclusions are made |

**Bibliography:**


1. Campbell J., Foskett D., Rippington N., Paskins P. Practical Cookery. British Library, 2012.
2. Ceserani V and Foskett D. The Theory of Catering, 11th Edition. Hodder Arnold, 2007.


**Recommended literature:**

WEB Resources:

3. https://www.food.gov.uk/ – Food Standards Agency;
4. www.hse.gov.uk/catering – Health and Safety Executive;
5. www.sfbbtraining.co.uk – Food Standards Agency.

| **Information required for course database** | |
|---|---|
| Course issue date/ review date | *18/08/2016* |
| Lecturer(s) | *Mg. Oec. O.Ņikadimovs, Mg. Oec. I.Lerha* |
| Study programme director's notes and comments | |

# Описание курса

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|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Название курса на латышском языке:** | Sanitārija un higiēna |
| **Название курса на английском и русском языках:** | Food Safety Management/ Санитария и гигиена |
| **Требования для начала курса:** | Курс не требует специальных знаний |
| **Семестр:** | 2 |
| **Количество кредитных пунктов:** | 2 |

**Цель курса:**
Получить знания о требованиях гигиены и санитарии в системе и процессе общественного питания, а также об управлении процессом приготовления еды и его контролем в соответствии с правилами санитарии.

**Ожидаемые результаты:**
По окончанию курса студент будет:

- Понимать, какие инфекции вызывают некачественные продукты
- Понимать процессы, которые могут способствовать возникновению порчи продуктов и сохранению качества продуктов
- Понимать важность эффективных систем хранения в контроле для избегания портящейся продукции
- Разрабатывать системы контроля и управления продукции

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| Знания | 1. Знать болезни, которые вызывает некачественная продукция |
| Навыки | 1. Понимать, какие инфекции вызывают болезни, которые вызывает некачественная продукция<br>2. Понимать процессы, которые могут препятствуют порче и сохранять качество продуктов<br>3. Понимать важность систем хранения и контроля продуктов |
| Компетенции | 1. Создавать системы контроля и управления продуктами |

**Содержание курса:**
ТЕМА 1. ПОНИМАТЬ, КАКИЕ ИНФЕКЦИИ ВЫЗЫВАЮТ НЕКАЧЕСТВЕННЫЕ ПРОДУКТЫ

- Бактериология: главные бактерии вызванные испорченной продукцией - salmonella, clostridia, listeria, E.coli, campylobacter, staphilococcus; токсины, условия роста, характеристика, период заболевания и инкубационный период заболевания
- Физиологическое отравление: разъяснение физиологического отравления, защита от отравления, методы контроля
- Химическое отравление: виды химического отравления, защита от химического отравления, методы контроля
- Отравление продуктами: причины, симптомы, срок
- Инфекции, вызванные продуктами: разница между вызванными продуктами

инфекциями и отравлением, службы, которые занимаются инфекциями, источники инфекций, мероприятия по предотвращению.

- Продукты повышенного риск: продукты, которые чаще всего вызывают отравление

ТЕМА 2. ПРОЦЕССЫ, ПРЕПЯТСТВУЮЩИЕ ПОРЧУ ПРОДУКТОВ И СПОСОБСТВОВАТЬ СОХРАНЕНИЮ ПРОДУКТОВ

- Вещества, вызывающие порчу продуктов: бактерии, грибки, дрожжи, плесень, ферментная деятельность
- Методы защиты продуктов: высокие и низкие температуры, химический и физический
- Специальные процессы хранения для увеличения срока годности: облучение, ультрафиолет, вакуумная упаковка.

ТЕМА 3: ЭФФЕКТИВНЫЕ СИСТЕМЫ ХРАНЕНИЯ И КОНТРОЛЬ ИСПОРЧЕННОЙ ПРОДУКЦИИ

- Контроль температуры: доставка, приготовление, разморозка, охлаждение, согрев, подача
- Хранение: методы и виды хранения, контроль хранения, например, влажность, грязь, маркировка, перемещение на складе, сроки хранения, порча от соприкасания с другими продуктами
- Личная гигиена: правила личной гигиены, требования к форме персонала, гигиене, прохождения проверок здоровья, обучение правилам гигиены
- Чистка и дезинфекция: понятие дезинфекции, дезинфекция, средства дезинфекции, стерилизация, сохранение и использование химических веществ, правила ветеренарной службы, режим уборки и использования чистящих средств, создания графика уборки, использование и надзор
- Вредители : виды вредителей на предприятиях, методы внедрения, характерные черты вторжения, контроль и надзор, фирмы по контракту.
- Дизайн и конструкции помещений и инвентаря : системный подход к дизайну интерьера, важность контроля, требования законодательства, внимание уборке
- Обучение: уровни, методы, обновление, как система

ТЕМА 4. СОЗДАНИЕ СИСТЕМЫ КОНТРОЛЯ ПРОДУКТОВ И УПРАВЛЕНИЯ

- Система контроля: безопасность поставщиков, путь ревизии, оценивание рисков, практика хорошего производтсва, протоколирование жалоб и контроля
- Системы управления продукцией: контроль продовольственно- ветеринарной службы, разработка системы, применение, диаграммы потока процессов, наблюдение и оценивание, обучение персонала
- Законодательство: устав продовольственно-ветеринарной службы, закон наблюдения оборота продуктов
- Службы: продовольственно-ветеринарная служба

**Самостоятельная работа:**

Самостоятельная работа написана в конце курса и представлена перед аудиторией.
Если посещаемость низкая (ниже 70%) и оценки за текущие работы ниже 7, то студент должен сдавать финальный тест.

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| ТЕМА 1. КАКИЕ ИНФЕКЦИИ ВЫЗЫВАЮТ НЕКАЧЕСТВЕННЫЕ ПРОДУКТЫ | • Произведен анализ и исследование инфекций и болезней, вызванные некачественными продуктами<br>• Обработана и проанализирована информация<br>• Сделаны обоснованные выводы |
| ТЕМА 2. ПРОЦЕССЫ, | • Изучены процессы, которые могут препятствуют |

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| ПРЕПЯТСТВУЮЩИЕ ПОРЧУ ПРОДУКТОВ И СПОСОБСТВОВАТЬ СОХРАНЕНИЮ ПРОДУКТОВ | порче и сохранять качество продуктов |
| ТЕМА 3: ЭФФЕКТИВНЫЕ СИСТЕМЫ ХРАНЕНИЯ И КОНТРОЛЬ ИСПОРЧЕННОЙ ПРОДУКЦИИ | • Проанализирована важность систем хранения и контроля продуктов<br>• Использованы различные источники информации |
| ТЕМА 4. СОЗДАНИЕ СИСТЕМЫ КОНТРОЛЯ ПРОДУКТОВ И УПРАВЛЕНИЯ | • Проанализированы и разработаны управления и контроля системы продукции<br>• Применен критический анализ к своей работе, сделаны реалистичные выводы о необходимых улучшениях |

**Обязательная литература:**

1. Рубене Т., Современная гастрономия: Новинки, профессиональное оборудование и гарантии качества. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015;
2. Горенбургов М.А., Сологубова Г.С. Технология и организация услуг питания. Академа, 2012.

**Рекомендуемая литература:**

1. Артемова Е.Н., Владимирова О.Г. Планирование на предприятиях ресторанного бизнеса. Академа, 2011.
2. Волкова И. Ресторанное дело. Самая полная энциклопедия от Люсьена Оливье до Аркадия Новикова. Астрель: Русь-Олимп, 2009.
3. Campbell J., Foskett D., Rippington N., Paskins P. Practical Cookery. British Library, 2012.
    a. WEB Resources:
4. Gavriļenko E.SANITĀRIJA UN HIGIĒNA PĀRTIKAS APRITES UZŅĒMUMOS. "Tūrība" Biznesa augstskola, Rīga, 2008.
5. http://www.zm.gov.lv/partikas-un-veterinarais-dienests/#jump – Специализированный портал Министерства земледелия ЛР
6. https://www.food.gov.uk/ – Food Standards Agency;
7. www.hse.gov.uk/catering – Health and Safety Executive;
8. www.sfbbtraining.co.uk – Food Standards Agency.

| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Oec. O.Ņikadimovs, Mg. Oec. I.Lerha |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

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| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Mūsdienu gastronomija |
| **Studiju kursa nosaukums angļu valodā:** | Contemporary Gastronomy |
| **Prasības studiju kursa apguves uzsākšanai:** | Kursa apguvei nav nepieciešamas speciālas priekšzināšanas |
| **Semestris:** | 2 |
| **Kredītpunktu skaits:** | 4 |

**Studiju kursa mērķis:**
Sniegt izpratni par mūsdienu gastronomiju un gastronomiskiem principiem.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu students spēs:

- Saprast mūsdienu gastronomiskās attīstības tendences;
- Prast izmantot zināšanas un prasmes pārtikas izstrādājumu gatavošanā, lai sagatavotu gastronomisko ēdienu virkni profesionāli, drošā un higiēniskā veidā;
- Prast pielietot sensorus vērtēšanas metodes, lai novērtētu pārtikas un dzērienu atbilstību un kvalitāti;
- saprast gastronomiskus principus un pārtikas un dzērienu pasniegšanas mūsdienu metodes praksē.

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| Zināšanas | 1. zināt mūsdienu gastronomiskās attīstības tendences; |
| Prasmes | 2. prast izmantot zināšanas un prasmes pārtikas izstrādājumu gatavošanā, lai sagatavotu gastronomisko ēdienu virkni profesionāli, drošā un higiēniskā veidā;<br>3. prast pielietot sensorus vērtēšanas metodes, lai novērtētu pārtikas un dzērienu atbilstību un kvalitāti; |
| Kompetences | 4. saprast gastronomiskus principus un pārtikas un dzērienu pasniegšanas mūsdienu metodes praksē. |

**Studiju kursa saturs:**
TĒMA 1: SAPRAST MŪSDIENU GASTRONOMISKO ATTĪSTĪBU UN TENDENCES

- Mūsdienu attīstības tendences un trendi: attīstības tendences, piemēram, attīstības daudzveidība, pārvaldības sistēma, apkalpošanas metodes, klientu bāze un izvēle, ēdienkartes un dzērienu nodrošināšana, pārtikas piegāde, organiskā pārtika, starptautisko ēdienu pieejamība, vīnu izvēles paplašināšana (New World wines), ēdināšanas koncepcijas attīstība un ietekme, aviolīniju ēdināšanas tendences, profesionālo darbinieku loma un viņu ietekme uz kvalitāti, uzņēmējdarbības prasmes, elitēs iestādes, pārtikas zīmoli, dizains

- Mūsdienu ietekme: mūsdienu ievērojamākas personības ; loma; efektivitāte; reģionālā /nacionāla /starptautiskā ; pamatietekmējošie faktori; politiskās; ekonomiskas; sociālas; tehnoloģiju ievērošana; pārtikas izvēles gudrība un maldi; vīzija un vadība.
- Ēdienu un dzērienu saderība: ēdienkartes plānošana un ēdieni; līdzsvaru izmaiņas starp pārtiku un vīnu; pārējie alkoholiskie / bezalkoholiskie dzērieni; mainīt raksturu ēdināšanas; pakalpojumu attīstība; mūsdienu restorānu koncepcijas; dažādības palielināšana; turpmākas attīstības tendences.

TĒMA 2: ĒDIENU GATAVOŠANAS ZINĀŠANAS UN PRASMES, LAI SAGATAVOTU VIRKNI GASTRONOMISKO ĒDIENU PROFESIONĀLI, DROŠĀ UN HIGIĒNISKĀ VEIDĀ

- Priekšdarbi: laika plānošana; pārtikas pasūtīšana; piemēroto iekārtu izvēle un lietošana, process un metodes; pārtikas higiēna un drošība;
- Gatavošana: metodes; procesi; laiks; kvalitāte; piemēroto piederumu izvēle un lietošana;
- Profesionalitāte: attieksme; personālā izskata augsti standarti ieskaitot attiecīgo uniformu;
  labas higiēnas pasākumi; uzmanība; ķermeņa valoda; uzmanība detaļām; attieksme pret kolēģiem ar cieņu; efektīva komunikācija, piemēram, klausīšana, runāšana, ziņu un pasūtījumu nodošana precīzi un ātri; komandas darbs, prakses kodekss.
- Drošība un higiēna: likumdošanas pamati, piemēram, pārtikas drošība; pārrobežu piesārņojums; pārbaudes un kontroles punkti; kvalitātes saglabāšana; resursu izmantošana; izskats un atbilstība; prakses kodekss.

TĒMA 3: SENSORĀS VĒRTĒŠANAS METODŽU PIELIETOŠANA, LAI NOVĒRTĒTU PĀRTIKAS UN DZĒRIENU ATBILSTĪBU UN KVALITĀTI

- Cilvēku sajūtas: piecu maņu orgānu loma; primārā garša un garšas jūtīgumu; smaržu nozīme, aromāta un tekstūras atklāšana un uztvere;
- Vērtēšanas skala: hedoniskā, ciparu; kritēriji un vērtības
- Sensoras metodes: jūtu saprašana; rezultātu pierakstīšana un analīze; sensoras uztveres novērtēšana un interpretēšanā; rezultātu prezentēšana.

TĒMA 4: GASTRONOMISKU PRINCIPU SAPRAŠANA , PĀRTIKAS UN DZĒRIENU PASNIEGŠANAS MŪSDIENU METODES PRAKSĒ.

- Metodes: informācijas uzkrāšana; informācijas avoti, piemēram, personāls, ģimene, draugi, sabiedrības locekļi; kvalitatīvas / kvantitatīvas atsauksmes; spriedumi uz pieejamas informācijas pamata; rekomendācijas uzlabošanai;
- Kritēriji: veidi, piemēram, pieredze ēdienu un dzērienu raksturā, atbilstība mērķiem, vide, gaisotne, produkta un pakalpojuma kvalitāte, laika faktors, aprūpes līmenis un apmierinātība, naudas vērtība;
- Situācijas: ēšana priekam vai nepieciešamība, piemēram, biznesa pusdienas, īpašu gadījumu, konferenču / funkcionālās, iepirkšanās braucieni, ceļojumi

**Studējošo patstāvīgā darba organizācija:**
Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks.
Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| TĒMA 1. SAPRAST MŪSDIENU GASTRONOMISKO ATTĪSTĪBU UN | • paskaidrot mūsdienu attīstības tendences un trendi gastronomijā;<br>• pielietot gastronomiskus principus ēdienkartes plānošanā, izvēloties ēdienu un piemērotus dzērienus. |

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| TENDENCES. | |
| TĒMA 2 ĒDIENU GATAVOŠANAS ZINĀŠANAS UN PRASMES, LAI SAGATAVOTU VIRKNI GASTRONOMISKO ĒDIENU PROFESIONĀLI, DROŠĀ UN HIGIĒNISKĀ VEIDĀ | • apspriest iekārtas un piederumus, preces un metodes, izmantojamie gastronomisko ēdienu gatavošanas laikā;<br>• demonstrēt gastronomisko ēdienu gatavošanas prasmes, demonstrējot profesionālo attieksmi visos posmos, ievērojot drošības un higiēnas prasības. |
| TĒMA 3. SENSORĀS VĒRTĒŠANAS METOŽU PIELIETOŠANA, LAI NOVĒRTĒTU PĀRTIKAS UN DZĒRIENU ATBILSTĪBU UN KVALITĀTI | • novērtēt saderību starp ēdieniem un dzērieniem ar 5 maņu orgāniem;<br>• apspriest atbilstošu kritēriju un vērtību reitingu skalu, lai noteiktu ēdienu un dzērienu atbilstību un kvalitāti;<br>• pielietot organoleptisko novērtēšanas metodes, lai izvērtētu ēdienu un dzērienu atbilstību un kvalitāti. |
| TĒMA 4. GASTRONOMISKU PRINCIPU SAPRAŠANA , PĀRTIKAS UN DZĒRIENU PASNIEGŠANAS MŪSDIENU METODES PRAKSĒ. | • apspriest vērtēšanas metodes u kritērijus ēdienu un dzērienu vērtēšanas pieredzē;<br>• pamatot vērtēšanas rezultātus un izdarīt derīgus ieteikumus uzlabojumiem. |

**Obligātā literatūra:**


1. Pasnaka I.- Mūsdienu gastronomija: Aktuālitātes, profesionālais aprīkojums un rūpes par kvalitāti, “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2015.


**Papildus literatūra un citi informācijas avoti:**


1. Ninemeier J. Management of Food and Beverage Operations. American Hotel and Lodging Association, Educational Institute, 2010.
2. Profitable Menu Planning. Second Edition, John A. Drysdale, New Yersey, Pearson Prentice Hall, 1998
3. How to Match Food and Wine, Beckett F, Mitchell Beazley, 2002
4. The Theory of Catering, 11th Edition, Ceserani V and Foskett D, Hodder Arnold, 2007
5. Fundamentals of Menu Planning Paul J. McVety, Bradley J. Ware, Claudette Lévesque Ware, John Wiley & Sons, 2009
6. Modern Food Service Purchasing: Business Essentials to Procurement, Robert B Garlough, 2011
    a. https://books.google.lv/books?id=B1XWwKWht6sC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false
    b. (Reviewed on 02.12.2016)

7. Successful children menu planning- http://www.fns.usda.gov/sites/default/files/blocks4.pdf (Reviewed on 02.12.2016)


**Studiju kursu aprakstu reģistra atzīmēm:**

| | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *09/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Mg. Oec. Oļegs Ņikadimovs, Mg. Oec. I.Lerha* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

| | |
|---|---|
| **Qualification number and title:** | Hospitality Management 41 811 |
| **Course number and title in Latvian:** | Mūsdienu gastronomija |
| **Course title in English:** | Contemporary Gastronomy |
| **Prerequisites:** | Previous knowledge or completed courses are not required |
| **Term:** | 2 |
| **Number of credit points:** | 4 |

**The aim of the course**
The aim of this unit is to enable learners to gain understanding of gastronomy and gastronomic principles.

**Learning outcomes:**
On successful completion of this unit a learner will:
1. Understand contemporary gastronomic developments and trends;
2. Be able to use food preparation and cooking knowledge and skills to prepare a range of gastronomic dishes in a professional, safe and hygienic manner;
3. Be able to apply sensory evaluation techniques to assess food and beverage acceptability and quality;
4. Understand the application of gastronomic principles and practices within contemporary food and beverage settings.

| | |
|---|---|
| **Knowledge** | 1. To understand contemporary gastronomic developments and trends; |
| **Skills** | 2. Be able to use food preparation and cooking knowledge and skills to prepare a range of gastronomic dishes in a professional, safe and hygienic manner;<br>**3.** Be able to apply sensory evaluation techniques to assess food and beverage acceptability and quality; |
| **Competences** | 4. To understand the application of gastronomic principles and practices within contemporary food and beverage settings. |

**Course content:**
THEME 1: UNDERSTAND CONTEMPORARY GASTRONOMIC DEVELOPMENTS AND TRENDS

- Contemporary developments and trends: developments and trends eg diversity of development, operations and systems management, service methods, client base and choices, menu and beverage provision, sourcing of commodities, organic foods, availability of international foods, widening choice in New World wines, development and effects of concept cuisines, trends in airline catering, role of skilled workers and their influence on quality, entrepreneurial skills, elite establishments, branded food businesses, design;
- Contemporary influences: key contemporary personalities; role; effectiveness; regional/national/international; potential key influences; political; economic; social;

technological considerations; wisdom and fallacies of food choice; vision and leadership;

- Relationship between food and drink: construction of menus and dishes; changes in balance between food and wine; other alcoholic/non-alcoholic beverages; changing nature of dining; service development; modern restaurant concepts; increased diversity; future development of trends.

THEME 2: BE ABLE TO USE FOOD PREPARATION AND COOKING KNOWLEDGE AND SKILLS TO PREPARE A RANGE OF GASTRONOMIC DISHES IN A PROFESSIONAL, SAFE AND HYGIENIC MANNER

Preparation: time planning; food orders; selecting and using appropriate equipment, commodities and methods; food hygiene and safety;

Cooking: methods; processes; timing; quality; selecting and using appropriate equipment;

Professional: attitude; high standard of personal appearance including proper uniform; good hygienic practices; attentiveness; body language; attention to detail; treating colleagues with respect; effective communications eg listening, speaking, relaying messages and orders accurately and promptly; teamwork, codes of practice;

Safety and hygiene: key legislation eg food safety; cross contamination; monitoring and control points; maintaining quality; use of resources; appearance and acceptability; codes of practice.

THEME 3: BE ABLE TO APPLY SENSORY EVALUATION TECHNIQUES TO ASSESS FOOD AND BEVERAGE ACCEPTABILITY AND QUALITY

Human senses: the role of the five senses; primary taste and taste sensitivity; importance of smell, detection and perception of flavour and texture;

Rating scales: hedonic, numeric; criteria and values Sensory techniques: understanding the senses; recording and analysing results; assessing and interpreting sensory perceptions; presenting results.

THEME 4: UNDERSTAND THE APPLICATION OF GASTRONOMIC PRINCIPLES AND PRACTICES WITHIN CONTEMPORARY FOOD AND BEVERAGE SETTINGS

Techniques: collecting information; sources of information eg personal, family, friends, members of the public; qualitative/quantitative feedback; making reasoned judgements based on available information; recommendations for improvement;

Criteria: types eg nature of food and drink experience, suitability for purpose, environment, ambience, quality of product and service, time factors, level of care and satisfaction, value for money;

Situations: eating for pleasure or necessity eg business lunch, special occasion, conference/function, shopping trip, when travelling.

**Organization of students' independent work**

Students need to write independent works on each theme or summarize the study material, if it allowed by the lecturer.

Completed assignment (written and verbal) is expected in the end of the course.

Lecturer can put a final grade for the course without an exam if the particular student's attendance is high enough, all independent works are submitted on time and were graded at least 7 (good).

| **Themes for independent works:** | **Learning Outcomes** |
|---|---|
| THEME 1. UNDERSTAND CONTEMPORARY GASTRONOMIC DEVELOPMENTS AND TRENDS | The learner can:<br>• explain contemporary developments and trends in gastronomy;<br>• apply gastronomic principles in the construction of menus, |

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| | dishes and the selection of appropriate beverages analyse the social structures of people employed in business and services industries. |
| THEME 2. BE ABLE TO USE FOOD PREPARATION AND COOKING KNOWLEDGE AND SKILLS TO PREPARE A RANGE OF GASTRONOMIC DISHES IN A PROFESSIONAL, SAFE AND HYGIENIC MANNER | The learner can:<br>• discuss the equipment, commodities and methods used to prepare and cook gastronomic dishes<br>• demonstrate skills in the preparation and cooking of gastronomic dishes demonstrating a professional attitude at all times, following safe and hygienic working practices |
| THEME 3. BE ABLE TO APPLY SENSORY EVALUATION TECHNIQUES TO ASSESS FOOD AND BEVERAGE ACCEPTABILITY AND QUALITY | The learner can:<br>• evaluate the inner-relationship between food and beverages and the five senses<br>• discuss an appropriate rating scale with criteria and values to determine the acceptability and quality of food and drink<br>• apply organoleptic evaluation techniques to assess the acceptability and quality of food and drink |
| THEME 4. UNDERSTAND THE APPLICATION OF GASTRONOMIC PRINCIPLES AND PRACTICES WITHIN CONTEMPORARY FOOD AND BEVERAGE SETTINGS | The learner can:<br>• discuss evaluation techniques and criteria for evaluation of a food and drink experience;<br>• justify the outcomes of the evaluation making valid recommendations for improvement. |

**Bibliography:**


1. Ninemeier J. Management of Food and Beverage Operations. American Hotel and Lodging Association, Educational Institute, 2010.
2. Profitable Menu Planning. Second Edition, John A. Drysdale, New Yersey, Pearson Prentice Hall, 1998
3. How to Match Food and Wine, Beckett F, Mitchell Beazley, 2002
4. The Theory of Catering, 11th Edition, Ceserani V and Foskett D, Hodder Arnold, 2007
5. Fundamentals of Menu Planning Paul J. McVety, Bradley J. Ware, Claudette Lévesque Ware, John Wiley & Sons, 2009


**Recommended literature:**


1. Pasnaka I.- Mūsdienu gastronomija: Aktuālitātes, profesionālais aprīkojums un rūpes par kvalitāti, "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015.
2. Modern Food Service Purchasing: Business Essentials to Procurement, Robert B Garlough, 2011 https://books.google.lv/books?id=B1XWwKWht6sC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false (Reviewed on 02.12.2016)
3. **Successful children menu planning-** http://www.fns.usda.gov/sites/default/files/blocks4.pdf (Reviewed on 02.12.2016)

| **Information required for course database** | |
|---|---|
| Course issue date/ review date | *19/08/2016* |
| Lecturer(s) | *Mg. Oec. Oļegs Ņikadimovs, Mg. Oec. I.Lerha* |
| Study programme director’s notes and comments | |

# Описание курса

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|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Mūsdienu gastronomija |
| **Название курса на английском и русском языке:** | Contemporary Gastronomy / Современная гастрономия |
| **Требования для начала курса:** | Курс не требует специальных знаний |
| **Семестр:** | 2 |
| **Количество кредитных пунктов:** | 4 |

**Цель курса:**
Обеспечить понимание современной гастрономии и гастрономических принципов.

**Ожидаемые результаты:**
Успешно освоив курс, студент сможет

- понять современные гастрономических события и тенденции;
- использовать знания и навыки приготовления пищи, чтобы подготовить ряд гастрономических блюд профессиональном, безопасным и гигиеничным способом;
- применять сенсорные методы оценки для анализа продуктов питания и напитков, их приемлемость и качество;
- понять применение гастрономических принципов и методы подачи современных продуктов питания и напитков на практике.

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| Знания | 1. знать современные тенденции развития современной гастрономии; |
| Навыки | 2. уметь использовать знания и навыки в приготовлении продуктов питания, для приготовления ряда гастрономических блюд профессиональным, безопасным способом, соблюдая все требования гигиены;<br>3. уметь использовать сенсорные методы оценивания блюд, чтобы оценить соответствие и качество продуктов и напитков; |
| Компетенции | 4. понять гастрономические принципы и современные методы подачи продуктов и напитков на практике. |

**Содержание курса:**

ТЕМА 1: Понимание современных гастрономических событий и тенденций

- Современные события и тенденции: события и тенденции, например, разнообразие

развития, операций и систем управления, методы обслуживания, базы клиентов и выбора, предоставление меню и напитков, источники товаров, органических продуктов питания, наличие международных продуктов, расширение выбора вин (New World wines), концепция и влияние в сфере питания, тенденции в питании авиаперевозок, роль квалифицированных рабочих и их влияние на качество, предпринимательских навыков, элитных заведений, фирменных пищевых предприятий, дизайн.

- Современные влияния: ключевые современные личности; роль; эффективность; региональных / национальных / международных; потенциальные ключевые влияния; политические; экономические; социальные; технологические соображения; мудрость и ошибочность выбора пищи; видение и лидерство.
- Связь между едой и напитками: разработка меню и блюд; изменения в балансе между едой и вином; другие алкогольные / безалкогольные напитки; меняющийся характер питания; развитие услуг; современные концепции ресторана; увеличение разнообразия; тенденции дальнейшего развития.

ТЕМА 2: ИСПОЛЬЗОВАНИЕ ЗНАНИЙ И НАВЫКОВ ПРИГОТОВЛЕНИЯ ПИЩИ, ЧТОБЫ ПОДГОТОВИТЬ РЯД ГАСТРОНОМИЧЕСКИХ БЛЮД ПРОФЕССИОНАЛЬНЫМ, БЕЗОПАСНЫМ И ГИГИЕНИЧНЫМ СПОСОБОМ.

- Подготовка: планирование времени; продовольственные заказы; выбор и использования соответствующего оборудования, товаров и методов; гигиена и безопасность пищевых продуктов;
- Приготовление: методы; процессы; сроки; качество; выбор и использования соответствующего оборудования;
- Профессионализм: отношение; высокий уровень личной внешности, включая соответствующую форму; хороший уровень гигиены; внимательность; язык тела; внимание к деталям; отношение к коллегам с уважением; эффективная коммуникация, например, умение слушать, разговаривать, передача сообщений и приказов точно и оперативно; работа в команде, кодексы практики;
- Безопасность и гигиена: основные законодательные акты, например, безопасность пищевых продуктов; перекрестное загрязнение; пункты контроля и управления; поддержание качества; использование ресурсов; внешний вид и приемлемость; кодексы практики.

ТЕМА 3: ПРИМЕНЕНИЕ СЕНСОРНЫХ МЕТОДЫ ОЦЕНКИ ДЛЯ АНАЛИЗА ПРИЕМЛЕМОСТИ И КАЧЕСТВО ПРОДУКТОВ ПИТАНИЯ И НАПИТКОВ

- Человеческие чувства: роль пяти чувств; первичный вкус и чувствительность вкуса; важность запаха, обнаружения и восприятия вкуса и текстуры;
- Оценочные шкалы: гедонистическая, цифровая; критерии и ценности;
- Сенсорные методы: понимание чувств; запись и анализ результатов; оценка и интерпретация сенсорного восприятия; представление результатов.

ТЕМА 4: Понимание применения гастрономических принципов при подаче современных продуктов питания и напитков на практике

- Методы: сбор информации; источники информации, например, личные, семья, друзья, представители общественности; качественная / количественная обратная связь; делая обоснованные суждения на основе имеющейся информации; рекомендации по улучшению;
- Критерии: типы, например, характер питания и напитков, пригодность для определенной цели, окружающая среда, атмосфера, качество продукции и услуг, фактор времени, уровень оказания услуг и удовлетворение, соответствие цены;

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- Ситуации: еда для удовольствия или необходимости, например, бизнес-ланч, особый случай, конференция, поход по магазинам, во время путешествия.

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**Организация самостоятельной работы студента:**
*Заключительная оценка- экзамен, который состоит из двух частей: письменная и устная. Лектор может выставить финальную оценку без экзамена, если посещаемость лекций достаточно высокая, сданы все самостоятельные работы в срок и получены оценки не ниже 7 баллов (хорошо).*

</td></tr>
<tr><td>Темы для самостоятельных работ:</td><td>Ожидаемые результаты:</td></tr>
<tr><td>ТЕМА 1: Понимание современных гастрономических событий и тенденций.</td><td>

- объяснить тенденции развития и тренды в современной гастрономии;
- применять гастрономические принципы в составлении меню, выбирая блюда и подходящие напитки.

</td></tr>
<tr><td>ТЕМА 2: Использование знаний и навыков приготовления пищи, чтобы подготовить ряд гастрономических блюд профессиональным, безопасным и гигиеничным способом</td><td>

- обсудить оборудование и приборы, процесс и методы, используемые во время приготовления пищи;
- демонстрировать навыки приготовления гастрономических блюд, демонстрируя профессиональное отношение на всех этапах, соблюдая требования безопасности и гигиены.

</td></tr>
<tr><td>ТЕМА 3: Применение сенсорных методы оценки для анализа приемлемости и качество продуктов питания и напитков</td><td>

- оценить внутреннюю-связь между едой и напитками и пятью органами чувств;
- обсудить соответствующую шкалу оценок с критериями и ценностями, чтобы определить приемлемость и качество продуктов питания и напитков;
- применять органолептические методы оценки для оценки приемлемости и качества продуктов питания и напитков.

</td></tr>
<tr><td>ТЕМА 4: Понимание применения гастрономических принципов при подаче современных продуктов питания и напитков на практике</td><td>

- обсудить опыт, методы оценки и критерии для продуктов питания и напитков;
- обосновать результаты оценки и сделать полезные рекомендации по улучшению.

</td></tr>
<tr><td colspan="2">

**Обязательная литература:**
1. Паснака И., 2015. Современная гастрономия: Новинки, профессиональное оборудование и гарантии качества, “HOTEL SCHOOL” Колледж отельного бизнеса.

</td></tr>
<tr><td colspan="2">

**Рекомендуемая литература:**
1. Ninemeier J. Management of Food and Beverage Operations. American Hotel and Lodging Association, Educational Institute, 2010.
2. Profitable Menu Planning. Second Edition, John A. Drysdale, New Yersey, Pearson Prentice Hall, 1998
3. How to Match Food and Wine, Beckett F, Mitchell Beazley, 2002

</td></tr>
</table>

4. The Theory of Catering, 11th Edition, Ceserani V and Foskett D, Hodder Arnold, 2007
5. Fundamentals of Menu Planning Paul J. McVety, Bradley J. Ware, Claudette Lévesque Ware, John Wiley & Sons, 2009
6. Modern Food Service Purchasing: Business Essentials to Procurement, Robert B Garlough, 2011
    a. https://books.google.lv/books?id=B1XWwKWht6sC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false
    b. (Reviewed on 02.12.2016)

7. Successful children menu planning- http://www.fns.usda.gov/sites/default/files/blocks4.pdf (Reviewed on 02.12.2016)

| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Oec. Oļegs Ņikadimovs |
| Заметки и комментарии директора программы | 18/08/2016 |

# Studiju kursa apraksts

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|---|---|
| **Studiju programmas nosaukums un kods:** | *Viesnīcu vadība, 41 811* |
| **Studiju kursa nosaukums latviešu valodā:** | *Mūsdienu viesmīlības industrija* |
| **Studiju kursa nosaukums angļu valodā:** | *The Contemporary Hospitality Industry* |
| **Prasības studiju kursa apguves uzsākšanai:** | **Kursa apguvei nav nepieciešamas speciālas priekšzināšanas** |
| **Semestris:** | *1* |
| **Kredītpunktu skaits:** | *3* |

**Studiju kursa mērķis:**
*Sniegt priekšstatu un izpratni par viesmīlības nozares un ar to saistīto industriju struktūru, apjomu, attīstības tendencēm, vadošajiem zīmoliem, to piederību, kā arī iepazīstināt studentus ar nozares profesijām, speciālistu ikdienu, parādot reālas nodarbinātības iespējas.*

**Sagaidāmie studiju rezultāti:**

Veiksmīgi apgūstot šo kursu studējošais spēs:

- izprast pašreizējo viesmīlības nozares struktūru;
- izprast nodarbinātības struktūru viesmīlības nozarē;
- izprast aktuālas parādības un procesus, kas ietekmē viesmīlības nozari;
- atpazīt un prognozēt viesmīlības nozares potenciālas attīstības tendences

| | |
|---|---|
| Zināšanas | 1. zināt pašreizējo viesmīlības nozares struktūru;<br>2. zināt nodarbinātības struktūru viesmīlības nozarē |
| Prasmes | 3. izprast aktuālas parādības un procesus, kas ietekmē viesmīlības nozari;<br>4. izprast personāla lomas, pienākumus un kvalifikācijas prasības viesmīlības industrijā |
| Kompetences | 5. atpazīt un prognozēt viesmīlības nozares potenciālas attīstības tendences;<br>6. sekot līdzi viesmīlības nozares aktuālajām tendencēm un jaunākajām tehnoloģijām, izmantojot dažādus informatīvos avotus un informācijas tehnoloģijas |

**Studiju kursa saturs:**
TĒMA 1: VIESMĪLĪBAS NOZARES STRUKTŪRA

- Viesmīlības nozare: viesnīcas, restorāni, krogi, bāri un naktsklubi, ēdināšanas pakalpojumu sniegšana citiem uzņēmumiem; viesmīlības pakalpojumi; dalības klubi un pasākumi; nozares zīmoli un uzņēmumi.
- Nozares statistika: galvenie rādītāji; īpašumtiesību veidi; apgrozījums; īpatsvars iekšzemes kopproduktā (IKP); pirktspēja.

- Produkti un pakalpojumi: piemēram, ēdināšanas, izmitināšanas, konferenču un banketu organizācija, atpūtas iespējas; servisa līmenis, klienta vērtība.
- Organizatoriskā struktūra: klientu apkalpošanas dienesti, piemēram, viesu uzņemšanas, saimnieciskais, ēdināšanas, un atbalsta dienesti, piemēram, personāldaļa, grāmatvedības, mārketinga un tirdzniecības, izpētes un attīstības, drošības, tehniskais.
- Nozares profesionālās organizācijas: vietējā līmeņa – LVRA u.c. un starptautiskas.

TĒMA 2: NODARBINĀTĪBAS STRUKTŪRA

- Personāla veidi: administratīvais personāls un apkalpojošais; nekvalificēti darbinieki un kvalificēti, kvalifikāciju prasības; vadības līmeņi, praktikanti un mācekļi, nodarbinātības veidi - pilna laika / nepilna laika; gadījuma darbi; personāla izīrēšanas aģentūras; ārvalstu strādnieki; brīvprātīgie.
- Personāla struktūra: hierarhija, komanda, viesmīlības uzņēmumu organizatoriskās struktūras veidi; darbinieku skaits; lomas, piemēram, vadītājs, nodaļas vai maiņas vecākais, darbinieks; pienākumi, piemēram, zemākā līmeņa izpildītajiem, vecākajiem speciālistiem, augstākā līmeņa vadītājiem, komandas līderiem;, karjeras izaugsmes un nodarbinātības iespējas; darbiniekiem nepieciešamās īpašības, piemēram, profesionāla attieksme, elastīgums, komunikācijas prasmes.
- Kvalifikācijas prasības: izglītības pakāpes, sākotnējā profesionālā, vidējā profesionālā, augstākā, profesionālās pilnveides, tālākizglītība; obligātie kursi, piemēram, „Minimālas higiēnas prasības pārtikas aprites uzņēmumos", „Pirmās palīdzība" u.c.

TĒMA 3: AKTUĀLAS PARĀDĪBAS UN PROCESI

- Operatīvās funkcijas: piemēram, standarta procedūras, sanitārija un higiēna, servisa prasības / vajadzības, produktivitātes līmenis, nodarbināto vēlmes, personāla atlase un pensionēšana, apmācība un izaugsme, elastīgs darba grafiks, darbaspēka kompetence, sociālie un kultūras jautājumi, e-komercija, ārpakalpojumi, piemēram, cilvēk resursu, finanšu, drošības.
- Vadības funkcijas: piemēram, nozīmīgākie dalībnieki viesmīlības nozarē, starptautiskais viesnīcu bizness, tirgus spēku ietekme, uzņēmējdarbības vadība viesmīlības jomā, kvalitātes nodrošināšana un kontrole, „brendings" un „rebrendings" jeb zīmola maiņa, nišas tirgus jēdziens, efektīva sanitārijas un higiēnas prasību ieviešana un kontrole, vides jautājumi, projektu vadība, sadarbība ar izglītības iestādēm.
- Likumdošana un normatīvie akti: LR un ES likumdošanas prasības; atbilstība normatīviem aktiem, piemēram, sanitārijas un higiēnas jomā; dzeramnaudas, darba stundu ierobežojums, darba atļaujas ārzemniekiem, licencēšana, speciāla likumdošanas izklaides pasākumu organizēšanai, smēķēšanas aizliegums, diskriminācijas aizliegums, darba drošība un aizsardzība.
- Nozares reputācija: aizspriedumi un stereotipi; fokuss uz klientu, servisa kultūra; kvalitātes uzlabošana; restorānu un viesnīcu ceļveži; plašsaziņas līdzekļi; industrijas pasākumi

TĒMA 4: POTENCIĀLAS ATTĪSTĪBAS TENDENCES

- Aktualitātes: visdažādākās, piemēram, kulinārās modes tendences, organiskā pārtika, vietējie un sezonas produkti, ēšanas kultūra un maltītes vērtība, uzņēmējdarbības iespējas, stila viesnīcas, krogu franšīzes, atbalsta programmas jauniem uzņēmējiem, darba rakstura un privātās dzīves līdzsvars, darbinieku vajadzības, darbinieku piesaiste internetā, tirgus piesātinājums, globalizācija, tehnoloģijas un to izmantošana, svešvalodu zināšanu nepieciešamība, nemitīga un mācīšanās kultūras attīstība.
- Attīstības tendences: visdažādākās, piemēram, konkurence un konkurējošās nozares, nozares izaugsme un lejupslīde, to ietekmējošie faktori, politiskā stabilitāte, reakcija uz arējiem notikumiem vai procesiem, publiskās vai privātās partnerības, kompāniju pārņemšana un apvienošanās, prognozēšanas metožu izmantošana, jaunās tehnoloģijas.

**Studējošo patstāvīgā darba organizācija:**

| Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi). | |
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| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
| TĒMA 1: VIESMĪLĪBAS INDUSTRIJA | *Studējošie analīzē literatūru par viesmīlības industriju.*<br>*Kopā ar partneri studējošais gatavo 30 minūšu garo prezentāciju (Power Point, Prezi.com, u.c.), kura iekļauj šādus punktus:*<br>• *pašreizējo viesmīlības nozares struktūru;*<br>• *nodarbinātības struktūru viesmīlības nozarē;*<br>• *aktuālas parādības un procesus, kas ietekmē viesmīlības nozari;*<br>• *personāla lomas, pienākumus un kvalifikācijas prasības viesmīlības industrijā;*<br>• *viesmīlības nozares potenciālas attīstības tendences;*<br>• *viesmīlības nozares aktuālajām tendencēm un jaunākajām tehnoloģijām, izmantojot dažādus informatīvos avotus un informācijas tehnoloģijas.*<br>*Katrs studējošais vienā grupā izvēlas vienu viesmīlības jomu (piem. izmītināšana, azarta spēles, u.c.) un izpēta esošo situāciju izvēlētajā valstī.*<br>*Studējošais iekļauj šādu informāciju: jomas aprakstu, sastāvdaļas, statistiku, attīstības tendences, problēmas/ izaicinājumi, īpatnības, u.c.*<br>*Lai sasniegtu augstāko vērtējumu, studējošajam vajag veidot secinājumus, izmantot dažādus informācijas avotus, izmantot profesionālo leksiku un prezentācijas metožu daudzveidību, ka arī novērtēt savu darbu, kritiski analizējot un veidot reālistiskos secinājumus.* |

**Obligātā literatūra:**


1. Pasnaka, I. , 2014 Mūsdienu viesmīlības industrija. Mērogs un struktūra. HOTEL SCHOOL Viesnīcu biznesa koledža, Latvija, Rīga;
2. Pasnaka, I., 2014: Mūsdienu viesmīlības industrija. Karjeras iespējas. HOTEL SCHOOL Viesnīcu biznesa koledža, Latvija, Rīga;
3. Pasnaka, I., 2014: Mūsdienu viesmīlības industrija. Attīstības tendences. HOTEL SCHOOL Viesnīcu biznesa koledža, Latvija, Rīga;
4. American Hotel and Lodging Association, 2009: A Century of Hospitality, ISBN 9780866123501;
5. Brymer, R., Hunt, K., 2009: Hospitality: An Introduction, 13th Edition. ISBN 9780757552687;
6. Ng'etich, M., 2014: Tourism & Hospitality: A Fresh Approach. Reach publishers, ISBN 978-0620522465;
7. Rocco, M. A., Andrew, N. V.,2008: Hospitality Today An Introduction, 7th edition, ISBN 9780866123631;


**Papildus literatūra un citi informācijas avoti:**

1. World Travel & Tourism Council mājas lapa internetā: http://www.wttc.org/
2. World Tourism Organization UNWTO mājas lapa internetā: www2.unwto.org
3. Green Hotelier – International Tourism Partnership mājas lapa internetā: www.greenhotelier.org
4. Institute of Hospitality, Hospitality –mājas lapa internetā: www.instituteofhospitality.org
5. Projekta „Hotel energy solutions" mājas lapa internetā: hotelenergysolutions.net

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| 6. Latvijas vēstneša tiesību aktu vortāls: www.likumi.lv<br>7. Tūrisma attīstības valsts aģentūras mājas lapa internetā: www.tava.gov.lv<br>8. Latvijas viesnīcu un restorānu asociācijas mājas lapa internetā: www.hotel.lv | |
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *09/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Mg. Phil., Mg. Oec. J. Korjuhina, Dz. Līce* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Описание курса

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| **Название и код квалификации:** | *Управление гостиничным бизнесом, 41 811* |
| **Код и название курса на латышском языке:** | *Современная индустрия гостеприимства* |
| **Название курса на английском языке:** | *The Contemporary Hospitality Industry* |
| **Требования для начала курса:** | *Курс не требует специальных знаний* |
| **Семестр:** | *1* |
| **Количество кредитных пунктов:** | *3* |

**Цель курса:**
Дать представление основных показателей современной индустрии гостеприимства, ознаконить с услугами различных предприятий, а также с ролью профессиональных объединений и общественных организаций в развитии всей ознакомить студентов с разнообразными должностями в индустрии гостеприимства и получить представление об обязанностях, сферах ответственности, знаниях и навыках необходимых для работы на наиболее популярных должностях.

**Ожидаемые результаты:**

- *понять современную структуру индустрии гостеприимства;*
- *понять структуру трудоустройства в индустрии гостеприимства;*
- *понять актуальные требования и процессы, которые влияют на индустрию гостиприимства;*
- *определять и прогнозировать потенциальные тенденции развития индустрии гостеприимства.*

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| Знания | 1. *знать современную структуру индустрии гостеприимства;*<br>2. *знать структуру трудоустройства в индустрии гостеприимства* |
| Навыки | 3. *понять актуальные требования и процессы, которые влияют на индустрию гостиприимства;*<br>4. *понять роль персонала, обязанности и требования квалификации в индустрии гостеприимства* |
| Компетенции | 5. *определять и прогнозировать потенциальные тенденции развития индустрии гостеприимства;*<br>6. *идти в ногу с современными тенденциями и новейшими технологиями в индустрии гостеприимства, используя различные источники информации и информационные технологии* |

**Содержание курса:**
ТЕМА 1: СТРУКТУРА ИНДУСТРИИ ГОСТЕПРИИМСТВА

- Индустрия гостеприимства: гостиницы, рестораны, бары, и ночные клубы, оказание услуг общественного питания другим предприятиям, услуги гостеприимства, клубы по интересам и мероприятия, бренды отрасли и предприятия.
- Статистика отрасли: главные показатели; виды собственности, оборот, виды собственности;

оборот; доля валового внутреннего продукта (ВВП); покупательной способности.

- Продукты и услуги: например, питание, размещение, организация конференций и банкетов, возможности отдыха; уровень сервиса, ценность клиента.

- Организационная структура: отделы обслуживания клиентов, например, приём гостей, хозяйственный, питания, и отделы поддержки, например, отдел по подбору персонала, бухгалтерия, отдел маркетинга и продаж, отдел исследования и развития, отдел безопасности, технический отдел.

- Профессиональные организации отрасли: местного уровня – Латвийская ассоциация гостиниц и ресторанов (LVRA) и др., и международные.

ТЕМА 2: СТРУКТУРА ТРУДОУСТРОЙСТВА

- Виды персонала: административный персонал и обслуживающий; неквалифицированные работники и квалифицированные, требования квалификации; уровни правления, практиканты и ученики, виды занятости – полная ставка/ неполное время; временные работы; агенства по аренде персонала; зарубежные работники; добравольцы.

- Структура персонала: иерархия, команда, виды организаторской структуры; количество работников; роли, например, руководитель, старший отдела или смены, работник; обязанности, например, для исполнителей низшего уровня, для старших специалистов, для руководителей высшего уровня, для лидера команды; возможности карьерного роста и трудоустройства; необходимые работнику качества, например, профессиональное отношение, эластичность, навыки общения.

- Требования квалификации: уровни образования, профессиональное, среднее профессиональное, высшее, курсы повышения квалификации, обязательные курсы, например, „Минимальные требования гигиены на предприятиях пищевой промышленности”, „Оказание первой помощи” и др.

ТЕМА 3: АКТУАЛЬНЫЕ ПРОЦЕССЫ ЯВЛЕНИЯ

- Оперативные функции: например, стандартные процедуры, санитария и гигиена, требования/нужды сервиса, уровень продуктивности, потребности работников, отбор персонала и отправка на пенсию, обучение и рост, эластичный график работы, компетенция работников, социальные и культурные вопросы, э-коммерция, внешние услуги, например, человеческие ресурсы, финансы, безопасность.

- Функции управления: например, самые значимые участники в индустрии гостеприимства, международный гостинечный бизнес, влияние силы рынка, предпринемательская деятельность в индустрии гостеприимства, обеспечение и контроль качества, „,brendings” и „rebrendings” или изменение брэнда, термин рыночной ниши, эфективное введение и контроль требований санитарии и гигиены, вопросы среды, ведение проектов, сотрудничество с учебными заведениями.

- Законодательство и нормотивные акты: требования законодательства ЛР и ЕС; соответствие нормотивным актам, например, в области санитарии и гигиены; чаевые, ограничение рабочего времени, разрешение на работу для иностранца, лицензирование, специальное законодательство для организации развлекательных мероприятий, запрет на курение, запрет дискриминации, техника безопасности труда.

- Репутация индустрии: предрассудки и стереотипы; ориентация на клиента, культура обслуживания; улучшение качества; путеводители ресторанов и гостиниц; средства массовой информации; мероприятия индустрии.

ТЕМА 4: ТЕНДЕНЦИИ ПОТЕНЦИАЛЬНОГО РАЗВИТИЯ

- Актуальность: самые разные, например, тенденции кулинарной моды, органические продукты, местные и сезонные продукты, культура питания и ценность приёма пищи, возможности предпринимательской деятельности, стильные гостиницы, франшизы пабов,программы поддержки для молодых предпринимателей, ровновесие характера работы и частной жизни, потребности работников, привлечение работников в интернете, присыщение рынка, глобализация, технологии и их использование, необходимость знания иностранных языков, развитие культуры обучения.
- Тенденции развития: самые разные, например, конкурунция и конкурирующие отрасли, развитие и упадок отрасли, влияющие на это факторы, политическая стабильность, реакция на внешние событияили процессы, общественное или частное партнёрство, перенятие и объединение компаний, использование методов прогнозирования, новейшие технологии.

**Организация самостоятельной работы студента:**

Разработка самостоятельной работы и презентация перед аудиторией.

Итоговая проверочная работа- экзамен или автоматический зачёт, если все самостоятельные работы оценены не ниже 7 баллов (хорошо).

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
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| ТЕМА 1: ИНДУСТРИЯ ГОСТЕПРИИМСТВА | Студенты анализируют современную литературу на тему индустрия гостеприимства.<br>Вместе с партнером студенты готовят презентацию на 30 минут (Power Point, Prezi.com и т.д.) для того, чтобы презентовать всю информацию, которую они собрали для того, чтобы улучшить свои знания и навыки по этой теме.<br>Презентация должна в себя включать следующие пункты:<br>• произведён анализ структуры индустрии гостеприимства;<br>• обработана и проанализирована информация;<br>• выводы сделаны и обоснованы;<br>• произведён анализ структуры трудоустройства;<br>• охарактеризованы виды персонала, структура и требования квалификации;<br>• продемонстрированно критическое и аналитическое мышление;<br>• проанализирован образ современной индустрии гостеприимства;<br>• оценка проявления современных тенденций и их влияние на индустрию гостеприимства;<br>• выражение своего мнения о важных тенденциях будущего;<br>• оценка влияния будущих тенденций на индустрию гостеприимства.<br>Каждый студент выбирает отдельную сферу индустрии гостеприимства (размещения, питания, азартных игр) и он исследует текущую ситуацию в данной стране. Дополнительно в презентацию надо включить описание сферы, составные части, статистику, проблемы, вызовы, особенности и т.д.<br>Для того, чтобы получить высшую оценку, студенту необходимо:<br>• делать эффективные заключения<br>• использовать разные источники информации<br>• использовать разные методы подачи информации и профессиональную лексику<br>• объяснить, почему появились компании по гостиничному менеджменту и описать элементы типичного контракта с компанией |

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| | • оценить свою работу, используя критическое мышление и показать реалистичные выводы |

**Обязательная литература:**


1. Паснака, И., 2014: *Индустрия гостеприимства сегодня. Масштаб и структура* HOTEL SCHOOL Viesnīcu biznesa koledža, Latvija, Rīga;
2. Паснака, И., 2014: *Индустрия гостеприимства сегодня. Возможности карьеры.* HOTEL SCHOOL Viesnīcu biznesa koledža, Latvija, Rīga;
3. Паснака, И., 2014: *Индустрия гостеприимства сегодня. Тенденции развития.* HOTEL SCHOOL Viesnīcu biznesa koledža, Latvija, Rīga.
4. American Hotel and Lodging Association, 2009: *A Century of Hospitality*, ISBN 9780866123501;
5. Brymer, R., Hunt, K., 2009: *Hospitality: An Introduction, 13th Edition*. ISBN 9780757552687;
6. Ng'etich, M., 2014: *Tourism & Hospitality: A Fresh Approach.* Reach publishers, ISBN 978-0620522465;
7. Rocco, M. A., Andrew, N. V.,2008: *Hospitality Today An Introduction, 7th edition*, ISBN 9780866123631;


**Рекомендуемая литература:**

1. *World Travel & Tourism Council* mājas lapa internetā: http://www.wttc.org/
2. *World Tourism Organization UNWTO* mājas lapa internetā: www2.unwto.org
3. *Green Hotelier* – International Tourism Partnership mājas lapa internetā: www.greenhotelier.org
4. Institute of Hospitality, *Hospitality* –mājas lapa internetā: www.instituteofhospitality.org
5. Projekta „*Hotel energy solutions*" mājas lapa internetā: hotelenergysolutions.net
6. Latvijas vēstneša tiesību aktu vortāls: www.likumi.lv
7. Tūrisma attīstības valsts aģentūras mājas lapa internetā: www.tava.gov.lv
8. Latvijas viesnīcu un restorānu asociācijas mājas lapa internetā: www.hotel.lv

| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

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| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Viesmīlības pakalpojuma piedāvājuma izstrāde |
| **Studiju kursa nosaukums angļu valodā:** | Hospitality Operations Management |
| **Prasības studiju kursa apguves uzsākšanai:** | Kursa apguvei nav nepieciešamas speciālas priekšzināšanas |
| **Semestris:** | 5 |
| **Kredītpunktu skaits:** | 2 |

**Studiju kursa mērķis:**

Sniegt izpratni par viesmīlības produktu un pakalpojumu specifiskām iezīmēm, produktu un pakalpojumu piedāvājuma izstrādi, cenas un rentabilitātes noteikšanas metodēm, kā arī iemācīt analizēt un uzlabot viesmīlības uzņēmuma darbības rādītājus.

**Sagaidāmie studiju rezultāti:**

Veiksmīgi apgūstot šo kursu students spēs

- izprast viesmīlības produktu un pakalpojumu specifiskās iezīmes;
- izprast produktu un pakalpojumu piedāvājuma izstrādi posmus viesmīlības uzņēmumu vidē;
- izprast cenas un rentabilitātes noteikšanas metodes, kādas tiek pielietotas viesmīlības industrijā;
- pielietot efektīvas tehnikas, kā analizēt un uzlabot viesmīlības uzņēmuma darbības rādītājus.

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| Zināšanas | 1. raksturot viesmīlības produktus un pakalpojumus |
| Prasmes | 2. izprast viesmīlības produktu un pakalpojumu specifiskās iezīmes;<br>3. izprast produktu un pakalpojumu piedāvājuma izstrādi posmus viesmīlības uzņēmumu vidē;<br>4. izprast cenas un rentabilitātes noteikšanas metodes, kādas tiek pielietotas viesmīlības industrijā;<br>5. izprast viesmīlības produkta elementus |
| Kompetences | 6. pielietot efektīvas tehnikas, kā analizēt un uzlabot viesmīlības uzņēmuma darbības rādītājus;<br>7. veikt viesnīcas pakalpojumu pieprasījuma un kvalitātes pētīšanu un izvērtēšanu viesnīcas piedāvājuma un pakalpojumu kvalitātes uzlabošanai<br>8. plānot un organizēt viesmīlības uzņēmuma pakalpojumu piedāvājumu, atbilstoši kvalitātes sistēmu prasībām un uzņēmuma mērķiem;<br>9. izstrādāt, vadīt un koordinēt pakalpojumu izstrādi, analizēt un novērtēt to rentabilitāti |

**Studiju kursa saturs:**

TĒMA 1: VIESMĪLĪBAS PRODUKTU UN PAKALPOJUMU SPECIFISKĀS IEZĪMES

- Viesmīlības produkta un pakalpojuma raksturojums: nodaļas – ēdienu un dzērienu, istabu, konferenču un banketu, materiālie un nemateriālie viesmīlības produkta elementi, specifika,

piem. ātrā bojāšanās.

- Pieprasījuma modeļi: piemēram, darba laiks, sezonalitāte, pieprasījuma pieaugums nedēļas nogalēs, noteiktajās diennakts stundās, socioloģisko faktoru ietekme, veselīgas pārtikas kultūras ietekme, citu kulinārās modes tendenču ietekme, jaunie izmitināšanas pakalpojumu piedāvājumi, kultūras, reģionālie un etniskie ietekmes faktori, cenas un ekonomiskie faktori, pieprasījuma elastība
- Klientu profili: īpašības, piemēram, pirktspēja tās ietekme uz viesmīlības uzņēmumu veida, ēdienkartes / izmitināšanas veida izvēli, cenas faktors , vēlmes un prasības, maltītes pieredze
- Pārvaldības jautājumi: integrēta plānošana un resursu pārvaldība, uzņēmuma stratēģiskie un operatīvās darbības plāni, personāla politika, finanses, lēmumu pieņemšana (vācot informāciju un datus, analizējot un izvērtējot datus, prognozējot pieņemto lēmumu sekas), darbības procedūras un sistēmas, kontroles sistēmas, tehniskie un procedūru standarti, pakalpojumu standarti, kvalitātes sistēmas, komandas darbs un komandas vadība, uzdevumu sadale, apmācība

TĒMA 2: PIEDĀVĀJUMA IZSTRĀDE

- Produktu attīstības posmi: tirgus izpēte, tirgus segmentācija, idejas novērtēšana, koncepcijas izstrāde, produktu izstrāde, reklāmas mērķu noteikšana, piemēram, pārliecināt, ieinteresēt, veidot izpratni, pārdot, palielināt tirgus daļu, attīstīt zīmolu vai klientu lojalitāti, palielināt klientu informētību
- Iespējas un ierobežojumi: zīmola reputācija, uztura un diētas prasības, invalīdu piekļuves un citu vajadzību nodrošināšana tūristu mītnēs, ēdināšanas uzņēmumos; resursu (cilvēku, finanšu, fizisko), standartizācija, pakalpojumu stils, telpas taupīšana
- Viesmīlības pakalpojumu reklāma: atkarība no uzņēmuma veida, piemēram, bāri, restorāni, viesnīcas, konferenču centri; mediju izvēle atkarībā no produkta / pakalpojuma veida
- Tirdzniecības veicināšanas mērķi: veicināt patērētāju informētību / zīmolu atpazīstamību, veicinātu patērētājs lojalitāte zīmolam, attīstīt produktu tēlu; atbalsta materiāli, piemēram, brošūras, mājas lapas, plakāti, grīdas stendi, telšu kartiņas, sienu displeji, galda displeji, ēdienkartes, skrejlapas, kvītis, kuponi, apģērbs (t-krekli, sporta krekli, beisbola cepures), bezmaksas paraugi

TĒMA 3: CENAS NOTEIKŠANA UN RENTABILITĀTE

- Metodes: izmaksu orientētas, tirgus orientētas, piemaksu politika, piemēram, *Service charge, Cover charge, Minimum charge*
- Faktori, kas ietekmē ieņēmumu pārvaldību:, pārdošanas mix, klientu apgrozījums, vidējā pirktspēja (*ASP*)
- Faktori, kas ietekmē rentabilitāti: faktori, piemēram, darba intensitāte, glabāšanas laiks, pieprasījuma elastība, standartizācija, porciju kontrole

TĒMA 4: JAUNA SERVISA KONCEPCIJU IEVIEŠANA

- Projekta vadība: kritiskā pieeja pareizo lēmumu pieņemšanai un biznesa stratēģijas ievērošana, kvalitātes un risku vadība, termiņu un iedalītā budžeta ievērošana, rezerves variantu plānošanas nepieciešamība, norises un rezultātu izvērtējums

**Studējošo patstāvīgā darba organizācija:**

Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks.

| Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi). | |
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| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
| TĒMA 1. VIESMĪLĪBAS PRODUKTU UN PAKALPOJUMU SPECIFISKĀS IEZĪMES | • tiek raksturoti viesmīlības produkti un pakalpojumi, pieprasījuma modeļi, klientu profili, pārvaldības jautājumi |
| TĒMA 2. PIEDĀVĀJUMA IZSTRĀDE | • tiek izprasti produktu un pakalpojumu piedāvājuma izstrādes posmi viesmīlības uzņēmumu vidē;<br>• tiek plānots un izstrādāts viesmīlības uzņēmuma pakalpojumu piedāvājums, atbilstoši kvalitātes sistēmu prasībām un uzņēmuma mērķiem;<br>• tiek demonstrēta inovatīva un radoša domāšana |
| TĒMA 3. CENAS NOTEIKŠANA UN RENTABILITĀTE | • tiek analizēta pakalpojumu izstrāde un novērtēta tās rentabilitāte;<br>• izdarītie secinājumi ir argumentēti |
| TĒMA 4. JAUNA SERVISA KONCEPCIJU IEVIEŠANA | • tiek izprasta jauna servisa koncepciju ieviešana, kā arī projekta vadība;<br>• tiek demonstrēta atbildība par patstāvīgā darba ietvaros organizējamajām aktivitātēm,<br>• tiek demonstrētas sadarbības prasmes komandas darbā;<br>• tiek demonstrēta inovatīva un radoša domāšana, piemēram, ģenerējot idejas un pieņemot lēmumus, veicot pašvērtējumu, pieņemot jaunas idejas utt. |

**Obligātā literatūra:**


1. Rubene T. - Ēdināšana viesmīlībā. Pasākumu plānošana - ēdienkarte, galda klājums un izmaksas. (HOTEL SCHOOL, 2014)
2. Rubene T. - Ēdināšana viesmīlībā. Pakalpojumi, apkalpošana un telpas. (HOTEL SCHOOL, 2014)
3. Rubene T. - Konferenču un banketu organizācijas vadība. Konferenču pakalpojumu raksturojums un organizēšana (HOTEL SCHOOL, 2014)
4. Rubene T. - Konferenču un banketu organizācijas vadība. Banketu plānošana, apkalpošana un kvalitātes vadība.
5. Allen J. - Event planning (John Wiley and Sons, 2000) ISBN 9780471644125
6. Paul J. McVety, Bradley J. Ware, Claudette Lévesque Ware. Fundamentals of Menu Planning. John Wiley & sons: New Jersey. 2009.


**Papildus literatūra un citi informācijas avoti:**


1. John A. Drysdale, Jennifer A. Galipeau. Profitable Menu Planning (4th Edition). 2008.
2. Sony Bode. The Food Service Professional Guide to Successful Catering: Managing the Catering Opeation for Maximum Profit. 2002
3. Foskett D. and Ceserani V. - The Theory of Catering, 11th edition (Hodder Education, 2007) ISBN 9780340939260.


| Studiju kursu aprakstu reģistra atzīmēm: | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | 09/08/2016 |

| | |
|---|---|
| Lektors, kas sagatavoja aprakstu | Mg. Oec. O. Ņikadimovs |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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| **Qualification number and title:** | Hospitality Management 41 811 |
| **Course number and title in Latvian:** | Viesmīlības pakalpojuma piedāvājuma izstrāde |
| **Course title in English:** | Hospitality Operations Management |
| **Prerequisites:** | Previous knowledge or completed courses are not required |
| **Term:** | 5 |
| **Number of credit points:** | 2 |

**The aim of the course**

This unit enables learners to gain understanding of the operational and economic characteristics, product development, pricing and profitability concepts and gain skills to analyse and improve operational performance in hospitality.

**Learning outcomes:**
On successful completion of this unit a learner will:
understand the operational and economic characteristics of hospitality operations;
understand product development within hospitality environments;
understand pricing and profitability concepts within hospitality operations;
be able to use appraisal techniques to analyse and improve operational performance.

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| **Knowledge** | 1. To understand the operational and economic characteristics of hospitality operations; |
| **Skills** | 1. To understand the specific features of hospitality products and services;<br>2. To understand the development stages of products and services offers of the hospitality business environment;<br>3. To understand the price and profitability methods which are used in the hospitality industry;<br>4. To understand hospitality product elements. |
| **Competences** | 1. To use effective techniques, how to analyze and enhance the hospitality company's performance;<br>2. to investigate demand of hotel services and the quality and evaluate quality of hotel supply and service;<br>3. planning and organizing the hospitality company's service offerings in accordance with the quality system requirements and business objectives;<br>4. develop, manage and coordinate the development of the service, to analyze and evaluate their cost-effectiveness. |

**Course content:**
THEME 1: UNDERSTAND THE OPERATIONAL AND ECONOMIC CHARACTERISTICS OF

HOSPITALITY OPERATIONS

- Nature of hospitality products and services: product and service areas eg food and beverages, rooms division, conference and banqueting; tangible and intangible elements; perishability; marketing and sales; plant; equipment; supplies and commodities;
- Patterns of demand: patterns eg opening hours, seasonality, time of day/week, sociological influences, healthy eating and drinking patterns, food and fashion trends, accommodation trends, cultural, regional and ethnic influences, pricing and economic factors, elasticity of demand;
- Customer profile: characteristics eg spending power, types of hospitality business, menu/accommodation range, pricing considerations, expectations and requirements, the meal experience;
- Management issues: issues eg integrated planning and resourcing, business and operational plans, staffing, finance, decision-making (gathering information and data, analysing and evaluating data, reaching decisions, forecasting), operating procedures and systems, control systems, technical and procedural standards, service standards, quality systems, team working and team leading, scheduling, training.

THEME 2: UNDERSTAND PRODUCT DEVELOPMENT WITHIN HOSPITALITY ENVIRONMENTS

- Stages in product development: stages to include market research, market segmentation, idea evaluation, concept development, product development, advertising objectives eg persuade, create desire, create awareness, sell, increase market share, develop brand loyalty, customer awareness;
- Opportunities and constraints: types eg brand image, nutrition and dietary requirements, disabled access and provision – accommodation facilities, restaurant access; availability of resources (human, financial, physical), standardisation, style of service, space utilisation;
- Hospitality advertising: businesses eg pubs, restaurants, hotels, conference centres; products, types of media;
- Merchandising objectives: objectives eg promote consumer/brand awareness, encourage consumer/brand loyalty, develop product image; support materials eg brochures, websites, posters, floor stands, tent cards, wall displays, table displays, menus, flyers, vouchers, promotions, clothing (tee-shirts, sweatshirts, baseball caps), free samples.

THEME 3: UNDERSTAND PRICING AND PROFITABILITY CONCEPTS WITHIN HOSPITALITY OPERATIONS

- Methods of pricing: methods eg cost-oriented, market-oriented; additional pricing considerations eg service charge, cover charge, minimum charge
- Factors affecting revenue generation: factors eg sales mix, customer turnover, average spending power (ASP)
- Factors affecting profitability: factors eg labour intensity, shelf-life, elasticity of demand, standardisation, portion-control

THEME 4: BE ABLE TO USE APPRAISAL TECHNIQUES TO ANALYSE AND IMPROVE OPERATIONAL PERFORMANCE

- Approaches to appraisal: techniques eg fundamentals of appraisal, basis for effective operational appraisal, use of budgets, industry norms, information analysis, developing

qualitative and quantitative data, analysing and evaluating data;

- Appraising revenue, costs and profits: measures eg financial measurement techniques, price and volume data, interpreting calculations, price changes and inflation, comparing like-withlike and over time, identifying and measuring costs, apportioning costs, sales mix analysis, menu engineering, profitability measures, gross profit and gross profit percentages, net profit and operating profit, stakeholder interests;
- Appraising the operation: measures eg appraising the product, appraising operational performance measurement techniques, levels of consideration, when and how, quantitative, qualitative evaluation, external comparisons, quality management;
- Proposal for action: proposals eg forecasting future business requirements, levels of strategy, assessing organisational capability, strategic analysis and planning, implementation and managing change.

**Organization of students' independent work**

Students need to write independent works on each theme or summarize the study material, if it allowed by the lecturer.

Completed assignment (written and verbal) is expected in the end of the course.

Lecturer can put a final grade for the course without an exam if the particular student's attendance is high enough, all independent works are submitted on time and were graded at least 7 (good).

| **Themes for independent works:** | **Learning Outcomes** |
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| THEME 1. UNDERSTAND THE OPERATIONAL AND ECONOMIC CHARACTERISTICS OF HOSPITALITY OPERATIONS | • Understand the operational and economic characteristics of hospitality operations; |
| THEME 2. UNDERSTAND PRODUCT DEVELOPMENT WITHIN HOSPITALITY ENVIRONMENTS | • evaluate the key stages in product and service development applied within a hospitality operation;<br>• analyse the features which contribute towards the customers' perception of products and services;<br>• assess the opportunities and constraints affecting product and service development within a hospitality environment;<br>• evaluate different merchandising opportunities for hospitality products and services. |
| THEME 3. UNDERSTAND PRICING AND PROFITABILITY CONCEPTS WITHIN HOSPITALITY OPERATIONS | • evaluate different methods of pricing taking into account additional pricing considerations;<br>• assess the factors which affect revenue generation and profitability in hospitality operations. |
| THEME 4. BE ABLE TO USE APPRAISAL TECHNIQUES TO ANALYSE AND | • apply different performance measures and appraisal techniques to individual aspects of hospitality operations, the product and the whole operation;<br>• determine the effectiveness of different quantitative and |

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| IMPROVE OPERATIONAL PERFORMANCE | qualitative appraisal techniques and their application to hospitality operations;<br>• apply approaches to business analysis, evaluation and planning appropriate to hospitality operations, making proposals for action |

**Bibliography:**


1. Allen J.,-Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions. John Wiley & sons, 2009.
2. John A. Drysdale, Jennifer A. Galipeau. Profitable Menu Planning (4th Edition). 2008.
3. Sony Bode. The Food Service Professional Guide to Successful Catering: Managing the Catering Opeation for Maximum Profit. 2002
4. Foskett D. and Ceserani V. - The Theory of Catering, 11th edition (Hodder Education, 2007) ISBN 9780340939260
5. Rubene T. - Ēdināšana viesmīlībā. Pasākumu plānošana - ēdienkarte, galda klājums un izmaksas. (HOTEL SCHOOL, 2014)
6. Rubene T. - Ēdināšana viesmīlībā. Pakalpojumi, apkalpošana un telpas. (HOTEL SCHOOL, 2014)
7. Rubene T. - Konferenču un banketu organizācijas vadība. Konferenču pakalpojumu raksturojums un organizēšana (HOTEL SCHOOL, 2014)
8. Rubene T. - Konferenču un banketu organizācijas vadība. Banketu plānošana, apkalpošana un kvalitātes vadība.
9. Paul J. McVety, Bradley J. Ware, Claudette Lévesque Ware. Fundamentals of Menu Planning. John Wiley & sons: New Jersey. 2009.


**Recommended literature:**


1. Рубене Т. - Питание в сфере гостеприимства. Услуги, обслуживание и помещение. (HOTEL SCHOOL, 2014)
2. Рубене Т. - Питание в сфере гостеприимства. Организация мероприятия - меню, накрывание стола и расходы. (HOTEL SCHOOL, 2014)
3. Рубене Т. - Организация конференций и банкетов. Характеристика и предоставление конференц-услуг (HOTEL SCHOOL, 2014)
4. Рубене Т. - Организация конференций и банкетов. Планирование и обслуживание банкетов (HOTEL SCHOOL, 2014)


| **Information required for course database** | |
|---|---|
| Course issue date/ review date | 19/08/2016 |
| Lecturer(s) | Mg. Oec. Oļegs Ņikadimovs |
| Study programme director’s notes and comments | |

# Описание курса

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| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Viesmīlības pakalpojuma piedāvājuma izstrāde |
| **Название курса на английском и русском языке:** | Hospitality Operations Management/ Разработка предложений услуг в сфере гостеприимства |
| **Требования для начала курса:** | Курс не требует специальных знаний |
| **Семестр:** | 5 |
| **Количество кредитных пунктов:** | 2 |

**Цель курса:**

Обеспечить понимание о специфике продуктов и услуг в сфере гостеприимства, особенности разработки продуктов и услуг в сфере гостеприимства, методы ценообразования и концепцию рентабельности, а также получить навыки анализа и улучшения эксплуатационных характеристик в гостеприимстве.

**Ожидаемые результаты:**

Успешно освоив курс, студент сможет

- понять специфику продуктов и услуг в сфере гостеприимства;
- понять этапы разработки продуктов и услуг сфере гостеприимства;
- понять методы ценообразования и концепцию рентабельности, которые применяются сфере гостеприимства;
- применять эффективную технику как анализировать и улучшать производительность в сфере гостеприимства;

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| Знания | 1. характеризовать продукты и услуги; |
| Навыки | 2. понять специфику продуктов и услуг в сфере гостеприимства;<br>3. понять этапы разработки продуктов и услуг сфере гостеприимства;<br>4. понять методы ценообразования и концепцию рентабельности, которые применяются в сфере гостеприимства;<br>5. понять элементы продуктов гостеприимства. |
| Компетенции | 6. применять эффективную технику как анализировать и улучшать производительность в сфере гостеприимства;<br>7. сделает исследование спроса на отели, оценить услуги и качество предложений в сфере гостеприимства;<br>8. планировать и разрабатывать предложение в сфере гостеприимства, в соответствии с требованиями системы качества и целями предприятия;<br>9. разрабатывать, руководить и координировать разработку продукта в сфере гостеприимства, анализировать и оценивать его |

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| | рентабельность. |

**Содержание курса:**

ТЕМА 1: ОСОБЕННОСТИ ПРОДУКТОВ И УСЛУГ В СФЕРЕ ГОСТЕПРИИМСТВА

- Характеристика продуктов и услуг: департаменты – питание и напитки, номера, конференции и банкеты, материальные и нематериальные элементы продуктов в гостеприимстве, особенность, например, быстрое истечение срока годности.
- Модели спроса: например, рабочее время, сезонность, рост спроса в конце недели, в конкретное время суток, влияние социологических факторов, влияние культуры здорового питания, влияние модных тенденций других культур, влияние модных кулинарных тенденций, новые предложения по размещению гостей, культурные, региональные и этнические факторы, цена и экономические факторы, эластичность спроса;
- Профиль клиентов: особенности, например, влияние покупательской способности на вид предприятия гостеприимства, меню/выбор вида размещения гостей, фактор ценообразования, пожелания и требования, привычки в питании;
- Вопросы управления: интегрированное планирование и управление ресурсами, стратегические и оперативные планы предприятия, политика персонала, финансы, принятие решений (собирая информацию и данные, анализируя и оценивая данные, прогнозируя последствия принятого решения), рабочие процедуры и системы, системы контроля, технические и процедурные стандарты, стандарты услуг, системы качества, командная работа и командное управление, разделение заданий, обучение.

ТЕМА 2: РАЗРАБОТКА ПРЕДЛОЖЕНИЯ

- Этапы развития продукта: изучение рынка, сегментация рынка, оценка идеи, разработка концепции, разработка продуктов, определение целей рекламы, например, убедить, заинтересовать, создать понимание, продать, увеличить часть рынка, развить бренд или лояльность клиентов, увеличить информированность клиентов;
- Возможности и ограничения: репутация бренда, требования питания и диеты, доступность для инвалидов и обеспечение других нужд на объектах размещения туристов, на предприятиях общественного питания; ресурсы (человеческие, финансовые, физические), стандартизация, стиль предоставления услуг, ограничение пространства;
- Реклама услуги гостеприимства: зависимость от вида предприятия, например, бары, рестораны, гостиницы, центры для конференций; выбор источника для размещения информации в зависимости от вида продукта/ услуги;
- Цели для улучшения продаж: улучшить информированность потребителей/ узнаваемость бренда, улучшить лояльность клиента к бренду, развить образ продукта, материалы поддержки, например, брошюры, домашняя страница, плакаты, стенды, карточки, настенные мониторы, настольные мониторы, меню, бегущие страницы, квитанции, купоны, одежда (футболки, спортивные куртки, бейсбольные кепки), бесплатные образцы.

ТЕМА 3: УСТАНОВКА ЦЕН И РЕНТАБЕЛЬНОСТЬ

- Методы: ориентирование на расходы, ориентирование на рынок, политика предоплаты, например, , *Service charge, Cover charge, Minimum charge;*
- Факторы, которые влияют на управление доходом: разнообразие продаж, оборот клиентов, средняя покупательская способность (*ASP*);
- Факторы, которые влияют на рентабельность: такие факторы, как интенсивность

работы, срок хранения, эластичность спроса, стандартизация, контроль порций.

ТЕМА 4: ВНЕДРЕНИЕ КОНЦЕПЦИИ НОВОЙ УСЛУГИ

- Управление проектами: критический подход в принятии решений и соблюдение бизнес стратегии, управление качеством и рисками, соблюдение сроков и выделенного бюджета, необходимость планирования резервных вариантов, оценка хода работы и результата.

**Организация самостоятельной работы студента:**
Заключительная оценка- экзамен, который состоит из двух частей: письменная и устная.

Лектор может выставить финальную оценку без экзамена, если посещаемость лекций достаточно высокая, сданы все самостоятельные работы в срок и получены оценки не ниже 7 баллов (хорошо).

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
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| ТЕМА 1: Особенности продуктов и услуг в сфере гостеприимства | • охарактеризованы продукты и услуги, модели спроса, профиль клиентов, вопросы управления |
| ТЕМА 2: Разработка предложения | • понять этапы разработки продуктов и услуг сфере гостеприимства;<br>• спланировано и разработано предложение услуг в индустрии гостеприимства, в соответствии с требованиями системы контроля качества и целями предприятия;<br>• продемонстрировано инновативное и творческое мышление. |
| ТЕМА 3: Установка цен и рентабельность | • проанализирована разработка предложения услуги и оценена рентабельность предложения;<br>• сделаны выводы и аргументы |
| ТЕМА 4: Внедрение концепции новой услуги | • разработана концепция введения новой услуги, а также ведение проекта;<br>• продемонстрирована ответственность и самостоятельность в рамка организованных мероприятий;<br>• продемонстрировано умение навыки сотрудничества в командной работе;<br>• продемонстрировано инновативное и творческое мышление, например, генерируя идеи и принимая решения, проводя самооценку, принимая новые идеи и т.д.<br>• |

**Обязательная литература:**

1. Рубене Т. - Питание в сфере гостеприимства. Услуги, обслуживание и помещение. (HOTEL SCHOOL, 2014)
2. Рубене Т. - Питание в сфере гостеприимства. Организация мероприятия - меню, накрывание стола и расходы. (HOTEL SCHOOL, 2014)

3. Рубене Т. - Организация конференций и банкетов. Характеристика и предоставление конференц-услуг (HOTEL SCHOOL, 2014)
4. Рубене Т. - Организация конференций и банкетов. Планирование и обслуживание банкетов (HOTEL SCHOOL, 2014)
5. Allen J. - Event planning (John Wiley and Sons, 2000) ISBN 9780471644125
6. Foskett D. and Ceserani V. - The Theory of Catering, 11th edition (Hodder Education, 2007) ISBN 9780340939260

**Рекомендуемая литература:**

1. Paul J. McVety, Bradley J. Ware, Claudette Lévesque Ware. Fundamentals of Menu Planning. John Wiley & sons: New Jersey. 2009.
2. John A. Drysdale, Jennifer A. Galipeau. Profitable Menu Planning (4th Edition). 2008.
3. Sony Bode. The Food Service Professional Guide to Successful Catering: Managing the Catering Opeation for Maximum Profit. 2002

| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Oec. Oļegs Ņikadimovs |
| Заметки и комментарии директора программы | 18/08/2016 |

# Studiju kursa apraksts

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| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Personāla vadība |
| **Studiju kursa nosaukums angļu valodā:** | Human Resource Management |
| **Prasības studiju kursa apguves uzsākšanai:** | Kursa apguvei nav nepieciešamas speciālas priekšzināšanas |
| **Semestris:** | 5 |
| **Kredītpunktu skaits:** | 3 |

**Studiju kursa mērķis:**

Sniegt priekšstatu un izpratni par personāla vadību, darbinieka un darba devēja saskarsmi un darba tiesiskajām attiecībām, personāla piesaisti un atlasi, kā arī personāla apmācību viesmīlības nozares kontekstā.

**Sagaidāmie studiju rezultāti:**

Veiksmīgi apgūstot šo kursu students spēs:

- apgūt cilvēkresursu vadības pamatprincipus;
- izprast, kādas sekas uz viesmīlības uzņēmumiem atstāj darbinieka un darba devēja saskarsmes kultūra un darba tiesiskā regulējuma ievērošana;
- apgūt darbinieku piesaistes un atlases procesu;
- apgūt personāla apmācības un izaugsmes veicināšanas metodes viesmīlības uzņēmumos

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| Zināšanas | 1. zināt personālas vadības darbību viesmīlības nozarē;<br>*2.* zināt cilvēkresursu vadības pamatprincipus; |
| Prasmes | 3. izprast personāla vadības funkcijas;<br>4. izprast, kādas sekas uz viesmīlības uzņēmumiem atstāj darbinieka un darba devēja saskarsmes kultūra un darba tiesiskā regulējuma ievērošana;<br>5. apgūt darbinieku piesaistes un atlases procesu;<br>6. apgūt personāla apmācības un izaugsmes veicināšanas metodes viesmīlības uzņēmumos;<br>7. izprast personāla apmācības un izaugsmes veicināšanas metodes;<br>*8.* pielietot viesmīlības uzņēmuma nodaļu pārvaldības paņēmienus atbilstoši jaunākajām tehnoloģijām |
| Kompetences | 9. veikt personāla piesaisti, apmācību un darba efektivitātes novērtēšanu viesmīlības uzņēmumā;<br>10. pielietot praksē personāla vadības pamatprincipus;<br>11. pielietot praksē darbinieka un darba devēja saskarsmes kultūru un darba |

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| | tiesisko regulējumu;<br>12. pielietot praksē darbinieku piesaistes un atlases procesa organizācijas principus;<br>13. novērtēt personāla prasmes, pielietojot personāla apmācības un izaugsmes veicināšanas metodes;<br>14. pielietot likumdošanas aktu prasības un nodrošināt to izpildi savu pilnvaru ietvaros;<br>15. plānot un organizēt darbinieku piesaistes un atlases procesu;<br>16. piedalīties personāla politikas īstenošanā uzņēmumā;<br>17. novērtēt viesmīlības uzņēmuma personāla lomu pārdošanas apjomu palielināšanā;<br>18. veicināt pārdošanā iesaistītā personāla darba efektivitāti |

**Studiju kursa saturs:**

TĒMA 1: CILVĒKRESURSU VADĪBA:

- Cilvēkresursu vadība: cilvēkresursu vadības jēdziens (*HRM*), piemēram, plānošana un prognozēšana, darbinieku piesaistes un atlases process, darba tiesisko attiecību nodibināšana, ievadīšana amata pienākumos un paveiktā darba uzraudzība, apmācība un izaugsmes veicināšana, budžeta uzraudzība, attiecības, loma un mērķis cilvēkresursu vadības nozīme uzņēmējdarbībā, divu modeļu salīdzinājums - *soft HRM / hard HRM*.
- Cilvēkresursu plānošana: plānošana, piemēram, cilvēkresursu plāna izveide, pieprasījuma un piedāvājuma analīze, iekšējie un ārējie faktori, kas ietekmē cilvēkresursu plānošanu, cilvēkresursu plānošana mainīgajā vidē.

TĒMA 2: DARBA TIESISKĀS ATTIECĪBAS

- Darba tiesiskās attiecības: arodbiedrības, piemēram, struktūra, kolektīvie līgumi, pārrunas, konsultācijas, darbinieku līdzdalība, iesaistīšanās un konfliktu pārvaldība, pārstāvniecība, sūdzību izskatīšanas procedūras, disciplinārās procedūras.
- Darba likums: darba tiesību akti, piemēram, Darba likums un ar to saistītie noteikumi, vienlīdzīgas iespējas; līgumu veidi, līguma laušana, piemēram, pēc paša gribas, veselības pasliktināšanās dēļ, aiziešanas pensijā dēļ, atlaišana, maternitātes un paternitātes tiesības, bērna kopšanas atvaļinājums, tiesvedības uzsākšana, šķīrējtiesas.

TĒMA 3: DARBINIEKU PIESAISTES UN ATLASES PROCESS

- Darbinieku piesaiste: faktori, kas ietekmē darba tirgu, amatu analīze, pienākumu analīze, organizācijas struktūras analīze, amata apraksta sastādīšana, prasību formulēšana, personāla piesaistes metodes.
- Atlase: atlases metodes un prakse, šķēršļi efektīvai atlasei, personāla piesaistes un atlases procesa izvērtējums, pieteikuma veidlapas sastādīšana, informācijas mapes kandidātiem, kandidātu sarakstu veidošana, intervijas metodes, intervēšanas prasmes.

TĒMA 4: DARBINIEKU APMĀCĪBA VIESMĪLĪBĀ

- Apmācība un izaugsme: saikne starp motivācijas un apmācības programmām, lomu spēļu darbā izmantošana, debašu izmantošana, citi apmācības veidi, apmācību vajadzības analīze, apmācības mērķu noteikšana, ieguvumi no personāla apmācības, šķēršļi un aizspriedumi pret apmācību, kompetenču treniņi, personāla apmācības rezultātu efektivitātes izvērtējums pret organizācijas mērķiem.

**Studējošo patstāvīgā darba organizācija:**

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| Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks. Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi). | |
| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
| Tēma 1. Cilvēkresursu vadība | • tiek veikta personāla vadības darbības analīze viesmīlības nozarē;<br>• tiek izprasti cilvēkresursu vadības pamatprincipi;<br>• tiek apkopota un analizēta informācija ;<br>• tiek izdarīti un pamatoti secinājumi.<br><br>**Patstāvīgais darbs** (apvieno 1. un 2.tēmu): izvēlēties viesmīlības industrijā strādājošu uzņēmumu un sarunāt interviju ar vidējā vai augstākā līmeņa vadītāju. Balstoties uz intervijā iegūto informāciju, sagatavot un klasē prezentēt Power Point prezentāciju, atbildot uz šādiem jautājumiem:<br><br>1. Kāda ir personālvadības loma šajā uzņēmumā?<br>2. Kādēļ personālvadība ir / nav nepieciešama šajā uzņēmumā?<br>3. Kā notiek cilvēkresursu plānošana šajā uzņēmumā? Lūdzu, uzskatāmi demonstrēt cilvēkresursu plānošanas piemēru par konkrētu laika periodu.<br>4. Iepazīties ar darba likumu; izvēlēties 3 darba likumā noteiktos punktus un salīdzināt tos ar kādu citu valsti (piemēram, nodarbinātības un darba līguma veidi, dekrēta atvaļinājums u.c.).<br>5. Kā darba tiesisko attiecību regulējums un darba likums ietekmē uzņēmējdarbību, tajā skaitā viesmīlības industrijā strādājošus uzņēmumus?<br>Atbildes pamatot ar piemēriem no intervijas. |
| Tēma 2. Darba tiesiskās attiecības | • tiek analizētas darba tiesiskās attiecības, kā arī darba likums un noteikumi;<br>• tiek demonstrēta kritiskā un analītiskā domāšana;<br>• tiek apkopota un analizēta informācija ;<br>• tiek izdarīti un pamatoti secinājumi<br><br>**Patstāvīgais darbs (apvieno 1. un 2.tēmu):** izvēlēties viesmīlības industrijā strādājošu uzņēmumu un sarunāt interviju ar vidējā vai augstākā līmeņa vadītāju. Balstoties uz intervijā iegūto informāciju, sagatavot un klasē prezentēt Power Point prezentāciju, atbildot uz šādiem jautājumiem:<br><br>1. Kāda ir personālvadības loma šajā uzņēmumā?<br>2. Kādēļ personālvadība ir / nav nepieciešama šajā uzņēmumā?<br>3. Kā notiek cilvēkresursu plānošana šajā uzņēmumā? |

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| | Lūdzu, uzskatāmi demonstrēt cilvēkresursu plānošanas piemēru par konkrētu laika periodu.<br>4. Iepazīties ar darba likumu; izvēlēties 3 darba likumā noteiktos punktus un salīdzināt tos ar kādu citu valsti (piemēram, nodarbinātības un darba līguma veidi, dekrēta atvaļinājums u.c.).<br>5. Kā darba tiesisko attiecību regulējums un darba likums ieteikmē uzņēmējdarbību, tajā skaitā viesmīlības industrijā strādājošus uzņēmumus?<br>Atbildes pamatot ar piemēriem no intervijas. |
| Tēma 3. Darbinieku piesaiste un atlases process | • tiek apgūts darbinieku piesaistes un atlases process;<br>• tiek izprastas personāla apmācības un izaugsmes veicināšanas metodes viesmīlības uzņēmumos;<br>• tiek apkopota un analizēta informācija ;<br>• tiek izveidoti un pamatoti secinājumi;<br>• tiek demonstrēta kritiskā, analītiskā un radošā domāšana<br><br>**Patstāvīgais darbs (apvieno 3. un 4. tēmu):** studentiem tiek iedots nepabeigts darba sludinājums, kur tiek meklēts darbinieks viesmīlības nozarē strādājošā uzņēmumā. Balstoties uz šo sludinājumu, studentam jāiesniedz rakstveida izvērtējums, iekļaujot atbildes uz šādiem jautājumiem:<br><br>1. Kā Jūs vērtējas darba sludinājumu? Kas ir labi uzrakstīts un kas ir nepieciešams uzlabot?<br>2. Lūdzu, pabeidziet darba sludinājumu.<br>3. Kuras 3 darbinieku atlases metodes Jūs ieteiktu uzņēmumam, kas meklē darba sludinājumā norādīto personālu? Kādēļ Jūs ieteiktu tieši šīs metodes? Lūdzu, pamatojiet atbildi.<br>4. Kuru apmācības un izaugsmes metodi Jūs ieteiktu šim kandidātam? Kādēļ? Lūdzu, pamatojiet atbildi. |
| Tēma 4. Darbinieku apmācība viesmīlībā | • tiek apgūtas un nostiprinātas personāla apmācības un izaugsmes veicināšanas metodes viesmīlības uzņēmumos;<br>• tiek demonstrēta analītiskā un kritiskā domāšana<br><br>**Patstāvīgais darbs (apvieno 3. un 4. tēmu):** studentiem tiek iedots nepabeigts darba sludinājums, kur tiek meklēts darbinieks viesmīlības nozarē strādājošā uzņēmumā. Balstoties uz šo sludinājumu, studentam jāiesniedz rakstveida izvērtējums, iekļaujot atbildes uz šādiem jautājumiem:<br><br>1. Kā Jūs vērtējas darba sludinājumu? Kas ir labi uzrakstīts un kas ir nepieciešams uzlabot?<br>2. Lūdzu, pabeidziet darba sludinājumu.<br>3. Kuras 3 darbinieku atlases metodes Jūs ieteiktu uzņēmumam, kas meklē darba sludinājumā norādīto personālu? Kādēļ Jūs ieteiktu tieši šīs metodes? Lūdzu, pamatojiet atbildi. |

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| | *4.* Kuru apmācības un izaugsmes metodi Jūs ieteiktu šim kandidātam? Kādēļ? Lūdzu, pamatojiet atbildi. |

**Obligātā literatūra:**


1. Ezeriņa, Z.-*Human Resource Management for Service Industries. "*HOTEL SCHOOL" Viesnīcu biznesa koledža, 2016.
2. Boella, M., Goss-Turner,S., 2013: *Human Resource Management in the Hospitality Industry, 9th Edition.* Butterworth-Heinemann, ISBN 9780750666367;
3. Gomez-Mejia L.R, Balkin D.B., Cardy R. L. - Managing Human Resources, Seventh Edition. Pearson Education Inc. 2012.
4. David K. Hayes, Jack D. Ninemeier- Human Resource Management in the Hospitality Industry John Willey&sons, Inc. 2009.
5. Dessler G.- Human Resource Management, 9th Edition. The USA, Prentice Hall, 2003.
6. Fisher, P. W.,2010: *Executive Decisions.* American Hotel & Lodging Educational Institute, ISBN 9780866123617.


**Papildus literatūra un citi informācijas avoti:**


1. Woods, R. H. ,King, J. Z. , 2010: *Leadership and Management in the Hospitality Industry, 3rd edition.* American Hotel & Lodging Educational Institute, ISBN 9780866123471;
2. Stettner, M.,2014: *Skills for New Managers. 2nd edition*. The McGraw-Hill Companies, ISBN 9780071827140;
3. Woods, R. H., Johanson, M. M., Sciarini, M. P. , 2012: *Managing Hospitality Human Resources, 5th edition*. American Hotel & Lodging Educational Institute, ISBN 9780866123808;
4. Ārmstrongs, M.,2008: *Kā kļūt par izcilu menedžeri*. Zvaigzne ABC, ISBN 9789984406244;
5. Кабушкин, Н.И., 2013: *Менеджмент гостиниц и ресторанов*, КноРус, ISBN 9785406009888;
6. Latvijas vēstneša tiesību aktu vortāls: www.likumi.lv;
7. Brīvi pieejams interneta resurss studentiem un pasniedzējiem: www.tutor2u.net.


| **Studiju kursu aprakstu reģistra atzīmēm:** | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *09/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Mg.sc. Zane Ezeriņa* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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| **Qualification number and title:** | Hospitality Management 41 811 |
| **Course number and title in Latvian:** | Personāla vadība |
| **Course title in English:** | Human Resource Management |
| **Prerequisites:** | Previous knowledge or specific courses are not required |
| **Term:** | 5 |
| **Number of credit points:** | 3 |

**The aim of the course**
This unit enables learners to gain understanding of human resource management, employee relations and employment law, recruitment and selection, and training and development in service industries.

**Learning outcomes:**
On successful completion of this unit a student will:

- Understand human resource management;
- Understand the effect of employee relations and employment law on service industries Businesses;
- Understand the recruitment and selection process;
- Understand training and development in service industries businesses.

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| Knowledge | 1. To learn the key concept of human resource management;<br>2. To learn the main principles for employee management. |
| Skills | 1. To understand the role and purpose of human resource management;<br>2. To understand how employment law affects the management of human resources in a selected service industry business;<br>3. To learn about the recruitment and selection process;<br>4. To learn about the employee training and developing programs in a selected service industry business;<br>5. To assess the contribution of training and development activities to the effective operation of a selected service industry business;<br>6. To apply the management principles of a selected service industry business according to the latest technologies / innovations. |
| Competences | 1. To complete employee recruitment, selection, training and performance management assessment for employees of a selected service industry business;<br>2. To apply in practice the management principles of human resource management;<br>3. To apply in practice the employment relations and employment law; |

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| | 4. To evaluate employment knowledge, skills and competencies according the human resource management principles;<br>5. To apply the employment law and to ensure it practice in the workplace;<br>6. To plan the employee recruitment and selection process;<br>7. To participate in the planning of employee policies and principles;<br>8. To assess the role of sales employees in terms of profit increase;<br>9. To increase the effectiveness of sales employees. |

**Course content:**

THEME 1: **Human resource management**
*Human resource management*: concept of human resource management (HRM) e.g. planning and forecasting, recruitment process, contracts of employment, deployment and monitoring of employees, training and development, budget monitoring, relationships; role and purpose of HRM, soft HRM, hard HRM.
*Human resource planning*: planning e.g. the creation of the human resource plan, analysing demand and supply, internal and external factors influencing human resource planning, and human resource planning in a changing environment.
THEME 2: **Employee relations and employment law on service industries businesses**
*Employee relations*: unionisation e.g. structure, culture, collective bargaining, negotiation, consultation; employee participation, involvement and conflict management, empowerment; grievance procedures, disciplinary procedures.
*Employment law*: employment legislation e.g. Employment Relations Act, Employment Rights Act; equal opportunities; contracts of employment including termination e.g. resignations, redundancy procedure, ill health retirements, retirement, dismissal, maternity and paternity rights, parental leave; tribunals, Advisory, Conciliation and Arbitration Service (ACAS).

THEME 3: **Recruitment and selection process**
*Recruitment*: effects e.g. factors affecting the labour market, organisational needs analysis, job analysis, job design, organisational needs, job descriptions, person specifications, methods of recruitment advertising.
*Selection*: process e.g. selection methods and practices, barriers to effective selection, evaluating recruitment and selection processes, application form design, applicant information packs, shortlisting, interview methods, interviewing skills.

THEME 4: **Training and development in service industries businesses**
*Training and development*: effects e.g. link between induction programmes and training, the role and need for training, training versus development debate, types of training and development activities, training needs analysis, use of appraisals and target setting, benefits of training and development, barriers and attitudes to training, competency-based training, evaluation of training against overall organisational objectives.

**Organization of students' independent work**
Students need to complete independent works on each theme or summarize the study material, if it is allowed by the lecturer.
Completed assignment (written and verbal) is expected in the end of the course.
Lecturer can put a final grade for the course without an exam if the particular student's attendance is

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| high enough, all independent works are submitted on time and were graded at least 7 (good). | |
| **Themes for independent works:** | **Learning Outcomes** |
| Theme 1. **Understand human resource management** | • *To analyse the role and purpose of human resource management in a selected business industry;*<br>• *To understand the key principles of human resource management in the service industry;*<br>• *To summarize and to analyse the collected information;*<br>• *To develop specific suggestions and recommendations.*<br><br>*Assignment (Theme 1 and Theme 2): Student needs to choose a business operating in a service industry and to arrange an interview with middle or higher lever manager. Based in the data gathered in the interview, student needs to prepare a Power point presentation answering the following questions:*<br><br>1. *What is the role and purpose of human resource management in the selected service industry business?*<br>2. *Why human resource management is needed in this company?*<br>3. *Analyse the employee planning process for the selected company. Student is required to demonstrate an example of the employee planning process.*<br>4. *After studying the Labour law, student needs to choose three themes discussed in the law and to compare them with another country (e.g. maternity leave, employee contracts).*<br>5. *How employee relations and employment law affects the service industries businesses?*<br>*Examples from the interview should be included in the answers.* |
| Theme 2. ***Employee relations and employment law on service industries businesses*** | • *To assess the current state of employment relations including the analysis of the Labour Law;*<br>• *To demonstrate critical and analytic thinking;*<br>• *To summarize and to analyse the collected information;*<br>• *To develop specific suggestions and recommendations.*<br><br>*Assignment (Theme 1 and Theme 2): Student needs to choose a business operating in a service industry and to arrange an interview with middle or higher lever manager. Based in the data gathered in the interview, student needs to prepare a Power point presentation answering the following questions:*<br><br>1. *What is the role and purpose of human resource management in the selected service industry business?*<br>2. *Why human resource management is needed in this company?*<br>3. *Analyse the employee planning process for the selected company. Student is required to demonstrate an example of the employee planning process.*<br>4. *After studying the Labour law, student needs to choose three themes discussed in the law and to compare them with another* |

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| | *country (e.g. maternity leave, employee contracts).*<br>5. *How employee relations and employment law affects the service industries businesses?*<br><br>*Examples from the interview should be included in the answers.* |
| Theme 3. **Recruitment and selection process** | • *To understand the recruitment and selection process;*<br>• *To understand the training and developing methods for employees working in a service industry;*<br>• *To summarize and to analyse the information;*<br>• *To develop specific suggestions and recommendations;*<br>• *To demonstrate critical and analytic thinking.*<br><br>*Assignment (Theme 3 and Theme 4): student receives incomplete job offer for a vacancy in a service industry business. After analysing the given description, student is required to submit a written assignment answering the following questions:*<br><br>1. *How would you asses the current job offer? What are its strengths and weaknesses? What should be improved?*<br>2. *Student needs to complete the job offer.*<br>3. *Which 3 employee selection methods would you suggest for this vacancy? Why? Student is required to specify the answer.*<br>4. *Which training and development method would you suggest for this employee? Why? Student is required to specify the answer.* |
| Theme 4. Training and development in service industries businesses | • *To assess the contribution of training and development activities to the effective operation of a selected service industry business;*<br>• *To demonstrate critical and analytic thinking.*<br><br>*Assignment (Theme 3 and Theme 4): student receives incomplete job offer for a vacancy in a service industry business. After analysing the given description, student is required to submit a written assignment answering the following questions:*<br><br>1. *How would you asses the current job offer? What are its strengths and weaknesses? What should be improved?*<br>2. *Student needs to complete the job offer.*<br>3. *Which 3 employee selection methods would you suggest for this vacancy? Why? Student is required to specify the answer.*<br>4. *Which training and development method would you suggest for this employee? Why? Student is required to specify the answer.* |
| **Bibliography:**<br>1. Ezeriņa, Z.-*Human Resource Management for Service Industries.* "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2016.<br>2. Boella, M., Goss-Turner,S., 2013: *Human Resource Management in the Hospitality Industry,* | |

*9th Edition.* Butterworth-Heinemann, ISBN 9780750666367;
3. Gomez-Mejia L.R, Balkin D.B., Cardy R. L. - Managing Human Resources, Seventh Edition. Pearson Education Inc. 2012.
4. David K. Hayes, Jack D. Ninemeier- Human Resource Management in the Hospitality Industry John Willey&sons, Inc. 2009.
5. Dessler G.- Human Resource Management, 9th Edition. The USA, Prentice Hall, 2003.
6. Fisher, P. W.,2010: *Executive Decisions.* American Hotel & Lodging Educational Institute, ISBN 9780866123617.

**Recommended literature:**

1. Woods, R. H. ,King, J. Z. , 2010: *Leadership and Management in the Hospitality Industry, 3rd edition.* American Hotel & Lodging Educational Institute, ISBN 9780866123471;
2. Stettner, M.,2014: *Skills for New Managers. 2nd edition*. The McGraw-Hill Companies, ISBN 9780071827140;
3. Woods, R. H., Johanson, M. M., Sciarini, M. P. , 2012: *Managing Hospitality Human Resources, 5th edition*. American Hotel & Lodging Educational Institute, ISBN 9780866123808;
4. Ārmstrongs, M.,2008: *Kā kļūt par izcilu menedžeri*. Zvaigzne ABC, ISBN 9789984406244;
5. Кабушкин, Н.И., 2013: *Менеджмент гостиниц и ресторанов*, КноРус, ISBN 9785406009888;
6. Latvijas vēstneša tiesību aktu vortāls: www.likumi.lv;
7. Brīvi pieejams interneta resurss studentiem un pasniedzējiem: www.tutor2u.net.

| **Information required for course database** | |
|---|---|
| Course issue date/ review date | *19/08/2016* |
| Lecturer(s) | *Msc. Zane Ezerina* |
| Study programme director's notes and comments | |

# Описание курса

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| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Personāla vadība |
| **Название курса на английском и русском языках:** | Human Resource Management/ Управление персоналом |
| **Требования для начала курса:** | Не нужно предварительных знаний |
| **Семестр:** | 5 |
| **Количество кредитных пунктов:** | 3 |

**Цель курса:**
Создать представление и понимание об управлении персоналом, общением между клиентом и работодателем, трудовые и законодательные отношения, привлечение персонала, отбор, а также обучение персонала в контексте индустрии гостеприимства.

**Ожидаемые результаты:**
По окончанию курса ожидается, что студент должен:

- Понимать принципы управления человеческими ресурсами;
- Освоить последствия на предприятия гостеприимства оставляет культура отношения работодателя и работника и трудовые и соблюдение законодательных отношения;
- Заниматься привлечением и отбором сотрудников;
- Освоить методы обучения персонала и карьерного роста на предприятиях гостеприимства

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| Знания | 1. Ознакомиться с работой управления персоналом в сфере гостеприимства;<br>2. Знать основные принципы управления персоналом |
| Навыки | 3. Понять функции управления персоналом;<br>4. Освоить последствия на предприятия гостеприимства оставляет культура отношения работодателя и работника и трудовые и соблюдение законодательных отношения;<br>5. Освоить процесс привлечения и отбора персонала;<br>6. Освоить методы обучения персонала и карьерного роста на предприятиях гостеприимства;<br>7. Применить приемы управления в соответствии с новейшими технологиями |
| Компетенции | 8. Проводить отбор персонала, обучение и оценку эффективности работы на предприятии гостеприимства;<br>9. Применить на практике основные принципы управления персоналом; |

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| | 10. Применить на практике культуру общения работодателя и подчиненного, а также трудовое законодательство;<br>11. Применить на практике принципы привлечения и отбора персонала;<br>12. Оценить умения персонала, организуя обучение и методы развития роста;<br>13. Применить требования законодательных актов и обеспечить и выполнение в рамках своей компетенции;<br>14. Планировать и организовывать привлечение и отбор персонала;<br>15. Участвовать в реализации политики по персоналу на предприятии;<br>16. Оценить роль персонала на предприятии гостеприимства для увеличения объема продаж;<br>17. Способствовать эффективность работы персонала в продажах |

**Содержание курса:**

ТЕМА 1: УПРАВЛЕНИЕ ЧЕЛОВЕЧЕСКИМИ РЕСУРСАМИ:

- Управление человеческими ресурсами: термины управления человеческими ресурсами (*HRM*), например, планирование и прогнозирование, процесс привлечения и отбора персонала, установление трудовых правовых отношений, введение в должностные обязанности и мониторинг сделанной работы, обучение и стимулирование дальнейшего роста, надзар за бюджетом, отношения, роль и цель значенияуправление человеческими ресурсами в предпринимательской деятельности, сравнение двух моделей - *soft HRM / hard HRM*.
- Планирование кадров (человеческих ресурсов): планирование, например, создание плана кадров, анализ спроса и предложения, внутренние и внешние факторы, которые влияют на планирование кадров, планирование кадров в меняющейся среде.

ТЕМА 2: ТРУДОВЫЕ ОТНОШЕНИЯ

- Трудовые отношения: профсоюзыs, например, структура, коллективные договора, переговоры, консультации, соучастие, участие и управление конфликтами, представительство, процедуры рассмотрения жалоб, дисциплинарные процедуры.
- Закон о труде: трудовое законодательство, например, Закон о труде и связанные с ним положения, равные возможности; виды договоров, разрывание договора, например, по собственному желанию, по состоянию здоровья, из-за выхода на пенсию, увольнение, права на материнство и оцовство, отпуск по уходу за ребёнком, начинание судебного процеса, арбитраж.

ТЕМА 3: ПРОЦЕСС ПРИВЛЕЧЕНИЯ И ОТБОРА ПЕРСОНАЛА

- Привлечение персонала: факторы, влияющие на рынок труда, анализ должностей, анализ обязаностей, анализ структуры организации, составление описания должности, формулирование требований, методы привлечения персонала.
- Отбор: метоы и практика отбора, препядствия для эффективного отбора, оценка процеса привлечения и отбора персонала, составление заявки, информационные папки для кандидатов, создание списков кандидатов, методы интервью, навыки брать интервью.

ТЕМА 4: ОБУЧЕНИЕ РАБОТНИКОВ В ГОСТЕПРИИМСТВЕ

- Обучение и рост: связь мотивации с программами обучения, использование ролевых игр на работе, использование дебатов, другие методы обучения, анализ необходимости проводить обучение, определение целий обучения, приимущество от обучения персонала, препедствия и предрассудки в отношении обучения, тренировки

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| компетенции, оценка эфективности результата обучения персонала в соответствии целей организации. | |
| **Организация самостоятельной работы студента:**<br>*Заключительная оценка- экзамен, который состоит из двух частей: письменная и устная.*<br><br>*Лектор может выставить финальную оценку без экзамена, если посещаемость лекций достаточно высокая (не менее 70%), сданы все самостоятельные работы в срок и получены оценки не ниже 7 баллов (хорошо).* | |
| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
| ТЕМА 1: УПРАВЛЕНИЕ ЧЕЛОВЕЧЕСКИМИ РЕСУРСАМИ И ТРУДОВЫЕ ОТНОШЕНИЯ | • Произведен анализ организации работы в индустрии гостеприимства;<br>• Рассмотрены основные принципы управления человеческими ресурсами;<br>• Обработана и проанализирована информация;<br>• Сделаны и обоснованы выводы<br>• Произведен анализ трудовых отношений, а также закон о труде и правила<br>• Продемонстрировано критическое и аналитическое мышление<br>• Обработана и проанализирована информация<br>• Сделаны и обоснованы выводы<br><br>**Самостоятельная работа:**<br>Выбрать одно предприятия гостеприимства и договориться об интервью с менеджером среднего или высшего звена.<br>Основываясь на полученную из интервью информацию, студенты готовят презентацию, отвечая на следующие вопросы:<br>1. Какова роль управления человеческими ресурсами на данном предприятии?<br>2. Почему управление человеческими ресурсами нужно/ не нужно на предприятии?<br>3. Как происходит планирование человеческих ресурсов на предприятии? Студенты демонстрируют пример планирования человеческих ресурсов на конкретный период времени.<br>4. Студенты знакомятся с законом о труде, выбрав 3 пункта закона и сравнив с другим государством (например, способы трудоустройства и трудовых договоров, декретный отпуск)<br>5. Как регулируются законодательно трудовые отношения и влияние закона о труде на предпринимательскую деятельность?<br>Ответы обоснованы примерами из интервью. |
| ТЕМА 2: ПРОЦЕСС ПРИВЛЕЧЕНИЯ | • Освоить процесс привлечения и отбора персонала;<br>• Освоить методы обучения персонала и карьерного роста на |

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| РАБОТНИКОВ И ОТБОРА ПЕРСОНАЛА | предприятиях гостеприимства;<br>• Применить приемы управления в соответствии с новейшими технологиями;<br>• Обработана и проанализирована информация;<br>• Сделаны и обоснованы выводы;<br>• Продемонстрировано критическое, аналитическое и творческое мышление<br>• Освоены и закреплены методы обучения персонала и развития на предприятии<br><br>**Самостоятельная работа**: студентам выдано незаконченное объявление о работе о поиске работника для индустрии гостеприимства. Основываясь на это объявление, студенту надо сдать письменную оценку, которая включает в себя следующие пункты:<br>1. Как Вы оцениваете объявление о работе? Что хорошо написано и что необходимо улучшить?<br>2. Пожалуйста, закончите объявление.<br>3. Какие из 3 методов отбора персонала Вы посоветуете этому предприятию? Обоснуйте, почему |

**Обязательная литература:**


1. Ezeriņa, Z.-*Human Resource Management for Service Industries. "*HOTEL SCHOOL" Viesnīcu biznesa koledža, 2016.
2. Boella, M., Goss-Turner,S., 2013: *Human Resource Management in the Hospitality Industry, 9th Edition.* Butterworth-Heinemann, ISBN 9780750666367;
3. Gomez-Mejia L.R, Balkin D.B., Cardy R. L. - Managing Human Resources, Seventh Edition. Pearson Education Inc. 2012.
4. David K. Hayes, Jack D. Ninemeier- Human Resource Management in the Hospitality Industry John Willey&sons, Inc. 2009.
5. Dessler G.- Human Resource Management, 9th Edition. The USA, Prentice Hall, 2003.
6. Fisher, P. W.,2010: *Executive Decisions.* American Hotel & Lodging Educational Institute, ISBN 9780866123617.


**Рекомендуемая литература:**


7. Woods, R. H. ,King, J. Z. , 2010: *Leadership and Management in the Hospitality Industry, 3rd edition.* American Hotel & Lodging Educational Institute, ISBN 9780866123471;
8. Stettner, M.,2014: *Skills for New Managers. 2nd edition*. The McGraw-Hill Companies, ISBN 9780071827140;
9. Woods, R. H., Johanson, M. M., Sciarini, M. P. , 2012: *Managing Hospitality Human Resources, 5th edition*. American Hotel & Lodging Educational Institute, ISBN 9780866123808;
10. Ārmstrongs, M.,2008: *Kā kļūt par izcilu menedžeri*. Zvaigzne ABC, ISBN 9789984406244;
11. Кабушкин, Н.И., 2013: *Менеджмент гостиниц и ресторанов*, КноРус, ISBN 9785406009888;
12. Latvijas vēstneša tiesību aktu vortāls: www.likumi.lv;
13. Brīvi pieejams interneta resurss studentiem un pasniedzējiem: www.tutor2u.net.


| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации | 18/08/2016 |

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| курсы | |
| Лектор(ы) | Dzintra Līce |
| Заметки и комментарии директора программы | 18/08/2016 |

# Studiju kursa apraksts

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| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Profesionālā krievu valoda |
| **Studiju kursa nosaukums angļu valodā:** | Russian for Hospitality |
| **Prasības studiju kursa apguves uzsākšanai:** | no |
| **Semestris:** | 2 |
| **Kredītpunktu skaits:** | 3 |

**Studiju kursa mērķis:**
Attīstīt studējošos krievu valodas zināšanas, iemācīties sniegt viesmīlības pakalpojumus krievu valodā klientiem viesmīlības uzņēmumos.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu studējošais spēs:

- pielietot profesionālo vārdu krājumu;
- lasīt ar viesmīlību saistītos tekstus un apgūs sarakstes iemaņas un prasmes;
- uztvert un saprast informāciju, atbildēt uz jautājumiem, sniegt paskaidrojumus;
- lietot profesionālo krievu valodu prakses un darba vietā

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| Zināšanas | 1. zināt gramatikas pamatus |
| Prasmes | 2. attīstīt lasīšanas un sarakstes iemaņas un prasmes;<br>3. apgūt runāšanas un klausīšanās iemaņas un prasmes |
| Kompetences | 4. pielietot praksē profesionālo vārdus, izteicienus;<br>5. uztvert un saprast informāciju, atbildēt uz jautājumiem, sniegt paskaidrojumus;<br>6. lietot profesionālo krievu valodu prakses un darba vietā |

**Studiju kursa saturs:**
TĒMA 1: DARBS AR IENĀKOŠIEM ZVANIEM UN INFORMĀCIJAS SNIEGŠANA KLIENTIEM

- Ienākošu zvanu pieņemšana
- Īsziņu pieņemšana
- Darbs ar pieprasījumiem
- Informācijas sniegšana
- Atbildes uz jautājumiem par viesnīcu priekšrocībām un servisi
- Gramatika un fonētika

TĒMA 2: REZERVĒŠANAS PIEŅEMŠANA UN DARBS AR REZERVĒŠANAS PIEPRASĪJUMIEM

- Rezervēšanas pieņemšana
- pasūtījumu detaļu apstiprināšana
- rezervēšanas maiņa un atcelšana

- paskaidrojumu sniegšana
- alternatīvu piedāvājums
- korespondence
- viesu aicināšana
- gramatika un fonētika

TĒMA 3: VIESU UZŅEMŠANA UN PROBLĒMU RISINĀŠANA

- Klientu sūdzību pieņemšana un risināšana
- Darbs ar klienta īpašām vajadzībām
- Problēmu risināšana
- Palīdzību piedāvājums un ieteikumi
- Paskaidrojumi, instrukcijas
- Gramatika un fonētika

*TĒMA 4:* DZĒRIENU UN ĒDINĀŠANAS PAKALPOJUMI

- Apkalpošana barā un restorānā
- Pasūtījumu pieņemšana
- Ēdienu un dzērienu karte
- Ēdienu un dzērienu īpašības
- Sarunas restorānā, bāra
- Sūdzības
- Ēdienu skaidrošana
- Gramatika un fonētika

*TĒMA 5:* VIESU IEPAZĪŠANA AR SAVU VALSTI UN ATPŪTAS IESPĒJĀM

- Informācijas sniegšana par izklaides iespējām
- Ieteikumi par transportu un biļešu iegādi
- Orientēšana pilsētā, virzieni, ceļu skaidrošana un jautāšana
- Gramatika un fonētika

*TĒMA 6:* VIESU VAJADZĪBAS

- Viesu aprūpe un apkalpošana
- Sūdzības un atvainošanas
- Kļūdas un problēmu risināšana
- Ieteikumi un palīdzības sniegšana
- Kompensāciju piedāvājums
- Veselības problēmas un ātrās palīdzības sniegšana
- Gramatika un fonētika

*TĒMA7:* DARBA DZĪVE

- Darbs viesnīcu saimniecībā
- Darba drošība un higiēna
- Runas par prasmēm un pienākumiem
- Pieteikšanas darbam
- CV un motivācijas vēstule
- Darba intervija
- Gramatika un fonētika

*TĒMA 8:* VIESU IZRAKSTĪŠANA

- Norēķināšanās
- Sūdzības
- Viesu izrakstīšana
- Gramatika un fonētika

| **Studējošo patstāvīgā darba organizācija:**<br>Noslēguma pārbaudījuma veids – eksāmens, kurš sastāvēs no rakstiskās un mutiskās daļas.<br>Ja visi studējošā patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi), tad studējošais var saņemt gala atzīmi automātiski, nekārtojot eksāmenu. | |
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| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
| TĒMA 1. DARBS AR IENĀKOŠIEM ZVANIEM UN INFORMĀCIJAS SNIEGŠANA KLIENTIEM | • tiek papildināts profesionālās leksikas vārdu krājums;<br>• tiek iemācīti izteicieni, saistītie ar šo tēmu;<br>• tiek attīstītās runāšanas un klausīšanās iemaņas un prasmes |
| TĒMA 2. REZERVĒŠANAS PIEŅEMŠANA UN DARBS AR REZERVĒŠANAS PIEPRASĪJUMIEM | • tiek novērtēta prasme veidot dialogus, pieņemt rezervācijas, veikt izmaiņas tajās, rakstīt apstiprinājuma vēstuli |
| TĒMA 3. VIESU UZŅEMŠANA UN PROBLĒMU RISINĀŠANA | • tiek izvērtēta prasme risināt konfliktus, rakstīt atvainošanas vēstuli |
| TĒMA 4. DZĒRIENU UN ĒDINĀŠANAS PAKALPOJUMI | • tiek papildināts profesionālās leksikas vārdu krājums;<br>• tiek iemācīti izteicieni, saistītie ar šo tēmu;<br>• tiek attīstītās runāšanas un klausīšanās iemaņas un prasmes;<br>• tiek izvērtēta ēdienu un dzērienu kartes sagatavošana un prezentēšana<br>• tiek novērtēta spēja apkopot sūdzības, risināt problēmas |
| TĒMA 5: VIESU IEPAZĪŠANA AR SAVU VALSTI UN ATPŪTAS IESPĒJĀM | • tiek izvērtēta spēja sniegt informāciju par izklaides iespējām, izteikt ieteikumus par transportu un biļešu iegādi |
| TĒMA 6: VIESU VAJADZĪBAS | • tiek novērtēta spēja izrunāt veselības problēmas un izsaukt ātro palīdzību krievu valodā |
| TĒMA 7: DARBA DZĪVE | • tiek izvērtēta CV un motivācijas vēstules sagatavošana, dalība darba intervijā |
| TĒMA 8: VIESU IZRAKSTĪŠANA | • tiek novērtēta prasme veikt dialogus par viesu izrakstīšanu, norēķināšanās |
| **Obligātā literatūra:**<br>5. Казнышкина, И., Хавронина, С., 2010: Пять звёзд: экспресс курс по русскому языку для работников сервиса. Москва: русский язык, курсы. | |
| **Papildus literatūra un citi informācijas avoti:**<br>21. Савельев, З., Гущина С., 2003: Русский язык для делового общения. Biznesa krievu | |

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| valoda „Zvaigzne ABC”;<br>22. Чернышов,С., Чернышова, А., 2011: Поехали! Русский язык для взрослых. Златоуст. | |
| **Studiju kursu aprakstu reģistra atzīmēm:** | |
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | 18/08/2016 |
| Lektors, kas sagatavoja aprakstu | Dr. Philol. R. Miseviča-Triliča |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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| **Qualification number and title:** | Hospitality Management, 41 811 |
| **Course number and title in Latvian:** | Profesionālā krievu valoda |
| **Course title in English:** | Russian for Hospitality |
| **Prerequisites:** | no |
| **Term:** | 2 |
| **Number of credit points:** | 3 |

**The aim of the course**
To improve students' knowledge of Russian, teach them communicate with customers in Russian in hospitality related enterprises.

**Learning outcomes:**
On successful completion of this unit a student will:

- use professional terminology;
- read professional hospitality related texts and acquire necessary writing skills;
- comprehend information. answer the phone, provide necessary explanations;
- use profesional German at internship placement and at work.

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| Knowledge | 1. know basic grammar |
| Skills | 2. develop reading, writing skills;<br>3. improve speaking and listening skills |
| Competences | 4. use profesional lexics;<br>5. comprehend information. answer the phone, provide necessary explanations;<br>6. use profesional Russian at internship placement and at work. |

**Course content:**

THEME 1:DEALING WITH INCOMING CALLS

- Receiving incoming calls
- Taking messages
- Dealing with requests
- Providing necessary information
- Answering questions about hotel facilities and service
- Grammar and phonetics

THEME 2: TAKING RESERVATIONS

- Taking room reservations
- Confirming details of reservations
- Changing and cancelling reservations

- Correspondence
- Inviting guests
- Suggesting an alternative
- Grammar and phonetics

THEME 3: WELCOMING GUESTS AND DEALING WITH CHECK-IN PROBLEMS

- Dealing with complaints
- Solving problems
- Offering help, suggestions
- Instructions, explanations
- Grammar and phonetics

THEME 4: FOOD SERVICE

- Service in the bar and restaurant
- Taking customer's orders
- Explaining menus and dishes
- Talking about food, explanations
- Complaints
- Menus and Beverage Cards
- Grammar and phonetics

THEME 5: KNOW YOUR REGION

- Giving information on visitor attractions
- Advising guests about local transport and tickets
- Giving directions
- Grammar and phonetics

THEME 6: MEETING CUSTOMERS NEEDS

- Dealing with customers' needs
- Customer care and customer service
- Mistakes, problems
- Suggestions and offering help
- Offering compensation
- Grammar and phonetics

THEME 7: WORKING LIFE

- Working in Housekeeping
- Work safety and hygiene
- Talking about job routine, responsibilities
- Applying for job
- Writing CV and motivation letter
- Job interview
- Grammar and phonetics

THEME 8: CHECK-OUT

- Paying the bills
- Complaints
- Check out procedure

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| • Grammar and phonetics | |
| **Organization of students' independent work**<br>Final exam is expected in the end of the course. It consists of two parts: written and oral.<br>Student can get a final grade for the course without taking a final exam if the particular student's attendance is high enough, all independent works are submitted on time and were graded at least 7 (good). | |
| **Themes for independant works:** | **Learning Outcomes** |
| THEME 1. DEALING WITH INCOMING CALLS | • Students' professional vocabulary is extended<br>• Phrases and expressions connected with the theme are learnt<br>• Speaking and listening skills are developed |
| THEME 2. TAKING RESERVATIONS | • Student's ability to make dialogues, take reservations, make changes in reservations, as well as to write confirmation letters is evaluated |
| THEME 3. CHECKING IN GUESTS AND SOLVING PROBLEMS | • Student's ability to solve conflicts, write apology letters are evaluated |
| THEME 4. FOOD SERVICE | • Student's professional vocabulary is extended<br>• Phrases and expressions connected with the theme are learnt<br>• Speaking, reading and listening skills are developed<br>• Making menu and beverage cards is evaluated |
| THEME 5: KNOW YOUR REGION | • Student's ability to provide information about entertaining opportunities, to make suggestions about tickets and transport is evaluated |
| THEME 6: MEETING CUSTOMERS NEEDS | • The ability to disscuss problems connected with health and call ambulance in Russian is evaluated |
| THEME 7: WORKING LIFE | • CV and motivation letters are evaluated, job interview organisation |
| THEME 8: CHECK OUT | • Student's ability to make check out dialogues. |
| **Bibliography:**<br>1. Казнышкина, И., Хавронина, С., 2010: Пять звёзд: экспресс курс по русскому языку для работников сервиса. Москва: русский язык, курсы. | |
| **Recommended literature:**<br>1. Савельев, З., Гущина С., 2003: Русский язык для делового общения. Biznesa krievu valoda „Zvaigzne ABC";<br>2. Чернышов,С., Чернышова, А., 2011: Поехали! Русский язык для взрослых. Златоуст. | |
| **Information required for course database** | |
| Course issue date/ review date | 18/08/2016 |
| Lecturer(s) | Dr. Phil. R. Miseviča-Triliča |
| Study programme director's notes and comments | |

# Описание курса

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| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Profesionālā krievu valoda |
| **Название курса на английском и русском языках:** | Russian for Hospitality/ Профессиональный русский язык |
| **Требования для начала курса:** | нет |
| **Семестр:** | 2 |
| **Количество кредитных пунктов:** | 3 |

**Цель курса:**
Улучшить знания русского языка, научить общаться с клиентами на русском на предприятиях связанных с гостеприимством.

**Ожидаемые результаты:**
По окончанию курса ожидается, что студент будет:

- Использовать профессиональную терминологию,
- Развивать навыки чтения, письма, прослушивания,
- Способен читать и понимать тексты, связанные с индустрией гостеприимства,
- Общаться с клиентами и на работе по телефону, давать необходимые объяснения,
- Использовать русский язык на работе и месте практики.

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| Знания | 1. Знать основы грамматики немецкого языка |
| Навыки | 2. Развивать навыки чтения, письма, прослушивания<br>3. Улучшить навыки разговорной речи |
| Компетенции | 4. Использовать профессиональный русский язык на рабочем месте и на месте практики<br>5. Понимать информацию, разговаривать по телефону, давать необходимые пояснения |

**Содержание курса:**
ТЕМА 1: ОТВЕЧАТЬ НА ТЕЛЕФОННЫЕ ЗВОНКИ

- Отвечать на звонки
- Получать и передавать информацию
- Удовлетворять просьбы клиентов
- Давать информацию, отвечать на вопросы об отеле и услугах отеля
- Грамматика и фонетика

ТЕМА 2: ПРИЕМ РЕЗЕРВАЦИЙ

- Делать резервации номеров
- Подтверждать детали резервации

- Изменения и отмена резервации
- Приглашение гостей
- Предложение альтернативы
- Грамматика и фонетика

ТЕМА 3: ВСТРЕЧА ГОСТЕЙ И РЕШЕНИЕ ПРОБЛЕМ ПРИ РЕГИСТРАЦИИ

- Справляться с жалобами
- Решение проблем
- Предложение помощи
- Инструкции, объяснения
- Грамматика и фонетика

ТЕМА 4: УСЛУГА ПИТАНИЯ

- Работа в баре и ресторане
- Прием заказа
- Объяснение меню и карты напитков
- Разговоры о еде и пояснения
- Жалобы
- Составление меню и карты напитков
- Грамматика и фонетика

ТЕМА 5: ЗНАЙ СВОЙ РЕГИОН

- Обеспечение информацией о достопримечательностях города
- Советы насчет билетов и транспорта
- Ориентирование в городе
- Грамматика и фонетика

ТЕМА 6: ПОТРЕБНОСТИ КЛИЕНТОВ

- Удовлетворение потребностей клиентов
- Забота о клиенте и работа с клиентом
- Проблемы, ошибки
- Предложение помощи
- Предложение компенсации
- Грамматика и фонетика

ТЕМА 7: РАБОЧАЯ ЖИЗНЬ

- Работа в хозяйственном отделе
- Безопасность и гигиена на работе
- Разговоры о рутине работы
- Подача заявления на работу
- CV и мотивационное письмо
- Рабочее интервью
- Грамматика и фонетика

ТЕМА 8: ВЫПИСКА ИЗ ГОСТИНИЦЫ

- Оплата счетов
- Жалобы
- Процедура выписки
- Грамматика и фонетика

**Организация самостоятельной работы студента:**

Заключительная оценка- экзамен, который состоит из двух частей: письменная и устная. Лектор может выставить финальную оценку без экзамена, если посещаемость лекций достаточно высокая, сданы все самостоятельные работы в срок и получены оценки не ниже 7

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| баллов (хорошо). | |
| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
| ТЕМА 1. ОТВЕЧАТЬ НА ТЕЛЕФОННЫЕ ЗВОНКИ | • Профессиональный лексический запас расширен<br>• Слова и фразы, связанные с темой выучены<br>• Навыки разговорной речи развиты |
| ТЕМА 2. ПРИЕМ РЕЗЕРВАЦИЙ | • Способность студента создавать диалоги, принимать резервации, делать изменения в резервациях, а также писать письма подтверждения резервации |
| ТЕМА 3. ВСТРЕЧА ГОСТЕЙ И РЕШЕНИЕ ПРОБЛЕМ ПРИ РЕГИСТРАЦИИ | • Способность студента решать конфликты, писать письма извинения |
| ТЕМА 4: УСЛУГА ПИТАНИЯ | • Профессиональный лексический запас расширен<br>• Слова и фразы, связанные с темой выучены<br>• Навыки разговорной речи развиты<br>• Составление меню и карты напитков |
| ТЕМА 5: ЗНАЙ СВОЙ РЕГИОН | • Способность студента дать информацию о развлечениях в городе, предложить билеты или рассказать про транспорт |
| ТЕМА 6: ПОТРЕБНОСТИ КЛИЕНТОВ | • Способность студентов обсуждать проблемы, связанные со здоровьем, вызов скорой помощи |
| ТЕМА 7: РАБОЧАЯ ЖИЗНЬ | • Составление CV и мотивационного письма<br>• Проведение рабочего интервью |
| ТЕМА 8: ВЫПИСКА ИЗ ГОСТИНИЦЫ | • Способность проводить процедуру выписки, оплаты счетов. |
| **Обязательная литература:**<br>1. Казнышкина, И., Хавронина, С., 2010: Пять звёзд: экспресс курс по русскому языку для работников сервиса. Москва: русский язык, курсы. | |
| **Рекомендуемая литература:**<br>2. Савельев, З., Гущина С., 2003: Русский язык для делового общения. Biznesa krievu valoda „Zvaigzne ABC";<br>*3.* Чернышов,С., Чернышова, А., 2011: Поехали! Русский язык для взрослых. Златоуст. | |
| **Информация необходимая для регистра курсов** | |
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Dr. Phil. R. Miseviča-Triliča |
| Заметки и комментарии директора программы | |

# Описание курса

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|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Название курса на латышском языке:** | Kvalitātes pārvaldība uzņēmējdarbība |
| **Название курса на английском и русском языках:** | Quality Management in Business/ Контроль качества на предприятии |
| **Требования для начала курса:** | нет |
| **Семестр:** | 5 |
| **Количество кредитных пунктов:** | 3 |

**Цель курса:**
Дать понимание термина качества и управления качеством, а также научить применять его в предпринимательской деятельности и обслуживании клиентов.

**Ожидаемые результаты:**
По окончанию курса ожидается, что студент будет:

- Понимать различные подходы для контроля качества в зависимости от предпринимательской деятельности
- Понимать преимущества от внедрения системы качества на предприятии
- Понимать методы и виды контроля качества, как улучшить уровень обслуживания клиентов
- Применить принципы контроля качества на предприятии для улучшения показателей организации

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| Знания | 1. Знать преимущества контроля качества и методы контроля качества |
| Навыки | 1. Понимать разные подходы к управлению в соответствии от вида предпринимательской деятельности<br>2. Понимать преимущества от внедрения системы качества на предприятии<br>3. Понимать методы и способы, как улучшить уровень обслуживания клиентов |
| Компетенции | 1. Применить принципы контроля качества<br>2. Применить принципы контроля качества на предприятии для улучшения показателей организации<br>3. Планировать свою работу, оценивать результат своей работы и работы подчиненных<br>4. Применять принципы контроля качества на предприятии гостеприимства для улучшения показателей предприятия<br>5. Участвовать в разработке стандартов качества на предприятии |

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| | гостеприимства |

**Содержание курса:**

ТЕМА 1: ПОНЯТИЕ КАЧЕСТВА

- Дефиниция: определение потребностей клиентов и выбор эффективных методов, а также выполнить и превзойти, термин “самооценки”, чтобы определить текущее положение организации
- Контроль: массовая продукция и необходимость контроля его качества, история контроля качества, системы качества и акредитации, происхождение BS 5750, ISO 9002, EN 29000, EFQM, Qest, Chartermark, Citicen’s Charter, Investors in People и других систем сертификации , актуальное развитие тенеденций
- Подходы: авторы - Deming, Juran, Feigenbaum, Crosby, Ishikawa; планирование качества, контроль качества, постоянное повышение уровня качества при помощи команды и координатора, измерение как вспомогательное средство для принятия рационального решения, самооценка, затраты и доход от контроля качества, каналов коммуникации, влияния нормативных актов макросреды на методы
- Схожести и отличия: структура управления качеством, применение, затраты, сроки реализации, использование документации, применение стандартов, разработка планов действий, методика оценивания, ориентация на клиента/ работника или организацию, ефективность как средство, чтобы улучшить качество обслуживания

ТЕМА 2: ПРЕИМУЩЕСТВА УПРАВЛЕНИЯ КАЧЕСТВОМ

- Удовлетворенность клиентов: мнение клиентов, потребности клиентов, пожелания, нопимание клиентов, ответ на запрос, соответствие надеждам или их перевыполнение, ценность денег, дополнительная ценность, повторные сделки
- Постоянное совершенствование: от потребностей клиента к потребностям клиента и пожеланиям, несовершенство качества, внутренние и внешние клиенты, перенос условий качества на сектор услуг и с ними связанные проблемы, постоянное улучшение качества
- Добавленная ценность: более низкие выплаты, уменьшение потерь, экономия времени, уменьшенная потребность в заботе, лояльности клиентов
- Улучшенная передача информации клиентам: время работы, место нахождения, разценки, рекламные материалы, увеличение информированности, создание образа, работа со всеми целевыми аудиториям, расходы

ТЕМА 3: МЕТОДЫ КОНТРОЛЯ КАЧЕСТВА

- Измерение качества: системы документации, внедрение процедур, оценка каждой процедуры, сравнение с предыдущими действиями/ планами на будущее (цели и задачи бизнеса), конкуренты, стандарты отрасли, приоритеты, сравнительная оценка, уклон на подход, например, контроль статистического качества, круги качества, TQM, six-sigma
- Опросы пользователей и непользователей: профили пользователей и непользователей, регулярность посещений, используемая инфраструктура и установки, положительные и отрицательные отзывы, пожелания, предложения, восприятие услуг, преграды прохождения, необходимые действия, превращение непользователей в пользователей
- Консультации: анкеты (внутренние / внешние), программы, которые ориентированы на процедуры жалоб, открытые собрания, целевая аудитория, прямой подход к руководителю группы и группам
- Жалобы: разделение по форме (посланные / обработанные), внутренние/ внешние, группирование вопросов, на клиентов ориентировано программное обеспечение, легко

анализируемые и улучшаемые отрасли, время реакции, сроки обработки, общение с тем, кто написал жалобу, измерение уровня удовлетворения

ТЕМА 4: ПРИМЕНЕНИЕ ПРИНЦИПОВ УПРАВЛЕНИЯ КАЧЕСТВОМ

- Самооценка: обоснование самооценки, субъективность, предрассудки, однобокость, обоснование суждений, сравнение, например, с предыдущими результатами работы, с работой конкурентов, с будущими планами, сравнение с похожими организациями/ стандартами отрасли
- Коммуникация и учет: значение коммуникации в работе организации в целом (вертикально/ горизонтально), договор, определение необходимых действий, точность записей и их соответствие, сравнение с историческими данными, с похожими организациями, со стандартами отрасли, делопроизводство
- Консультации персонала: уточнение ситуации, понимание мотивов (цель системы качества), процессы, требования и привлечение со стороны персонала, механизмы коммуникации и передачи информации, информированность команды, реализация, обратная сторона и переоценка.
- Улучшения услуг: применение концепций, документация, присмотр, администрированный процесс, действия на улучшения, результативные показатели, время реакции, обратная сторона

**Организация самостоятельной работы студента:**
Лектор может выставить финальную оценку без экзамена, если посещаемость лекций достаточно высокая, сданы все самостоятельные работы в срок и получены оценки не ниже 7 баллов (хорошо).

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| ТЕМА 1. ПОДХОДЫ УПРАВЛЕНИЯ КАЧЕСТВА | • Проанализированы подходы управления качества в зависимости от вида предпринимательской деятельности<br>• Исследованы понятие качества<br>• Исследованы видов контроля и инспекции<br>• Проанализированы различия и сходства между разными методами<br><br>Задача студентов улучшить систему управления качества на предприятии гостеприимства. Студенты исследуют теоретические подходы, потом узнают о том, как работает система качества и управления и, наконец, применяют полученные знания на практике.<br>Студенты готовят *Power Point* презентацию по управлению качества *Deminga, Jurana, Feigenbauma, Crosbija, Ishikawas, Taguchi* планированию процесса качества, контроля и улучшению при помощи работы в группе и координатора, самые популярные модели, которые оценивать качество на предприятии гостеприимства. |
| ТЕМА 2. АНАЛИЗ СЛУЧАЯ | • Исследованы преимущества от внедрения управления качества в предпринимательской деятельности и в обслуживании клиентов |

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| | • Изучен стандарт управления качеством на предприятии гостеприимства<br>В журналах, описывающие улучшение качества, специализирующие издания и в интернете есть много описаний случаев.<br><br>1. Студенты находят один случай, который связан с управлением качества, политикой обслуживания клиентов, удовлетворенностью клиентов, обслуживанием, ориентированным на клиента и др.<br>2. Студенты проверяют включены ли следующие пункты в описание случая:<br>• Что означает удовлетворение клиентов?<br>• Значимость постоянного развития<br>• Типы добавленной стоимости<br>• Виды информации, которые ориентированы на клиентов, и их важность для эффективного управления<br>• Как управление качества измерено<br>• Преимущества опроса пользователей и непользователей для определения потребностей клиентов<br>• Консультативный метод<br>• Ценность жалоб и их анализ для улучшения качества<br>3. Студенты организуют собрание и обсуждают вопросы со своими однокурсниками |
| ТЕМА 3. ПРИНЦИПЫ КОНТРОЛЯ КАЧЕСТВА | • Применение принципов контроля качества на предприятии для улучшения показателей организации<br>• Планирование своей работу, оценивание результата своей работы и работы подчиненных<br>• Применение принципов контроля качества на предприятии гостеприимства для улучшения показателей предприятия<br>• Участие в разработке стандартов качества на предприятии гостеприимства<br>Студенты выбирают гостиницу, анализируют существующие *TQM* техники. Используя принципы управления качества, студенты пишут реферат о том, как улучшить работу предприятия. В реферате нужно включить следующие пункты:<br>• Комментировать роль саморазвития, чтобы определить состояние здоровья предприятия<br>• Оценить необходимость коммуникации и делопроизводства<br>• Описать степени консультирования персонала, которые необходимы для эффективного применения схемы качества<br><br>Студенты предлагают новые схемы или модификации для существующих, которые способствуют улучшению уровня обслуживания. |

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| **Обязательная литература:**<br>1. Connie, M., Sparks, B., 2009: Service Quality Management in Hospitality, Tourism, and Leisure. Routledge;<br>2. Grigoroudis, E., Siskos, S., 2012: Customer Satisfaction Evaluation. Methods for Measuring and Implementing Service Quality | |
| **Рекомендуемая литература:**<br>1. Lietišķās informācijas dienests, 2008: *Uzņēmuma darbības novērtēšana*. ISBN 9789984826271 | |
| **Информация необходимая для регистра курсов** | |
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Philol., Mg. Oec. J.Korjuhina |
| Заметки и комментарии директора программы | |

# Course Description

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| **Qualification number and title:** | Hospitality Management, 41 811 |
| **Course number and title in Latvian:** | Kvalitātes pārvaldība uzņēmējdarbībā |
| **Course title in English:** | Quality Management in Business |
| **Prerequisites:** | Not required |
| **Term:** | 5 |
| **Number of credit points:** | 3 |

**The aim of the course:**
The aim of this unit is to enable learners to understand the concept of quality and quality management and define it in the context of business and service operations.

**Learning outcomes:**
On successful completion of this unit a student will:

- Understand the different approaches to quality management appropriate to commercial operations
- Understand the benefits of quality management in a business and services context
- Understand a range of quality controls and how service to the customer can be improved
- Be able to apply the principles of quality management to improve the performance of an organisation.

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| Knowledge | • Understand the different approaches to quality management appropriate to commercial operations |
| Skills | • Understand the benefits of quality management in a business and services context |
| Competences | • Understand a range of quality controls and how service to the customer can be improve<br>• Be able to apply the principles of quality management to improve the performance of an organisation. |

**Course content:**
THEME 1: UNDERSTAND THE DIFFERENT APPROACHES TO QUALITY MANAGEMENT APPROPRIATE TO COMMERCIAL OPERATIONS
*Define quality*: identifying customer needs and providing systems to meet/exceed expectations, notion of self-assessment to establish the current position of an organisation.
*Inspection and assurance*: mass production and mass inspection, the early years of quality control, quality systems and accreditation, the race for awards.EN 29000, EFQM, Qest, Chartermark, Citizen's Charter, Investors in People, the middle years of quality assurance.
*Approaches*: the works of eg Deming, Juran, Feigenbaum, Crosby, Ishikawa; Quality planning, quality control and continuous quality improvement through teams and facilitators, measurements as an aid to rational decision making, self assessment, costs and benefits of quality, communication

channels, macro issues of theory and prescription
*Similarities and differences*: structures of schemes, applications, costs, implementation periods, use of documentation, application of standards, identification of actions required, assessment methodology, orientation towards customer/staff or organisation, effectiveness as a means to improve service quality
THEME 2: UNDERSTAND THE BENEFITS OF QUALITY MANAGEMENT IN A BUSINESS AND SERVICES CONTEXT
*Customer satisfaction*: the voice of the customer, customer needs and expectations, understanding the customer, responding to customer demand, meeting or exceeding expectations, value for money, added value and repeat custom.
*Continuous improvement*: from customer needs to customer needs and expectations, quality gaps, internal and external customers, moving quality into the service sector and its associated problems, the mature years of continuous quality improvement.
*Added values*: lower costs, reduced waste, saving time, reducing need for support activities, customer loyalty
*Improved customer information*: opening times, location, price lists, promotional material, raising awareness, creating true image, targeting all groups, value for money.

THEME 3: UNDERSTAND A RANGE OF QUALITY CONTROLS AND HOW SERVICE TO THE CUSTOMER CAN BE IMPROVED
*Measurement of quality*: systems documentation, procedures for all operations, evaluating own procedures, comparisons with past performance/future plans (business aims and objectives), competitors, industry standards, priorities for action, benchmarking, emphasis of approach eg Statistical Quality Control, quality circles, TQM, six-sigma
*User and non-user surveys*: profile of users and non-users, regularity of visits, facilities used, likes, dislikes, preferences, suggestions, expectations/perceptions of service, barriers to access, action required, encouraging and converting non-users.
*Consultation*: questionnaires (distributed internally/externally), suggestion schemes, complaints procedures, focus groups, open meetings, direct approach to group leaders and groups
*Complaints*: distribution of forms (send out/collect), internal/external, framing questions, customer friendly/IT friendly, easy to analyse, areas for improvement, response time, period for remedial action, communication with complainants, measurement of customer satisfaction
THEME 4: BE ABLE TO APPLY THE PRINCIPLES OF QUALITY MANAGEMENT TO IMPROVE THE PERFORMANCE OF AN ORGANISATION
*Self-assessment*: validity of self-assessment, egg subjective, bias, one dimensional; judgement based on current practice, comparison eg with past performance of organisation, against competition, against benchmarks for future; comparisons with similar organisations/industry standards
*Communication and record keeping*: importance of communication across whole organisation (vertical/horizontal), establishing agreement through consultation, notifying actions required, currency, accuracy and relevance of records kept, comparison with historical data, similar organisations elsewhere, industry standards, record keeping
*Staff consultation*: setting the scene, explaining rationale (objective of quality scheme), processes involved, requirements and commitment from staff, communication and reporting mechanisms, keeping team updated and engaged, implementation, feedback and review.
*Service improvements*: application of concepts, documentation, administrative processes for communication, applying standards, monitoring, action on improvements, performance indicators, response times, feedback and review.

**Organization of students' independent work**
Students need to write independent works on each theme.
Completed independent work is expected in the end of the course.

| Lecturer can put a final grade for the course without an exam if the particular student's attendance is high enough, all independent works are submitted on time and were graded at least 7 (good). | |
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| **Themes for independant works:** | **Learning Outcomes** |
| THEME 1: DIFFERENT APPROACHES TO QUALITY MANAGEMENT APPROPRIATE TO COMMERCIAL OPERATIONS. | • Discuss definitions of quality in terms of business and services provision<br>• Illustrate the process of inspection and assurance<br>• Discuss a range of approaches to quality management<br>• Explain the similarities and differences between the different methods<br>Students' task is to improve the quality management in one hospitality related enterprise. Students make a research of theoretical approaches to quality management, then find out how quality management and quality control takes place in various enterprises in the field (through a case study) and, finally, apply all the knowledge you have acquired during the course.<br>Students prepare Power Point presentation slides and script about different approaches to quality management (the works of Deming, Juran, Feigenbaum, Crosby, Ishikawa, Taguchi; Quality planning, quality control and continuous quality improvement though teams and facilitators, the most well-known models that measure quality service in the hospitality industry (eg. the perceived quality service model, the five gap model, internal/external measurement, the critical incident technique, and so on)). |
| THEME 2: CASE STUDY | • Understand the benefits of quality management in a business and services context.<br>• Understand a range of quality controls and how service to the customer can be improved.<br><br>There are numerous examples of case studies focusing on business excellence in appropriate journals, trade and specialist press, as well as associated websites.<br><br>1. Students find the case study related to quality management, quality control, customer service policies, customer satisfaction, customer-focused culture, etc.;<br>2. Students make sure their case study corresponds to the following issues:<br><br>• what is meant by customer satisfaction<br>• the meaning of continuous improvement<br>• the type of added values to be gained<br>• the types of information made available to customers and the importance given to effective marketing<br>• how quality management can be measured<br>• the benefit of user and non-user surveys in determining customer needs |

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| | • the methods of consultation employed in one quality scheme to encourage participation by under-represented groups<br>• the value of complaints procedures and analyse how they may be used to improve quality<br><br>3. Students organise a meeting and discuss it with their classmates. |
| THEME 3: PRINCIPLES OF QUALITY MANAGEMENT TO IMPROVE THE PERFORMANCE OF AN ORGANISATION | • Be able to apply the principles of quality management to improve the performance of an organization.<br>Students choose a hotel, analyse its existing TQM techniques. Applying the principles of quality management suggest the ways of the improvement of the performance of the organization (hotel) in a form of a report which will:<br>• comment on the role of self-assessment in order to determine an organization's current 'state of health'<br>• evaluate the importance of communication and record keeping<br>• describe the stages of staff consultation necessary for effective implementation of a quality scheme<br>• propose new systems or modifications to existing systems that could improve service quality |

**Bibliography:**


1. Connie, M., Sparks, B., 2009: *Service Quality Management in Hospitality, Tourism, and Leisure*. Routledge;
2. Grigoroudis, E., Siskos, S., 2012: *Customer Satisfaction Evaluation.* Methods for Measuring and Implementing Service Quality


**Recommended literature:**


1. Lietišķās informācijas dienests, 2008: *Uzņēmuma darbības novērtēšana*. ISBN 9789984826271.


| **Information required for course database** | |
|---|---|
| Course issue date/ review date | *18/08/2016* |
| Lecturer(s) | *Mg. Oec., Mg. Philol. J.Korjuhina* |
| Study programme director’s notes and comments | |

# Course Description

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| **Qualification number and title:** | Hospitality Management, 41 811 |
| **Course number and title in Latvian:** | Kvalitātes pārvaldība uzņēmējdarbībā |
| **Course title in English:** | Quality Management in Business |
| **Prerequisites:** | Not required |
| **Term:** | 5 |
| **Number of credit points:** | 3 |

**The aim of the course:**
The aim of this unit is to enable learners to understand the concept of quality and quality management and define it in the context of business and service operations.

**Learning outcomes:**
On successful completion of this unit a student will:

- Understand the different approaches to quality management appropriate to commercial operations
- Understand the benefits of quality management in a business and services context
- Understand a range of quality controls and how service to the customer can be improved
- Be able to apply the principles of quality management to improve the performance of an organisation.

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|---|---|
| Knowledge | 1. Understand the different approaches to quality management appropriate to commercial operations |
| Skills | 2. Understand the benefits of quality management in a business and services context |
| Competences | 3. Understand a range of quality controls and how service to the customer can be improve<br>4. Be able to apply the principles of quality management to improve the performance of an organisation. |

**Course content:**
THEME 1: UNDERSTAND THE DIFFERENT APPROACHES TO QUALITY MANAGEMENT APPROPRIATE TO COMMERCIAL OPERATIONS
*Define quality*: identifying customer needs and providing systems to meet/exceed expectations, notion of self-assessment to establish the current position of an organisation.
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THEME 4: BE ABLE TO APPLY THE PRINCIPLES OF QUALITY MANAGEMENT TO IMPROVE THE PERFORMANCE OF AN ORGANISATION
*Self-assessment*: validity of self-assessment, egg subjective, bias, one dimensional; judgement based on current practice, comparison eg with past performance of organisation, against competition, against benchmarks for future; comparisons with similar organisations/industry standards
*Communication and record keeping*: importance of communication across whole organisation (vertical/horizontal), establishing agreement through consultation, notifying actions required, currency, accuracy and relevance of records kept, comparison with historical data, similar organisations elsewhere, industry standards, record keeping
*Staff consultation*: setting the scene, explaining rationale (objective of quality scheme), processes involved, requirements and commitment from staff, communication and reporting mechanisms, keeping team updated and engaged, implementation, feedback and review.
*Service improvements*: application of concepts, documentation, administrative processes for communication, applying standards, monitoring, action on improvements, performance indicators, response times, feedback and review.

**Organization of students' independent work**
Students need to write independent works on each theme.

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| Completed independent work is expected in the end of the course.<br>Lecturer can put a final grade for the course without an exam if the particular student's attendance is high enough, all independent works are submitted on time and were graded at least 7 (good). | |
| **Themes for independant works:** | **Learning Outcomes** |
| THEME 1: DIFFERENT APPROACHES TO QUALITY MANAGEMENT APPROPRIATE TO COMMERCIAL OPERATIONS. | • Discuss definitions of quality in terms of business and services provision<br>• Illustrate the process of inspection and assurance<br>• Discuss a range of approaches to quality management<br>• Explain the similarities and differences between the different methods<br>Students' task is to improve the quality management in one hospitality related enterprise. Students make a research of theoretical approaches to quality management, then find out how quality management and quality control takes place in various enterprises in the field (through a case study) and, finally, apply all the knowledge you have acquired during the course.<br>Students prepare Power Point presentation slides and script about different approaches to quality management (the works of Deming, Juran, Feigenbaum, Crosby, Ishikawa, Taguchi; Quality planning, quality control and continuous quality improvement though teams and facilitators, the most well-known models that measure quality service in the hospitality industry (eg. the perceived quality service model, the five gap model, internal/external measurement, the critical incident technique, and so on)). |
| THEME 2: CASE STUDY | • Understand the benefits of quality management in a business and services context.<br>• Understand a range of quality controls and how service to the customer can be improved.<br><br>There are numerous examples of case studies focusing on business excellence in appropriate journals, trade and specialist press, as well as associated websites.<br><br>1. Students find the case study related to quality management, quality control, customer service policies, customer satisfaction, customer-focused culture, etc.;<br>2. Students make sure their case study corresponds to the following issues:<br><br>• what is meant by customer satisfaction<br>• the meaning of continuous improvement<br>• the type of added values to be gained<br>• the types of information made available to customers and the importance given to effective marketing<br>• how quality management can be measured<br>• the benefit of user and non-user surveys in determining customer needs |

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| | • the methods of consultation employed in one quality scheme to encourage participation by under-represented groups<br>• the value of complaints procedures and analyse how they may be used to improve quality<br><br>4. Students organise a meeting and discuss it with their classmates. |
| THEME 3: PRINCIPLES OF QUALITY MANAGEMENT TO IMPROVE THE PERFORMANCE OF AN ORGANISATION | • Be able to apply the principles of quality management to improve the performance of an organization.<br>Students choose a hotel, analyse its existing TQM techniques. Applying the principles of quality management suggest the ways of the improvement of the performance of the organization (hotel) in a form of a report which will:<br>• comment on the role of self-assessment in order to determine an organization's current 'state of health'<br>• evaluate the importance of communication and record keeping<br>• describe the stages of staff consultation necessary for effective implementation of a quality scheme<br>• propose new systems or modifications to existing systems that could improve service quality |

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2. Grigoroudis, E., Siskos, S., 2012: *Customer Satisfaction Evaluation.* Methods for Measuring and Implementing Service Quality


**Recommended literature:**


*3.* Lietišķās informācijas dienests, 2008: *Uzņēmuma darbības novērtēšana*. ISBN 9789984826271.


| **Information required for course database** | |
|---|---|
| Course issue date/ review date | *18/08/2016* |
| Lecturer(s) | *Mg. Oec., Mg. Philol. J.Korjuhina* |
| Study programme director’s notes and comments | |

# Описание курса

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|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Название курса на латышском языке:** | Kvalitātes pārvaldība uzņēmējdarbība |
| **Название курса на английском и русском языках:** | Quality Management in Business/ Контроль качества на предприятии |
| **Требования для начала курса:** | нет |
| **Семестр:** | 5 |
| **Количество кредитных пунктов:** | 3 |

**Цель курса:**
Дать понимание термина качества и управления качеством, а также научить применять его в предпринимательской деятельности и обслуживании клиентов.

**Ожидаемые результаты:**
По окончанию курса ожидается, что студент будет:

- Понимать различные подходы для контроля качества в зависимости от предпринимательской деятельности
- Понимать преимущества от внедрения системы качества на предприятии
- Понимать методы и виды контроля качества, как улучшить уровень обслуживания клиентов
- Применить принципы контроля качества на предприятии для улучшения показателей организации

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| Знания | 1. Знать преимущества контроля качества и методы контроля качества |
| Навыки | 2. Понимать разные подходы к управлению в соответствии от вида предпринимательской деятельности<br>3. Понимать преимущества от внедрения системы качества на предприятии<br>4. Понимать методы и способы, как улучшить уровень обслуживания клиентов |
| Компетенции | 5. Применить принципы контроля качества<br>6. Применить принципы контроля качества на предприятии для улучшения показателей организации<br>7. Планировать свою работу, оценивать результат своей работы и работы подчиненных<br>8. Применять принципы контроля качества на предприятии гостеприимства для улучшения показателей предприятия<br>9. Участвовать в разработке стандартов качества на предприятии |

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| | гостеприимства. |

**Содержание курса:**

ТЕМА 1: ПОНЯТИЕ КАЧЕСТВА

- Дефиниция: определение потребностей клиентов и выбор эффективных методов, а также выполнить и превзойти, термин “самооценки”, чтобы определить текущее положение организации
- Контроль: массовая продукция и необходимость контроля его качества, история контроля качества, системы качества и акредитации, происхождение BS 5750, ISO 9002, EN 29000, EFQM, Qest, Chartermark, Citicen’s Charter, Investors in People и других систем сертификации , актуальное развитие тенеденций
- Подходы: авторы - Deming, Juran, Feigenbaum, Crosby, Ishikawa; планирование качества, контроль качества, постоянное повышение уровня качества при помощи команды и координатора, измерение как вспомогательное средство для принятия рационального решения, самооценка, затраты и доход от контроля качества, каналов коммуникации, влияния нормативных актов макросреды на методы
- Схожести и отличия: структура управления качеством, применение, затраты, сроки реализации, использование документации, применение стандартов, разработка планов действий, методика оценивания, ориентация на клиента/ работника или организацию, ефективность как средство, чтобы улучшить качество обслуживания

ТЕМА 2: ПРЕИМУЩЕСТВА УПРАВЛЕНИЯ КАЧЕСТВОМ

- Удовлетворенность клиентов: мнение клиентов, потребности клиентов, пожелания, нопимание клиентов, ответ на запрос, соответствие надеждам или их перевыполнение, ценность денег, дополнительная ценность, повторные сделки
- Постоянное совершенствование: от потребностей клиента к потребностям клиента и пожеланиям, несовершенство качества, внутренние и внешние клиенты, перенос условий качества на сектор услуг и с ними связанные проблемы, постоянное улучшение качества
- Добавленная ценность: более низкие выплаты, уменьшение потерь, экономия времени, уменьшенная потребность в заботе, лояльности клиентов
- Улучшенная передача информации клиентам: время работы, место нахождения, разценки, рекламные материалы, увеличение информированности, создание образа, работа со всеми целевыми аудиториям, расходы

ТЕМА 3: МЕТОДЫ КОНТРОЛЯ КАЧЕСТВА

- Измерение качества: системы документации, внедрение процедур, оценка каждой процедуры, сравнение с предыдущими действиями/ планами на будущее (цели и задачи бизнеса), конкуренты, стандарты отрасли, приоритеты, сравнительная оценка, уклон на подход, например, контроль статистического качества, круги качества, TQM, six-sigma
- Опросы пользователей и непользователей: профили пользователей и непользователей, регулярность посещений, используемая инфраструктура и установки, положительные и отрицательные отзывы, пожелания, предложения, восприятие услуг, преграды прохождения, необходимые действия, превращение непользователей в пользователей
- Консультации: анкеты (внутренние / внешние), программы, которые ориентированы на процедуры жалоб, открытые собрания, целевая аудитория, прямой подход к руководителю группы и группам
- Жалобы: разделение по форме (посланные / обработанные), внутренние/ внешние, группирование вопросов, на клиентов ориентировано программное обеспечение, легко

анализируемые и улучшаемые отрасли, время реакции, сроки обработки, общение с тем, кто написал жалобу, измерение уровня удовлетворения

ТЕМА 4: ПРИМЕНЕНИЕ ПРИНЦИПОВ УПРАВЛЕНИЯ КАЧЕСТВОМ

- Самооценка: обоснование самооценки, субъективность, предрассудки, однобокость, обоснование суждений, сравнение, например, с предыдущими результатами работы, с работой конкурентов, с будущими планами, сравнение с похожими организациями/ стандартами отрасли
- Коммуникация и учет: значение коммуникации в работе организации в целом (вертикально/ горизонтально), договор, определение необходимых действий, точность записей и их соответствие, сравнение с историческими данными, с похожими организациями, со стандартами отрасли, делопроизводство
- Консультации персонала: уточнение ситуации, понимание мотивов (цель системы качества), процессы, требования и привлечение со стороны персонала, механизмы коммуникации и передачи информации, информированность команды, реализация, обратная сторона и переоценка.
- Улучшения услуг: применение концепций, документация, присмотр, администрированный процесс, действия на улучшения, результативные показатели, время реакции, обратная сторона

**Организация самостоятельной работы студента:**
Лектор может выставить финальную оценку без экзамена, если посещаемость лекций достаточно высокая, сданы все самостоятельные работы в срок и получены оценки не ниже 7 баллов (хорошо).

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
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| ТЕМА 1. ПОДХОДЫ УПРАВЛЕНИЯ КАЧЕСТВА | • Проанализированы подходы управления качества в зависимости от вида предпринимательской деятельности<br>• Исследованы понятие качества<br>• Исследованы видов контроля и инспекции<br>• Проанализированы различия и сходства между разными методами<br>Задача студентов улучшить систему управления качества на предприятии гостеприимства. Студенты исследуют теоретические подходы, потом узнают о том, как работает система качества и управления и, наконец, применяют полученные знания на практике.<br>Студенты готовят *Power Point* презентацию по управлению качества *Deminga, Jurana, Feigenbauma, Crosbija, Ishikawas, Taguchi* планированию процесса качества, контроля и улучшению при помощи работы в группе и координатора, самые популярные модели, которые оценивать качество на предприятии гостеприимства. |
| ТЕМА 2. АНАЛИЗ СЛУЧАЯ | • Исследованы преимущества от внедрения управления качества в предпринимательской деятельности и в обслуживании клиентов<br>• Изучен стандарт управления качеством на предприятии гостеприимства |

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| | В журналах, описывающие улучшение качества, специализирующие издания и в интернете есть много описаний случаев.<br>1. Студенты находят один случай, который связан с управлением качества, политикой обслуживания клиентов, удовлетворенностью клиентов, обслуживанием, ориентированным на клиента и др.<br>2. Студенты проверяют включены ли следующие пункты в описание случая:<br>• Что означает удовлетворение клиентов?<br>• Значимость постоянного развития<br>• Типы добавленной стоимости<br>• Виды информации, которые ориентированы на клиентов, и их важность для эффективного управления<br>• Как управление качества измерено<br>• Преимущества опроса пользователей и непользователей для определения потребностей клиентов<br>• Консультативный метод<br>• Ценность жалоб и их анализ для улучшения качества<br>3. Студенты организуют собрание и обсуждают вопросы со своими однокурсниками |
| ТЕМА 3. ПРИНЦИПЫ КОНТРОЛЯ КАЧЕСТВА | • Применение принципов контроля качества на предприятии для улучшения показателей организации<br>• Планирование своей работу, оценивание результата своей работы и работы подчиненных<br>• Применение принципов контроля качества на предприятии гостеприимства для улучшения показателей предприятия<br>• Участие в разработке стандартов качества на предприятии гостеприимства<br>Студенты выбирают гостиницу, анализируют существующие *TQM* техники. Используя принципы управления качества, студенты пишут реферат о том, как улучшить работу предприятия. В реферате нужно включить следующие пункты:<br>• Комментировать роль саморазвития, чтобы определить состояние здоровья предприятия<br>• Оценить необходимость коммуникации и делопроизводства<br>• Описать степени консультирования персонала, которые необходимы для эффективного применения схемы качества<br>Студенты предлагают новые схемы или модификации для существующих, которые способствуют улучшению уровня обслуживания. |
| **Обязательная литература:**<br>1. Connie, M., Sparks, B., 2009: Service Quality Management in Hospitality, Tourism, and Leisure. Routledge;<br>*2.* Grigoroudis, E., Siskos, S., 2012: Customer Satisfaction Evaluation. Methods for | |

| Measuring and Implementing Service Quality | |
|---|---|
| **Рекомендуемая литература:**<br>1. Lietišķās informācijas dienests, 2008: *Uzņēmuma darbības novērtēšana*. ISBN 9789984826271 | |
| **Информация необходимая для регистра курсов** | |
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Philol., Mg. Oec. J.Korjuhina |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

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| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Likumdošana viesmīlības nozarē |
| **Studiju kursa nosaukums angļu valodā:** | Law in Licensed Premises |
| **Prasības studiju kursa apguves uzsākšanai:** | Nav vajadzīgas pamatzināšanas |
| **Semestris:** | 4 |
| **Kredītpunktu skaits:** | 2 |

**Studiju kursa mērķis:**
Sniegt izpratni par tiesisko regulējumu un pienākumiem, kādus likums nosaka uzņēmējiem kā darba devējiem, ieskaitot darba drošības un aizsardzības normu ievērošanu, un kā pakalpojumu sniedzējiem, ieskaitot patērētāju tiesību aizsardzību.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu studējošais spēs:

- izprast īpašumtiesības regulējošo likumdošanas aktu nozīmi;
- izprast patērētāju aizsardzības tiesisko regulējumu;
- zināt darba drošības un aizsardzības likuma normas;
- izprast darba devēja atbildību darbinieku priekšā, veidojot personāla politiku uzņēmumā.

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| Zināšanas | 1. zināt darba drošības un aizsardzības likuma normas |
| Prasmes | 1. izprast īpašumtiesības regulējošo likumdošanas aktu nozīmi;<br>2. izprast patērētāju aizsardzības tiesisko regulējumu;<br>3. izprast darba devēja atbildību darbinieku priekšā, veidojot personāla politiku uzņēmumā;<br>4. izprast normatīvu aktu prasības uzņēmējdarbības uzsākšanai un attīstībai pakalpojumu nozarē;<br>5. izprast patērētāju aizsardzības tiesisko regulējumu |
| Kompetences | 1. pielietot praksē likumdošanas aktu prasības un nodrošināt to izpildi savu pilnvaru ietvaros;<br>2. ievērot likumdošanas aktu prasības;<br>3. pielietot praksē lietvedības prasības un noteikumus;<br>4. veidot un izmantot viesu datu banku, ievērojot likumdošanas prasības personas datu aizsardzības jomā;<br>5. noformēt ar darba pienākumiem saistītos dokumentus atbilstoši esošajiem normatīvajiem aktiem un dokumentu pārvaldības prasībām;<br>6. ievērot darba un vides aizsardzības prasības, uzņēmuma iekšējas kārtības noteikumus, uzņēmumā noteiktās paškontroles sistēmas (HACCP) noteikumus |

**Studiju kursa saturs:**
TĒMA 1: ĪPAŠUMA TIESĪBAS

- Īpašuma tiesību veidi: ēku pārvaldīšanas tiesības, īre, noma, dzimtas īpašums, restorāni, viesnīcas, klubi (biedru kopīpašuma, īpašnieka, nakts), izbraukuma banketi, pasākumi
- Licenču veidi: telpu lietošanas līgumi, spēļu atļaujas, mūzikas autortiesības
- Procedūras: attiecīgās pašvaldības pārvaldes, pieteikuma noformēšana (pirmo reizi, atkārtoti), izmaksas
- Īpašumtiesību pārvalde: kriminālo darījumu un nekārtības preventīvie pasākumi, sabiedrības drošība, bērnu aizsardzība no kaitnieciskās darbības

TĒMA 2: PATĒRĒTĀJU TIESĪBAS

- Maldinoša informācija: sludinājumi, cenas, preču uzlīmes, alkohola stiprums, cenas atspoguļošana (ēdienam, dzērieniem, izmitināšanai), priekšraksti tirdzniecībai
- Darba devēja atbildība: preču pārdošana, piegāde un serviss, patērētāju aizsardzība, ES direktīvu izpilde

TĒMA 3: DARBA DROŠĪBA UN AIZSARDZĪBA

- Normatīvais regulējums: veselība un drošība, trokšņa līmenis darbā, elektrodrošība, darbs ar displeja iekārtām, mehāniskā apstrāde savainošanās / nelaimes gadījumu darbā reģistrēšana, pirmā medicīniskā palīdzība, kaitīgo ķīmisko vielu kontroles procesi, ugunsdrošība
- Tiesības un pienākumi: darba aizsardzības likums, darba devēja un darbinieka atbildība, risku novērtēšana
- Sanitārija un higiēna: pārtikas sanitārās normas, higiēnas prasības, temperatūras kontrole, marķējums, pārtikas apstrāde, HACCP, aizsardzības sistēmas ieviešana un īstenošana

TĒMA 4: DARBA LIKUMDOŠANA

- Darba devēja atbildība: pieņemšana darbā, līguma slēgšana, darba stundas, alga (atvilkumi, algu saraksti, prēmijas, atvaļinājums, bērnu kopšanas atvaļinājums), apdrošināšana, līguma termiņš, atlaišana, pensija
- Diskriminācija: dzimuma, arodbiedrības biedru, rases, nespējas, notiesāto, vienlīdzīga samaksa, aktuālas norises šajā jomā

**Studējošo patstāvīgā darba organizācija:**
Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks. Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
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| TĒMA 1. ĪPAŠUMA TIESĪBAS | • tiek izprasta īpašumtiesības regulējošo likumdošanas aktu nozīme;<br>• tiek apkopota un analizēta informācija |
| TĒMA 2. PATĒRĒTĀJU TIESĪBAS | • tiek izprasts patērētāju aizsardzības tiesiskais regulējums;<br>• tiek analizēta darba devēja atbildība darbinieku priekšā, veidojot personāla politiku uzņēmumā |
| TĒMA 3. DARBA DROŠĪBA UN | • tiek izprastas darba drošības un aizsardzības likuma normas |

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| AIZSARDZĪBA | |
| TĒMA 4. DARBA LIKUMDOŠANA | • tiek izprastas likumdošanas aktu prasības un iespēja nodrošināt to izpildi savu pilnvaru ietvaros;<br>• tiek ievērotas likumdošanas aktu prasības |

**Obligātā literatūra:**

1. Darba apstākļi un veselība darbā. Latvijas Brīvo arodbiedrību savienība, Labklājības ministrija. Inspecta Prevention, 2010;
2. Darba drošība. Rīga: Latvijas Brīvo arodbiedrību savienība, 2010;
3. Liepiņa V., Zavele A. Darba likums. Zvaigzne ABC, 2011;
4. Slaidiņa V., Skultāne I. Darba tiesības. Zvaigzne ABC, 2011;
5. https://likumi.lv/doc.php?id=23309 - Patērētāju tiesību aizsardzības likums;
6. https://likumi.lv/doc.php?id=88009 - Alkoholisko dzērienu aprites likums.

**Papildus literatūra un citi informācijas avoti:**

1. Ergonomika darbā. Rīga: Latvijas Brīvo arodbiedrību savienība, 2010;
2. Pirmā palīdzība. Rīga: Zvaigzne ABC, 2003;
3. Rācenāja Ņ. Darba līgums kā tiesību avots. Rīga: biznesa augstskola Turība, 2009;
4. Vircavs M. Vide, ieteikmes un novērtējums. Principi un analīze. Rīga: biznesa augstskola Turība, 2005;
5. Ulmane V. Darba tiesības, darba aizsardzība. Rīga: Biznesa augstskola "Turība", 2004;
6. Лесник А.Л., Смирнова М.Н., Кунин Д.И. Безопасность в гостиничных предприятиях. Москва: Транслит, 2008.

| **Studiju kursu aprakstu reģistra atzīmēm:** | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *18/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Mg. Oec. O.Ņikadimovs* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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| **Qualification number and title:** | Hospitality Management, 42 811 |
| **Course number and title in Latvian:** | Likumdošana viesmīlības nozarē |
| **Course title in English:** | Law for Licensed Premises |
| **Prerequisites:** | Not required |
| **Term:** | 3 |
| **Number of credit points:** | 2 |

**The aim of the course**
This unit will enable learners to understand the effects of licensing legislation and the legislative responsibilities of employers, including consumer protection and the implications of health, safety and hygiene legislation.

**Learning outcomes:**
On successful completion of this unit a student will:

- Understand the effects of licensing legislation
- Understand consumer protection
- Understand the implications of health, safety and hygiene legislation
- Understand the legislative responsibilities of employers in relation to staff.

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|---|---|
| Knowledge | 1. Understand the implications of health, safety and hygiene legislation |
| Skills | 2. Know different types of licensed premises<br>3. Know the differences between a personal licence and a premises licence<br>4. Know the procedures for licence applications<br>5. Understand consumer protection and the extent of employer liability in the protection<br>6. Understand the legislative responsibilities of employers in relation to staff |
| Competences | 7. Be able to apply guidelines on the conduct of licensed premises for use by staff<br>8. Assess the consequences of providing consumers with misleading information of consumers<br>9. Plan and justify a policy for ensuring that all aspects of weights and measures legislation are implemented<br>10. Carry out a detailed risk assessment for one type of licensed premises<br>11. Evaluate the impact of food safety and hygiene legislation<br>12. Justify the responsibilities of employers in the employment of staff |

**Course content:**
THEME 1: UNDERSTAND THE EFFECTS OF LICENSING LEGISLATION
*Types of licensed premises*: managed houses; tenancies; leasehold; freehold; public houses; restaurants; hotels; clubs (members, proprietary, night); outside catering; events
*Types of licence*: personal licence; premises licence; gaming permit; music copyright
*Procedures*: local authorities; application (new, renewal); fees
*Conduct of licensed premises*: prevention of crime and disorder; prevention of public nuisance; public safety; protection of children from harm

THEME 2: UNDERSTAND CONSUMER PROTECTION
*Misleading information*: advertisements; prices; food labelling; alcoholic strengths; display of prices (food, drink, accommodation); trade descriptions
*Employer liability*: sale of goods; supply of goods and services; consumer protection; product liability directive; negligence; effect of European Union directives
*Weights and measures*: beer and cider; spirits; wines; HM Customs & Excise

THEME 3: UNDERSTAND THE IMPLICATIONS OF HEALTH, SAFETY AND HYGIENE LEGISLATION
*Regulations*: health and safety; noise at work; electricity at work; display screen equipment; manual handling operations; reporting of injuries/diseases and dangerous occurrences; first aid; Control of Substances Hazardous to Health (COSHH)
*Duties and responsibilities*: common law; employers' liability; employees' liability; risk assessment; fire regulations
*Food safety and hygiene*: food safety requirements and offences; food hygiene regulations; temperature controls; labelling; food handling; Hazard Analysis Critical Control Point (HACCP); defences; enforcement; registration of premises

THEME 4: UNDERSTAND THE LEGISLATIVE RESPONSIBILITIES OF EMPLOYERS IN RELATION TO STAFF
*Employers' responsibilities*: appointment and contract; working hours; pay (deductions, payslips, sick, maternity, service charges and gratuities, holidays); insurance; termination of employment; redundancy; retirement
*Discrimination*: sex; trade union membership; race; disability; rehabilitation of offenders; equal pay; current issues

**Organization of students' independent work**
By the end of the course, students have to submit an independent work, which covers all themes.
If students' attendance is lower that 70% and the average grade for the course is not higher than 7, they have to take a final test.

| **Themes for independant works:** | **Learning Outcomes** |
|---|---|
| THEME 1: THE EFFECTS OF LICENSING LEGISLATION | • Understand the iimplications of the legislation on licensed premises from a management perspective |
| THEME 2: CONSUMER PROTECTION | • Know consumer protection<br>• Analyse the extent of employer liability in the consumer protection |
| THEME 3:THE | • Understand and be able to apply health and safety regulations |

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|---|---|
| IMPLICATIONS OF HEALTH, SAFETY AND HYGIENE LEGISLATION | |
| THEME 4: THE LEGISLATIVE RESPONSIBILITIES OF EMPLOYERS IN RELATION TO STAFF | • Understand the legislative responsibilities of employers in relation to staff<br>• Be able to follow the rules and regulations |

**Bibliography / Internet Resources:**

1. https://likumi.lv/doc.php?id=26019 - Labour Law;
2. https://likumi.lv/doc.php?id=23309 - Consumer Rights Protection Law;
3. https://likumi.lv/doc.php?id=88009 - Handling of Alcoholic Beverages Law.

**Recommended literature:**


1. Stipanuk D. M. Hospitality Facilities Management and Design. Michigan: American Hotel & Lodging Educational Institute, 2006;
2. Raghubalan G. Hotel Housekeeping Operations And Management. Oxford University Press, 2012;
3. Darba apstākļi un veselība darbā. Latvijas Brīvo arodbiedrību savienība, Labklājības ministrija. Inspecta Prevention, 2010;
4. Darba drošība. Rīga: Latvijas Brīvo arodbiedrību savienība, 2010;
5. Rācenāja Ņ. Darba līgums kā tiesību avots. Rīga: biznesa augstskola Turība, 2009;
6. Liepiņa V., Zavele A. Darba likums. Zvaigzne ABC, 2011;
7. Pirmā palīdzība. Rīga: Zvaigzne ABC, 2003.
8. Slaidiņa V., Skultāne I. Darba tiesības. Zvaigzne ABC, 2011;
9. Vircavs M. Vide, ieteikmes un novērtējums. Principi un analīze. Rīga: biznesa augstskola Turība, 2005.
10. Ulmane V. Darba tiesības, darba aizsardzība. Rīga: Biznesa augstskola "Turība", 2004.
11. Гаврилова А.Е. Деятельность административно-хозяйственной службы. Академа, 2012.
12. Лесник А.Л., Смирнова М.Н., Кунин Д.И. Безопасность в гостиничных предприятиях. Москва: Транслит, 2008;
13. Руденко Л.Л., Овчаренко Н.П., Косолапов А.Б. Технологии гостиничной деятельности. Дашков и Ко, 2014.


| **Information required for course database** | |
|---|---|
| Course issue date/ review date | *18/08/2016* |
| Lecturer(s) | *Mg. Oec. O.Ņikadimovs* |
| Study programme director’s notes and comments | |

# Описание курса

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|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Likumdošana viesmīlības nozarē |
| **Название курса на английском языке и русском языках:** | Law for Licensed Premises/ Законы в индустрии гостеприимства |
| **Требования для начала курса:** | нет |
| **Семестр:** | 4 |
| **Количество кредитных пунктов:** | 2 |

**Цель курса:**
Дать понимание о правовое регулирование и ответственность, какой закон регламентирует работу работодателей, включая соблюдение норм безопасности труда, а также соблюдение защиты прав потребителей.

**Ожидаемые результаты:**
По окончанию курса студент будет:

- Понимать законодательство, регулирующее права собственности
- Понимать правовое урегулирование защиты прав потребителей
- Знать нормы трудового закона
- Понимать уровень ответственности работодателя перед работниками, исследуя политики на предприятии

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|---|---|
| Знания | 1. Знать нормы безопасности и защиты труда |
| Навыки | 2. Понимать законодательство, регулирующее права собственности<br>3. Понимать правовое урегулирование защиты прав потребителей<br>4. Понимать уровень ответственности работодателя перед работниками, исследуя политики на предприятии<br>5. Понимать требования нормативных актов для начала организации и развития предпринимательской деятельности в сфере услуг<br>6. Понимать правовое урегулирование защиты прав потребителей |
| Компетенции | 7. Использовать на практике требования законодательных актов и обеспечить их выполнение в рамках своих обязанностей<br>8. Соблюдать требования законодательных актов<br>9. Использовать на практике требования и правила делопроизводства<br>10. Создавать и использовать банк данных гостей, соблюдая требования закона защиты потребителей<br>11. Оформлять документы в соответсвии с нормативными актами и требованиями государтва<br>12. Соблюдать требования труда и окружающей среды, правила внутреннего урегулирования, системы самоконтроля на |

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| | предприятии (HACCP) |

**Содержание курса:**

ТЕМА 1: ПРАВА СОБСТВЕННОСТИ

- Виды собственности: права по управлению помещений, аренда, съем, рестораны, гостиницы, клубы (совместной собственности, владельцев, ночные), выездные банкеты, мероприятия
- Типы лицензий: договора использования помещений, разрешения на игры, авторские права
- Процедуры: оформление заявления (первый раз, повторно), выплаты
- Управление собственностью: превентивные мероприятия криминальных сделок и разоблачений, безопасность общества, защита детей от вредных воздействий

ТЕМА 2: ПРАВА ПОТРЕБИТЕЛЕЙ

- Ложная информация: объявления, цены, наклейки цен, крепкость алкоголя, составление цены (для блюд, напитков, размещение), правила торговли
- Ответственность работодателя: продажа товаров, доставка и сервис, защита прав потребителей, выполнение ЕС директив

ТЕМА 3: ЗАЩИТА ТРУДА

- Нормативные урегулирования: здоровье, безопасность, уровень звука на работы, электробезопасность, работа с дисплеем, регистрация травм и несчастных случаев при механической работе,
- Первая помощь, процесс контроля вредных химических веществ, пожарная безопасность
- Права и обязанности: законы охраны труда, ответсвенность работника и работодателя, оценка рисков
- Санитария и гигиена: санитарные нормы для продуктов, требования гигиены, требования гигиены, контроль температуры, маркировка, обработка продуктов, HACCP, обработка продуктов, внедрение систем защиты и реализация

ТЕМА 4: ЗАКОНЫ О ТРУДЕ

- Ответсвенность работодателя: прием на работу, заключение договора, часы работы, зарплата (списки на зарплаты, премии, отпуска, отпуск по уходу за ребенком), страхование, срок договора, увольнение, пенсия
- Дискриминация: по полу, членов профсоюза, по расовой принадлежности, по здоровью, осужденных, одинаковая оплата, актуальности

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| ТЕМА 1: ВЛИЯНИЕ ЗАКОНОДАТЕЛЬСТВА ЛИЦЕНЗИРОВАНИЯ | • Понимать законодательство, регулирующее права собственности с точки зрения работодателя |
| ТЕМА 2: ЗАЩИТА ПРАВ ПОТРЕБИТЕЛЕЙ | • Знать законы, регулирующие защиту прав потребителей<br>• Анализировать рамки ответственности работодателя по защите прав потребителей |
| ТЕМА 3: ПРИМЕНЕНИЕ ЗАКОНОВ О ЗДОРОВЬЕ, БЕЗОПАСНОСТИ И ГИГИЕНЫ | • Понимать и быть способным применить правила санитарии и гигиены |
| THEME 4: THE | • Понимать легальную ответственность работодателей по отношению к работникам |

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| LEGISLATIVE RESPONSIBILITIES OF EMPLOYERS IN RELATION TO STAFF | • Быть способным соблюдать правила и законы на рабочем месте |

**Обязательная литература:**


1. Лесник А.Л., Смирнова М.Н., Кунин Д.И. Безопасность в гостиничных предприятиях. Москва: Транслит, 2008.

Интернет ресурсы:

2. https://likumi.lv/doc.php?id=26019 - Labour Law;
3. https://likumi.lv/doc.php?id=23309 - Consumer Rights Protection Law;
4. https://likumi.lv/doc.php?id=88009 - Handling of Alcoholic Beverages Law.


**Рекомендуемая литература:**


1. Руденко Л.Л., Овчаренко Н.П., Косолапов А.Б. Технологии гостиничной деятельности. Дашков и Ко, 2014;
2. Гаврилова А.Е. Деятельность административно-хозяйственной службы. Академа, 2012;
3. Stipanuk D. M. Hospitality Facilities Management and Design. Michigan: American Hotel & Lodging Educational Institute, 2006;
4. Raghubalan G. Hotel Housekeeping Operations And Management. Oxford University Press, 2012;
5. Darba apstākļi un veselība darbā. Latvijas Brīvo arodbiedrību savienība, Labklājības ministrija. Inspecta Prevention, 2010;
6. Darba drošība. Rīga: Latvijas Brīvo arodbiedrību savienība, 2010;
7. Rācenāja Ņ. Darba līgums kā tiesību avots. Rīga: biznesa augstskola Turība, 2009;
8. Liepiņa V., Zavele A. Darba likums. Zvaigzne ABC, 2011;
9. Pirmā palīdzība. Rīga: Zvaigzne ABC, 2003;
10. Slaidiņa V., Skultāne I. Darba tiesības. Zvaigzne ABC, 2011;
11. Vircavs M. Vide, ieteikmes un novērtējums. Principi un analīze. Rīga: biznesa augstskola Turība, 2005;
12. Ulmane V. Darba tiesības, darba aizsardzība. Rīga: Biznesa augstskola "Turība", 2004.


| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Oec. O.Ņikadimovs |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

| | |
|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Lietišķā saskarsme |
| **Studiju kursa nosaukums angļu valodā:** | Customer Service |
| **Prasības studiju kursa apguves uzsākšanai:** | Nav nepieciešamas speciālas priekšzināšanas. |
| **Semestris:** | 1 |
| **Kredītpunktu skaits:** | 2 |

**Studiju kursa mērķis:**
Sniegt nepieciešamās zināšanas lietišķajā saskarsmē ar nolūku veiksmīgam darbam viesu apkalpošanas jomā. Attīstīt studentos komunikācijas prasmes un nodrošināt viesiem un klientiem augstākā līmeņa servisu.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu studējošais spēs:

- Izprast klientu apkalpošanas politiku viesmīlības pakalpojumu sfērā;
- Izprast klientu un viesu prasības un vēlmes apkalpošanas sfērā;
- Veicināt uz klientu orientētu apkalpošanas kultūru;
- Nodrošināt un izprast uzņēmuma standartiem atbilstošu klientu apkalpošanu.

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| Zināšanas | 1. Zināt klientu apkalpošanas politiku viesmīlības uzņēmumos.<br>2. Zināt viesmīlības pamatprincipus un tiesības. |
| Prasmes | 3. Izprast klientu apkalpošanas politiku viesmīlības pakalpojumu sfērā.<br>4. Izprast klientu un viesu prasības un vēlmes apkalpošanas sfērā.<br>5. Izprast un veicināt uz klientu orientētu apkalpošanas kultūru.<br>6. Izprast profesionālo, vispārpieņemto ētiku un konfidencialitātes principus. |
| Kompetences | 7. Nodrošināt un izprast uzņēmuma standartiem atbilstošu klientu apkalpošanu.<br>8. Veicināt uz klientu orientētas apkalpošanas kultūras standartu izstrādi un ieviešanu uzņēmumā.<br>9. Sadarboties ar klientiem, personālu un citām iesaistītajām personām.<br>10. Izvērtēt sava un komandas darba kvalitāti, atbildēt par sniegto rezultātu.<br>11. Veidot un uzturēt pozitīvu lietišķo saskarsmi, ievērojot vispārējo, profesionālo un pieņemto darba etiķeti.<br>12. Pamanīt un iespēju robežās risināt problēmas, pielietojot efektīvas konfliktu risināšanas stratēģijas. |

**Studiju kursa saturs:**

TĒMA 1: VIESMĪLĪBAS UN APKALPOŠANAS KULTŪRA

- Komunikācijas veidi- verbālā, neverbālā ķermeņu valoda, žesti, signāli, saskarsmes un runas kultūra.
- Klients- centrālā loma, apkalpošanas kultūra, identificējot un analizējot prasības un vēlmes.
- Ieguvumi no sniegtajiem pakalpojumiem- klientu apmierinātība, uzlabota reputācija, palielināta peļņa, atpazīstamība, strādājošo gandarījums.

TĒMA 2: KLIENTU PRASĪBU UN VĒLMJU APMIERINĀŠANA
- Prasības- klientu, darbinieku, vadības.
- Apmierinātības līmenis- darba plānošana, kompānijas stratēģija, strādājošo izglītošana, kompetences, vadītāja loma uzņēmumā, personāla atlase, darbinieku motivācija.
- Darba tiesības.

TĒMA 3: KLIENTU APKALPOŠANAS POLITIKA VIESMĪLĪBAS UZŅĒMUMOS
- Uzņēmuma politika, noteikumi, struktūra, konfidencialitāte.
- Uzņēmumu pakalpojumu kvalitāte – novērtēšanas metodes, klientu atsauksmes, standartizētas procedūras, uzvedības kodeksi, personāla zināšanu kritēriji.
- Izvērtēšana- darbinieka spēju noteikšana, paaugstinājumi, personāla apmācības un attīstība.
- Viesmīlības nozares- viesnīcas, bāri, naktsklubi, prestižie klubi, azartspēļu iestādes, veikali, u.c.

TĒMA 4: KLIENTU APKALPOŠANAS NODROŠINĀŠANA VIESMĪLĪBĀ
- Klientu veidi- vecuma grupas, dažādas reliģijas un kultūras pieredzes, cilvēki ar īpašām vajadzībām.
- Klientu vajadzības, uzņēmuma vajadzības un prasības, īpašās prasības, modes tendences viesmīlībā, aprīkojums.
- Klientu serviss- pārrunas, personiska pieeja, pārdošana, sūdzību izskatīšanas procedūras, apkalpošanas iemaņas.

**Studējošo patstāvīgā darba organizācija:**
Studējošajam jāizstrādā patstāvīgie darbi par katru kursa tēmu un apkopotā veidā jānodod norādītajā datumā.
Noslēguma pārbaudījuma veids –ieskaite.
Vērtēšanai tiek izskatīti darbi studējošā klātbūtnē, apmeklējumam ir jābūt vismaz 70% no lekciju skaita.
Mācībspēks izliek gala vērtējumu studējošajam, ja visi studējošā patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| Tēma 1. Viesmīlības un apkalpošanas kultūra | • Atpazīt dažādos komunikācijas veidus.<br>• Klienta raksturojumi.<br>• Ko nozīmē izcils serviss? |
| Tēma 2. Klientu prasību un vēlmju apmierināšana | • Atpazīt dažādus prasības veidus no klientiem, darbadevējiem.<br>• Ko nozīmē apmierināts klients?<br>• Raksturot darba tiesības izvēlētajā uzņēmumā. |
| Tēma 3. Klientu apkalpošanas nodrošināšana | • Atpazīt dažādus klienta veidus.<br>• Raksturot kādu klienta vai uzņēmuma prasību pret darbinieku. |

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| viesmīlībā | • Kā tikt galā ar klientu sūdzību un neapmierinātību? |

**Obligātā literatūra:**


1. Pasnaka, I., 2014: Klientu apkalpošana. Kvalitātes nozīme un vadība. HOTEL SCHOOL, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga, Latvija;
2. Pasnaka, I., 2014: Klientu apkalpošana. Darba kultūra, kas vērsta uz klientu. HOTEL SCHOOL, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga, Latvija;
3. Pasnaka, I., 2014: Klientu apkalpošana. Prasību izzināšana un piepildīšana. HOTEL SCHOOL, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga, Latvija;
4. Ķestere, I., 2007: Lietišķā etiķete. Eiropas pieredze. Zvaigzne ABC, ISBN 9789934012983
5. O'Reilijs, D., 2001: Darījumu attiecības ar pircējiem. Biznesa augstskola "Turība", ISBN 9789984609642
6. Faina D., 2009: Saviesīgo sarunu māksla. Zvaigzne ABC, ISBN 9789934004308
7. Heppel M., 2010: Pieczvaigžņu serviss ar minimāliem ieguldījumiem. Zvaigzne ABC, ISBN 9789934014451
8. Diksone A., 2007: Grūtās sarunas. Zvaigzne ABC, ISBN 9789984373881
9. Žvals R., 2006: Viesmīlības pamati. Biznesa augstskola "Turība", ISBN 9984766764
10. Pīzs A., 1995: Ķermeņa valoda. Jumava, ISBN 9984506894
11. Vidnere M., 2011: Etnopsiholoģija. Raka, ISBN 9789984461946


**Papildus literatūra un citi informācijas avoti:**


1. Sharp, I., 2009: Four Seasons: The Story of a Business Philosophy;
2. Michelli, J. A., 2008: The New Gold Standard. Mc. Graw Hill;
3. Sturman, M. C., Corgel, J. B., 2011: The Cornell School of Hotel Administration on Hospitality: Cutting Edge. The Cornell University, USA;
4. Goodman, G., 2000: Monitoring, Measuring and Managing Customer Service. Jossey-Bass, ISBN 9780787951399;
5. Kandampully, J., Mok, C., Sparks, B., 2001: Service Quality Management in Hospitality, Tourism, and Leisure. Haworth Press, ISBN 9780789007261;
6. http://www.bha.org.uk British Hospitality Association
7. https://www.thecaterer.com Caterersearch – Hospitality news
8. http://www.catersource.com Catersource – Education, products and news for caterers
9. http://www.cv.lv Darba meklēšanas portāls
10. http://www.latvia.travel Viesmīlības rokasgrāmata
11. http://www.sodexo.com Sodexo – On-site service solutions and motivation solutions


**Studiju kursu aprakstu reģistra atzīmēm:**

| | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | |
| Lektors, kas sagatavoja aprakstu | Pasniedzēja Anita Strazdiņa |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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|---|---|
| **Qualification number and title:** | Hospitality Management, 41 811 |
| **Course number and title in Latvian:** | Lietišķā saskarsme |
| **Course title in English:** | Customer Service |
| **Prerequisites:** | No special prerequisites. |
| **Term:** | 1 |
| **Number of credit points:** | 2 |

**The aim of the course**

This unit enables learners to gain understanding of customer service policies and the purpose of promoting a customer-focused culture and to gain skills to provide customer service.

**Learning outcomes:**

On successful completion of this unit a student will:

- Understand customer service policies within business and services contexts.
- Understand the purpose of promoting a customer-focused culture.
- Be able to investigate customer requirements and expectations.
- Be able to provide customer service within business and services contexts to meet required standards.

| | |
|---|---|
| Knowledge | 1. To know customer service policies of hospitality enterprises.<br>2. To know the basic principles of hospitality and the employee right. |
| Skills | 3. Understand the customer service policies of hospitality enterprises.<br>4. Understand the customer and guest requirements and expectations of service sector.<br>5. Understand and promote customer-oriented service culture.<br>6. Understand the professional ethics and generally accepted principles. |
| Competences | 7. Provide and understand the company's standards-based customer service.<br>8. To promote a customer-focused service culture in the development of standards and implementation of the company.<br>9. Collaborate with customers, staff and other colleagues.<br>10. Evaluate your team and the quality of work, to be responsible for the result. |

| | |
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| | 11. To develop and maintain a positive business communication on a comprehensive, professional and recruited label.<br>12. As far as possible to solve problems by using effective conflict resolution strategies. |

**Course content:**

THEME 1: UNDERSTAND CUSTOMER SERVICE POLICIES WITHIN BUSINESS AND SERVICES CONTEXTS

- Policies: policies (structure, use, focus, customer requirements/expectations, product and service knowledge, consultation, confidentiality, customer perceptions and satisfaction, monitor customer service and satisfaction, influences affecting implementation, effective communication).
- Quality of service: methods of assessment; customer expectations; standardized procedures; codes of practice; staff levels (staffing levels, staff competency, flexibility, reliability and responsiveness).
- Evaluation: purpose; sources of feedback; accuracy; relevance; reliability; validity; methods of data collection; improvements; staff training and development.
- Hospitality industry: industries within the hospitality industry e.g. hotels, restaurants, pubs, bars and nightclubs, contract food service providers, hospitality services, membership clubs, events.

THEME 2: UNDERSTAND THE PURPOSE OF PROMOTING A CUSTOMER-FOCUSED CULTURE

- Communication: type's e.g. verbal, non-verbal body language, written; types of response; use; effect.
- Customer: central role; customer service culture; identifying and analyzing customer requirements and expectations; influences of service provision on customer perceptions.
- Benefits of improved service: customer satisfaction, repeat business, improved reputation, increased profit.

THEME 3: BE ABLE TO INVESTIGATE CUSTOMER REQUIREMENTS AND EXPECTATIONS

- Requirements: sources of information e.g. customers, staff, management, customer records, past information.
- Primary research: primary research e.g. sampling, qualitative, quantitative; interview e.g. individual, group, survey, observation; contact methods e.g. mail, telephone, personal.
- Secondary research: internal e.g. sales records, yield data, financial information, client databases; external e.g. government publications, trade journals, periodicals, professional associations, national organizations, commercial data.
- Satisfaction levels: planning; strategy; assessment of options using researched information; role of the business and services manager; staffing levels; motivating staff; improvements.

THEME 4: BE ABLE TO PROVIDE CUSTOMER SERVICE WITHIN BUSINESS AND SERVICES CONTEXTS TO
MEET REQUIRED STANDARDS

- Types of customers: different age groups e.g. the elderly, children; different cultural backgrounds; special needs e.g. physically disabled; satisfied; dissatisfied; under influence e.g. drugs, alcohol, medication.
- Customer needs: customer needs e.g. products and services, urgent, non-urgent, special requirements, quality of service, value for money, cultural, social; trends e.g. fashion, ergonomic, equipment, training, products and services, consumer protection legislation.
- Customer service: consultation; advice; personal selling; complaints procedure; reception skills; confidentiality.

**Organization of students' independent work**
Student to develop independent work for each course topic and in aggregate form to be transferred on the indicated date.
Final examination type -test.
For evaluation are considered only those works where student is present, attendance must be at least 70% of lectures.
Lecturer marks final assessment of the student, if all of the student's individual work has been evaluated on a scale of not less than 7 points (good).

| **Themes for independant works:** | **Learning Outcomes** |
|---|---|
| Theme 1. Hospitality and service culture. | • Recognize the different forms of communication.<br>• Customer characteristics.<br>• What does an outstanding service mean to you? |
| Theme 2. Customer requirements and desired satisfaction. | • Recognize different kinds of requirements of customers, employers.<br>• What is a satisfied customer?<br>• Describe the working rights of your chosen company. |
| Theme 3. Customer Service Providing in hospitality | • Recognize different types of customers.<br>• Describe any claim of the customer against the employee.<br>• How to deal with customer complaints and dissatisfaction? |

**Bibliography:**


1. Sharp, I., 2009: Four Seasons: The Story of a Business Philosophy;
2. Michelli, J. A., 2008: The New Gold Standard. Mc. Graw Hill;
3. Sturman, M. C., Corgel, J. B., 2011: The Cornell School of Hotel Administration on Hospitality: Cutting Edge. The Cornell University, USA;
4. Goodman, G., 2000: Monitoring, Measuring and Managing Customer Service. Jossey-Bass, ISBN 9780787951399;
5. Kandampully, J., Mok, C., Sparks, B., 2001: Service Quality Management in Hospitality, Tourism, and Leisure. Haworth Press, ISBN 9780789007261;
6. Cave S., 2001: Consumer behaviour in a week. Hodder&Stoughton, ISBN 0340849711;
7. Hamadache A., 2013: Give your guest a wow. Rethink Press, ISBN 9781781330722;

8. Heppell M., 2006: Five star service one star budget. Pearson business, ISBN 9780273707929.

**Recommended literature:**

1. Pasnaka, I., 2014: Klientu apkalpošana. Kvalitātes nozīme un vadība. HOTEL SCHOOL, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga, Latvija;
2. Pasnaka, I., 2014: Klientu apkalpošana. Darba kultūra, kas vērsta uz klientu. HOTEL SCHOOL, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga, Latvija;
3. Pasnaka, I., 2014: Klientu apkalpošana. Prasību izzināšana un piepildīšana. HOTEL SCHOOL, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga, Latvija;
4. Паснака, И., 2014: Служба приема гостей. Планирование и организация работы. HOTEL SCHOOL, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga, Latvija;
5. Паснака, И., 2014: Служба приема гостей. Функции и рабочие процедуры. HOTEL SCHOOL, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga, Latvija;
6. Паснака, И., 2014: Служба приема гостей. Управление качеством. HOTEL SCHOOL, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga, Latvija.
7. O'Reilijs, D., 2001: Darījumu attiecības ar pircējiem. Biznesa augstskola "Turība", ISBN 9789984609642
8. Ķestere, I., 2007: Lietišķā etiķete. Eiropas pieredze. Zvaigzne ABC, ISBN 9789934012983
9. http://www.bha.org.uk British Hospitality Association
10. https://www.thecaterer.com Caterersearch – Hospitality news
11. http://www.catersource.com Catersource – Education, products and news for caterers
12. http://www.cv.lv Darba meklēšanas portāls
13. http://www.latvia.travel Viesmīlības rokasgrāmata
14. http://www.sodexo.com Sodexo – On-site service solutions and motivation solutions

| **Information required for course database** | |
|---|---|
| Course issue date/ review date | 4.08.2016 |
| Lecturer(s) | Lecturer Anita Strazdina |
| Study programme director's notes and comments | |

# Описание курса

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|---|---|
| **Название и код квалификации:** | *Управление гостиничным бизнесом, 41 811* |
| **Код и название курса на латышском языке:** | *Lietišķā saskarsme* |
| **Название курса на английском языке:** | *Customer Service* |
| **Требования для начала курса:** | *Никаких особых предварительных знаний не нужно до начала курса.* |
| **Семестр:** | *1-4* |
| **Количество кредитных пунктов:** | *2* |

**Цель курса:**
*Цель курса – дать студентам необходимые знания делового общения в сфере гостеприимства для успешной работы в сфере гостеприимства, развить коммуникативные навыки студентов и предоставить посетителям и клиентам самый высокий уровень обслуживания.*

**Ожидаемые результаты:**
По окончанию курса:

- *Понимание политики обслуживания клиентов гостеприимства в сфере услуг;*
- *Понимание потребностей клиентов и гостей и их ожидания в сфере услуг;*
- *Способность ориентированно обслуживать клиенов;*
- *Понимание, основанное на стандартах, обслуживания клиентов.*

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| Знания | 2. *Знать политику обслуживания клиентов на предприятиях гостеприимства. Знать основные принципы гостеприимства и их правила.* |
| Навыки | 3. *Понимать политики обслуживания клиентов в гостеприимстве.*<br>4. *Понимать требования и ожидания заказчика и гостей сектора услуг.*<br>5. *Понимать и продвигать ориентированный на клиента вид обслуживания.*<br>6. *Понимать профессиональную этику и общепринятые принципы конфиденциальности.* |
| Компетенции | 14. *Обеспечить и понять стандарты обслуживания клиентов в компаниях.*<br>15. *Применять ориентированную на клиента культуру обслуживания в разработке стандартов и работе компании.*<br>16. *Работать с клиентами, сотрудниками и другими заинтересованными сторонами.*<br>17. *Оценить команду и качество работы, ответственность за результат.*<br>18. *Развивать и поддерживать позитивное деловое общение и профессиональной этикет.*<br>19. *Насколько это возможно, решать проблемы и конфликты с помощью эффективных стратегий.* |

**Содержание курса:**

ТЕМА 1: ГОСТЕПРИИМСТВО И КУЛЬТУРА ОБСЛУЖИВАНИЯ

- *Коммуникация - вербальное, невербальное: язык тела, жесты, сигналы, речевоя культура.*
- *Центральная роль клиента в культуре обслуживания и анализ его потребностей и желаний.*
- *Выгоды от предоставленной услуги: удовлетворенности клиентов, улучшенная репутация, повышение прибыли, видимость, удовлетворенности работника.*

ТЕМА 2: ПОТРЕБНОСТИ КЛИЕНТОВ И ИХ УДОВЛЕТВОРЕНИЕ

- *Требования клиентов, сотрудников, руководства.*
- *Степень удовлетворенности: планирование работы, стратегии компании, работающей в сфере образования, квалификации, роль руководителя в организации, мотивации сотрудников.*
- *Трудовое право.*

ТЕМА 3: ОБСЛУЖИВАНИЕ КЛИЕНТА И ПОЛИТИКА В ГОСТЕПРИИМСТВЕ

- *Политика компании, правила, структура, конфиденциальность.*
- *Качество предприятия- методы оценки, отзывы клиентов, стандартизированных процедур, кодекс поведения, критерия знаний персонала.*
- *Оценка - способности работника, обучения и развития персонала.*
- *Индустрия гостеприимства: отели, бары, ночные клубы, престижные клубы, азартные игравие залы, магазины и т.д.*

ТЕМА 4: ОБСЛУЖИВАНИЕ КЛИЕНТОВ И ОБЕСПЕЧЕНИЕ ГОСТЕПРИИМСТВА

- *Типы клиентов: возрастные группы, различные религиозные и культурный опыт, люди с особыми потребностями.*
- *Потребности клиентов, потребности бизнеса и требования, специфические требования, модных тенденций в сфере гостеприимства, сооружение.*
- *Обслуживание клиентов - переговоры, индивидуальный подход, продажа, процедуры рассмотрения жалоб, навыки обслуживания.*

**Организация самостоятельной работы студента:**

*Студент самостоятельно пишет работу для каждого задания по темам и в распечатанном виде сдает в библиотеку в указанную дату.*
*Окончательный вид экзамена - зачет.*
*Финальная оценка будет состоять из следующих пунктов: присутствие студента, посещаемость должна составлять не менее 70% от количества лекций, сдача текущих обязательных самостоятельных работ и финальной работы.*
*Студенту не надо сдавать заключительный зачет, если все индивидуальные работы студента сданы не менее, чем на 7 баллов (хорошо).*

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| Тема 1. *Гостеприимство и культуры обслуживания* | • *Признать различные формы общения.*<br>• *Характеристики клиентов.*<br>• *Что делает выдающуюся услугу?* |
| Тема 2. *Потребности клиентов и удовлетворение* | • *Распознавать различные виды требований клиентов, работодателей.*<br>• *Что такое довольный клиент?*<br>• *Описать рабочие права выбранной компании.* |
| Тема 3. *Обслуживание клиентов и обеспечение гостеприимства* | • *Распознавать различные типы клиентов.*<br>• *Опишите некоторые претензии из клиента или компании в* |

| | |
|---|---|
| | *отношении работника.*<br>• *Как бороться с жалобами клиентов и неудовлетворенности?* |

**Обязательная литература:**


1. *Sharp, I., 2009: Four Seasons: The Story of a Business Philosophy;*
2. *Michelli, J. A., 2008: The New Gold Standard. Mc. Graw Hill;*
3. *Sturman, M. C., Corgel, J. B., 2011: The Cornell School of Hotel Administration on Hospitality: Cutting Edge. The Cornell University, USA;*
4. *Pasnaka, I., 2014: Klientu apkalpošana. Kvalitātes nozīme un vadība. HOTEL SCHOOL, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga, Latvija;*
5. *Pasnaka, I., 2014: Klientu apkalpošana. Darba kultūra, kas vērsta uz klientu. HOTEL SCHOOL, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga, Latvija;*
6. *Pasnaka, I., 2014: Klientu apkalpošana. Prasību izzināšana un piepildīšana. HOTEL SCHOOL, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga, Latvija;*
7. *Паснака, И., 2014: Служба приема гостей. Планирование и организация работы. HOTEL SCHOOL, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga, Latvija;*
8. *Паснака, И., 2014: Служба приема гостей. Функции и рабочие процедуры. HOTEL SCHOOL, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga, Latvija;*
9. *Паснака, И., 2014: Служба приема гостей. Управление качеством. HOTEL SCHOOL, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga, Latvija.*


**Рекомендуемая литература:**


1. *Goodman, G., 2000: Monitoring, Measuring and Managing Customer Service. Jossey-Bass, ISBN 9780787951399;*
2. *Kandampully, J., Mok, C., Sparks, B., 2001: Service Quality Management in Hospitality, Tourism, and Leisure. Haworth Press, ISBN 9780789007261;*
3. *O'Reilijs, D., 2001: Darījumu attiecības ar pircējiem. Biznesa augstskola "Turība", ISBN 9789984609642*
4. *Ķestere, I., 2007: Lietišķā etiķete. Eiropas pieredze. Zvaigzne ABC, ISBN 9789934012983*
5. *http://www.bha.org.uk British Hospitality Association*
6. *https://www.thecaterer.com Caterersearch – Hospitality news*
7. *http://www.catersource.com Catersource – Education, products and news for caterers*
8. *http://www.cv.lv Darba meklēšanas portāls*
9. *http://www.latvia.travel Viesmīlības rokasgrāmata*
10. *http://www.sodexo.com Sodexo – On-site service solutions and motivation solutions*


| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | |
| Лектор(ы) | *Лектор Анита Страздиня* |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

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|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Makroekonomika |
| **Studiju kursa nosaukums angļu valodā:** | External Business Environment |
| **Prasības studiju kursa apguves uzsākšanai:** | Kursa apguvei nav nepieciešamas speciālas priekšzināšanas |
| **Semestris:** | 5 |
| **Kredītpunktu skaits:** | 2 |

**Studiju kursa mērķis:**
Sniegt izpratni par sociāli ekonomisko pārmaiņu un politiski-tiesiskās vides prasību ietekmi uz uzņēmējdarbību pakalpojumu nozarē

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu students spēs

- izprast sociāli ekonomisko pārmaiņu ietekmi uz uzņēmējdarbības attīstību pakalpojumu nozares kontekstā;
- izprast tiesiskās un politiskās vides ietekmi uz uzņēmējdarbību un pakalpojumu nozari;
- izprast normatīvo aktu prasības uzņēmējdarbības uzsākšanai un attīstībai un pakalpojumu sniegšanai

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|---|---|
| Zināšanas | • zināt AK un LR ekonomikas struktūru un tiesisko vidi uzņēmējdarbībā, vadības ekonomiskās politiku, ES lomu un ietekmi, pašvaldības iestāžu struktūru |
| Prasmes | • izprast sociāli ekonomisko pārmaiņu ietekmi uz uzņēmējdarbības attīstību pakalpojumu nozares kontekstā;<br>• izprast tiesiskās un politiskās vides ietekmi uz uzņēmējdarbību un pakalpojumu nozari;<br>• izprast normatīvo aktu prasības uzņēmējdarbības uzsākšanai un attīstībai un pakalpojumu sniegšanai |
| Kompetences | • spēt organizēt komercdarbību, atbilstoši uzņēmuma mērķiem mainīgajā makroekomiskajā vidē |

**Studiju kursa saturs:**

TĒMA 1: SOCIĀLI EKONOMISKĀ VIDE UZŅĒMĒJDARBĪBĀ

- AK un LR ekonomikas struktūra: tirgus uzbūve, godīga / negodīga konkurence, monopols, oligopols, nacionālie un reģionālie faktori, brīvās tirgus ekonomikas pamatnosacījumi.
- Valdības ekonomiskā politika: mērķi un sekas, ietekme uz nodarbinātības politiku, inflācija, maksājumu bilance, ekonomiskā izaugsme tautsaimniecībā, aktualitātes.
- Labklājības sabiedrība: uzņēmējdarbības struktūra un veidi pakalpojumu jomā, pieprasījuma

veidi privātam biznesam un pakalpojumiem, sociālekonomisko faktoru ietekme uz pieprasījumu, darbaspēka pieprasījums tautsaimniecībā.

- Demogrāfiskās tendences: darbaspēka pieprasījuma ģeogrāfiskais modelis, nodarbinātības raksturs uzņēmējdarbībā un pakalpojumu nozarēs, nodarbinātības statistika, piemēram, vecuma, dzimuma rādītāji.
- Sociālās struktūras: nodarbināto veidi, ģeogrāfiskās atšķirības, pašnodarbinātas personas, bezdarbnieki, darbaspēka apgrozījums, algas līmeņi.
- Nozares konteksts: apakšnozares: izmitināšana un ēdināšanas, frizieru pakalpojumi un skaistumkopšana, sports un atpūta, ceļojumi un tūrisms.

TĒMA 2: POLITISKI TIESISKĀ VIDE UZŅĒMĒJDARBĪBĀ

- Pašvaldības iestāžu struktūra un funkcijas: struktūra, kontroles jomas, pilnvaru ierobežojumi, sadarbība ar valsts pārvaldes iestādēm, pilnvaras ietekme uzņēmumu un pakalpojumu nozarēm.
- ES loma un ietekme: ES vēsture, attiecības ar valsts un pašvaldību iestādēm, ES tiešā / netiešā ietekme uz uzņēmējdarbību un pakalpojumu nozarēm.
- Spiediena grupas: loma, veidi, politiskā ietekme, kāpēc tās radušās, esamības iemesli, biedri, spiediena grupu ietekme uz valdību, valsts un pašvaldības jautājumi, kopējā ietekme.
- AK un LR tiesiskais regulējums: tiesību akti, kas regulē uzņēmējdarbību pakalpojumu nozarē, pašvaldību atšķirības.
- Likumdošanas process: tiesību sistēmas struktūra, likumdošanas process īpatnības nacionālā un pašvaldības līmenī, likumdošanas process un indivīds.

TĒMA 3: UZŅĒMĒJDARBĪBAS UZSĀKŠANA

- Biznesa mērķi: biznesa mērķu struktūra, biznesa mērķu novērtējums, ņemot vērā pašreizējos sasniegumus, biznesa mērķu maiņa, izmaiņu ietekme uz uzņēmuma biznesa plānu.
- Biznesa plāni: integrētu biznesa plānu struktūra (finanses, pārdošana un mārketings, ražošana / izlaide, personāls), biznesa plānu izmantošana, biznesa plāna novērtējums pret uzņēmuma mērķiem, izmaiņu iekļaušana plānā, budžeta izmaiņas, biznesa prognožu sagatavošana.
- Darba plāni: plāni izmaiņu ieviešanai, pārvaldības, uzraudzības un novērtēšanas sistēmas, rezultatīvie rādītāji, atskaites, noteiktie termiņi.

**Studējošo patstāvīgā darba organizācija:**
Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks.
Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| TĒMA 1. SOCIĀLI EKONOMISKĀ VIDE UZŅĒMĒJDARBĪBĀ | • tiek veikta sociāli ekonomiskās vides analīze uzņēmējdarbībā;<br>• situācijas izpētei ir komplekss raksturs;<br>• tiek izdarīti argumentēti spriedumi;<br>• tiek izmantoti daudzveidīgi informācijas ieguves avoti;<br>tiek veikta informācijas un ideju sintēze |
| TĒMA 2. POLITISKI TIESISKĀ VIDE UZŅĒMĒJDARBĪBĀ | • tiek izprastas tiesiskās un politiskās vides ietekmi uz uzņēmējdarbību un pakalpojumu nozari;<br>• tiek analizēta politiski tiesiskā vide uzņēmējdarbībā;<br>• situācijas izpētei ir komplekss raksturs; |

| | |
|---|---|
| | • tiek izdarīti argumentēti spriedumi;<br>• tiek izmantoti daudzveidīgi informācijas ieguves avoti;<br>tiek veikta informācijas un ideju sintēze |
| TĒMA 3.<br>UZŅĒMĒJDARBĪBAS UZSĀKŠANA | • tiek izprasts komercdarbības organizēšanas process, atbilstoši uzņēmuma mērķiem;<br>• tiek analizētas normatīvo aktu prasības uzņēmējdarbības uzsākšanai un attīstībai un pakalpojumu sniegšanai |

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| **Studiju kursu aprakstu reģistra atzīmēm:** | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *31/01/2017* |
| Lektors, kas sagatavoja aprakstu | *Olga Zvereva* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

| | |
|---|---|
| **Qualification number and title:** | Hospitality Management 41 811 |
| **Course title in Latvian:** | Makroekonomika |
| **Course title in English:** | External Business Environment |
| **Prerequisites:** | Previous knowledge or completed courses are not required |
| **Term:** | 5 |
| **Number of credit points:** | 2 |

**The aim of the course**
This unit enables learners to gain understanding of the impacts of socio-economic change, legal and political environments and statutory requirements on business and service industries.

**Learning outcomes:**
On successful completion of this unit a learner will:

- Understand the impact of socio-economic change on the development of commercial organisations in a business and services industry context;
- Understand the effect of legal and political environments on business and service industries;
- Understand the statutory requirements for establishing and developing a business and services operation.

| | |
|---|---|
| **Knowledge** | 1. To understand the impact of socio-economic change on the development of commercial organisations;<br>2. To understand the effect of legal and political environments on business and service industries;<br>3. To understand the statutory requirements for establishing and developing a business and services operation |
| **Skills** | 4. To understand the impact of socio-economic change on the development of commercial organisations in a business and services industry context; |
| **Competences** | 5. To know the statutory requirements for establishing and developing a business and services operation |

**Course content:**

THEME 1: UNDERSTANDING THE IMPACT OF SOCIO-ECONOMIC CHANGE ON THE DEVELOPMENT OF COMMERCIAL ORGANISATIONS IN A BUSINESS AND SERVICES INDUSTRY CONTEXT

Structure and operation of UK and Latvian economy: market structure; perfect/imperfect competition; oligopoly; duopoly and monopoly; national/local factors; determinants of free-market economy

Government economic policy: aims and influence; effects on employment policy; inflation; balance of payments; economic growth in industry sector; current issues Income, wealth, employment and occupational distribution: structure and composition of business and services industry; patterns of demand for business and services; the socioeconomic framework of demand; labour demand in

industry sector

Demographic trends: geographical pattern of labour demand; nature of employment in business and services industries; employment profiles eg age, sex

Social structures: types of people employed; geographical variations; self-employed; unemployed; labour turnover; levels of pay Industry context: contexts eg hospitality and catering, hairdressing and beauty therapy, sports and leisure, travel and tourism

THEME 2: UNDERSTAND THE EFFECT OF LEGAL AND POLITICAL ENVIRONMENTS ON BUSINESS AND SERVICE INDUSTRIES

Structure, operation and influence of local government: structure; areas of control; limits of authority; interface with national government; powers affecting business and services industries

Role and influence of the EU: history of the EU; relationship with national and local government; influence of the EU directly/indirectly on business and services industries

Pressure groups: role; types; political influence; why they emerge; reasons for existence; memberships; influence of pressure groups on government; national and local issues; overall impact Legal framework within the UK and Latvia: role of legislation within the UK and Latvia; regional variations; English system versus Scottish system; legal influences directly affecting business and services industries; impact of national parliaments/assemblies

Legislative process: the structure of the legal system; the legislative process in relation to national and local government; the legislative process and the individual

THEME 3: UNDERSTAND THE STATUTORY REQUIREMENTS FOR ESTABLISHING AND DEVELOPING A BUSINESS AND SERVICES OPERATION

Business and services operations: types eg private ownership, partnership, companies, public, private, limited by shares, limited by guarantee, unlimited companies, business names Registered companies: formation; structure; processes; dissolution; memorandum of association; articles of association; statutory declaration; statutory list; responsibilities and control eg agents, directors, senior executives, different types of company meetings, voting rights

**Organization of students' independent work**

Students need to write independent works on each theme or summarize the study material, if it allowed by the lecturer.

Completed assignment (written and verbal) is expected in the end of the course.

Lecturer can put a final grade for the course without an exam if the particular student's attendance is high enough, all independent works are submitted on time and were graded at least 7 (good).

| **Themes for independent works:** | **Learning Outcomes** |
|---|---|
| THEME 1. UNDERSTAND THE IMPACT OF SOCIO-ECONOMIC CHANGE ON THE DEVELOPMENT OF COMMERCIAL ORGANISATIONS IN A BUSINESS AND SERVICES INDUSTRY CONTEXT | The learner can:<br>• discuss the structure and operation of the UK and Latvian economy;<br>• analyse current government economic policy and its effect on business and services industries;<br>• discuss income, wealth, employment and occupational distribution in relation to the provision of business and services operations;<br>• assess the demographic trends that influence employment patterns in business and services industries;<br>• analyse the social structures of people employed in |

| | |
|---|---|
| | business and services industries. |
| THEME 2. UNDERSTAND THE EFFECT OF LEGAL AND POLITICAL ENVIRONMENTS ON BUSINESS AND SERVICE INDUSTRIES | The learner can:<br>• discuss the structure, operation and influence of local government;<br>• evaluate the role and influence of the EU, and its impact on business and services industries;<br>• assess the role of pressure groups and their political influence in relation to national and local issues;<br>• analyse the legal framework within the UK and Latvia, identifying the main differences between the English and Scottish systems;<br>• evaluate the legislative process as it affects business and services industries at both local and national level; |
| THEME 3. UNDERSTAND THE STATUTORY REQUIREMENTS FOR ESTABLISHING AND DEVELOPING A BUSINESS AND SERVICES OPERATION | The learner can:<br>• assess the different types and characteristics of business that operate within the business and services sector;<br>• discuss the legal processes necessary for formation and dissolution of a registered company;<br>• analyse the structure and processes which determine the responsibilities and control within a registered company. |

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3. Investment and Development agency of Latvia http://www.liaa.gov.lv/en
4. Ministry of Economics of the Republic of Latvia. LR Ekonomikas ministrijas mājas lapa: http://www.em.gov.lv/
5. Latvijas Vēstneša tiesību aktu portāls: www.likumi.lv
6. State Revenue Service of Latvia. https://www.vid.gov.lv/en

| **Information required for course database** | |
|---|---|
| Course issue date/ review date | *31/01/2017* |
| Lecturer(s) | *Olga Zvereva* |
| Study programme director's notes and comments | |

# Описание курса

| | |
|---|---|
| **Название и код квалификации:** | *Управление гостиничным бизнесом, 41 811* |
| **Название курса на латышском языке:** | *Makroekonomika* |
| **Название курса на английском и русском языках:** | *External Business Environment/ Макроэкономика* |
| **Требования для начала курса:** | *Курс не требует специальных знаний* |
| **Семестр:** | *5* |
| **Количество кредитных пунктов:** | *2* |

**Цель курса:**
Обеспечить понимание влияния социально-экономических преобразований и требований политикой и правовой среды на предпринимательскую деятельность в сфере обслуживания.

**Ожидаемые результаты:**
Успешно освоив курс, студент сможет:

- онять влияние социально-экономических изменений на развитие предпринимательской деятельности в контексте сферы обслуживания;
- понять влияние политикой и правовой среды на предпринимательскую деятельность и сферу услуг;
- понять требования нормативных актов для ведения и развития предпринимательской деятельности и оказания услуг

| | |
|---|---|
| Знания | 1. понять влияние социально-экономических изменений на развитие предпринимательской деятельности в контексте сферы обслуживания;<br>2. понять влияние политикой и правовой среды на предпринимательскую деятельность и сферу услуг;<br>3. понять требования нормативных актов для ведения и развития предпринимательской деятельности и оказания услуг |
| Навыки | 4. понять влияние социально- экономических изменений на развитие предпринимательской деятельности в контексте отрасли обслуживания;<br>5. понять влияние политикой и правовой среды на предпринимательскую деятельность и сферу услуг;<br>6. понять требования нормативных актов для ведения и развития предпринимательской деятельности и оказания услуг |
| Компетенции | 7. Быть способным организовать коммерческую деятельность, в соответствии с целями предприятия в изменяющейся макроэкономической среде следить за внедрением изменений в управлении и его влиянием на оперативную деятельность компании |

**Содержание курса:**

ТЕМА 1: СОЦИАЛЬНО-ЭКОНОМИЧЕСКАЯ СРЕДА В ПРЕДПРИНИМАТЕЛЬСКОЙ

ДЕЯТЕЛЬНОСТИ

- Структура экономики Великобритании и ЛР: строение рынка, честная / нечестная конкуренция, монополия, олигополия, национальные и региональные факторы, основные условия экономики свободного рынка.
- Экономическая политика правительства: цели и последствия, влияние на политику трудоустроенность, инфляция, баланс платежей, экономическое развитие в народном хозяйстве, текущие события.
- Благосостояние общества: структура и виды предпринимательской деятельности в сфере услуг, виды спроса для частного бизнеса и услуг, влияние социально-экономических факторов на спрос, спрос на рабочую силу в народном хозяйстве.
- Демографические тенденции: географическая модель спроса на рабочую силу, характер занятости в предпринимательской деятельности и сфере услуг, статистика трудоустройства, например, показатели по возрасту и полу.
- Социальные структуры: виды трудоустроенных, географическая разница, самозанятые личности, безработные, оборот рабочей силы, уровни зарплат.
- Контекст отрасли: подотрасли: размещение и питание, услуги парикмахеров и салонов красоты, спорт и отдых, путешествия и туризм.

ТЕМА 2: ПОЛИТИЧЕСКИ- ПРАВОВАЯ СРЕДА В ПРЕДПРИНИМАТЕЛЬСКОЙ ДЕЯТЕЛЬНОСТИ

- Структура и функции муниципальных учреждений: структура, сферы контроля, ограничения полномочий, сотрудничество с государственными правительственными учреждениями, влияние полномочий на предприятия и сферу услуг.
- Роль и влияние ЕС: история ЕС, отношения с государственными и муниципальными учреждениями, прямое /косвенной влияние ЕС на предпринимательскую деятельность и сферу услуг.
- Группы давления: роль, виды, политическое влияние, почему они возникли, причины существования, члены, влияния групп давления на правительство, государственные и муниципальные вопросы, общее влияние.
- Правовое регулирование Великобритании и ЛР: нормативные акты, которые регулируют предпринимательскую деятельность в сфере обслуживания, различия самоуправлений.
- Законодательный процесс: структура правовой системы, особенности законодательства на национальном уровне и на уровне самоуправлений, законодательство и индивид.

ТЕМА 3: НАЧИНАНИЕ ПРЕДПРИНИМАТЕЛЬСКОЙ ДЕЯТЕЛЬНОСТИ

- Предпринимательская деятельность: виды предпринимателей, например, индивидуальные коммерсанты, сообщества, коммерческая деятельность – ООО/ АО, названия предприятий.
- Создание предприятия: регистрация, структура, процессы, ликвидация, участие в профессиональных ассоциациях, обязательные декларации, списки штатов (сотрудников), обязанности и контроль, например, специалисты, руководство, управление, разного вида собрания на предприятии, право голоса.

**Организация самостоятельной работы студента:**
Заключительная оценка- экзамен, который состоит из двух частей: письменная и устная.

Лектор может выставить финальную оценку без экзамена, если посещаемость лекций достаточно высокая, сданы все самостоятельные работы в срок и получены оценки не ниже 7 баллов (хорошо).

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
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| | |
|---|---|
| ТЕМА 1: СОЦИАЛЬНО-ЭКОНОМИЧЕСКАЯ СРЕДА В ПРЕДПРИНИМАТЕЛЬСКОЙ ДЕЯТЕЛЬНОСТИ | • произведён анализ социально-экономической среды в предпринимательской деятельности;<br>• сделано комплексное исследование ситуации;<br>• сделаны аргументированные суждения;<br>• использованы разнообразные источники информации;<br>• произведён синтез информации и идей |
| ТЕМА 2: ПОЛИТИЧЕСКИ-ПРАВОВАЯ СРЕДА В ПРЕДПРИНИМАТЕЛЬСКОЙ ДЕЯТЕЛЬНОСТИ | • понято влияние политически-правовой среды на предпринимательскую деятельность и сферу обслуживания;<br>• проанализирована политически-правовая среда в предпринимательской деятельности;<br>• сделано комплексное исследование ситуации;<br>• сделаны аргументированные суждения;<br>• использованы разнообразные источники информации;<br>• произведён синтез информации и идей |
| ТЕМА 3: НАЧИНАНИЕ ПРЕДПРИНИМАТЕЛЬСКОЙ ДЕЯТЕЛЬНОСТИ | • понят процесс организации предпринимательской деятельности, в соответствии с целями предприятия;<br>• проанализированы требования нормативных актов для начала и развития предпринимательской деятельности и оказания услуг |

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**11. Рекомендуемая литература:**

**12. Отчеты:**

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Studies. Available at http://suscon.org/pdfs/news/pdfs/AHLA_HighPerformanceHospitality.pdf [Accessed January 29, 2017]
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41. Cuenllas, A. (2013). Joie de Vivre Hospitality: Case Study and Management Analysis. Available at http://www.hospitalitynet.org/news/4060459.html Accessed January 29, 2017]
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**Домашние страницы:**


43. The Association of Hotels and Restaurants of Latvia http://www.lvra.lv/en/
44. British Hospitality Association Official Website. Report 2015-2016. http://www.bha.org.uk/members-area/downloads/reports/ [Accessed January 29, 2017]
45. Investment and Development agency of Latvia http://www.liaa.gov.lv/en
46. Ministry of Economics of the Republic of Latvia. LR Ekonomikas ministrijas mājas lapa: http://www.em.gov.lv/
47. Latvijas Vēstneša tiesību aktu portāls: www.likumi.lv
48. State Revenue Service of Latvia. https://www.vid.gov.lv/en


| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 31/01/2017 |
| Лектор(ы) | Ольга Зверева |
| Заметки и комментарии директора программы | 31.01.2017 |

# Studiju kursa apraksts

| | |
|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Viesmīlības uzņēmumu mārketings |
| **Studiju kursa nosaukums angļu valodā:** | Marketing for Hospitality |
| **Prasības studiju kursa apguves uzsākšanai:** | Nav vajadzīgas |
| **Semestris:** | 4 |
| **Kredītpunktu skaits:** | 3 |

**Studiju kursa mērķis:**
Sniegt priekšstatu un izpratni par mārketinga koncepcijām, mārketinga pamatelementiem un mārketinga procesu viesmīlības uzņēmumos, kā arī iemācīt pielietot praksē mārketinga komunikāciju kompleksu.

**Sagaidāmie studiju rezultāti:**

Veiksmīgi apgūstot šo kursu studējošais spēs:

- izprast mārketinga koncepcijas pakalpojumu nozaru kontekstā;
- izprast mārketinga pamatelementu (*marketing mix*) būtību;
- pielietot praksē mārketinga komunikāciju kompleksu (*promotional mix*);
- izprast mārketinga procesu (*marketing cicle*) viesmīlības uzņēmumos

| | |
|---|---|
| Zināšanas | 1. zināt mārketinga koncepcijas pakalpojumu nozaru kontekstā;<br>2. zināt mārketinga procesu viesmīlības uzņēmumā;<br>3. zināt *Marketing mix* pamatelementu būtību |
| Prasmes | 1. izprast mārketinga koncepcijas pakalpojumu analīzi nozaru kontekstā;<br>2. izprast mārketinga procesu viesmīlības uzņēmumos;<br>3. izprast, kā plānot un īstenot mārketinga procesu, koordinējot viesnīcas dienestu darbību<br>4. plānot reklāmas kampaņu viesmīlības uzņēmumiem |
| Kompetences | 1. pielietot praksē mārketinga komunikāciju kompleksu;<br>2. pielietot praksē viesmīlības uzņēmuma mārketinga koncepcijas;<br>3. aprakstīt un realizēt viesmīlības uzņēmuma mērķus un darbības plānus;<br>4. novērtēt un attīstīt uzņēmuma darbinieku un vadītāju sadarbības prasmes |

**Studiju kursa saturs:**

TĒMA 1: MĀRKETINGA KONCEPCIJAS

- Pamatjēdzieni: mārketinga definīcija, klientu vēlmes un vajadzības, produktu un pakalpojumu

tirgi, vērtība, klientu apmierinātība / saglabāšana, kvalitāte, izmaksas / priekšrocības, efektivitāte/ lietderīgums, rentabilitāte, patēriņa pieaugums, stratēģiskais / taktiskais mārketings, izaugsmes iemesli, mārketings kā biznesa filozofija, attiecību mārketings, mārketinga uzsvaru transformācija.

- Mārketinga vide: iekšējā uzņēmuma vide; mikrovide, piemēram, piegādātāji, starpnieki, īpašnieki, kreditori, klienti, konkurenti, vietējie iedzīvotāji, spiediena grupas, makro vides demogrāfija, piemēram, ekonomika, sabiedrība, ekoloģija, tehnoloģijas, politika, tiesību sistēma, kultūra; Stiprās un vājās puses, iespējas un draudi (SVID) analīze, politiska, ekonomiska, sociāla, tehniska (PEST) analīze, Portera konkurences teorija.
- Patēriņa tirgi: klienta centrālā loma, uz klientu orientēta kultūra, patērētāju uzvedības veidi un motīvi, patērētāju orientācija (iekšējā un ārēja), konkurentu orientācija, lēmuma pieņemšanas process, vērtību ķēde, vērtība un apmierinātība, ilgtermiņa attiecības.
- Tirgus segmentācija: segmentācijas principi, mērķauditorijas noteikšana un pozicionēšana, klientu segmentācijas pamatprincipi, piemēram, ģeogrāfiskā, demogrāfiskā, uzvedības, dzīves cikla posma, ienākumu, dzimuma.
- Ētika un sociāla atbildība: ilgtspēja, sabiedriskās attiecības, juridiskie apsvērumi, atvērtības politika, trešo valstu jautājumi, tendences, piemēram, zaļie jautājumiem, vides aizsardzības, spiediena grupas.
- Pakalpojumu nozares konteksts: nozaru specifika, piemēram, viesmīlības, ceļojumu, tūrisma, sporta, izklaides, atpūtas un rekreācijas nozares; valsts, privātais, brīvprātīgais (bezpeļņas) sektori.

TĒMA 2: MĀRKETINGA PAMATELEMENTI

- Mārketinga pamatelementi: produkta / pakalpojuma raksturs un īpašības, apkalpošanas kvalitāte, cilvēki, partnerības, iepakojums.
- Produkti / Pakalpojumi: raksturojums, papildus funkcijas / ieguvumi, produkta virzīšanas stratēģija / pamatelementi, produkta dzīves cikls, produktu vadīšanas process, izmēģinājuma mārketings (simulēts un kontrolēts), koncepcijas izstrāde un testēšana, unikālas pārdošanas priekšrocības (*USPs*), zīmoli.
- Vieta: izplatīšanas kanāli, klientu ērtības un sasniedzamība, fiziskā sadale un loģistika, nišas mārketings, vertikālā / horizontālā integrācija, tehnoloģiju ietekme, franšīzes, ētiskie jautājumi.
- Cenas: cenas noteikšanas stratēģijas, faktori, kas ietekmē cenu noteikšanas lēmumus, piemēram, pieprasījuma elastīgums, konkurences cīņa, ētika.

TĒMA 3: MĀRKETINGA KOMUNIKĀCIJU KOMPLEKSS

- Komunikāciju komplekss: piemēram, sabiedriskas attiecības, sponsorēšana, personīgā pārdošana, reklāma un tirdzniecības veicināšana, brendings, efektīva komunikācija, komunikācijas kanāli, tiešsaistes tirdzniecība, reklāmas lēmumi, budžeta apsvērumi, aktivitāšu uzraudzība un izvērtēšana.
- Reklāma: mērķi, metodes, biežums, ietekme, reklāmas izgatavošana, izmaksas un budžeta plānošana.
- Kampaņa: formāts, mērķi, mērķa tirgus, novērtēšana.
- Pārdošanas veicināšana: mērķi un uzdevumi, iemesli izaugsmei, metodes, instrumenti, ierobežojumi, zīmoli un tirdzniecība, novērtējums.

TĒMA 4: MĀRKETINGA PROCESS VIESMĪLĪBAS UZŅĒMUMOS

- Pētniecība un informācija: attīstība, jauni un esoši produkti, pakalpojumi un tirgi, tirgus informācijas sistēmas, tirgus definēšana, pašreizēja pieprasījuma mērīšana, mārketinga

pētniecības process, prognozēšana, pakalpojumu un produktu pozicionēšana, kvalitātes ietekme uz klientu viedokli.

- Datu vākšana un analīze: vajadzības, vēlmes, atrašanās vieta, fokusa grupa, primārā izpēte, piemēram, anketas, aptaujas, intervijas, paraugi, sekundārā izpēte, piemēram, iekšējā uzskaite, statistika, publicēta informācija, valdības oficiālie izdevumi, nozares žurnāli, kvalitatīvi/ kvantitatīvi dati, analīze un novērtēšana.
- Komunikācijas: mediju diapazons, piemēram, televīzija, laikraksti, žurnāli, radio, stendi un plakāti, piemērotība īpašiem produktiem, pakalpojumi un tirgi.
- Mārketinga plāns: īstenošana, termiņi, izmaksas, novērtējums, piemēram, mērķi un rezultāti.

**Studējošo patstāvīgā darba organizācija:**
Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks. Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| TĒMA 1. MĀRKETINGA KONCEPCIJAS | • tiek veikta mārketinga koncepcijas analīze;<br>• tiek veikta informācijas un ideju sintēze |
| TĒMA 2. MĀRKETINGA PAMATELEMENTI | • tiek analizēti mārketinga pamatelementi;<br>• tiek demonstrēta kritiskā un analītiskā domāšana;<br>• tiek apkopota un analizēta informācija ;<br>• tiek izdarīti un pamatoti secinājumi |
| TĒMA 3. MĀRKETINGA KOMUNIKĀCIJU KOMPLEKSS | • tiek izprasts mārketinga komunikāciju komplekss;<br>• tiek apkopota un analizēta informācija ;<br>• tiek izveidoti un pamatoti secinājumi;<br>• tiek demonstrēta kritiskā, analītiskā un radošā domāšana |
| TĒMA 4. MĀRKETINGA PROCESS VIESMĪLĪBAS UZŅĒMUMOS | • tiek identificētas viesmīlības uzņēmuma mārketinga koncepcijas;<br>• tiek izprasts, kā plānot un īstenot mārketinga procesu, koordinējot viesnīcas dienestu darbību;<br>• tiek veikta mārketinga procesa analīze viesmīlības uzņēmumos;<br>• tiek demonstrēta radošā un kritiskā domāšana |

**Obligātā literatūra:**


1. Patens D., 2009: Kā veidot marketingu. Lietišķās informācijas centrs. Mazās un vidējās uzņēmējdarbības bibliotēka. Rīga, 2009
2. Elisone Viljamsa, Rodijs Malins, Tiešā mārketinga rokasgrāmata. Viss par personīga tiešā mārketinga ārpakalpojumiem. Mazās un vidējās uzņēmējdarbības bibliotēka. Rīga, 2008.
3. Manns I., Bezbudžeta mārketings. Zvaigzne ABC, Rīga, 2013.
4. Nikadimovs O., Marketing for Hospitality; HOTEL SCHOOL, 2016


**Papildus literatūra un citi informācijas avoti:**


1. Bowie,D., Buttle, F., 2004: Hospitality Marketing: An Introduction. Butterworth-Heinemann, ISBN 9780750652452;
2. Kotler,P., Bowen,J., Makens, J. , 2009: Marketing for Hospitality and Tourism, 5th Edition. Pearson Education, ISBN 9780132453134;
3. Abbey, J. R., Hospitality Sales and Marketing. American Hotel & Lodging Educational Institute; Michigan, 2014

4. K. Rama Mohana Rao, Services Marketing. Second Edition. Dorling Kindersley Pvt., India, 2011.
5. Mawson,S., 2000: The Fundamentals of Hospitality Marketing. Thomson Learning, ISBN 9780826448323;
6. Mohana, K.R., 2011: Services Marketing. Second Edition. Rao, India, Dorling Kindersley Pvt.;
7. Manns, I., 2011: Bezbudžeta mārketings. Latvija, Zvaigzne ABC;
8. Lindstrom, M., 2012: Brandwashed. Tricks companies use to manipulate or minds and persuade us to buy. UK, CPI Group Ltd;
9. Rakstu krājums, 2009: Mārketings "Harvard Business Review on". Rīga, Lietišķas informācijas dienests;
10. Viljamsa, E., Malins, R., 2008: Tiešā mārketinga rokasgrāmata. Lietišķās informācijas centrs, ISBN 9789984826097;
11. Brīvi pieejami materiāli par mārketingu pasniedzējiem un studentiem: www.marketingteacher.com;
12. Digitāla biznesa rokasgrāmata: http://rokasgramata.lv ;
13. Interneta vortāls viesnīcu mārketinga speciālistiem: http://hotelmarketing.com/
14. Brīvi pieejams interneta resurss studentiem un pasniedzējiem: www.tutor2u.net

| **Studiju kursu aprakstu reģistra atzīmēm:** | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *18/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Mg. Oec. O.Ņikadimovs* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

| | |
|---|---|
| **Qualification number and title:** | Hospitality Management, 41 811 |
| **Course number and title in Latvian:** | Viesmīlības uzņēmumu mārketings |
| **Course title in English:** | Marketing in Hospitality |
| **Prerequisites:** | The course does not require any special knowledge background. |
| **Term:** | 4 |
| **Number of credit points:** | 3 |

**The aim of the course**
This unit enables learners to understand the concepts of marketing, the role of the marketing mix, the marketing cycle, and gain skills in using the promotional mix.

**Learning outcomes:**
On successful completion of this unit a student will:

- Understand the concepts of marketing in a services industry context
- Understand the role of the marketing mix
- Be able to use the promotional mix
- Understand the marketing cycle in a services industry environment.

| | |
|---|---|
| Knowledge | 1. know concepts of marketing for a relevant services industry<br>2. understand the impact of the marketing environment on the industry<br>3. evaluate the relevance of consumer markets in the industry<br>4. understand the rationale for developing different market segments<br>5. evaluate the importance of components of the marketing mix to the industry |
| Skills | 6. analyse pricing strategies and policies in relation to the industry<br>7. evaluate the role of the promotional mix<br>8. plan an advertising campaign for a services industry operation<br>9. analyse the role that sales promotion and public relations play in promotional efforts |
| Competences | 10. implement market research to services industry operations<br>11. undertake market research for an appropriate product or service<br>12. analyse the suitability of different media for marketing an appropriate product or service<br>13. evaluate the implementation of the marketing plan for an appropriate product or service |

**Course content:**

THEME 1: UNDERSTAND THE CONCEPTS OF MARKETING IN A SERVICES INDUSTRY CONTEXT

- Core concepts: definition of marketing, customer needs, wants and demands, product and services markets, value, customer satisfaction/retention, quality, cost/benefits, efficiency/effectiveness, profitability, the growth of consumerism, strategic/tactical marketing, reasons for growth, marketing as a business philosophy, relationship marketing, changing emphasis of marketing
- Marketing environment: micro environment of the company; stakeholders eg suppliers, intermediaries, owners, financiers, customers, competitors, local residents, pressure groups; macro environment demographics eg economy, society, ecology, technology, politics, legal, culture; strengths, weaknesses, opportunities and threats (SWOT) analysis; political, economic, social, technical (PEST) analysis; Porter's competitive forces
- Consumer markets: central role of the customer, customer culture, models and types of behaviour, consumer orientation (internal and external), competitor orientation, decision process, value chain, value and satisfaction, long-term relationships
- Market segmentation: principles of segmentation, targeting and positioning, segmentation bases eg geographic, demographic, behavioural, lifecycle stage, income, gender
- Ethics and social responsibility: sustainability, social audit, public relations, legal and regulatory considerations, public policy, third world issues, trends eg green issues, environmentalism, pressure groups
- Services industry context: contexts eg hospitality, travel, tourism, sports, leisure, recreational
- industries, public, private, voluntary (not-for-profit) sectors

THEME 2: UNDERSTAND THE ROLE OF THE MARKETING MIX

- Marketing mix elements: nature and characteristics of products and/or services, service quality, people, partnerships, programming, packaging
- Products/services: characteristics, features/benefits, product strategy/mix, lifecycle, development processes, test-marketing (simulated and controlled), concept development and testing, unique selling points (USPs), branding
- Place: distribution channels, customer convenience and availability, physical distribution and logistics, niche marketing, vertical/horizontal integration, impact of technology, franchising, ethical issues
- Pricing: strategies eg skimming, penetration, product mix, price adjustments, competitor analysis, policy eg cost-plus, break-even, value-based, competition-based, variable, price setting considerations; factors affecting pricing decisions eg demand elasticity, competition, ethics

THEME 3: BE ABLE TO USE THE PROMOTIONAL MIX

- Promotional mix: role eg public relations, sponsorship, personal selling, advertising and sales promotions, branding, effective communications, communication channels, online marketing, promotional-mix decisions, budgetary considerations, monitoring and evaluating promotions
- Advertising: objectives, methods, reach, frequency, impact, creating copy, costs and budgeting
- Campaign: format, objectives, target market, evaluation
- Sales promotion: aims and objectives, reasons for growth, methods, tools, limitations, branding and merchandising, evaluation

THEME 4: UNDERSTAND THE MARKETING CYCLE IN A SERVICES INDUSTRY ENVIRONMENT

- Research and information: relevance, new and existing products, services and markets; market information systems, defining the market, measuring current demand, the marketing research process, forecasting and demand measurement, positioning of products and services, quality as

an influence on customer perceptions
- Data collection and analysis: needs, wants, location, focus group, primary research eg questionnaires, surveys, interviews, samples; secondary research eg internal records, statistics, published information, government publications, industry journals, qualitative/quantitative data, analysis, evaluation
- Communications: range of media eg television, newspapers, magazines, radio, billboards, and posters; suitability for specific products, services and markets
- Marketing plan: implementation, timescales, costs, evaluation eg objectives, revisions, and outcomes

**Organization of students' independent work**

Completion of independent tasks for each course topic should be performed on individual or summarized basis, if authorized by the tutor. Course final evaluation should be carried out as an examination test or automatic pass grade is granted if all of the individual tasks have been successfully passed and evaluated not less than grade 7 on a scale grade from 1 to 10.

| **Themes for independent works:** | **Learning Outcomes** |
|---|---|
| Theme 1. Understand the concepts of marketing in a services industry context | • discuss concepts of marketing for a relevant services industry<br>• assess the impact of the marketing environment on the industry<br>• evaluate the relevance of consumer markets in the industry<br>• discuss the rationale for developing different market segments |
| Theme 2. Understand the role of the marketing mix | • assess the importance of components of the marketing mix to the industry<br>• analyse pricing strategies and policies in relation to the industry |
| Theme 3. State the theme taking into account course content. | • evaluate the role of the promotional mix<br>• plan an advertising campaign for a services industry<br>• operation<br>• analyse the role that sales promotion and public<br>• relations play in promotional efforts |
| Theme 4. Understand the marketing cycle in a services industry environment | • discuss the relevance of market research to services industry operations<br>• undertake market research for an appropriate product or service<br>• analyse the suitability of different media for marketing an appropriate product or service<br>• evaluate the implementation of the marketing plan for an appropriate product or service |

**Bibliography:**


1. O. Nikadimovs, Marketing for Hospitality; HOTEL SCHOOL, "HOTEL SCHOOL" Viesnīcu biznesa koledža, Rīga, 2016
2. Abbey, J. R., Hospitality Sales and Marketing. American Hotel & Lodging Educational Institute; Michigan, 2014
3. K. Rama Mohana Rao, Services Marketing. Second Edition. Dorling Kindersley Pvt., India, 2011.
4. Bowie,D., Buttle, F., 2004: Hospitality Marketing: An Introduction. Butterworth-Heinemann, ISBN 9780750652452;
5. Kotler,P., Bowen,J., Makens, J. , 2009: Marketing for Hospitality and Tourism, 5th Edition.

Pearson Education, ISBN 9780132453134;

Recommended literature:


1. Mawson,S., 2000: The Fundamentals of Hospitality Marketing. Thomson Learning, ISBN 9780826448323;
2. Mohana, K.R., 2011: Services Marketing. Second Edition. Rao, India, Dorling Kindersley Pvt.;
3. Manns, I., 2011: Bezbudžeta mārketings. Latvija, Zvaigzne ABC;
4. Lindstrom, M., 2012: Brandwashed. Tricks companies use to manipulate or minds and persuade us to buy. UK, CPI Group Ltd;
5. Rakstu krājums, 2009: Mārketings ”Harvard Business Review on”. Rīga, Lietišķas informācijas dienests;
6. Viljamsa, E., Malins, R., 2008: Tiešā mārketinga rokasgrāmata. Lietišķās informācijas centrs, ISBN 9789984826097;
7. Христофорова, И. В. , Себекина, Т. А. , Журавлева, Т. А. , 2012: Маркетинг в туристской индустрии. Академа, ISBN 9785769571671;
8. Безрутченко, Ю.В., 2014: Маркетинг в социально-культурном сервисе и туризме. Дашков и К, ISBN 9785394016646.
9. Patens, D., 2009: Kā veidot marketingu. Lietišķās infromācijas centrs.
10. Brīvi pieejami materiāli par mārketingu pasniedzējiem un studentiem: www.marketingteacher.com;
11. Digitāla biznesa rokasgrāmata: http://rokasgramata.lv ;
12. Interneta vortāls viesnīcu mārketinga speciālistiem: http://hotelmarketing.com/
13. Brīvi pieejams interneta resurss studentiem un pasniedzējiem: www.tutor2u.net


| **Information required for course database** | |
|---|---|
| Course issue date/ review date | 18/08/2016 |
| Lecturer(s) | Mg Oec Olegs Nikadimovs |
| Study programme director’s notes and comments | |

# Описание курса

| | |
|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Mārketings viesmīlības industrijā |
| **Название курса на английском и английском языках:** | Marketing in Hospitality/ Маркетинг для гостеприимства |
| **Требования для начала курса:** | Для освоения курса специальные предварительные знания не требуются |
| **Семестр:** | 4 |
| **Количество кредитных пунктов:** | 3 |

**Цель курса:**
Дать представление и понимание о концепциях маркетинга, об основных элементах маркетинга и процессах маркетинга в индустрии гостеприимства, а также научить применять на практике комплекс коммуникации маркетинга.

**Ожидаемые результаты:**
Успешно освоив программу этого курса, студент сможет:

- понять концепции маркетинга в контексте сферы обслуживания;
- понять суть основных элементов маркетинга (marketing mix);
- применять на практике комплекс коммуникации маркетинга (promotional mix);
- понять процессы маркетинга в индустрии гостеприимства (marketing cicle)

| | |
|---|---|
| Знания | 1. знать концепции маркетинга в контексте сферы обслуживания;<br>2. знать процессы маркетинга в индустрии гостеприимства;<br>3. знать суть основных элементов маркетинга |
| Навыки | 4. понять анализ концепции маркетинга услуг в контексте индустрии;<br>5. понять процессы маркетинга в индустрии гостеприимства;<br>6. понять, как планировать и реализовывать процесс маркетинга, координируя работу службы гостиницы |
| Компетенции | 7. применять на практике комплекс коммуникации маркетинга;<br>8. применять на практике концепции маркетинга в индустрии гостеприимства;<br>9. описать и реализовать цели и план работы предприятия в гостеприимстве;<br>10. оценить и развить навыки сотрудничества работников предприятия и руководителя |

**Содержание курса:**

**ТЕМА 1: КОНЦЕПЦИИ МАРКЕТИНГА**

- Основные понятия: термин маркетинга, желания и потребности клиентов, рынки продуктов и услуг, ценность, удовлетворённость клиентов/ сохранение, качество, выплаты/преимущество, эффективность/ польза, рентабельность, рост расходов, стратегический/ тактический маркетинг, причины роста, маркетинг как философия бизнеса, маркетинг отношений, трансформация акцентов маркетинга.
- Среда маркетинга: внутренняя среда предприятия; микросреда, например, поставщики, посредники, владельцы, кредиторы, клиенты, конкуренты, местные жители, группы давления, демография макросреды, например, экономика, общество, экология, технологии, политика, правовая система, культура;

Сильные и слабые стороны, возможности и угрозы (SWOT) анализ, политический, экономический, социальный, технический (PEST) анализ, теория конкуренции Портера.

- Потребительские рынки: центральная роль клиента, клиент-ориентированная культура, виды и мотивы поведения потребителей, ориентация (внутренняя и внешняя) потребителя, ориентации конкурентов, процесс принятия решений, цепочки стоимости, стоимость и удовлетворение, долгосрочные отношения.
- Сегментация рынка: принципы сегментации, определение и позиционирование целевой аудитории, основные принципы сегментации клиентов, такие как географические, демографические, поведенческие, по стадии жизненного цикла, по доходам, по половой принадлежности.
- Этика и социальная ответственность: долгосрочность, общественные отношения, правовые соображения, политика открытости, проблемы третьих стран, тенденции, такие как зеленые вопросы, охрана окружающей среды, группы давления.
- Контекст сферы обслуживания: специфика отрасли, например, гостеприимства, путешествий, туризма, спорта, развлечения, отрасль отдыха и релаксации; государственный, частный, добровольческий (бесприбыльный) сектора.

**ТЕМА 2: ОСНОВНЫЕ ЭЛЕМЕНТЫ МАРКЕТИНГА**

- Основные элементы маркетинга: характер и особенность продукта/ услуги, качество обслуживания, люди, партнёрство, упаковка.
- Продукты/ услуги: характеристика, дополнительные функции /выгода, стратегия продвижения продукта / основные элементы, жизненный цикл продукта, процессы управления продуктом, пробный маркетинг (моделирование и управление), разработка концепции и апробация, уникальные преимущества продажи (USPs), бренды.
- Место: каналы дистрибуции, удобство клиентов и доступность, физическое распределение и логистика, маркетинг ниши, вертикальная / горизонтальная интеграция, влияние технологий, франчайзинг, этические вопросы.
- Цены: стратегии ценообразования, факторы, влияющие на ценовые решения, такие как эластичность спроса, конкурентная борьба, этика.

**ТЕМА 3: КОМПЛЕКС КОММУНИКАЦИЙ В МАРКЕТИНГЕ**

- Комплекс коммуникаций: например, общественные отношения, спонсирование, личные продажи, реклама и содействие развитию торговли, брэндинг, эффективная коммуникация, каналы связи, интернет-маркетинг, рекламные решения, бюджетные соображения, мониторинг и оценка деятельности.
- Реклама: цели, методы, частота, влияние, изготовление рекламы, расходы и планирование бюджета.
- Компания: формат, цели, целевой рынок, оценка
- Стимулирование сбыта: цели и задачи, причины роста, методы, инструменты, ограничения, бренды и оценки маркетинга.

**ТЕМА 4: ПРОЦЕССЫ МАРКЕТИНГА В ИНДУСТРИИ ГОСТЕПРИИМСТВА**

- Исследования и информация: развитие, новые и существующие продукты, услуги и рынки, информационные системы рынка, определение рынка, измерения текущего спроса, процесс маркетингового исследования, прогнозирование, позиционирование услуг и продуктов, влияние качества на мнение клиента.
- Сбор и анализ данных: потребности, желания, местоположение, фокус-группы, первичные исследования, такие как анкетирование, опросы, интервью, примеры вторичных исследований, такие как внутренние записи, статистика, опубликованная информация, официальные расходы правительства, отраслевые журналы, качественные / количественные данные, анализ и оценка.
- Коммуникации: диапазон СМИ, такие как телевидение, газеты, журналы, радио, рекламные щиты и плакаты, пригодность для конкретных продуктов, услуги и рынки.
- Маркетинговый план: реализация, сроки, расходы, оценка, например, цели и результат.

**Организация самостоятельной работы студента:**
Разработка самостоятельных работ отдельно на каждую тему курса по отдельности или в обобщённом виде, если это позволяет преподаватель. Итоговая проверочная работа- экзамен или автоматический зачёт, если все самостоятельные работы оценены не ниже 7 баллов (хорошо).

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| ТЕМА 1: КОНЦЕПЦИИ МАРКЕТИНГА | • произведён анализ маркетинговой концепции;<br>• осуществлён синтез информации и идей |
| ТЕМА 2: ОСНОВНЫЕ ЭЛЕМЕНТЫ МАРКЕТИНГА | • произведён анализ основных элементов маркетинга;<br>• продемонстрировано критическое и аналитическое мышление;<br>• собрана и проанализирована информация;<br>• сделаны и обоснованы выводы |
| ТЕМА 3: КОМПЛЕКС КОММУНИКАЦИЙ В МАРКЕТИНГЕ | • понимается комплекс маркетинговых коммуникаций;<br>• собрана и проанализирована информация;<br>• сделаны и обоснованы выводы;<br>• демонстрируется критическое, аналитическое и творческое мышления |
| ТЕМА 4: ПРОЦЕССЫ МАРКЕТИНГА В ИНДУСТРИИ ГОСТЕПРИИМСТВА | • определены концепции маркетинга индустрии гостеприимства;<br>• есть понимание, как планировать и осуществлять процесс маркетинга, координируя деятельность гостиничных услуг;<br>• произведён анализ процесса маркетинга на предприятии гостеприимства;<br>• продемонстрировано творческое и критическое мышление |

**Обязательная литература:**


1. Л.В. Баумгартен, Маркетинг гостиничного предприятия. Учебник. Россия. «Юрайт», 2015.
2. Р. Бес, Маркетинг от потребителя, Москва, «Манн, Иванов и Фербер», 2015.
3. Сала Ю., Маркетинг в общественном питании, Москва, «Финансы и статистика», 2006.
4. А. М. Ветитнев, Маркетинг санаторно- курортных услуг. Москва, «Академия», 2008.

5. И.В. Христофорова, Т.А.Себекина,, Т.А.Журавлева,“Маркетинг в туристской индустрии”, Академа, Россия, 2012
6. Nikadimovs O., 2016, Marketing for Hospitality, HOTEL SCHOOL, Riga
7. Nikadimovs O., 2016, Sales Development and Merchandising, HOTEL SCHOOL, Riga
8. Abbey, J. R., 2014: Michigan Hospitality Sales and Marketing. American Hotel & Lodging Educational Institute;
9. Bowie,D., Buttle, F., 2004: Hospitality Marketing: An Introduction. Butterworth-Heinemann, ISBN 9780750652452;
10. Kotler,P., Bowen,J., Makens, J. , 2009: Marketing for Hospitality and Tourism, 5th Edition. Pearson Education, ISBN 9780132453134;
11. Patens, D., 2009: Kā veidot marketingu. Lietišķās infromācijas centrs.

**Рекомендуемая литература:**

1. Mawson,S., 2000: The Fundamentals of Hospitality Marketing. Thomson Learning, ISBN 9780826448323;
2. Mohana, K.R., 2011: Services Marketing. Second Edition. Rao, India, Dorling Kindersley Pvt.;
3. Manns, I., 2011: Bezbudžeta mārketings. Latvija, Zvaigzne ABC;
4. Lindstrom, M., 2012: Brandwashed. Tricks companies use to manipulate or minds and persuade us to buy. UK, CPI Group Ltd;
5. Rakstu krājums, 2009: Mārketings ”Harvard Business Review on”. Rīga, Lietišķas informācijas dienests;
6. Viljamsa, E., Malins, R., 2008: Tiešā mārketinga rokasgrāmata. Lietišķās informācijas centrs, ISBN 9789984826097;
7. Безрутченко, Ю.В., 2014: Маркетинг в социально-культурном сервисе и туризме. Дашков и К, ISBN 9785394016646.
8. Свободно доступные материалы по маркетингу преподавателей и студентов: www.marketingteacher.com;
9. Электронная книга: http://rokasgramata.lv ;
10. Интернет ресурс для специалистов маркетинга: http://hotelmarketing.com/
11. Интернет ресурс свободного доступа: www.tutor2u.net

| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 27/11/2016 |
| Лектор(ы) | Mg. Oec. Olegs Nikadimovs |
| Заметки и комментарии директора программы | 27/11/2016 |

# Studiju kursa apraksts

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|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Personīga un profesionāla izaugsme |
| **Studiju kursa nosaukums angļu valodā:** | Personal and Professional Development |
| **Prasības studiju kursa apguves uzsākšanai:** | Kursa apguvei nav nepieciešamas speciālas priekšzināšanas |
| **Semestris:** | 4 |
| **Kredītpunktu skaits:** | 2 |

**Studiju kursa mērķis:**
Palīdzēt studentiem kļūt par efektīviem un pašpārliecinātiem darbiniekiem. Tas palīdzes studējošajiem iegūt pārliecību sava personālā vadībā un profesionālas iemaņas personīgo un karjeras mērķu sasniegšanai.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu students spēs

- saprast kā sevis pārvaldes mācības var veicināt mūžizglītības attīstību;
- būt atbildīgam par savu personīgo un profesionālo attīstību;
- veidot un nepārtraukti pārskatīt savu attīstības plānu;
- demonstrēt iegūtas starppersonu un profesionālas iemaņas

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| Zināšanas | 1. zināt mācīšanās stilus stratēģijas un pieejas |
| Prasmes | 1. izprast, kā sevis pārvaldes mācības var veicināt mūžizglītības attīstību |
| Kompetences | 1. būt atbildīgam par savu personīgo un profesionālo attīstību;<br>2. demonstrēt iegūtas starppersonu un profesionālas iemaņas;<br>3. veidot un nepārtraukti pārskatīt savu attīstības plānu |

**Studiju kursa saturs:**
TĒMA 1: KĀ SEVIS PĀRVALDES MĀCĪBAS VAR VEICINĀT MŪŽIZGLĪTĪBAS ATTĪSTĪBU

- sevis pārvaldes apmācība: pašiniciatīva mācību procesā, skaidru mērķu noteikšana, piemēram, mērķi un prasības, personīga orientācija mērķu sasniegšanā, termiņi sasniegšanai, pašrefleksija.
- Mācību stili: personīga izvēle; aktīvists; pragmatiķis; teorētiķis; reflektors.
- Pieejas: mācības veicot pētījumus; mācības no citiem, piemēram, mentorīngs/ treniņi, semināri, konferences, intervijas, internēta izmantošana, sociālie tikli, ziņojumu dēļu izmantošana, interešu grupas.
- Efektīvas mācības: pašnovērtēšanas prasmes, plānošana, organizācija un vērtēšana.
- Mūžizglītība: sevis pārvaldes mācības; nepārtraukta profesionālā attīstība; augstākas izglītības saikne ar nozari; tālākizglītība, iepriekšējas izglītības atzīšana, stažēšanās, kredītpunktu krāšanas shēma.
- Mācību novērtējums: prasmju virknes attīstība pašmācības ceļa; iemaņu un prasmju

uzlabošanas apliecinājums; citu cilvēku atsauksmes; mācību sasniegumi un vilšanas.

TĒMA 2: ATBILDĪBA PAR PERSONĪGO UN PROFESIONĀLO ATTĪSTĪBU

- Pašnovērējums: savu prasmju pārbaude; sevis pārvaldīšanas novērtēšana, personīgas un starppersonīgas prasmes, vadītāja prasmes.
- Plāna veidošana: pašreizējais sniegums, nākotnes vajadzības; iespējas un draudi karjeras attīstībai, mērķi un uzdevumi; sasniegumu datumi; pārskatu datumi, mācību programma, aktivitātes, rīcību plāni, personīgas attīstības plāns.
- Portfolio veidošana: personīga portfolio veidošana un uzturēšana, ieskaitot CV

TĒMA 3: SAVA PERSONĀLĀ UN PROFESIONĀLĀ ATTĪSTĪBAS PLĀNA VEIDOŠANA UN REGULĀRA PĀRSKATĪŠANA

- Stilu un stratēģijas mācīšana: stilu veidi; informētība par personīgo stilu; personīga stila ietekme un savstarpējas attiecības ar citiem.
- Mācības no citiem: formālas mācības un treniņi; novērošana; mentorings; uzraudzība; konsultācijas; neformālie tikli; komandas locekļi, vidēja līmeņa vadītāji; citi profesionāli.
- Progresa novērtēšana: merķu un uzdevumu noteikšana un pierakstīšana, reaģēšana uz atsauksmēm, stipras un vājas puses noteikšana un atzīšana; izmaiņu virzieni; rīcību cikli (uzraudzība, atspoguļošana un plānošana).

TĒMA 4: GATAVĪBA DEMONSTRĒT IEGŪTAS STARPPERSONU UN PROFESIONĀLAS IEMAŅAS

- Profesionālās iemaņas: personālā efektivitāte (spēja efektīvi komunicēt visos līmeņos, iniciatīva, pašdisciplīna, atbildība, radošums, problēmu risināšana)
- Verbālā un neverbālā komunikācija: efektīva klausīšana, citu viedokļa respektēšana; sarunas; pārliecināšana; prezentācijas prasmes; pašpārliecinātība.
- Profesionālu iemaņu demonstrēšanas formas.
- Darbs ar citiem: komandas spēlētājs; elastība/pielāgošanas spējas; sociālas prasmes.
- Laika pārvaldība: darba prioritāšu noteikšana, darba mērķu noteikšana; efektīva laika izmantošana; tikšanu plānošana, darba laika uzticamie aprēķini.

**Studējošo patstāvīgā darba organizācija:**
Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks.
Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| TĒMA 1. KĀ SEVIS PĀRVALDES MĀCĪBAS VAR VEICINĀT MŪŽIZGLĪTĪBAS ATTĪSTĪBU | • tiek novērtētas uz sevis orientētas mācīšanās pieejas;<br>• tiek apkopota un analizēta informācija ;<br>• tiek izklāstīti argumentēti secinājumi |
| TĒMA 2. ATBILDĪBA PAR PERSONĪGO UN PROFESIONĀLO ATTĪSTĪBU | • tiek identificētas savas vajadzības;<br>• tiek izprasta atbildība par personīgo un profesionālo attīstību;<br>• tiek demonstrēta kritiska refleksija par savu sniegumu un identificēti soļi tā uzlabošanai |
| TĒMA 3. SAVA PERSONĀLĀS UN PROFESIONĀLĀS | • tiek izskatītas personālās un profesionālās attīstības iespējas;<br>• tiek veidots attīstības plāns un to regulāra pārskatīšana |

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|---|---|
| ATTĪSTĪBAS PLĀNA VEIDOŠANA UN REGULĀRA PĀRSKATĪŠANA | |
| TĒMA 4. GATAVĪBA DEMONSTRĒT IEGŪTAS STARPPERSONU UN PROFESIONĀLAS IEMAŅAS | • tiek analizētas starppersonu un profesionālas iemaņas;<br>• tiek apkopota un analizēta informācija ;<br>• tiek izdarīti un pamatoti secinājumi |

**OBLIGĀTĀ LITERATŪRA:**


1. Templers, R. Veiksmīgas kerjeras likumi. Pearson Education Limited, 2007;


**Papildus literatūra un citi informācijas avoti:**


1. Diksone A. Grūtās sarunas. Zvaigzne ABC, 2007;
2. Eberts M., Brothers L., Gisler A. Careers in travel, tourism & hospitality. The McGraw-Hill Companies, 2006;
3. Stettner M. Skills for New Managers. The McGraw-Hill Companies, 2000;
4. http://www.becomeyourverybest.com/ - Personal Development...the only way to BECOME YOUR VERY BEST!
5. http://www.businessballs.com/personaldevelopment.htm - Integrated personal development


**Studiju kursu aprakstu reģistra atzīmēm:**

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|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | 09/08/2016 |
| Lektors, kas sagatavoja aprakstu | Mg. Oec., Mg. Phil. J.Korjuhina, Anita Strazdiņa |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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|---|---|
| **Qualification number and title:** | Hospitality Management 41 811 |
| **Course title in Latvian:** | Personīga un profesionāla izaugsme |
| **Course title in English:** | Personal and Professional Development |
| **Prerequisites:** | no |
| **Term:** | 4 |
| **Number of credit points:** | 2 |

**The aim of the course**
This unit aims to help the learner become an effective and confident self-directed employee. This helps the learner become confident in managing own personal and professional skills to achieve personal and career goals.

**Learning outcomes:**
On successful completion of this unit a learner will:

- understand how self-managed learning can enhance lifelong development;
- be able to take responsibility for own personal and professional development;
- be able to implement and continually review own personal and professional development plan;
- be able to demonstrate acquired interpersonal and transferable skills.

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|---|---|
| **Knowledge** | 1. Know learning styles, strategies and approaches |
| **Skills** | 2. Understand how self-managed learning can enhance lifelong development |
| **Competences** | 3. Take responsibility for own personal and professional development<br>4. Demonstrate acquired interpersonal and transferable skills<br>5. Implement and continually review own personal and professional development plan |

**Course content:**
THEME 1: UNDERSTAND HOW SELF-MANAGED LEARNING CAN ENHANCE LIFELONG DEVELOPMENT
Self-managed learning: self-initiation of learning processes; clear goal setting eg aims and requirements, personal orientation achievement goals, dates for achievement, self-reflection
Learning styles: personal preferences; activist; pragmatist; theorist; reflector eg reflexive modernisation theory; Kolb's learning cycle
Approaches: learning through research; learning from others eg mentoring/coaching, seminars, conferences, secondments, interviews, use of the internet, social networks, use of bulletin boards, newsgroups
Effective learning: skills of personal assessment; planning, organisation and evaluation
Lifelong learning: self-directed learning; continuing professional development; linking higher education with industry, further education, recognition of prior learning, apprenticeships, credit accumulation and transfer schemes
Assessment of learning: improved ability range with personal learning; evidence of improved levels of skill; feedback from others; learning achievements and disappointments

THEME 2: BE ABLE TO TAKE RESPONSIBILITY FOR OWN PERSONAL AND PROFESSIONAL DEVELOPMENT
Self-appraisal: skills audit (personal profile using appropriate self-assessment tools); evaluating self-management; personal and interpersonal skills; leadership skills
Development plan: current performance; future needs; opportunities and threats to career progression; aims and objectives; achievement dates; review dates; learning programme/activities; action plans; personal development plan
Portfolio building: developing and maintaining a personal portfolio
Transcripts: maintaining and presenting transcripts including curriculum vitae

THEME 3: BE ABLE TO IMPLEMENT AND CONTINUALLY REVIEW OWN PERSONAL AND PROFESSIONAL DEVELOPMENT PLAN
Learning styles and strategies: types of styles; awareness of personal style; impact of personal style and interactions with others
Learning from others: formal learning and training; observation; mentoring; supervision; tutorials; informal networks; team members; line managers; other professionals
Evaluation of progress: setting and recording of aims and objectives; setting targets; responding to feedback; re-setting aims targets; establishing and recognising strengths and weaknesses; directions for change; cycles of activity (monitoring, reflecting and planning)

THEME 4: BE ABLE TO DEMONSTRATE ACQUIRED INTERPERSONAL AND TRANSFERABLE SKILLS
Transferable skills: personal effectiveness (ability to communicate effectively at all levels, initiative, self-discipline, reliability, creativity, problem solving)
Verbal and non-verbal communication: effective listening, respect of others' opinions; negotiation; persuasion; presentation skills; assertiveness; use of ICT
Delivery formats: ability to deliver transferable skills using a variety of formats
Working with others: team player; flexibility/adaptability; social skills
Time management: prioritising workloads; setting work objectives; using time effectively; making and keeping appointments; reliable estimates of task time

**Organization of students' independent work**
Students need to write one independent work which covers all themes.
Lecturer can put a final grade for the course without an exam if the particular student's attendance is high enough (not less than 70 %), all independent works are submitted on time and were graded at least 7 (good).

| **Themes for independent works:** | **Learning Outcomes** |
|---|---|
| THEME 1: UNDERSTAND HOW SELF-MANAGED LEARNING CAN ENHANCE LIFELONG DEVELOPMENT | • Approaches to self-managed learning have been analysed<br>• The information has been analysed<br>• The conclusions have been made |
| THEME 2: BE ABLE TO TAKE RESPONSIBILITY FOR OWN PERSONAL AND PROFESSIONAL | • Personal needs have been identified<br>• Responsibility for own personal and professional development has been discussed<br>• Critical reflexion for own personal and professional |

| | |
|---|---|
| DEVELOPMENT | development has been applied |
| THEME 3: BE ABLE TO IMPLEMENT AND CONTINUALLY REVIEW OWN PERSONAL AND PROFESSIONAL DEVELOPMENT PLAN | • Opportunities for personal and professional development have been discussed<br>• Personal and professional development plan has been made and reviewed |
| THEME 4: BE ABLE TO DEMONSTRATE ACQUIRED INTERPERSONAL AND TRANSFERABLE SKILLS | • The acquired interpersonal and transferable skills have been demonstrated<br>• The information has been analysed<br>• The conclusions have been made |

**Bibliography:**


1. Eberts M., Brothers L., Gisler A. Careers in travel, tourism & hospitality. The McGraw-Hill Companies, 2006;
2. Stettner M. Skills for New Managers. The McGraw-Hill Companies, 2000.


**Recommended literature:**


1. Diksone A. Grūtās sarunas. Zvaigzne ABC, 2007;
2. Templers, R. Veiksmīgas kerjeras likumi. Pearson Education Limited, 2007;
3. http://www.becomeyourverybest.com/ - Personal Development...the only way to BECOME YOUR VERY BEST!
4. http://www.businessballs.com/personaldevelopment.htm - Integrated personal development


| **Information required for course database** | |
|---|---|
| Course issue date/ review date | 19/08/2016 |
| Lecturer(s) | Mg. Oec., Mg. Phil. J.Korjuhina, Anita Strazdiņa |
| Study programme director’s notes and comments | |

# Описание курса

| | |
|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Название курса на латышском языке:** | Personīga un profesionāla izaugsme |
| **Название курса на английском и русском языках:** | Personal and Professional Development/ Личное и профессиональное развитие |
| **Требования для начала курса:** | нет |
| **Семестр:** | 2 |
| **Количество кредитных пунктов:** | 2 |

**Цель курса:**
Помочь студентам стать эффективными и самоуверенными работниками. Это поможет студентам получить уверенность в управлении персоналом и профессиональные навыки для достижения личных целей и целей для выстраивания карьеры.

**Ожидаемые результаты:**
По окончанию курса студент будет:

- Понимать, как самообучение способствует непрерывному развития человека
- Быть ответственными за свое личное и профессиональное развитие
- Создавать и непрерывно пересматривать свой план развития
- Демонстрировать полученные межличностные и профессиональные навыки

| | |
|---|---|
| Знания | 1. Знать стили, стратегии и подходы обучения |
| Навыки | 2. Понимать, как саморазвитие может способствовать непрерывному развитию человека на протяжении всей жизни |
| Компетенции | 3. Быть ответственным за свое личное и профессиональное развитие<br>4. Демонстрировать полученные межличностные и профессиональные навыки<br>5. Образовать и непрерывно пересматривать свой план развития |

**Содержание курса:**
ТЕМА 1: КАК САМОРАЗВИТИЕ МОЖЕТ СПОСОБСТВОВАТЬ НЕПРЕРЫВНОМУ РАЗВИТИЮ НА ПРОТЯЖЕНИИ ВСЕЙ ЖИЗНИ

- Самоуправляемое обучение: самоинициатива в учебном процессе, установление ясных целей, например, цели и требования, личная ориентация для достижения целей, сроки достижения, самооценка
- Стили обучения: личный выбор, активист, прагматик, теоретик, отражатель, например, теория отражения, циклы обучения Колба
- Подходы: обучение стимулирующие исследования, обучение других, учение от других, например, менторство/ тренинги, семинары, конференции, интервью, использование интернета, социальные сети, использование доски объявлений, группы по интересам
- Эффективные методы: навыки самооценки, планирование, организация и оценка

• Непрерывное обучение: самоорганизация обучения, непрерывное профессиональное развитие, связь высшего учебного заведения с отраслью, дальнейшее образование, признание предыдущего образования, стажировка, схема накопления кредитных пунктов
• Оценивание обучения: развитие навыков путем самооообразования, доказательство улучшения навыков, отзывы других людей, учебные достижения и разочарование

ТЕМА 2: ОТВЕТСВЕННОСТЬ ЗА ЛИЧНОЕ И ПРОФЕССИОНАЛЬНОЕ РАЗВИТИЕ
• Самооценка: проверка своих навыков, оценка самообладания, личные и межличностные навыки, навыки управления
• Создание плана: текущие показатели, будущие нужды, возможности и угрозы карьеры, цели и задачи, даты достижений, даты пересмотра, программа обучения, деятельность, планы действий, план личного развития
• Создание портофолио: создание личного портфолио и содержание, включая CV

ТЕМА 3: СОЗДАНИЕ И РЕГУЛЯРНЫЙ ПЕРЕСМОТР СВОЕ ЛИЧНОГО И ПРОФЕССИОНАЛЬНОГО ПОРТФОЛИО
• Стили и стратегии обучения: типы стилей, знание личного стиля, влияние личного стиля и общения с другими
• Обучение от других: формальное обучение и тренинг, наблюдение, менторство, супервизия, консультации, неформальные сети, члены команды, непосредственные менеджеры, другие профессионалы
• Оценка прогресса: установка и записывание целей и задач, установки целей, ответ на отзыв, переустановка целей, установка и признание сильных и слабых сторон, направление перемен, циклы деятельности (наблюдение, отражение и планирование)

ТЕМА 4: БЫТЬ СПОСОБНЫМ ПРОДЕМОНСТРИРОВАТЬ ПОЛУЧЕННЫЕ МЕЖЛИЧНОСТНЫЕ И ПРОФЕССИОНАЛЬНЫЕ НАВЫКИ
Профессиональные навыки: личная эффективность (способность общаться эффективно на всех уровнях, инициатива, самодисциплина, надежность, творчество, решение проблем)
Вербальная и невербальная коммуникация: эффективное прослушивание, уважение чужого мнения, переговоры, убеждение, презентационные навыки, самооуверенность, использование новейших технологий
Формат передачи: способность передавать профессиональные навыки, используя различные форматы
Работа с людьми: командный игрок, гибкость/адаптация, социальные навыки
Планирование времени: установка приоритетов работы, установка целей работы, установление задач, использование времени эффективно, организация встреч, надежные цели и задачи

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| ТЕМА 1: КАК САМОРАЗВИТИЕ МОЖЕТ СПОСОБСТВОВАТЬ НЕПРЕРЫВНОМУ РАЗВИТИЮ НА ПРОТЯЖЕНИИ ВСЕЙ ЖИЗНИ | • Оценены подходы саморегулирующее обучение<br>• Обработана и проанализирована информация<br>• Сделаны аргументированные выводы |
| ТЕМА 2: ОТВЕТСВЕННОСТЬ ЗА | • Идентифицированы свои потребности<br>• Получено понимание личного и профессионального |

| | |
|---|---|
| ЛИЧНОЕ И ПРОФЕССИОНАЛЬНОЕ РАЗВИТИЕ | развития<br>• Продемонстрировано критическое осмысление своих достижений и идентифицированы шаги по их улучшению |
| ТЕМА 3: СОЗДАНИЕ И РЕГУЛЯРНЫЙ ПЕРЕСМОТР СВОЕ ЛИЧНОГО И ПРОФЕССИОНАЛЬНОГО ПОРТФОЛИО | • Рассмотрены возможности личного и профессионального развития<br>• Разработан план развития и регулярный его пересмотр |
| ТЕМА 4: БЫТЬ СПОСОБНЫМ ПРОДЕМОНСТРИРОВАТЬ ПОЛУЧЕННЫЕ МЕЖЛИЧНОСТНЫЕ И ПРОФЕССИОНАЛЬНЫЕ НАВЫКИ | • Проанализированы межличностные и профессиональные навыки<br>• Обработана и проанализирована информация<br>• Сделаны и обоснованы выводы |

**Обязательная литература:**


1. Максвелл Д. 21 неопровержимый Закон Лидерства. Попурри, 2001;
2. Stettner M. Skills for New Managers. The McGraw-Hill Companies, 2000.


**Рекомендуемая литература:**


1. Diksone A. Grūtās sarunas. Zvaigzne ABC, 2007;
2. Templers, R. Veiksmīgas kerjeras likumi. Pearson Education Limited, 2007;
3. Eberts M., Brothers L., Gisler A. Careers in travel, tourism & hospitality. The McGraw-Hill Companies, 2006;
4. http://www.becomeyourverybest.com/ - Personal Development...the only way to BECOME YOUR VERY BEST!
5. http://www.businessballs.com/personaldevelopment.htm - Integrated personal development


| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Oec., Mg. Phil. J.Korjuhina, Anita Strazdiņa |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

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|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Sagāde un noliktavu saimniecības darba organizācija |
| **Studiju kursa nosaukums angļu valodā:** | Resource Management in Hospitality |
| **Prasības studiju kursa apguves uzsākšanai:** | Kursa apguvei nav nepieciešamas speciālas priekšzināšanas |
| **Semestris:** | 5 |
| **Kredītpunktu skaits:** | 2 |

**Studiju kursa mērķis:**

Sniegt zināšanas un gūt izpratni par sagādes un noliktavu saimniecības darba organizācijas principiem viesmīlības uzņēmumā, tai skaitā par efektīvas iepirkumu stratēģijas izvēli.

**Sagaidāmie studiju rezultāti:**

Veiksmīgi apgūstot šo kursu students spēs

- saprast resursu vadības principus un pielietošanu komerciālajās darbībās;
- saprast dažādu finanšu formu piemērotību un nodokļu sistēmu vispār un konkrēti viesmīlības industrijā ;
- saprast kā iepirkuma jautājumi un stratēģijas veicina komerciālo mērķu sasniegšanu caur pirktspēju;
- izstrādāt iepirkumu stratēģiju un uzņēmuma darbības pārskatu un novērtējumu konkrētā uzņēmumā

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|---|---|
| Zināšanas | 1. zināt resursu vadības principus komerciālajās darbībās; |
| Prasmes | 2. izprast resursu vadības principu un to pielietošanu komerciālajās darbībās;<br>3. izprast dažādu finanšu formu piemērotību un nodokļu sistēmu vispār un konkrēti viesmīlības industrijā;<br>4. izprast kā iepirkuma jautājumi un stratēģijas veicina komerciālo mērķu sasniegšanu caur pirktspēju;<br>5. veikt inventarizāciju, sastādīt materiālo vērtību inventarizācijas aktus;<br>6. analizēt viesnīcas inventarizācijas rezultātus. |
| Kompetences | 7. izstrādāt iepirkumu stratēģiju un uzņēmuma darbības pārskatu un novērtējumu konkrētā uzņēmumā. |

**Studiju kursa saturs:**

TĒMA 1: RESURSU VADĪBAS PRINCIPI UN TO PIELIETOŠANA KOMERCIĀLĀ DARBĪBĀ

- Metodes: izvēles, iegādes, apkalpošanas un aizvietošanas kritēriji.
- Principi: iepirkumu stratēģija; specifikācija; piegādātāju identifikācija; izvēles kritēriji; darbs ar profesionāliem piegādātājiem; noliktavas kontrole.

TĒMA 2: DAŽĀDU FINANŠU FORMU PIEMĒROTĪBA UN NODOKĻU SISTĒMA VISPĀR UN

KONKRĒTI VIESMĪLĪBAS INDUSTRIJĀ

- Iekšēji: apgrozāma materiāla elementu vadība, lai iegūtu resursus; iekšēji radīti fondi; nesadalītā peļņa .
- Ārēji: īstermiņa, vidēja termiņa un ilgtermiņa; sagāde; riski un atlīdzības.
- Kapitāla izmaksas: kapitāla un aizdevuma kapitāla izmaksas; vidējo svērto izmaksu aprēķins.
- Sistēmas: ienākuma un uzņēmumu ienākuma nodokļa galvenās funkcijas; grafiks; cenas; personāla un kapitāla pabalsti; kredīta un debeta nodoklis.

TĒMA 3: KĀ IEPIRKUMU JAUTĀJUMI UN STRATĒĢIJAS VEICINA KOMERCIĀLO MĒRĶU SASNIEGŠANU CAUR PIRKTSPĒJU

- Sistēmas un procesi: standartu specifikācija, piedāvājumi; iepirkšanas metodes, piemēram, centralizēti, pēc kontrakta, noma; Pareto analīze; „tieši laikā" (*JIT*); iekārtas; materiāli; pakalpojumi; termini un noteikumi.
- Sagādes procesa organizācija: krājuma optimālā daudzuma plānošana un kontrole; cenu aptaujas, to organizēšana; atlaides; kvalitātes un kvantitātes kontrole; čeki un iepirkumu kontrole; piegādes līgumi un to forma.
- Riski: finanšu; fiziskie; uzdevumu dubultošana, tiešas un netiešas izmaksas, iekšēju un ārēju klientu ietekme; kvalitātes jautājumi; likumdošanas ietekme.
- Iepirkumu kontrole: peļņas iespējas; tiešas un netiešas izmaksu taupīšanas iespējas; risku minimizēšana; peļņas palielināšana; piegādātāju saraksta apstiprināšana; „labāko darījumu" novērtēšana; rezultatīvie rādītāji un salīdzināšana.
- Līgumi: definīcijas, dažādas formas; puses, līgumu noformēšanas prasības un derīguma termiņi; piedāvājuma noteikumi un pieņemšana; noteikumi/garantijas; nepareizi dokumenti, maldināšana, kļūdas; pārkāpumi; viltojums.
- Avotu jautājumi: piegādes metodes piemēram produktu / pakalpojumu iepirkšana, konkursi (tenderi), apakšuzņēmuma līgumi / ārpakalpojumi; funkcionalitāte; higiēnas faktori; diapazons; izvēle; pakalpojumu garantijas; juridiska un līgumiska atbilstība; izsekot izcelsmes datus; raža; maksāšanas veidi; kredīti un cenas; pārrunu prasmes.
- Novērtēšana: komunikācija; finanses; piegāde; sūdzības ar īpašām prasībām; iepakojums; industriālas attiecības; attieksme pret klientiem; paraugu testēšana un defektu izslēgšana
- Cenu vadība: metodes; pārrunas par cenu samazināšanu; cenu celšanas kontrole; atlaides par kvantitāti; atlaides par tūlītēju samaksu.
- Vadības stratēģijas: sacensības starp piegādātājiem; peļņas attīstība, lai palielinātu finansiālo atdevi; naudas un kapitāla atbrīvošana, samazinot krājumus; kredīta pagarināšana; pareizas kvalitātes noteikšana pareizai piemērošanai; piegādes grafika sarunāšana un attīstība.

TĒMA 4: IEPIRKUMA STRATĒĢIJAS IZSTRĀDE UN NOVĒRTĒŠANA KONKRETĀ UZŅĒMUMĀ

- Pārskats: standarta specifikācija; termiņi un noteikumi; uzraudzība; stratēģijas pārstrāde; modernas attīstības; iegādāšanas iespēju salīdzināšana.
- Novērtējums: cenu modeļi, piemēram, ieguldījuma atgriešana, produktivitātes pieaugums, cilvēkresursu atlīdzības.

**Studējošo patstāvīgā darba organizācija:**
Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks.
Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| TĒMA 1. RESURSU VADĪBAS PRINCIPI UN | • tiek izprasti resursu vadības principi un to pielietošana komerciālajās darbībās; |

| | |
|---|---|
| TO PIELIETOŠANA KOMERCIĀLA DARBĪBĀ | |
| TĒMA 2. DAŽĀDU FINANŠU FORMU PIEMĒROTĪBA UN NODOKĻU SISTĒMA VISPĀR UN KONKRĒTI VIESMĪLĪBAS INDUSTRIJĀ | • tiek analizēta un izprasta dažādu finanšu formas piemērotība un nodokļu sistēma vispār un konkrēti viesmīlības industrijā |
| TĒMA 3. KĀ IEPIRKUMU JAUTĀJUMI UN STRATĒĢIJAS VEICINA KOMERCIĀLO MĒRĶU SASNIEGŠANU CAUR PIRKTSPĒJU | • tiek izprasts kā iepirkuma jautājumi un stratēģijas veicina komerciālo mērķu sasniegšanu caur pirktspēju |
| TĒMA 4. IEPIRKUMU STRATĒĢIJAS IZSTRĀDE UN NOVĒRTĒŠANA KONKRĒTĀ UZŅĒMUMĀ | • tiek izstrādātas iepirkuma stratēģijas;<br>• tiek novērtēts konkrēts uzņēmums;<br>• tiek demonstrēta analītiskā un radošā domāšana;<br>• tiek prezentēti pētniecības gaitā izdarītie secinājumi, ievērojot atbilstošu pētījuma struktūru, pētījuma principu un koncepciju loģisku pēctecību, izmantojot dažādas prezentācijas metodes un aprīkojumu atbilstoši auditorijas specifikai;<br>• tiek demonstrēta kritiskā refleksija par savu darbu, izdarot reālistiskus secinājumus par nepieciešamajiem uzlabojumiem |

**Obligātā literatūra:**


1. Barrows C. W., Powers T. Introduction to Management in the Hospitality Industry. John Wiley & Sons, Inc.: USA. Ninth Edition. 2009.
2. Gabor Forgacs. Revenue Management: Maximizing Revenue in Hospitality Operations. 2010.


**Papildus literatūra un citi informācijas avoti:**


1. Е.Н.Артемова, О.Г.Владимирова. Планирование на предприятиях ресторанного бизнеса. Россия, Академа, 2011.


| **Studiju kursu aprakstu reģistra atzīmēm:** | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *09/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Tamāra Rubene/ Mg. Oec. O. Ņikadimovs* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

| | |
|---|---|
| **Qualification number and title:** | Hospitality Management 41 811 |
| **Course title in Latvian:** | Sagāde un noliktavu saimniecības darba organizācija |
| **Course title in English:** | Resource Management in Hospitality |
| **Prerequisites:** | Previous knowledge or completed courses are not required |
| **Term:** | 5 |
| **Number of credit points:** | 2 |

**The aim of the course**
This unit will enable learners to gain understanding of the principles and application of resource management to a commercial operation, including the contribution of procurement strategies.

**Learning outcomes:**
On successful completion of this unit a learner will:

1. Understand the principles and application of resource management to commercial operations;
2. understand the suitability of various forms of finance and taxation available to UK business in general and the hospitality sector in particular;
3. understand how procurement issues and strategies contribute to the achievement of commercial objectives through purchasing power;
4. be able to carry out a review and evaluation of procurement strategies and business performance within named organisations.

| | |
|---|---|
| **Knowledge** | 1. To understand the principles and application of resource management to commercial operations;<br>2. to understand the suitability of various forms of finance and taxation available to UK business in general and the hospitality sector in particular; |
| **Skills** | 3. to understand how procurement issues and strategies contribute to the achievement of commercial objectives through purchasing power. |
| **Competences** | 4. be able to carry out a review and evaluation of procurement strategies and business performance within named organisations |

**Course content:**

THEME 1: UNDERSTAND THE PRINCIPLES AND APPLICATION OF RESOURCE MANAGEMENT TO COMMERCIAL OPERATIONS

Methods: selection; acquisition; maintenance; replacement criteria

Principles: procurement strategy; specification; supplier identification; selection criteria; working with specialist suppliers; stock control

THEME 2: UNDERSTAND THE SUITABILITY OF VARIOUS FORMS OF FINANCE AND TAXATION AVAILABLE TO UK BUSINESS IN GENERAL AND THE HOSPITALITY SECTOR IN PARTICULAR

Internal: managing the elements of working capital to free resources; internally generated

funds; retained profits.

External: short-, medium- and long term; caring; risk and reward.

Cost of capital: equity and loan capital costs; weighted average cost computations.

Systems: the main features of income and corporation tax; schedules; rates; personal and capital allowances; tax credits and debits.

THEME 3: UNDERSTAND HOW PROCUREMENT ISSUES AND STRATEGIES CONTRIBUTE TO THE ACHIEVEMENT OF COMMERCIAL OBJECTIVES THROUGH PURCHASING POWER

Systems and processes: standard specification; tendering; estimating/quoting; methods of procurement eg centralised, contract, lease; Pareto analysis; 'just in time' (JIT); equipment; materials; services; terms and conditions.

Procurement officer: role; assessing operational needs; selecting suppliers; quality and quantity control; timing; discounts; receipt and control of purchases; wastage factors; company policies; budgetary restrictions.

Risks: financial; physical; task duplication; direct and indirect costs; effect on the internal and external customer; quality issues; legal implications; effect on process and outcome activities of organisations.

Managing procurement: profit opportunities; direct and indirect cost-saving opportunities; minimising risk; maximising profit; approved supplier lists; evaluating the 'best deal'; performance indicators and benchmarking.

Contract: definition; different forms; parties; essentials for a valid contract; rules of offer and acceptance; terms eg express/implied, conditions/warranties; vitiating factors eg misrepresentation, fundamental mistake; breaches; fraud.

Sourcing issues: method of supply eg buying products/services, tendering, subcontracting/outsourcing; value for money; hygiene factors; range; choice; service guarantee; legal and contractual compliance; trace origin data; yield; methods of payment; credit and price; negotiating skills.

Evaluation: communication; finance; delivery; compliance with specified requirements; packaging; industrial relations; attitude to customers; sample testing and defect elimination.

Pricing management: techniques; negotiating price reductions; controlling or resisting price increases; quantity discounts; prompt payment discounts.

Management strategies: competition between suppliers; developing profit margins to increase financial returns; releasing cash and capital by minimising stock; negotiating extended credit; determining the right quality for the right application; negotiating and developing delivery schedules.

THEME 4: BE ABLE TO CARRY OUT A REVIEW AND EVALUATION OF PROCUREMENT STRATEGIES AND BUSINESS PERFORMANCE WITHIN NAMED ORGANISATIONS

Review: standard specifications; terms and conditions; monitoring; redeveloping strategy; contemporary developments; comparing and contrasting purchasing options.

Evaluate: cost models eg return on investment (ROI), productivity gain, human resource benefits.

**Organization of students' independent work**

Students need to write independent works on each theme or summarize the study material, if it allowed by the lecturer.

Completed assignment (written and verbal) is expected in the end of the course.

Lecturer can put a final grade for the course without an exam if the particular student's attendance is high enough, all independent works are submitted on time and were graded at least 7 (good).

| **Themes for independent works:** | **Learning Outcomes** |
|---|---|
| THEME 1. UNDERSTAND THE PRINCIPLES AND APPLICATION OF RESOURCE MANAGEMENT TO COMMERCIAL OPERATIONS | The learner can:<br>• discuss the methods available for managing materials, devising specifications of requirements and the selection criteria to be applied;<br>• discuss the principles involved when procuring equipment and the ongoing requirements over the life of that equipment. |
| THEME 2. UNDERSTAND THE SUITABILITY OF VARIOUS FORMS OF FINANCE AND TAXATION AVAILABLE TO UK BUSINESS IN GENERAL AND THE HOSPITALITY SECTOR IN PARTICULAR | The learner can:<br>• analyse appropriate strategies for the efficient management of working capital to meet a range of financial needs;<br>• evaluate the main sources of finance currently available to UK businesses in relation to their suitability in meeting long-, medium- and short-term needs;<br>• compute personal and business tax liability for sole traders, partners and limited companies. |
| THEME 3. UNDERSTAND HOW PROCUREMENT ISSUES AND STRATEGIES CONTRIBUTE TO THE ACHIEVEMENT OF COMMERCIAL OBJECTIVES THROUGH PURCHASING POWER | The learner can:<br>• establish a process to manage the procurement function, outlining management strategies in relation to pricing techniques for a given commercial situation;<br>• assess the role of the procurement officer, explaining the importance of the essential components, terms and conditions of a specimen contract;<br>• evaluate the sourcing issues for a given procurement situation, analysing the management techniques used to appraise and evaluate suppliers. |
| THEME 4. BE ABLE TO CARRY OUT A REVIEW AND EVALUATION OF PROCUREMENT STRATEGIES AND BUSINESS PERFORMANCE WITHIN NAMED ORGANISATIONS | The learner can:<br>• demonstrate how review and evaluation can be used to assess procurement strategies, for a given commercial situation. |

**Bibliography:**


1. Barrows C. W., Powers T. Introduction to Management in the Hospitality Industry. John Wiley & Sons, Inc.: USA. Ninth Edition. 2009.
2. Gabor Forgacs. Revenue Management: Maximizing Revenue in Hospitality Operations. 2010.


**Recommended literature:**


1. Е.Н.Артемова, О.Г.Владимирова. Планирование на предприятиях ресторанного бизнеса. Россия, Академа, 2011.

| **Information required for course database** | |
|---|---|
| Course issue date/ review date | *19/08/2016* |
| Lecturer(s) | *Mg. Oec. Oļegs Ņikadimovs/ Tamāra Rubene* |
| Study programme director’s notes and comments | |

# Описание курса

| | |
|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Название курса на латышском языке:** | Sagāde un noliktavu saimniecības darba organizācija |
| **Название курса на английском и русском языках:** | Resource Management in Hospitality / Организация обеспечения и работы складов |
| **Требования для начала курса:** | Курс не требует специальных знаний |
| **Семестр:** | 5 |
| **Количество кредитных пунктов:** | 2 |

**Цель курса:**
Обеспечить знания и получить представление об обеспечении и принципах организации хозяйственной деятельности складов на предприятиях гостеприимства, в том числе о выборе эффективной стратегии закупок.

**Ожидаемые результаты:**
Успешно освоив курс, студент сможет:

- понять принципы управления ресурсами и их применение в коммерческой деятельности;
- понять пригодность разных финансовых форм, налоговую систему в общем и конкретно в сфере гостеприимства;
- понять как вопросы и стратегия закупок положительно влияет на достижение коммерческих целей через покупательскую способность;
- разработать стратегию закупок и сделать обзор работы и оценку конкретного предприятия.

| | |
|---|---|
| Знания | 1. знать принципы управления ресурсами в коммерческой деятельности; |
| Навыки | 1. понят принципы управления ресурсами и их применение в коммерческой деятельности;<br>2. понять пригодность разных финансовых форм, налоговую систему в общем и конкретно в сфере гостеприимства;<br>3. понять как вопросы и стратегия закупок положительно влияет на достижение коммерческих целей через покупательскую способность;<br>4. проводить инвентаризацию, составлять инвентаризационные акты материальных ценностей;<br>5. анализировать результаты инвентаризации. |
| Компетенции | 1. разработать стратегию закупок и сделать обзор работы и оценку конкретного предприятия. |

**Содержание курса:**

ТЕМА 1: ПРИНЦИПЫ УПРАВЛЕНИЯ РЕСУРСАМИ И ИХ ПРИМЕНЕНИЕ В КОММЕРЧЕСКОЙ ДЕЯТЕЛЬНОСТИ

- Методы: критерии выбора, закупок, обслуживания и замещения.
- Принципы: стратегия закупок; спецификация; идентификация поставщиков; критерии выбора; работа с профессиональными поставщиками; контроль склада.

ТЕМА 2: ПРИГОДНОСТЬ РАЗНЫХ ФИНАНСОВЫХ ФОРМ И НАЛОГОВАЯ СИСТЕМА В ОБЩЕМ И КОНКРЕТНО В СФЕРЕ ГОСТЕПРИИМСТВА

- Внутренне: управление элементами оборотного капитала свободных ресурсов; собственных средств; нераспределенная прибыль.
- Внешне: краткосрочные, среднесрочные и долгосрочные; закупки; риски и выгода.
- Расходы капитала: расход капитала и расход кредитного капитала; расчёт средней стоимости.
- Системы: основные характеристики доходов и налога на прибыль корпораций; расписания; ставки; личные и амортизационные отчисления; налоговые кредиты и дебеты

ТЕМА 3: ПОНИМАНИЕ ТОГО, КАК ВОПРОСЫ ЗАКУПОК И СТРАТЕГИИ СПОСОБСТВУЮТ ДОСТИЖЕНИЮ КОММЕРЧЕСКИХ ЦЕЛЕЙ ПУТЕМ ПОКУПАТЕЛЬНОЙ СПОСОБНОСТИ

- Системы и процессы: стандартная спецификация; участие в торгах; оценки / квотирование; методы закупок, например, централизованного, договора, сдавать в аренду; анализ Парето; «Как раз вовремя» (JIT); оборудование; материалы; сервисы; сроки и условия
- Организация процесса закупок: роль; оценки эксплуатационных потребностей; выбор поставщиков; контроль качества и количества; сроки; скидки; получение и контроль закупок; факторы; износ политика компаний; бюджетные ограничения.
- Риски: финансовые; физические; дублирование задач; прямые и косвенные расходы; внутреннее и внешнее влияние на клиента; вопросы качества; правовые последствия; влияние на процессы и результаты деятельности организации.
- Управление закупками: возможности для получения прибыли; возможности прямой и косвенной экономии затрат; сведение к минимуму риска; максимизация прибыли; утвержденные списки поставщиков; оценки "лучшее предложение"; показатели эффективности и контрольных показателей.
- Контракты: терминология; различные формы; стороны; что необходимо для действительного договора; правила оформления договоров; термины, условия предложения и приём, условия / гарантии; неправильные договора, например, введение в заблуждение, ошибки; нарушения; мошенничество.
- Источники поставок: способ поставок, например, покупка товаров / услуг, проведения торгов, субподряда / аутсорсинг; цена денег; гигиенические факторы; ассортимент; выбор; гарантийное обслуживание; правовые и договорные обязательства; скидки; способы оплаты; кредит и цена; навыки ведения переговоров
- Оценка: связь; финансы; доставка; соблюдение установленных требований; упаковка; трудовые отношения; отношение к клиентам; выборочное тестирование и устранение дефектов.
- Управление ценообразование: методы; переговоры о снижении цен; управление или сопротивление росту цен; скидки за количество; скидки за своевременную выплату.
- Стратегии управления: конкуренция между поставщиками; развитие прибыли для увеличения финансовых доходов; освобождение денежные средства и капитала за счет минимизации запасов; переговоры по продлению кредита; определение нужного

качества для правильного применения; ведение переговоров и разработка графиков поставок

ТЕМА 4: ОБЗОР И ОЦЕНКА СТРАТЕГИЙ ЗАКУПОК И ЭФФЕКТИВНОСТЬ БИЗНЕСА НА ПРИМЕРЕ КОНКРЕТНЫХ ОРГАНИЗАЦИЙ

- Обзор: стандартные спецификации; условия и положения; мониторинг; пересмотр стратегии; современные разработки; сравнение и противопоставление вариантов закупок
- Оценка: модели затрат, например, рентабельность инвестиций (ROI), прирост производительности, преимущества людских ресурсов

**Организация самостоятельной работы студента:**

*Заключительная оценка- экзамен, который состоит из двух частей: письменная и устная. Лектор может выставить финальную оценку без экзамена, если посещаемость лекций достаточно высокая, сданы все самостоятельные работы в срок и получены оценки не ниже 7 баллов (хорошо).*

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| ТЕМА 1: ПОНИМАНИЕ ПРИНЦИПОВ УПРАВЛЕНИЯ РЕСУРСАМИ И ИХ ПРИМЕНЕНИЕ ДЛЯ КОММЕРЧЕСКИХ ОПЕРАЦИЙ | • понимать принципы управления ресурсами и их применение в коммерческой деятельности; |
| ТЕМА 2: ПРИГОДНОСТЬ РАЗНЫХ ФИНАНСОВЫХ ФОРМ И НАЛОГОВАЯ СИСТЕМА В ОБЩЕМ И КОНКРЕТНО В СФЕРЕ ГОСТЕПРИИМСТВА | • анализировать соответствующие стратегии для эффективного управления оборотного капитала для удовлетворения ряда финансовых потребностей<br>• оценить основные источники финансирования, доступные в настоящее время для предприятий в отношении их пригодности с точки зрения достижения долгосрочных, среднесрочных и краткосрочных потребностей<br>• вычислить налоговое обязательство для индивидуальных предпринимателей, партнеров и компаний с ограниченной ответственностью |
| ТЕМА 3: ПОНИМАНИЕ ТОГО, КАК ВОПРОСЫ ЗАКУПОК И СТРАТЕГИИ СПОСОБСТВУЮТ ДОСТИЖЕНИЮ КОММЕРЧЕСКИХ ЦЕЛЕЙ ПУТЕМ ПОКУПАТЕЛЬНОЙ СПОСОБНОСТИ | • организовать процесс для управления функциями закупок, с изложением стратегий управления в отношении методов ценообразования для данной коммерческой ситуации<br>• оценить роль сотрудника по закупкам, объясняя важность основных компонентов, условий образца контракта<br>• оценить вопросы источников для данной ситуации закупок, анализируя методы управления, используемые для оценки и оценки поставщиков |
| ТЕМА 4: ОБЗОР И ОЦЕНКА СТРАТЕГИЙ ЗАКУПОК И ЭФФЕКТИВНОСТЬ БИЗНЕСА НА ПРИМЕРЕ | • продемонстрировать, как обзор и анализ может быть использованы для оценки стратегий закупок, для данной коммерческой ситуации |

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|---|---|
| КОНКРЕТНЫХ ОРГАНИЗАЦИЙ | |

**Обязательная литература:**

1. Barrows C. W., Powers T. Introduction to Management in the Hospitality Industry. John Wiley & Sons, Inc.: USA. Ninth Edition. 2009.
2. Gabor Forgacs. Revenue Management: Maximizing Revenue in Hospitality Operations. 2010.

**Рекомендуемая литература:**

1. Е.Н.Артемова, О.Г.Владимирова. Планирование на предприятиях ресторанного бизнеса. Россия, Академа, 2011.

| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Oec. Oļegs Ņikadimovs / Tamāra Rubene |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

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|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Kvalifikācijas darba izstrāde |
| **Studiju kursa nosaukums angļu valodā:** | Research Project |
| **Prasības studiju kursa apguves uzsākšanai:** | Nav |
| **Semestris:** | 5 |
| **Kredītpunktu skaits:** | 8 |

**Studiju kursa mērķis:**
Attīstīt studējošo prasmes patstāvīgi veikt ilgstošu pētījumu un kritiski analizēt informāciju atbilstoši diplomdarba tēmai pēc augstākas izglītības prasībām, kā arī veicināt studējošo profesionālo izaugsmi.

**Sagaidāmie studiju rezultāti:**

Veiksmīgi apgūstot šo kursu studējošais spēs:
- saprast specifiku, kā izstrādāt pētniecisko darbu;
- īstenot diplomdarba izstrādi atbilstoši prasībām;
- veikt pētniecisko darbu, izvērtēt, izanalizēt un noformēt diplomdarba rezultātus.
- aizstāvēt diplomdarbu.

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| Zināšanas | 1. zināt diplomdarba noformēšanas un izstrādāšanas prasības |
| Prasmes | 1. izprast specifiku, kā izstrādāt pētniecisko darbu |
| Kompetences | 1. īstenot diplomdarba izstrādi pieņemtas kārtības un specifikācijas ietvaros;<br>2. veikt pētniecisko darbu, izvērtēt, izanalizēt un noformēt diplomdarba rezultātus;<br>3. aizstāvēt diplomdarbu |

**Studiju kursa saturs:**

TĒMA 1: DIPLOMDARBA NOFORMĒŠANAS UN IZSTRĀDĀŠANAS PRASĪBAS
- Tēmas formulējums un datu vākšana: mērķi un uzdevumi, izvēles pamatojums; datu vākšana un analīze; literatūras pārskats, kritika, atsauces no pirmavotiem, piemēram, anketas, intervijas; sekundārie avoti, piemēram, grāmatas, žurnāli, internets; ierobežojumu ietekme, piemēram, resursi.
- Hipotēze: definīcija, piemērotība, prasmes un zināšanas, ko var gūt; mērķi un uzdevumi; ētikas jautājumi.
- Rīcības plāns: loģiskie pētniecības jautājumi vai hipotēze, pavērsieni, uzdevumu datumi; pārskata datumi, kontrolēšanas/ pārskatīšanas procesu stratēģija.
- Diplomdarba noformējums: pētījuma veids, kvalitāte, kvantitāte, sistemātiskums, oriģinalitāte; resursi; statistiskās analīzes; derīgums; drošums.

TĒMA 2: DIPLOMDARBA PRASĪBU IZPILDE
- Īstenošana: atbilstoši diplomdarba noformējumam un metodei; pētījuma hipotēzes pārbaude;

uzticamību.
- Datu vākšana: izvēle atbilstoši instrumentu datu vākšanai; veidi, piemēram, kvalitatīvi, kvantitatīvi, sistemātiska reģistrēšana; metodoloģiskās problēmas, piemēram, mainīgo un kontroles mainīgo, mūsdienīgums un uzticamība.
- Datu analīze un interpretācija: kvalitatīvo un kvantitatīvo datu analīze, kodēšanas paņēmieni, statistikas tabulas, grafiskie attēlotas tendences, prognozēšana.

TĒMA 3: DIPLOMDARBA REZULTĀTU NOVĒRTĒŠANA
- Rezultātu vērtēšana: pārskats par panākumiem vai neveiksmēm pētniecības projekta (plānošana, mērķi un uzdevumi, pierādījumi un secinājumi, derīguma uzticamība, pabalsti, grūtības).
- Nākotnes izskatīšana: pētniecības izmeklēšana; piemērošana pētījumu rezultātiem; ietekme; ierobežojumi par minēto izmeklēšanu; uzlabojumi; ieteikumi nākotnei, jomas turpmākā izpēte.

TĒMA 4: DIPLOMDARBA PREZENTĀCIJA UN AIZSTĀVĒŠANA
- Profesionālā diplomdarba prezentācija un aizstāvēšana auditorijas priekšā, izmantojot multimedija iekārtas.

**Studējošo patstāvīgā darba organizācija:**

Studējošajam jāizstrādā 1 pieteikums, kvalifikācijas darbs. Kvalifikācijas darbu obligāti vajag aizstāvēt.

Kursa gala pārbaudījuma veids – kvalifikācijas darba izstrāde un aizstāvēšana.

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| Tēma 1.Pieteikums pētījumam | • tiek izprastas diplomdarba noformēšanas un izstrādāšanas prasības<br>• tiek izvēlētas un pielietotas atbilstošas metodes problēmas risināšanai;<br>• tiek pamatota pielietoto pētniecības tehniku izvēle. |
| Tēma 2. Lietišķais pētījums | • tiek veikta kompleksa situācijas izpēte, izdarīti argumentēti spriedumi;<br>• tiek izmantoti daudzveidīgi informācijas ieguves avoti;<br>• tiek analizēti un novērtēti diplomdarba rezultāti;<br>• tiek izdarīti argumentēti spriedumi;<br>• tiek demonstrēta kritiskā refleksija par savu darbu, izdarot reālistiskus secinājumus par nepieciešamajiem uzlabojumiem; |
| Tēma 3. Kvalifikācijas darba aizstāvēšana | • tiek prezentēts un aizstāvēts diplomdarbs;<br>• tiek prezentēti pētniecības gaitā izdarītie secinājumi, ievērojot atbilstošu pētījuma struktūru, pētījuma principu un koncepciju loģisku pēctecību, izmantojot dažādas prezentācijas metodes un aprīkojumu atbilstoši auditorijas specifikai |

**Obligātā literatūra:**

1. Norādījumi diplomdarbu izstrādāšanā. „HOTEL SCHOOL" Viesnīcu biznesa koledža, 2013.
2. Silvija Kristapsone , Zinātniskā pētniecība studiju procesā : mācību grāmata augstskolu sociālo zinātņu studiju programmu studentiem. Latvija, Turība, 2008.
3. E.Bredberijs, Izcilas prezentācijas prasmes. Zvaigzne ABC, Rīga, 2008.


**Papildus literatūra un citi informācijas avoti:**

1. Veal, A.J., 1997: *Research Methods for Leisure and Tourism*, 2nd Edition;
2. Altinay, L. Paraskevas, A., 2008: *Planning Research in Hospitality and Tourism.* Elsevier Ltd.,
3. Denscombe, M., 2014: *The Good Research Guide*. 5th edition. Open University Press;
4. Thomas, G., 2013: *How to do your Research Project.* SAGE publications ltd;
5. Bell, J., 2010: *Doing Your Research Project*. Open University Press;
6. Невежин, В.П., 2012: *Как написать, оформить и защитить квалификационную работу.* Москва,

Форум;
7. Круглов, П.П.; Куприянова, А.В., 2008: *Правильно оформляем реферат, курсовую, диплом.* НИТ издательство;
8. Kristapsone, S., 2008: *Zinātniskā pētniecība studiju procesā: mācību grāmata augstskolu sociālo zinātņu studiju programmu studentiem.* Turība.

| **Studiju kursu aprakstu reģistra atzīmēm:** | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | 01/07/2016 |
| Lektors, kas sagatavoja aprakstu | |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

| | |
|---|---|
| **Qualification number and title:** | Hospitality Management, 41 811 |
| **Course number and title in Latvian:** | Kvalifikācijas darba izstrāde |
| **Course title in English:** | Research Project |
| **Prerequisites:** | No |
| **Term:** | 5 |
| **Number of credit points:** | 8 |

**The aim of the course**
To develop learners' skills of independent enquiry and critical analysis by undertaking a sustained research investigation of direct relevance to their Higher Education programme and professional development.

**Learning outcomes:**
On successful completion of this unit a learner will:
1 Understand how to formulate a research specification
2 Be able to implement the research project within agreed procedures and to specification
3 Be able to evaluate the research outcomes
4 Be able to present the research outcomes.

| | |
|---|---|
| Knowledge | • Understand how to formulate a research specification |
| Skills | • Be able to implement the research project within agreed procedures and to specification |
| Competences | • Be able to evaluate the research outcomes<br>• Be able to carry out research<br>• Be able to present the research outcomes. |

**Course content:**

THEME 1: UNDERSTAND HOW TO FORMULATE A RESEARCH SPECIFICATION

- Research formulation: aims and objectives; rationale for selection; methodology for data collection and analysis; literature review; critique of references from primary sources eg questionnaires, interviews; secondary sources eg books, journals, internet; scope and limitations; implications eg resources
- Hypothesis: definition; suitability; skills and knowledge to be gained; aims and objectives; terms of reference; duration; ethical issues
- Action plan: rationale for research question or hypothesis; milestones; task dates; review dates; monitoring/reviewing process; strategy
- Research design: type of research eg qualitative, quantitative, systematic, original; methodology; resources; statistical analyses; validity; reliability; control of variables

THEME 2: BE ABLE TO IMPLEMENT THE RESEARCH PROJECT WITHIN AGREED PROCEDURES AND TO SPECIFICATION

- Implement: according to research design and method; test research hypotheses; considering test validity; reliability
- Data collection: selection of appropriate tools for data collection; types eg qualitative, quantitative; systematic recording; methodological problems eg bias, variables and control of variables, validity and reliability
- Data analysis and interpretation: qualitative and quantitative data analysis – interpreting transcripts; coding techniques; specialist software; statistical tables; comparison of variable; trends; forecasting

THEME 3: BE ABLE TO EVALUATE THE RESEARCH OUTCOMES EVALUATION OF OUTCOMES:

- Overview of the success or failure of the research project (planning, aims and objectives, evidence and findings, validity, reliability, benefits, difficulties, conclusion(s))
- Future consideration: significance of research investigation; application of research results;
- Implications; limitations of the investigation; improvements; recommendations for the future,
- Areas for future research

THEME 4. BE ABLE TO PRESENT THE RESEARCH OUTCOMES

- Format: professional delivery format appropriate to the audience; appropriate media

**Organization of students' independent work**
Students have to submit a research proposal and carry out their own research.
In the end, students will have to defend their research projects in front of the audience.
The final grade will be an average grade of scientific supervisor's, reviewer's grade for research project and the board's grade for the defense.

| **Themes for independant works:** | **Learning Outcomes** |
|---|---|
| THEME 1: Research Proposal | • Understand how to formulate a research specification |
| THEME 2: Business Research | • Be able to implement the research project within agreed procedures and to specification<br>• Be able to evaluate the research outcomes<br>• Be able to carry out research |
| THEME 3: Defense | • Be able to present the research outcomes. |

**Bibliography:**

1. Guidelines for Research Project „HOTEL SCHOOL" Viesnīcu biznesa koledža, 2013.

**Recommended literature:**

1. Veal, A.J., 1997: *Research Methods for Leisure and Tourism,* 2nd Edition;
2. Altinay, L. Paraskevas, A., 2008: *Planning Research in Hospitality and Tourism.* Elsevier Ltd.,
3. Denscombe, M., 2014: *The Good Research Guide.* 5th edition. Open University Press;
4. Thomas, G., 2013: *How to do your Research Project*. SAGE publications ltd;
5. Bell, J., 2010: *Doing Your Research Project*. Open University Press;
6. Невежин, В.П., 2012: *Как написать, оформить и защитить квалификационную работу.* Москва, Форум;

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| 7. Круглов, П.П.; Куприянова, А.В., 2008*: Правильно оформляем реферат, курсовую, диплом*. НИТ издательство;<br>8. Kristapsone, S., 2008: *Zinātniskā pētniecība studiju procesā: mācību grāmata augstskolu sociālo zinātņu studiju programmu studentiem.* Turība. | |
| **Information required for course database** | |
| Course issue date/ review date | *01/07/2016* |
| Lecturer(s) | |
| Study programme director's notes and comments | |

# Описание курса

| | |
|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Kvalifikācijas darba izstrāde |
| **Название курса на английском языке:** | Research Project |
| **Требования для начала курса:** | Нет |
| **Семестр:** | 5 |
| **Количество кредитных пунктов:** | 8 |

**Цель курса:**

- Развивать навыки студентов самостоятельно проводить исследование и критически анализировать информацию на утвержденную тему в соответствии с требованиями высшего образования, а также способствовать профессиональному росту студента.

**Ожидаемые результаты:**

По окончанию курса студент сможет:

- Понимать, как сформулировать специфику исследования
- Уметь выполнить исследовательскую работу в соответствии с договоренным форматом и спецификацией
- Уметь оценить результаты исследования
- Уметь презентовать результаты исследования

| | |
|---|---|
| Знания | 1. Понимать, как сформулировать специфику исследования |
| Навыки | 1. Уметь выполнить исследовательскую работу в соответствии с договоренным форматом и спецификации<br>2. Уметь оценить результаты исследования |
| Компетенции | 1. Уметь презентовать исследование перед аудиторией |

**Содержание курса:**

ТЕМА 1: ПОНИМАТЬ, КАК СФОРМУЛИРОВАТЬ СПЕЦИФИКУ ИССЛЕДОВАНИЯ

- *Формулирование исследования:* цели и задачи, обоснование для выбора темы, методы сбора и обработки данных, анализ литературы, использование данных из опросников, интервью, а также из книг, журналов, интернета, рамки и ограничения, выводы
- *Гипотеза*: определение, пригодность, полученные навыки и знания, цели и задачи, термин – сноски, длительность, этические соображения
- *План действий:* целесообразность исследуемой проблемы или гипотезы; основные моменты; даты для поставленных задач, процесс обработки, стратегия
- *Дизайн:* тип исследования, количественный или качественный, методика, ресурсы, статистический анализ, надежность и достоверность, контроль переменных

ТЕМА 2: УМЕТЬ ВЫПОЛНЕНИЕ ИССЛЕДОВАТЕЛЬСКОЙ РАБОТЫ В СООТВЕТСТВИИ С ДОГОВОРЕННЫМ ФОРМАТОМ И СПЕЦИФИКАЦИЕЙ

- *Применить:* в соответствии с дизайном и методом исследования, тестирование гипотезы, тестирование надежности и достоверности исследования

- *Сбор информации:* выбор необходимых инструментов для сбора информации, типы исследования, систематическое записывание, методические проблемы, предвзятость
- *Анализ и обработка данных:* количественный и качественный анализ данных, техники кодирования, специализированное обеспечение, статистические таблицы, сравнение данных, тенденции и прогнозы

ТЕМА 3: УМЕТЬ ОЦЕНИТЬ РЕЗУЛЬТАТЫ ИССЛЕДОВАНИЯ

- *Оценка результатов:* оценить успешность выполненной работы (планирование, цели, задачи, доказательства и выводы, надежность и достоверность, преимущества, трудности, выводы)
- *Для дальнейшего исследования:* важность исследовательской работы, применение результатов исследования, ограниченность исследования, улучшения, рекомендации по улучшению на будущее, темы дальнейшего исследования

ТЕМА 4: УМЕТЬ ПРЕЗЕНТОВАТЬ ИССЛЕДОВАНИЕ ПЕРЕД АУДИТОРИЕЙ

- *Формат:* профессиональная презентация исследования перед аудиторией, использование подходящего программного обеспечения

**Организация самостоятельной работы студента:**
Студенты должны выполнить две работы: написать заявку на исследование и выполнить исследование по заявленному плану. Затем исследование должно быть презентовано и защищено перед аудиторией. Финальная оценка состоит из средней от оценки руководителя работы, рецензента и общей оценки за защиту.

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| Тема 1. *Заявка на исследование* | • Понимать, как сформулировать специфику исследования |
| Тема 2. *Исследовательская работа* | • Уметь выполнить исследовательскую работу в соответствии с договоренным форматом и спецификации<br>• Уметь оценить результаты исследования |
| Тема 3. *Защита* | • Уметь презентовать исследование |

**Bibliography:**


1. Руководство по написанию исследовательской работы „HOTEL SCHOOL” Viesnīcu biznesa koledža, 2013.
2. В.П.Невежин, Как написать, оформить и защитить квалификацнную работу. Форум, Москва, 2012.
3. П.П.Круглов, А.В.Куприянова, Правильно оформляем реферат, курсовую, диплом, издательство " НИТ ", Россия, 2008.


**Recommended literature:**


1. Veal, A.J., 1997: *Research Methods for Leisure and Tourism,* 2nd Edition;
2. Altinay, L. Paraskevas, A., 2008: *Planning Research in Hospitality and Tourism.* Elsevier Ltd.,
3. Denscombe, M., 2014: *The Good Research Guide.* 5th edition. Open University Press;
4. Thomas, G., 2013: *How to do your Research Project*. SAGE publications ltd;
5. Bell, J., 2010: *Doing Your Research Project*. Open University Press;
6. Невежин, В.П., 2012: *Как написать, оформить и защитить квалификационную работу.* Москва, Форум;
7. Круглов, П.П.; Куприянова, А.В., 2008*: Правильно оформляем реферат, курсовую, диплом*. НИТ издательство;

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| 8. Kristapsone, S., 2008: *Zinātniskā pētniecība studiju procesā: mācību grāmata augstskolu sociālo zinātņu studiju programmu studentiem.* Turība. | |
| **Информация необходимая для регистра курсов** | |
| Дата подачи/ Дата актуализации курсы | *01/07/2016* |
| Лектор(ы) | |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

| | |
|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Istabu nodaļas darba organizācija |
| **Studiju kursa nosaukums angļu valodā:** | Room Division Operations Management |
| **Prasības studiju kursa apguves uzsākšanai:** | Kursa apguvei nav nepieciešamas speciālas priekšzināšanas |
| **Semestris:** | 1 |
| **Kredītpunktu skaits:** | 4 |

**Studiju kursa mērķis:**
Nodrošināt daudzpusīgu izpratni par mūsdienīgiem istabu nodaļas darba organizācijas un nodaļas ieņēmumu administrēšanas principiem.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu studējošais:

- zinās istabu nodaļas struktūru un sniegtos pakalpojumus;
- spēs īstenot istabu nodaļas darba plānošanu un koordinēšanu;
- pārzināt faktorus, kas palīdz veicināt efektīvu viesu uzņemšanas dienesta darba organizāciju un sekmē tās darbības rezultātus.

| | | |
|---|---|---|
| Zināšanas | 1. | izprast istabu nodaļas struktūru un sniegtos pakalpojumus viesmīlības uzņēmumos |
| Prasmes | 2. | īstenot istabu nodaļas darba plānošanu un koordinēšanu; |
| | 3. | pārzināt faktorus, kas palīdz veicināt efektīvu viesu uzņemšanas dienesta darba organizāciju un sekmē tās darbības rezultātus. |
| Kompetences | 4. | pārzināt viesnīcas noslogojuma un istabu ieņēmumu galvenos rādītājus; saprast, kā ietekmēt uz šiem radītājiem. |

**Studiju kursa saturs:**
TĒMA 1: ISTABU NODAĻAS SNIEGTIE PAKALPOJUMI

- Istabu pārvaldība: personāla struktūra un pienākumi; uzkopšana; tehniskais nodrošinājums; ikdienas procedūras; kontroles mehānismi; interjers un mēbeles; remontdarbi; izmitināšana un istabu noslogojums; istabu aprīkojums un pieejamie pakalpojumi; gultas veļas mazgāšana; mazgāšanas un tīrīšanas pakalpojumi viesiem; darba vides jautājumi, veselība un drošība; dokumentācija un ieraksti.
- Viesu uzņemšanas dienests: personāla struktūra un pienākumi; viesu uzņemšana; istabu rezervācijas; konsjerža pakalpojumi; administratīvais darbs; ikdienas procedūras; kontroles mehānismi; interjera dizains; pirmais iespaids; viesu uzskaite; viesu cikls; istabu noslogojums un tā pārraudzība; pārdošana un tās veicināšana; cenu struktūra un atlaižu veidi; norēķini; pakalpojumu pārdošanas vietas (POS); maksājumu procedūras; skaidras naudas uzskaite un kontrole; drošība.
- Juridiskās un obligātās prasības: darba drošība; bīstamās vielas; aizsarglīdzekļi un apģērbi;

patērētāju tiesības; cenu norādīšana; datu aizsardzība, imigrācijas jautājumi un viesu uzskaite; diplomātiskās privilēģijas.
- Atšķirīga viesmīlības vide: viesmīlības biznesu veidi; vismaz 3 atšķirīgu viesmīlības uzņēmumu salīdzinājums (piem. augstas klases viesnīca; mazbudžeta drestorāns ar izmitināšanas pakalpojumiem; kempings)

TĒMA 2: FAKTORI, KAS VEICINA EFEKTĪVU VIESU UZŅEMŠANAS DIENESTA DARBA ORGANIZĀCIJU UN SEKMĒ TĀS DARBĪBAS REZULTĀTUS.
- Plānošana un koordinēšana: biznesa / nodaļu plāni; ikdienas darbība; procedūras; pakalpojumu pārdošanas vietu (POS) vadība; drošība; nakts audits; tehnoloģiju izmantošana; ikdienas darbības ierobežojumi; izvērtēšana; viesu apkalpošanas dienestu pakalpojumu kontrole un pārraudzība; darba drošība; klientu un datu aizsardzība; cenu noteikšana.
- Viesu uzņemšanas dienesta darba zonas: vizuālā ietekme; pirmais iespaids; dizains un izkārtojums; zonējums; atmosfēra; krāsas; puķes / augi; apkure; apgaismojums; ventilācija; tīrīšana un tehniskā apkope; drošība.
- Darbības jomas: piemēram, pakalpojumi viesu istabās; konsjerža pakalpojumi; informācijas sniegšana; pakalpojumi, kas attiecas uz pārdošanu un nodaļas administrēšanu.
- Ikdienas darbības jautājumi: finanses; mārketings; pārdošana; cilvēkresursi; pakalpojumu kvalitāte; viesi.

TĒMA 3: FAKTORI, KAS VEICINA EFEKTĪVU ISTABU PĀRVALDĪBU UN SEKMĒ TĀS DARBĪBAS REZULTĀTUS.
- Plānošana un vadība: biznesa / nodaļas plāni; ikdienas darbība; procedūras.
- Viesnīcas ēkas interjers un dizains: izmantošana; funkcijas; vizuālā ietekme; atmosfēra; novērtējumi; izmaksas; ilgizturība; piekļuve ēkai un spēja interjeru mainīt/pielāgot; audumu/mēbelējuma/aksesuāru atbilstība; efektīva telpas izmantošana; apkure; apgaismojums; ventilācija; krāsu ietekme; dizains smaržas; ziedi; augi.
- Darbības jomas: telpu (viesu istabas, tikšanās un konferenču; darbinieku; publiskās) apkalpošana, veļas tīrīšana un mazgāšana, uzkopšana, atpūtas vietas, tehniskā apkope un pašapkalpošanās iekārtas, vides jautājumi, atkritumu parvaldība, tehnoloģiju izmantošana, ikdienas darbības ierobežojumi, darba drošība, klientu apkalpošanas un ēku ekspluatācijas noteikumi, istabu pakalpojumi un to novērtēšana, kontrole un pārraudzība..
- Ikdienas darbības jautājumi: finanses; mārketings; pārdošana; cilvēkresursi; pakalpojumu kvalitāte; viesi.

TĒMA 4: VIESNĪCAS NOSLOGOJUMA UN ISTABU IEŅĒMUMU GALVENIE RĀDĪTĀJI UN TO PALIELINĀŠANAS PAŅĒMIENI.
- Ieņēmumu vadība (*Revenue/Yield management*): prognožu metodika; pieprasījums; "ātri bojājošais" produkts; cikliskums; izplatīšanas kanāli; noslogojuma palielināšana izmantojot diferencētu cenu struktūru; pieejamības pārvaldība ņemot vērā rezervāciju cikla attīstību un noslogojuma prognozes; interneta marketings; ētikas jautājumi; cenu ierobežojumi un rezervēšanas "logs"; ieņēmumu pārvaldības sistēmu priekšrocības un trūkumi.
- Pārdošanas tehnikas: cenu struktūra; cenu noteikšana pamatojoties uz tirgus situāciju; līgumcenas (grupu, sezonas, korporatīvās); pārrezervācija (viesu neierašanās noteikumi, rezervāciju atcelšana); pārdošanas rezultāti; ieteikumi; citu pakalpojumu pārdošana; augstāka līmeņa istabas pārdošana; izpēte; atkārtots bizness; klientu lojalitātes programmas, rezervāciju avoti; centrālās rezervēšanas sistēmas; aģentūras; aviolīnijas; ieteikumi.
- Prognozes un statistika: aktuālas situācijas un prognožu salīdzināšana; mārketinga aktivitāšu un cenu politikas definēšana; ikdienas darbību un finanšu rezultātu apkopošana; viesu

uzņemšanas dienesta darbības radītāji (istabu noslogojums procentos, gultas vietu noslogojums procentos, divguļamo / atsevišķo gultu numuru noslogojums procentos, dienas vidējā istabas cena, vidējā cena par vienu viesi).

**Studējošo patstāvīgā darba organizācija:**
Lai sekmīgi pabeigtu kursu, studējošajiem:

1. Jāuzraksta parskats par istabu nodaļas darba organizāciju (individuālais darbs);
2. Jāveic izpēte par dotās viesnīcas istabu ieņēmumu rezultātiem ar pamatotiem ieteikumiem kā ieņēmumu situāciju uzlabot (individuālais darbs);
3. Jāizveido un jādemonstrē uzskates materiāls par galvenajiem istabu nodaļas labas pārvaldības principiem (grupas darbs).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| TĒMA 1. ISTABU NODAĻAS SNIEGTIE PAKALPOJUMI DAŽĀDOS VIESMĪLĪBAS UZŅĒMUMOS | • tiek aprakstīta istabu nodaļas struktūra un sniegtie pakalpojumi;<br>• tiek izmantoti piemēri no dažādas kategorijas viesnīcām un citām tūristu mītnēm |
| TĒMA 2. FAKTORI, KAS VEICINA EFEKTĪVU VIESU UZŅEMŠANAS DIENESTA DARBA ORGANIZĀCIJU UN SEKMĒ TĀS DARBĪBAS REZULTĀTUS. | • tiek analizēti un izprasti mūsdienu pārvaldības paņēmieni istabu nodaļas darbības efektivitātes uzlabošanai;<br>• tiek apkopota un analizēta informācija |
| TĒMA 3. FAKTORI, KAS VEICINA EFEKTĪVU ISTABU PĀRVALDĪBU UN SEKMĒ TĀS DARBĪBAS REZULTĀTUS. | • tiek analizēti faktori un efektīvas pieejas viesu uzņemšanas dienesta darba organizācijas efektivitātes un ienesīguma uzlabošanai;<br>• tiek izdarīti argumentēti spriedumi |
| TĒMA 4. VIESNĪCAS NOSLOGOJUMA UN ISTABU IEŅĒMUMU GALVENIE RĀDĪTĀJI UN TO PALIELINĀŠANAS PAŅĒMIENI. | • tiek aprakstītas taktikas un paņēmieni istabu noslogojuma un istabu ieņēmumu palielināšanai;<br>• tiek izmantoti piemēri no dažādas kategorijas viesnīcām un citām tūristu mītnēm;<br>• tiek izdarīti argumentēti spriedumi;<br>• tiek prezentēti pētniecības gaitā izdarītie secinājumi |

**Obligātā literatūra:**


1. Priedītis Dz., 2014. Viesu uzņemšanas dienests: Darba plānošana un organizēšana. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža
2. Priedītis Dz., 2014. Viesu uzņemšanas dienests: Funkcijas un darba procedūras. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža
3. Troškova M., 2014. Viesu uzņemšanas dienests: Profesionālā terminoloģija angļu valodā. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža


**Papildus literatūra un citi informācijas avoti:**


1. Kasavana M. L. Managing Front Office Operations. Ninth Edition. 2013. ISBN 978-0-86612-413-3

2. Gabor Forgacs. Revenue Management: Maximizing Revenue in Hospitality Operations. 2010.
3. Raghubalan S., Raghubalan G. Hotel housekeeping operations and management. Second Edition. Oxford University Press. 2009.
4. Bardi J. A. Hotel Front Office Management. John Wiley & Sons, Inc: USA. Fourth Edition. 2007.
5. Барышева Н., Тарарина Л. Отель. Гость. Россия, Аркаим, 2007.
6. Гаврилова А.Е. Деятельность административно-хозяйственной службы. Россия, Академа, 2012.
7. Руденко Л.Л. , Овчаренко Н.П., Косолапов А.Б. Технологии гостиничной деятельности. Россия, Дашков и Ко, 2014.

| **Studiju kursu aprakstu reģistra atzīmēm:** | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *20/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Dzintars Priedītis* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

| | |
|---|---|
| **Qualification number and title:** | Hospitality Management, 41 811 |
| **Course number and title in Latvian:** | Istabu nodaļas darba organizācija |
| **Course title in English:** | Rooms Division Operations Management |
| **Prerequisites:** | Indicate courses that must be successfully completed before starting this course |
| **Term:** | 1 |
| **Number of credit points:** | 3 |

**The aim of the course**
This unit will provide learners with a comprehensive understanding of contemporary rooms' division operations management and the importance of revenue management to operations.

**Learning outcomes:**
On successful completion of this unit a student will:

- Understand services provided by the rooms division in diverse contexts
- Understand the impact of contemporary management issues on the effective management and business performance in the front of house area
- Understand factors that contribute to effective management and business performance in the accommodation service function
- Be able to apply techniques to maximise and measure occupancy and rooms revenue.

| | |
|---|---|
| Knowledge | 1. Understand services provided by the rooms division in diverse contexts |
| Skills | 2. Understand the impact of contemporary management issues on the effective management and business performance in the front of house area<br>3. Understand factors that contribute to effective management and business performance in the accommodation service function |
| Competences | 4. Be able to apply techniques to maximise and measure occupancy and rooms revenue. |

**Course content:**
THEME 1: UNDERSTAND SERVICES PROVIDED BY THE ROOMS DIVISION IN DIVERSE CONTEXTS

- Accommodation services: roles and responsibilities; housekeeping; maintenance; working procedures; control mechanisms; decoration and furnishings; refurbishment; accommodation environment and occupancy; guest services and supplies; linen services and laundry; cleaning services; environmental issues; health, safety and security; documentation and records
- Front office services: roles and responsibilities; reception; advanced reservations; concierge; administration; working procedures; control mechanisms; interior design; first impressions; guest records; the guest cycle; occupancy rates and monitoring; selling and promotion; tariffs and discounting; billing; point of sale (POS); payment procedures; cash control and reconciliation; security

- Legal and statutory requirements: health and safety; hazardous substances; protective clothing; consumer law; price tariff and display; data protection; immigration (hotel records); diplomatic privileges
- Diverse contexts: hospitality businesses; at least three examples eg hotel, restaurant with rooms, university campus

THEME 2: UNDERSTAND THE IMPACT OF CONTEMPORARY MANAGEMENT ISSUES ON THE EFFECTIVE
MANAGEMENT AND BUSINESS PERFORMANCE IN THE FRONT OF HOUSE AREA

- Planning and managing: business/departmental plans; operations; procedures; POS management; security; night audit; use of technology; operational constraints; evaluating; controlling and updating front-of-house services; health and safety; consumer and data protection; pricing
- Front-of-house area: visual impact; first impressions; design and layout; zoning; ambience; colour; flowers/plants; heating; lighting; airflow; cleaning and maintenance; security
- Services: examples eg rooms related, concierge, information, sales, administration
- Operational issues: financial; marketing; sales; human resources; quality; customer

THEME 3: UNDERSTAND FACTORS THAT CONTRIBUTE TO EFFECTIVE MANAGEMENT AND BUSINESS
PERFORMANCE IN THE ACCOMMODATION SERVICE FUNCTION

- Planning and managing: business/departmental plans; operations; procedures
- Property interiors and design: use; function; visual impact; ambience; ratings; cost; durability; access to and mobility within interior; suitability of fabrics/furnishings/fittings; efficient use of space; heating; lighting; airflow; effect of colour; design; smell; flowers; plants
- Services: to include rooms (bedrooms, functions, meeting, staff, public), linen and laundry, cleaning, leisure areas, maintenance and self-catering equipment, environmental services, waste management, use of technology, operational constraints, health and safety, consumer and building regulations, evaluating, controlling and updating rooms services
- Operational issues: financial; marketing; human resources; quality; customer

THEME 4: BE ABLE TO APPLY TECHNIQUES TO MAXIMISE AND MEASURE OCCUPANCY AND ROOMS
REVENUE

- Revenue/yield management (RM/YM): forecast methodology; demand; perishability;cyclicality; distribution channels; price discrimination using differential rates and tariff structures to maximise occupancy; inventory management including the use of booking horizons and booking forecasts to maximise yield; hotel internet marketing including viral marketing; ethical issues; price fencing and lead-time pricing; advantages and limitations of revenue/yield management systems
- Sales techniques: tariff structures; market-based pricing; negotiated rates (delegate, seasonal corporate packages); the use of overbooking (policy on no-shows, cancellations); sales leads;
- referrals; selling other services; upselling; correspondence research; repeat business; customer loyalty schemes; sources of bookings; central reservations; agents; airlines;
- referrals
- Forecasting and statistical data: comparisons of actual performance against projected performance; formulation of the marketing and pricing policy; compilation of operational and financial reports; front office performance indicators (room occupancy percentage, sleeper occupancy percentage, double/twin occupancy percentage, average room rate, average sleeper

rate)

**Organization of students' independent work**
In order to finish the course students need to:
1. Write an overview of the Room Division (Individual report).
2. Report of his/her investigation on actual occupancy and rooms' revenue situation and how that could be improved (Individual report).
3. Create a presentation on key aspects to successful management of the Room Division Department (Group task).

| **Themes for independant works:** | **Learning Outcomes** |
|---|---|
| THEME 1. UNDERSTAND SERVICES PROVIDED BY THE ROOMS DIVISION IN DIVERSE CONTEXTS. | • Accommodation and front office services for different organisations.<br>• The roles and responsibilities of a range of accommodation and reception services staff.<br>• Legal and statutory requirements that apply to rooms division operations.<br>• Evaluation of services provided by the rooms division in a range of hospitality businesses. |
| THEME 2. UNDERSTAND THE IMPACT OF CONTEMPORARY MANAGEMENT ISSUES ON THE EFFECTIVE MANAGEMENT AND BUSINESS PERFORMANCE IN THE FRONT OF HOUSE AREA. | • Assessment of the importance of the front of house area to effective management.<br>• The key aspects of planning and management of the front of house area for a given hospitality operation.<br>• The key operational issues affecting the effective management and business performance of the front office area for a given operation. |
| THEME 3. FACTORS THAT CONTRIBUTE TO EFFECTIVE MANAGEMENT AND BUSINESS PERFORMANCE IN THE ACCOMMODATION SERVICE FUNCTION | • Assessment of the importance of property interiors and design to effective management.<br>• Critical aspects of planning and management of the accommodation service function for a given hospitality operation.<br>• Key operational issues affecting the effective management and business performance of the accommodation service function for a given operation. |
| THEME 4. TECHNIQUES TO MAXIMISE AND MEASURE OCCUPANCY AND ROOMS REVENUE AND THEIR APPLICATION | • Perform revenue/yield management activities to maximise occupancy and rooms revenue.<br>• Discuss sales techniques that rooms division staff can use to promote and maximise revenue<br>• Discuss the purpose and use of forecasting and statistical data within the rooms division.<br>• Calculate Rooms Division performance indicators to measure the success of accommodation sales. |

**Bibliography:**

1. Managing Front Office Operations with Answer Sheet (AHLEI) (9th Edition) (AHLEI - Front

Office Operations) 9th Edition by Michael L. Kasavana (Author), American Hotel & Lodging Association ISBN-10: 0133430782
2. Managing Housekeeping Operations with Answer Sheet (AHLEI) (3rd Edition) (AHLEI - Hotel Operations / Strategic Management) 3rd Edition by Aleta A. Nitschke (Author), William D. Frye (Author), American Hotel & Lodging Association ISBN-10: 0133097080
3. Revenue Management with Answer Sheet (AHLEI) (AHLEI - Revenue Management) 1st Edition by Gabor Forgacs (Author), American Hotel & Lodging Association (Author) ISBN-10: 0133108430

Websites:

4. 4Hoteliers: www.4hoteliers.com

**Recommended literature:**

1. Bardi J. A. Hotel Front Office Management. John Wiley & Sons, Inc: USA. Fourth Edition. 2007.
2. Барышева Н., Тарарина Л. Отель. Гость. Россия, Аркаим, 2007.
3. Гаврилова А.Е. Деятельность административно-хозяйственной службы. Россия, Академа, 2012.
4. Руденко Л.Л. , Овчаренко Н.П., Косолапов А.Б. Технологии гостиничной деятельности. Россия, Дашков и Ко, 2014.

| **Information required for course database** | |
|---|---|
| Course issue date/ review date | 19/08/2016 |
| Lecturer(s) | Dzintars Prieditis, Mg. Oec. O. Ņikadimovs |
| Study programme director’s notes and comments | |

# Описание курса

| | |
|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Название курса на латышском языке:** | Istabu nodaļas darba organizācija |
| **Название курса на английском и русском языках:** | Rooms Division Operations Management/ Управление работой отдела номерного фонда гостиницы |
| **Требования для начала курса:** | нет |
| **Семестр:** | 1 |
| **Количество кредитных пунктов:** | 3 |

**Цель курса:**
Большую часть доходов гостиницы обычно обеспечивает Служба приёма и размещения гостей. Целью этого курса является помочь студентам больше узнать о главных функциях Службы приёма и размещения и служб поддержки, помочь понять значение дизайна интерьера в эффективном управлении гостиницей, а также быть готовым планировать и организовывать мероприятия по продажам

**Ожидаемые результаты:**
По окончанию курса ожидается, что студент будет:

- Понимать услуги, которые предлагает служба приёма и размещения гостей разных контекстах
- Понимать влияние современных принципов управления на эффективное управление и осуществление приёма гостей
- Понять влияние современных принципов управления на эффективное управление и осуществление приёма гостей
- Понять факторы, которые способствуют эффективному управлению и осуществлению услуг по размещению

| | |
|---|---|
| Знания | 1. Высказать мнение об услугах приёма и размещения в различных организациях |
| Навыки | 2. Понимать влияние современных принципов управления на эффективное управление и осуществление приёма гостей<br>3. Понять факторы, которые способствуют эффективному управлению и осуществлению услуг по размещению |
| Компетенции | 4. Понять влияние современных принципов управления на эффективное управление и осуществление приёма гостей |

**Содержание курса:**
ТЕМА 1: ПОНИМАТЬ УСЛУГИ ПРИЁМА И РАЗМЕЩЕНИЯ В РАЗЛИЧНЫХ ОРГАНИЗАЦИЯХ

- Услуги размещения: роли и обязательства, хозяйственная деятельность, техническая

поддержка, рабочие процедуры, механизмы контроля, декорации и мебелирование, реновация, размещение и заполняемость, услуги гостей и их обеспечение, химчистка и стирка, уборка, проблемы окружающей среды, документация и записи по санитарии, гигиене и безопасности

- Услуги Службы приёма гостей: роли и ответственность, прием, резервации повышенной сложности, *concierge*; администрирование, процедуры работы, механизмы контроля, дизайн интерьера, первое впечатление, записи гостей, цикл гостя, заполняемость и наблюдение, продажи и продвижение, тарифы и скидки, счета, *POS,* процедуры оплаты, контроль наличных, улаживание, безопасность
- Легальные и статутные требования: санитария и гигиена, опасные вещества, защитная одажда, закон потребителей, тариф и размещение цены, защита данных, иммиграция (записи гостиницы), дипломатические привелегии
- Разнообразные контексты: предприятия гостеприимства, по меньшей мере, три примера, например, гостиница, ресторан с комнатами и кампус университета

ТЕМА 2: ПОНИМАТЬ ВЛИЯНИЕ СОВРЕМЕННЫХ ПРОБЛЕМ УПРАВЛЕНИЯ НА ЭФФЕКТИВНОЕ УПРАВЛЕНИЕ И РАБОТУ ПРЕДПРИЯТИЯ

- Планирование и управление: планы предприятия и департаменты, операции, процедуры, работа с *POS*, безопасность, ночной аудит, использование технологий, эксплуатационные ограничения, оценка, контроль и усовершенствование Службы приема и размещения, санитария и гигиена, защита прав потребителей, ценообразование
- Служба приема и размещения гостей: визуальное впечатление, первое впечатление, дизайн и расположение, зонирование, атмосфера, цветы/ растения, отопление, свет, поток воздуха, чистота и ремонт, безопасность
- Услуги: примеры, например, связанные комнаты*, concierge,* информация, продажи, администрирование
- Эксплуатационные проблемы: финансовые, маркетинга, продаж, отдела кадров, качество, клиент

ТЕМА 3: ПОНИМАТЬ ФАКТОРЫ, ВЛИЯЮЩИЕ НА ЭФФЕКТИВНОЕ УПРАВЛЕНИЕ И РАБОТУ ПРЕДПРИЯТИЯ В СФЕРЕ РАЗМЕЩЕНИЯ

- Планирование и управление: планы предприятия /департамента, эксплуатация, процедуры
- Интерьер и дизайн: использование, функция, визуальный облик, атмосфера, цены, долговечность, подход к и мобильность внутри интерьера, пригодность ткани/ мебели/ фурнитуры; эффективное использование пространства; отопление; освещение; воздушные поток; воздействие цвета; - дизайн; - запахи; цветы; растения
- Услуги: номера (спальня, функции, совещание, сотрудники, общественность), постельное белье и стирка, уборка, зоны отдыха, оборудование обслуживания и самообслуживания, экологические услуги, утилизация отходов, использование технологических, эксплуатационных ограничений, строительные нормы и правила здоровья и безопасности потребителей, оценка, контроль и обновление помещений

ТЕМА 4: БЫТЬ СПОСОБНЫМ ПРИМЕНИТЬ ТЕХНИКИ УВЕЛИЧЕНИЯ ПРОДАЖ И ИЗМЕРЕНИЯ ЗАНЯТОСТИ И ДОХОД

- Управление доходами *(RM/YM):* методика, требования, порча, цикличность, каналы распространия, ценновая дискриминация используя различные тарифы и их структуры

для увеличения занятости, управление инвентаризациями, используя бронирование и прогнозы по бронированию для увеличения доходов

- Техники продаж: структуры тарифов, ценообразование в соответствии с потребностями рынка, договорные цены (делегирование, сезонные корпоративные пакеты); использование *overbooking* (политика по *no-shows*, отменам); результаты продажи, рекомендации по улучшению, продажа других услуг, продажа комнат повышенного комфорта, повторное предприятие, программы лояльности клиентов, источники резерваций, центральная системы резерваций, агентства, авиалинии, предложения
- Прогнозы и статистика: сравнение актуальных ситуаций и прогнозов, определение маркетинговой деятельности и ценновой политики, обработка ежедневной деятельности и финансовых результатов, показатели деятельности Службы приема и размещения гостей, загруженность в процентах, средняя цена за комнату, за одного гостя

**Организация самостоятельной работы студента:**
*Самостоятельная работы включает в себя все изученные темы.*
*Лектор может выставить финальную оценку без экзамена, если посещаемость лекций достаточно высокая (не менее 70 %), сданы все самостоятельные работы в срок и получены оценки не ниже 7 баллов (хорошо).*

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| ТЕМА 1. ПОНИМАТЬ УСЛУГИ, ПРЕДОСТАВЛЯЕМЫЕ СЛУЖБОЙ ПРИЕМА И РАЗМЕЩЕНИЯ ГОСТЕЙ | • Расмотрены услуги Службы приема и размещения гостей,<br>• Изучены роли и ответсвенность разных видов размещения и персонала Службы приема и размещения гостей<br>• Изучены требования по законам и статутам, которые относятся к работке Службы приема и размещения гостей<br>• Оценены услуги, которые предоставляет Служба приема и размещения гостей |
| ТЕМА 2. ПОНИМАТЬ ВЛИЯНИЕ СОВРЕМЕННЫХ ПРОБЛЕМ УПРАВЛЕНИЯ НА ЭФФЕКТИВНОЕ УПРАВЛЕНИЕ И РАБОТУ ПРЕДПРИЯТИЯ | • Оценена важность эффективного управления Службы приема и размещения гостей<br>• Основные аспекты планирования и управления Службы приема и размещения гостей<br>• Основные проблемы эксплуатации, влияющие на выполнение работы Службы приема и размещения гостей |
| ТЕМА 3: ПОНИМАТЬ ФАКТОРЫ, ВЛИЯЮЩИЕ НА ЭФФЕКТИВНОЕ УПРАВЛЕНИЕ И РАБОТУ ПРЕДПРИЯТИЯ В СФЕРЕ РАЗМЕЩЕНИЯ | • Оценка важности интерьера и дизайна для эффективного управления<br>• Основные аспекты планирования и управления<br>• Основные проблемы, влияющие на эффективное управление и исполнение работы предприятия |
| ТЕМА 4: БЫТЬ СПОСОБНЫМ ПРИМЕНИТЬ ТЕХНИКИ УВЕЛИЧЕНИЯ ПРОДАЖ И ИЗМЕРЕНИЯ | • Применять тактики и приемы для заполняемости комнат и увеличения доходов предприятия<br>• Обсудить техники продаж для Службы приема и размещения гостей для увеличения доходов<br>• Анализировать цель и использование прогнозов и |

| | |
|---|---|
| ЗАНЯТОСТИ И ДОХОД | статистических данных в Службе приема и размещения гостей<br>• Высчитать показатели успешности продаж в работе Службы приема и размещения гостей |

**Обязательная литература:**


1. Предитис Дз., Служба приёма гостей: Функции и рабочие процедуры. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015.
2. Предитис Дз., Служба приёма гостей: Планирование и организация работы. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015.
3. Трошкова М., Служба приёма гостей: Английский язык. Профессиональная терминология. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015.


**Рекомендуемая литература:**


4. Kasavana M. L. Managing Front Office Operations. Ninth Edition. 2013. ISBN 978-0-86612-413-3
5. Gabor Forgacs. Revenue Management: Maximizing Revenue in Hospitality Operations. 2010.
6. Raghubalan S., Raghubalan G. Hotel housekeeping operations and management. Second Edition. Oxford University Press. 2009.
7. Bardi J. A. Hotel Front Office Management. John Wiley & Sons, Inc: USA. Fourth Edition. 2007.
8. Барышева Н., Тарарина Л. Отель. Гость. Россия, Аркаим, 2007.
9. Гаврилова А.Е. Деятельность административно-хозяйственной службы. Россия, Академа, 2012.
10. Руденко Л.Л. , Овчаренко Н.П., Косолапов А.Б. Технологии гостиничной деятельности. Россия, Дашков и Ко, 2014.


**Информация необходимая для регистра курсов**

| | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Dzintars Priedītis, Mg. Oec. O. Ņikadimovs |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

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|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Pārdošana un tirdzniecības veicināšana |
| **Studiju kursa nosaukums angļu valodā:** | Sales Development and Merchandising |
| **Prasības studiju kursa apguves uzsākšanai:** | nav |
| **Semestris:** | 4 |
| **Kredītpunktu skaits:** | 2 |

**Studiju kursa mērķis:**
Dot studējošajiem priekšstatu par ārējās pārdošanas tehnikām un tirdzniecības veicināšanas instrumentiem un tehnikām viesmīlības uzņēmumā

**Sagaidāmie studiju rezultāti:**

Veiksmīgi apgūstot šo kursu studējošais spēs:

- Saprast produktu elementus uzņēmumā
- Saprast ārējās pārdošanas attīstības tehnikas
- Saprast tirdzniecības veicināšanas instrumentus un tehnikas
- Būt spējīgam novērtēt personāla lomu pārdošanas veicināšanā

| | |
|---|---|
| Zināšanas | 1. Saprast produktu pamatkomponentus<br>2. Zināt ieguldījumu ietekmi pārdošanas veicināšanā un peļņas palielināšanā<br>3. Novērtēt, kā tirgus segmentācija veicina tirdzniecību<br>4. Saprast faktorus, kuri ietekmē pircēju uzvedību |
| Prasmes | 5. Novērtēt, kā dizains un izkārtojums ietekmē pircēju pirktspēju<br>6. Novērtēt ārējās tirdzniecības veicināšanas lomu klientu piesaistē, piedāvājot ieteikumus uzlabošanai<br>7. Analizēt un novērtēt iekšējas tirdzniecības materiālus<br>8. Novērtēt tirdzniecības veicināšanas aktivitātes dažādos uzņēmumos, piedāvājot ieteikumus uzlabošanai |
| Kompetences | 9. Novērtēt savas pārdošanas prasmes<br>10. Pielietot praksē operātīvo dizainu, lai iegūtu peļņu<br>11. Noskaidrot pamatprincipus, kuriem vajadzētu būt iekļautiem pārdošanas programmā |

**Studiju kursa saturs:**

1. TĒMA: SAPRAST PRODUKTU PAMATELEMENTUS VIESMĪLĪBAS UZŅĒMUMĀ

- Produkti/ pakalpojumi: raksturojums, īpašības/ priekšrocības, produktu stratēģija/ *mix,* dzīves cikls, attīstības procesi, koncepces attīstība un testēšana, unikālās pārdošanas punkti (*USPs*), *branding*
- Tirgus segmentācija: segmentācijas pamatojums, segmentācijas metodes, tirgus vajadzību atzīšana, piedāvājuma saikne ar tirgus segmentāciju, *branding* priekšrocības un trūkumi, tēmas attīstība
- Konteksts: tipi, piemēram, viesmīlība un ēdināšana, frizētava un skaistumkopšana, sports un brīva laika pavadīšana, ceļošana un tūrisms

2. TĒMA: SAPRAST ĀRĒJAS PĀRDOŠANAS ATTĪSTĪBAS TEHNIKAS

- Pircēju uzvedība: motivācijas teorija, lēmumu pieņemšanas process
- Reklāma: mediju izvēle, mērķa tirgi, efektivitātes novērtēšana, tirdzniecības veicināšana
- Ārēja pārdošana: dizaina aspekti, piemēram, atrašanas vieta, pieejamība, stāvvieta

3. TĒMA: SAPRAST IEKŠĒJĀS PĀRDOŠANAS UN TIRDZNIECĪBAS VEICINĀŠANAS INSTRUMENTUS UN TEHNIKAS

- Dizaina izskatīšana: klientu ergonomika (produkta pieejamība, pārdošana), apkārtēja vide/atmosfēra, piemēram, apgaismojums, apkure, inventārs, troksnis
- Iekšējā pārdošana: iekšējas zīmes, pārdošanas materiāli, elektroniskie palīglīdzekļi
- Pārdošanas veicināšana: reklāmas aktivitāšu daudzveidība, aktivitātes saistītas ar tirgu un uzņēmējdarbību, sezonas iespējas
- range of promotional activities; matching activities to market and business; sezonas iespējas, *upselling*

4. TĒMA : SAPRAST PRODUKTA ELEMENTUS VIESMĪLĪBAS UZŅĒMUMĀ

- Personīgās pārdošanas metodes: neverbālās komunikācijas, pārdošanas iespējas, klienta vajadzības un vēlmes, produktu, zināšanu saikne starp pārdošanas un pakalpojumiem, veicinot atkārtoto pārdošanu
- Operatīvais dizains: ergonomika, darbplūsma, iekārtas
- Apmācību ilgums: pārdošanas loma, pozitīvā pārdošanas attieksme, veicināšanas apmācība, atvieglojumi un labumi, pārdošanas programmu apmācības sagatavošana

**Studējošo patstāvīgā darba organizācija:**
Kursa beigās ir nepieciešams sagatavot patstāvīgo darbu, kurā tiek iekļautas visas apgūtas tēmas. Ja studējošo apmeklējums ir augstāk par 70% un visi uzdevumi ir novērtēti pozitīvi ar vērtējumu ne zemāk kā 7.

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| 1. TĒMA. SAPRAST PRODUKTU | • Novērtēt produktu pamatkomponentus<br>• Aprakstīt ieguldījuma ietekmi pārdošanas veicināšanā un peļņas palielināšanā |

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|---|---|
| PAMATELEMENTUS VIESMĪLĪBAS UZŅĒMUMĀ | • Novērtēt, kā tirgus segmentācija veicina tirdzniecību |
| 2. TĒMA. SAPRAST ĀRĒJAS PĀRDOŠANAS ATTĪSTĪBAS TEHNIKAS | • Saprast faktorus, kuri ietekmē pircēju uzvedību<br>• Novērtēt reklāmas mediju izvēli konkrētai situācijai<br>• Novērtēt tirdzniecības veicināšanas aktivitātes dažādos uzņēmumos, piedāvājot ieteikumus uzlabošanai |
| 3. TĒMA. SAPRAST IEKŠĒJĀS PĀRDOŠANAS UN TIRDZNIECĪBAS VEICINĀŠANAS INSTRUMENTUS UN TEHNIKAS | • Novērtēt, kā dizains un izkārtojums ietekmē pircēju pirktspēju<br>• Analizēt un novērtēt iekšējas tirdzniecības materiālus<br>• Novērtēt tirdzniecības veicināšanas aktivitātes dažādos uzņēmumos |
| 4. TĒMA : SAPRAST PRODUKTA ELEMENTUS VIESMĪLĪBAS UZŅĒMUMĀ | • Novērtēt savas pārdošanas prasmes<br>• Pielietot praksē operātīvo dizainu, lai iegūtu peļņu<br>• Noskaidrot pamatprincipus, kuriem vajadzētu būt iekļautiem pārdošanas programmā |

**Obligātā literatūra:**


1. O. Nikadimovs, *Sales Development and Merchandising*, HOTEL SCHOOL, 2016
2. *Hospitality Sales and Marketing,* James R. Abbey, Michigan, American Hotel & Lodging Educational Institute, 2014
3. *Hotel Yearbook 2014. Foresight and innovation in the global hotel industry*, Woody Wad, Switzerland, Horwath HTL, 2014
4. *Marketing for Hospitality and Tourism*. 5th Edition Philip Kotler, John T. Bowen, James C. Makens, USA, Pearson Prentice Hall, 2010
5. *Revenue Management, Maximizing Revenue in Hositality Operations*, Gabor Forgacs, Michigan, American Hotel & Lodging Educational Institute, 2010


**Papildus literatūra un citi informācijas avoti:**


1. Mawson,S., 2000: *The Fundamentals of Hospitality Marketing.* Thomson Learning, ISBN 9780826448323
2. Mohana, K.R., 2011: *Services Marketing. Second Edition*. Rao, India, Dorling Kindersley Pvt.;
3. Manns, I., 2011: *Bezbudžeta mārketings.* Latvija, Zvaigzne ABC;
4. Lindstrom, M., 2012: *Brandwashed. Tricks companies use to manipulate or minds and persuade us to buy*. UK, CPI Group Ltd;
5. Rakstu krājums, 2009: *Mārketings "Harvard Business Review on".* Rīga, Lietišķas informācijas dienests;
6. Viljamsa, E., Malins, R., 2008: *Tiešā mārketinga rokasgrāmata. Lietišķās informācijas centrs,* ISBN 9789984826097;
7. Христофорова, И. В. , Себекина, Т. А. , Журавлева, Т. А. , 2012: *Маркетинг в туристской индустрии.* Академа, ISBN 9785769571671;
8. Безрутченко, Ю.В., 2014: *Маркетинг в социально-культурном сервисе и туризме.* Дашков и К, ISBN 9785394016646.
9. Brīvi pieejami materiāli par mārketingu pasniedzējiem un studentiem: www.marketingteacher.com

| | |
|---|---|
| 10. Digitāla biznesa rokasgrāmata: http://rokasgramata.lv<br>11. Interneta vortāls viesnīcu mārketinga speciālistiem: http://hotelmarketing.com/<br>12. Brīvi pieejams interneta resurss studentiem un pasniedzējiem: www.tutor2u.net | |
| **Studiju kursu aprakstu reģistra atzīmēm:** | |
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *18/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Mg. Oec. O.Ņikadimovs, Dr. Oec. J. Dehtjare* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

| | |
|---|---|
| **Qualification number and title:** | Hospitality Management, 41 811 |
| **Course title in Latvian:** | Pārdošana un tirdzniecības veicināšana |
| **Course title in English:** | Sales Development and Merchandising |
| **Prerequisites:** | The course does not require any special knowledge background |
| **Term:** | 4 |
| **Number of credit points:** | 2 |

**The aim of the course**
This unit will enable learners to gain understanding of external sales development techniques and the tools and techniques of internal sales and merchandising in a business and services context.

**Learning outcomes:**
On successful completion of this unit a student will:

- Understand elements of the product in a business and services context
- Understand external sales development techniques
- Understand the tools and techniques of internal sales promotion and merchandising
- Be able to evaluate the role of staff in maximising sales.

| | |
|---|---|
| Knowledge | 1. understand the key components of the product<br>2. know the range of contributions to sales and profit of elements in the product mix<br>3. evaluate how market segmentation contributes to sales maximisation<br>4. understand the factors affecting buyer behaviour |
| Skills | 5. assess how design and layout might affect customer spend<br>6. evaluate the role of external merchandising in maximising customer volumes, making recommendations for improvement<br>7. review and evaluate internal merchandising materials<br>8. evaluate promotional activities for different scenarios, making recommendations for improvement |
| Competences | 9. evaluate personal selling techniques, making recommendations for improvement<br>10. apply operational design on sales revenue<br>11. appoint key principles that should be included in a sales training programme. |

**Course content:**

THEME 1: UNDERSTAND ELEMENTS OF THE PRODUCT IN A BUSINESS AND SERVICES CONTEXT

- Products/services: characteristics, features/benefits, product strategy/mix, life cycle,

development processes, test-marketing (simulated and controlled), concept development and testing, unique selling points (USPs), branding
- Market segmentation: rationale for segmentation, methods of segmentation, recognising market needs, matching 'offer' to market segment, benefits and constraints of branding, theme developments
- Context: types eg hospitality and catering, hairdressing and beauty therapy, sports and leisure, travel and tourism

THEME 2: UNDERSTAND EXTERNAL SALES DEVELOPMENT TECHNIQUES
- Buyer behaviour: motivation theory, the purchase decision process
- Advertising: media selection, costs, target markets, evaluating effectiveness, sales promotion
- External merchandising: design aspects eg location, access, car parking, signage

THEME 3: UNDERSTAND THE TOOLS AND TECHNIQUES OF INTERNAL SALES PROMOTION AND MERCHANDISING
- Design considerations: customer ergonomics (ease of access to product and point of sale), environment/ambience eg heating, lighting, seating, noise, equipment
- Internal merchandising: internal signage, sales materials, electronic sales aids, matching materials to image created by external methods
- Sales promotions: range of promotional activities; matching activities to market and business; seasonal opportunities; upselling

THEME 4: UNDERSTAND ELEMENTS OF THE PRODUCT IN A BUSINESS AND SERVICES CONTEXT
- Personal selling techniques: non-verbal communication, up-selling opportunities, customer needs and wants, product knowledge, link between selling and service, encouraging repeat business
- Operational design: ergonomics, workflow, equipment
- Training: incorporation of sales role, positive sales attitude, specific promotional training, incentives and rewards, preparation of sales training programme

**Organization of students' independent work**

The final independent work must contain all completed tasks.

Students do not take an exam if the attendance is high (not less than 70 %) and the individual tasks have been successfully passed and evaluated not less than grade 7 on a scale grade from 1 to 10.

| **Themes for independent works:** | **Learning Outcomes** |
|---|---|
| THEME 1. UNDERSTAND ELEMENTS OF THE PRODUCT IN A BUSINESS AND SERVICES CONTEXT | • evaluate the key components of the product<br>• discuss the range of contributions to sales and profit of elements in the product mix<br>• assess how market segmentation contributes to sales maximisation |
| THEME 2. UNDERSTAND EXTERNAL SALES DEVELOPMENT TECHNIQUES | • discuss the factors affecting buyer behaviour<br>• assess appropriate advertising media for sales development situations<br>• evaluate the role of external merchandising in maximising customer volumes, making recommendations for improvement |
| THEME 3. UNDERSTAND THE TOOLS AND TECHNIQUES OF | • assess how design and layout might affect customer spend<br>• review and evaluate internal merchandising materials<br>• evaluate promotional activities for different scenarios, making |

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| INTERNAL SALES PROMOTION AND MERCHANDISING | recommendations for improvement |
| THEME 4. BE ABLE TO EVALUATE THE ROLE OF STAFF IN MAXIMISING SALES | • evaluate personal selling techniques, making recommendations for improvement<br>• discuss the influence of operational design on sales revenue<br>• justify key principles that should be included in a sales training programme |

**Bibliography:**


1. O. Nikadimovs, *Sales Development and Merchandising*, HOTEL SCHOOL, 2016
2. *Hospitality Sales and Marketing*, James R. Abbey, Michigan, American Hotel & Lodging Educational Institute, 2014
3. *Hotel Yearbook 2014. Foresight and innovation in the global hotel industry*, Woody Wad, Switzerland, Horwath HTL, 2014
4. *Marketing for Hospitality and Tourism*. 5th Edition Philip Kotler, John T. Bowen, James C. Makens, USA, Pearson Prentice Hall, 2010
5. *Revenue Management, Maximizing Revenue in Hositality Operations*, Gabor Forgacs, Michigan, American Hotel & Lodging Educational Institute, 2010


**Recommended literature:**


1. Mawson,S., 2000: *The Fundamentals of Hospitality Marketing.* Thomson Learning, ISBN 9780826448323;
2. Mohana, K.R., 2011: *Services Marketing. Second Edition*. Rao, India, Dorling Kindersley Pvt.;
3. Manns, I., 2011: *Bezbudžeta mārketings.* Latvija, Zvaigzne ABC;
4. Lindstrom, M., 2012: *Brandwashed. Tricks companies use to manipulate or minds and persuade us to buy.* UK, CPI Group Ltd;
5. Rakstu krājums, 2009: *Mārketings "Harvard Business Review on".* Rīga, Lietišķas informācijas dienests;
6. Viljamsa, E., Malins, R., 2008: *Tiešā mārketinga rokasgrāmata. Lietišķās informācijas centrs,* ISBN 9789984826097;
7. Христофорова, И. В. , Себекина, Т. А. , Журавлева, Т. А. , 2012: *Маркетинг в туристской индустрии.* Академа, ISBN 9785769571671;
8. Безрутченко, Ю.В., 2014: *Маркетинг в социально-культурном сервисе и туризме.* Дашков и К, ISBN 9785394016646.
9. Brīvi pieejami materiāli par mārketingu pasniedzējiem un studentiem: www.marketingteacher.com
10. Digitāla biznesa rokasgrāmata: http://rokasgramata.lv
11. Interneta vortāls viesnīcu mārketinga speciālistiem: http://hotelmarketing.com/
12. Brīvi pieejams interneta resurss studentiem un pasniedzējiem: www.tutor2u.net


| **Information required for course database** | |
|---|---|
| Course issue date/ review date | 18/08/2016 |
| Lecturer(s) | Mg Oec Olegs Nikadimovs |
| Study programme director's notes and comments | |

# Описание курса

| | |
|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Название курса на латышском языке:** | Pārdošana un tirdzniecības veicināšana |
| **Название курса на английском и русском языках:** | Sales Development and Merchandising/ Развитие продаж |
| **Требования для начала курса:** | Курс не требует специальных знаний |
| **Семестр:** | 4 |
| **Количество кредитных пунктов:** | 2 |

**Цель курса:**
изучить влияние внешних методов развития продаж и инструментов и методы внутренних продаж и мерчендайзинга в контексте бизнеса и обслуживания.

**Ожидаемые результаты:**

- Понимание внешних продаж и методов развития торговли
- Понимание инструментов и методов внутренних продаж, продвижения и мерчандайзинга
- Понимать элементы продукта в контексте бизнеса и обслуживания
- Оценить роль персонала в максимизации продаж

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|---|---|
| Знания | 1. Обзор и оценка ключевых компонентов продукта<br>2. Оценить диапазон вклада в продажи и прибыль элементов в ассортименте продукции<br>3. Проанализировать, как сегментация рынка способствует максимизации продаж<br>4. Объясните, факторы, влияющие на поведение покупателя |
| Навыки | 1. Объяснение того, как дизайн и оформление может повлиять на расходы клиента<br>2. Оценка роли внешнего мерчандайзинга в максимизации объемов клиентов<br>3. Обзор и оценка ряда внутренних материалов мерчандайзинга<br>4. Предложите рекламные мероприятия для целого ряда торговых точек и сценариев |
| Компетенции | 1. Оценка личных методов продаж, разработка рекомендаций по улучшению<br>2. Обсуждение влияния операционного дизайна на выручку от продаж |

| | |
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| | 3. Обоснование основных принципов, которые должны быть включены в программу обучения по продажам<br>4. Предложение подходящих рекламных носителей для диапазона развития продаж |

**Содержание курса:**

ТЕМА 1. ПОНЯТЬ ЭЛЕМЕНТЫ ПРОДУКТА В КОНТЕКСТЕ БИЗНЕСЕ И ОБСЛУЖИВАНИЯ

- Продукты/ услуги: характеристика, особенности / преимущества, стратегия продуктов/ *mix*, жизненный цикл, процессы развития, развитие и тестирование концепции, уникальные пункты (*USPs*), *branding*
- Сегментация рынка: обоснование сегментации, методы сегментации, признание потребностей рынка, связь предложения с сегментацией рынка, преимущества и недостатики брендинга, развитие темы
- Контекст: типы, например, гостеприимства и питания, парикмахерской и салона красоты, спорта, провождения свободного времени, путешествий и туризма

ТЕМА 2: ПОНИМАТЬ ТЕХНИКИ РАЗВИТИЯ ПРОДАЖ

- Поведение покупателей: теория мотивации, процесс принятия решений
- Реклама: выбор социальных медий, целевой рынок, оценивание эффективности, развитие торговли и мерчендайзинга
- Внешний мерчандайзинг: аспекты дизайна, например, месторасположение, доступность, парковка, вывески

ТЕМА 3: ПОНИМАТЬ ТЕХНИКИ РАЗВИТИЯ ВНЕШНЕГО МЕРЧЕНДАЙЗИНГА

- Особенности дизайна: эргономика клиента (легкая досутпность продукта или точки продаж), окружающая среда/ атмосфера, например, отопление, освещение, шум, оборудование
- Внутренний мерчендайзинг: внутренние вывески, продажные материалы, электронные вспомогательные материалы, материалы, соответствующие картинке по внешним показателям
- Развитие продаж: разнообразие деятельности, стимулирующей продажи, связь деятельности с рынком и бизнесом, сезонные возможности, *upselling*

ТЕМА 4: ПОНИМАТЬ ЭЛЕМЕНТЫ ПРОДУКТА В БИЗНЕСЕ В КОНТЕКСТЕ ОБСЛУЖИВАНИЯ

- Техники личных продаж: невербальная коммуникация, возможности *up-selling*, желания и потребности клиента, знание продукта, связь продажи обслуживания, стимулирование повторных продаж
- Оперативный дизайн: эргономика, объем продаж, оборудование
- Тренинг: роль учета продаж, положительное отношение к продажам, специфический тренинг по развитию продаж, стимулы и вознаграждения, подготовка программы тренинга по продажам

**Организация самостоятельной работы студента:**

Разработка самостоятельных работ отдельно на каждую тему курса по отдельности или в обобщённом виде, если это позволяет преподаватель. Итоговая проверочная работа- экзамен

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| или автоматический зачёт, если все самостоятельные работы оценены не ниже 7 баллов (хорошо). | |
| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
| ТЕМА 1. ПОНИМАТЬ ЭЛЕМЕНТЫ ПРОДУКТА В БИЗНЕСЕ И КОНЕКСТЕ ОБСЛУЖИВАНИЯ | • Оценка основных компонентов продукта<br>• Оценка диапазона вклада в продажи и прибыль элементов в ассортименте продукции<br>• Оценка, как сегментация рынка стимулирует максимизацию продаж |
| ТЕМА 2: ПОНИМАТЬ ТЕХНИКИ РАЗВИТИЯ ВНЕШНЕГО МЕРЧЕНДАЙЗИНГА | • Оценка факторов, влияющие на поведение покупателей<br>• Оценка подходящей социальный медии для каждой ситуации продаж<br>• Оценка роли внешнего мерчендайзинга в увеличении продаж |
| ТЕМА 3: ПОНИМАТЬ ТЕХНИКИ РАЗВИТИЯ ВНЕШНЕГО МЕРЧЕНДАЙЗИНГА | • Объяснение того, как дизайн и оформление может повлиять на расходы клиента<br>• Оценка роли внешнего мерчандайзинга в максимизации объемов клиентов<br>• Предложение рекламных мероприятий для целого ряда торговых точек и сценариев |
| ТЕМА 4: ПОНИМАТЬ ЭЛЕМЕНТЫ ПРОДУКТА В БИЗНЕСЕ В КОНТЕКСТЕ ОБСЛУЖИВАНИЯ | • Оценка личных методов продаж, разработка рекомендаций по улучшению<br>• Обсуждение влияния операционного дизайна на выручку от продаж<br>• Обоснование основных принципов, которые должны быть включены в программу обучения по продажам |

**Обязательная литература:**


1. O. Nikadimovs, *Sales Development and Merchandising*, HOTEL SCHOOL, 2016
2. *Hospitality Sales and Marketing*, James R. Abbey, Michigan, American Hotel & Lodging Educational Institute, 2014
3. *Hotel Yearbook 2014. Foresight and innovation in the global hotel industry*, Woody Wad, Switzerland, Horwath HTL, 2014
4. *Marketing for Hospitality and Tourism*. 5th Edition Philip Kotler, John T. Bowen, James C. Makens, USA, Pearson Prentice Hall, 2010
5. *Revenue Management, Maximizing Revenue in Hositality Operations*, Gabor Forgacs, Michigan, American Hotel & Lodging Educational Institute, 2010


**Рекомендуемая литература:**


1. Mawson,S., 2000: *The Fundamentals of Hospitality Marketing.* Thomson Learning, ISBN 9780826448323;
2. Mohana, K.R., 2011: *Services Marketing. Second Edition*. Rao, India, Dorling Kindersley Pvt.;
3. Manns, I., 2011: *Bezbudžeta mārketings.* Latvija, Zvaigzne ABC;
4. Lindstrom, M., 2012: *Brandwashed. Tricks companies use to manipulate or minds and persuade us to buy*. UK, CPI Group Ltd;
5. Rakstu krājums, 2009: *Mārketings "Harvard Business Review on".* Rīga, Lietišķas informācijas dienests;
6. Viljamsa, E., Malins, R., 2008: *Tiešā mārketinga rokasgrāmata. Lietišķās informācijas centrs,*

ISBN 9789984826097;
7. Христофорова, И. В. , Себекина, Т. А. , Журавлева, Т. А. , 2012: *Маркетинг в туристской индустрии*. Академа, ISBN 9785769571671;
8. Безрутченко, Ю.В., 2014: *Маркетинг в социально-культурном сервисе и туризме.* Дашков и К, ISBN 9785394016646.
9. Brīvi pieejami materiāli par mārketingu pasniedzējiem un studentiem: www.marketingteacher.com
10. Digitāla biznesa rokasgrāmata: http://rokasgramata.lv
11. Interneta vortāls viesnīcu mārketinga speciālistiem: http://hotelmarketing.com/
12. Brīvi pieejams interneta resurss studentiem un pasniedzējiem: www.tutor2u.net

| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Oec. O.Ņikadimovs |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

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| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Darbs multikulturālā vidē |
| **Studiju kursa nosaukums angļu valodā:** | Work in a multicultural environment |
| **Prasības studiju kursa apguves uzsākšanai:** | nav |
| **Semestris:** | 2 |
| **Kredītpunktu skaits:** | 1 |

**Studiju kursa mērķis:**
Priekšmeta mērķis ir sagatavoties darbam multikulturālā vidē.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu studējošais spēs:

- izveidot izpratni par kultūrnosacītību, kas ietekmē cilvēku spriedumus un vērtējumus par citām kultūrām;
- attīstīt prasmi interpretēt atšķirīgu kultūru piederīgo verbālo un neverbālo komunikāciju;
- iemācīties pārvarēt starpkultūru komunikācijai traucējošos faktorus, piemēram, stereotipus un aizspriedumus;
- iemācīties ievērot kultūrsensitīvās profesionālās darbības pamatprincipus, apkalpojot ārzemju viesus Latvijā;
- iemācīt pārvarēt „kultūras šoku", uzsākot darbu viesmīlības uzņēmumos ārzemēs.

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| Zināšanas | • izveidot izpratni par kultūrnosacītību, kas ietekmē cilvēku spriedumus un vērtējumus par citām kultūrām; |
| Prasmes | • attīstīt prasmi interpretēt atšķirīgu kultūru piederīgo verbālo un neverbālo komunikāciju; |
| Kompetences | • iemācīties pārvarēt starpkultūru komunikācijai traucējošos faktorus, piemēram, stereotipus un aizspriedumus;<br>• iemācīties ievērot kultūrsensitīvās profesionālās darbības pamatprincipus, apkalpojot ārzemju viesus Latvijā;<br>• spēt strādāt un sadarboties ar dažādu kultūru cilvēkiem, ņemot vērā viņu kultūras un reliģijas īpatnības |

**Studiju kursa saturs:**
1.TĒMA. KULTŪRA UN ETNISKĀ IDENTITĀTE GLOBALIZĀCIJAS LAIKMETĀ

- Kultūras jēdziens, kultūru iedalījums un iezīmes. Kultūru daudzveidība un psiholoģiskā dimensija. Dažādas valodas un dažādas pasaules. Uzvedība: šķietamais un reālais. Apziņas barjeras. Kultūru klasifikācija (monoaktīvās, poliaktīvās un reāktīvās kultūras jēdzieni). Attieksme pret laiku dažādās kultūrās.
- Mūsdienu etniskais paradokss - etniskās identitātes pieauguma mūsdienu pasaulē psiholoģiskie iemesli. Globalizācijas ietekme.

2. TĒMA. STARPKULTŪRU KOMUNIKĀCIJAS STRUKTŪRELEMENTI

- Verbālās un neverbālās (distance komunikācijā, žesti, mīmika, u.c.), komuninikācijas īpatnības multikulturālā vidē. Komunikācijas norise (diahroni un sinhroni).

3.TĒMA. STEREOTIPI UN AIZSPRIEDUMI

- Starpkultūru komunikācijai traucējošie faktori, etniskie stereotipi un to veidi, vārda „svešais" nozīme

4.TĒMA. CITĀM KULTŪRĀM PIEDERĪGO VIESU APKALPOŠANA

- Kultūrsensitīvas profesionālās darbības pamatprincipi.
- Emociju loma darbā ar klientu. Kultūru atšķirību faktors konfliktos un to risināšana.

5.TĒMA. DARBS ĀRZEMĒS

- Personīgā sagatavošanās un adaptācija jaunā kultūras vidē - sagatavošanās starpkultūru mijiedarbībai, psiholoģiskā adaptācija citā ģeogrāfiskajā vidē - kultūršoks un tā pārvarēšanas paņēmieni. starpkultūru kontaktu sekas – multikulturālisms.
- Saskarsme ar kolēģiem, strādājot ārzemēs - kultūras apvārsnis un starptautisko komandu veidošana, starpgrupu uztveres mehānismi starpetniskajās attiecībās.
- Saskarsme ar vietējiem iedzīvotājiem, strādājot ārzemēs – Anglija, Vācija un Vidusjūras kūrortu zemes (Spānija, Itālija, Grieķija, Turcija), to iedzīvotāju nacionālais raksturs un mentalitāte.

**Studējošo patstāvīgā darba organizācija:**
*Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks. Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).*

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| 1. TĒMA. KULTŪRAS ĪPATNĪBU ANALĪZE | Prezentācijas sagatavošana un prezentēšana grupas biedriem.<br>• tiek izveidota izpratni par kultūrnosacītību, kas ietekmē cilvēku spriedumus un vērtējumus par citām kultūrām;<br>• tiek attīstīta prasme interpretēt atšķirīgu kultūru piederīgo verbālo un neverbālo komunikāciju;<br>• tiek iemācīta prasme pārvarēt starpkultūru komunikācijai traucējošos faktorus, piemēram, stereotipus un aizspriedumus;<br>• tiek iemācīta prasme ievērot kultūrsensitīvās profesionālās darbības pamatprincipus, apkalpojot ārzemju viesus Latvijā; |

**Obligāta literātūra:**


1. Apine L. Ievads etnopsiholoģijā. Rīga: Zvaigzne ABC, 2001.
2. Fosters D. Lietišķā etiķete Eiropā. Rīga: Zvaigzne ABC, 2005.
3. Priedītis A. Kultūru dialogs. Rīga: Pasaules kultūru fonds, 2006.


**Papildus literatūra un citi informācijas avoti:**


1. Yvette Reisinger. International tourism: Cultures and Behavior. OXFORD university press, 2009.
2. Садохин А.П. Теория и практика межкультурной коммуникации. Москва: Юнити, 2004.
3. Тен Ю.П. Культурология и межкультурная коммуникация . Ростов-на-дону: Еникс, 2007.
4. Тромпенаарс Ф., Хэмпден-Тернер Ч. Национально-культурные различия в контексте глобального бизнеса. – Мн.: «Попурри», 2004.


**Studiju kursu aprakstu reģistra atzīmēm:**

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| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *18/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Anita Strazdiņa, Mg. Oec., Mg. Phil. J.Korjuhina* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Studiju kursa apraksts

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| **Studiju kursa nosaukums latviešu valodā:** | Darbs multikulturālā vidē |
| **Studiju kursa nosaukums angļu valodā:** | Work in a multicultural environment |
| **Prasības studiju kursa apguves uzsākšanai:** | nav |
| **Semestris:** | 2 |
| **Kredītpunktu skaits:** | 1 |

**Studiju kursa mērķis:**
Priekšmeta mērķis ir sagatavoties darbam multikulturālā vidē.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu studējošais spēs:

- izveidot izpratni par kultūrnosacītību, kas ietekmē cilvēku spriedumus un vērtējumus par citām kultūrām;
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- iemācīt pārvarēt „kultūras šoku", uzsākot darbu viesmīlības uzņēmumos ārzemēs.

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| Zināšanas | • izveidot izpratni par kultūrnosacītību, kas ietekmē cilvēku spriedumus un vērtējumus par citām kultūrām; |
| Prasmes | • attīstīt prasmi interpretēt atšķirīgu kultūru piederīgo verbālo un neverbālo komunikāciju; |
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**Studiju kursa saturs:**
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- Mūsdienu etniskais paradokss - etniskās identitātes pieauguma mūsdienu pasaulē psiholoģiskie iemesli. Globalizācijas ietekme.

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- Verbālās un neverbālās (distance komunikācijā, žesti, mīmika, u.c.), komuninikācijas īpatnības multikulturālā vidē. Komunikācijas norise (diahroni un sinhroni).

3.TĒMA. STEREOTIPI UN AIZSPRIEDUMI

- Starpkultūru komunikācijai traucējošie faktori, etniskie stereotipi un to veidi, vārda „svešais" nozīme

4.TĒMA. CITĀM KULTŪRĀM PIEDERĪGO VIESU APKALPOŠANA

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- Emociju loma darbā ar klientu. Kultūru atšķirību faktors konfliktos un to risināšana.

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- Personīgā sagatavošanās un adaptācija jaunā kultūras vidē - sagatavošanās starpkultūru mijiedarbībai, psiholoģiskā adaptācija citā ģeogrāfiskajā vidē - kultūršoks un tā pārvarēšanas paņēmieni. starpkultūru kontaktu sekas – multikulturālisms.
- Saskarsme ar kolēģiem, strādājot ārzemēs - kultūras apvārsnis un starptautisko komandu veidošana, starpgrupu uztveres mehānismi starpetniskajās attiecībās.
- Saskarsme ar vietējiem iedzīvotājiem, strādājot ārzemēs – Anglija, Vācija un Vidusjūras kūrortu zemes (Spānija, Itālija, Grieķija, Turcija), to iedzīvotāju nacionālais raksturs un mentalitāte.

**Studējošo patstāvīgā darba organizācija:**
*Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks. Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).*

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
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| 2. TĒMA. KULTŪRAS ĪPATNĪBU ANALĪZE | Prezentācijas sagatavošana un prezentēšana grupas biedriem.<br>• tiek izveidota izpratni par kultūrnosacītību, kas ietekmē cilvēku spriedumus un vērtējumus par citām kultūrām;<br>• tiek attīstīta prasme interpretēt atšķirīgu kultūru piederīgo verbālo un neverbālo komunikāciju;<br>• tiek iemācīta prasme pārvarēt starpkultūru komunikācijai traucējošos faktorus, piemēram, stereotipus un aizspriedumus;<br>• tiek iemācīta prasme ievērot kultūrsensitīvās profesionālās darbības pamatprincipus, apkalpojot ārzemju viesus Latvijā; |

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1. Apine L. Ievads etnopsiholoģijā. Rīga: Zvaigzne ABC, 2001.
2. Fosters D. Lietišķā etiķete Eiropā. Rīga: Zvaigzne ABC, 2005.
3. Priedītis A. Kultūru dialogs. Rīga: Pasaules kultūru fonds, 2006.


**Papildus literatūra un citi informācijas avoti:**


1. Yvette Reisinger. International tourism: Cultures and Behavior. OXFORD university press, 2009.
2. Садохин А.П. Теория и практика межкультурной коммуникации. Москва: Юнити, 2004.
3. Тен Ю.П. Культурология и межкультурная коммуникация . Ростов-на-дону: Еникс, 2007.
4. Тромпенаарс Ф., Хэмпден-Тернер Ч. Национально-культурные различия в контексте глобального бизнеса. – Мн.: «Попурри», 2004.


**Studiju kursu aprakstu reģistra atzīmēm:**

| | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *18/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Anita Strazdiņa, Mg. Oec., Mg. Phil. J.Korjuhina* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Описание курса

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|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Название курса на латышском языке:** | Darbs multikulturālā vidē |
| **Название курса на английском и русском языках:** | Work in a multicultural environment/ Работа в мультикультурной среде |
| **Требования для начала курса:** | нет |
| **Семестр:** | 2 |
| **Количество кредитных пунктов:** | 1 |

**Цель курса:**
Подготовить студентов к работе в мультикультурной среде

**Ожидаемые результаты:**
По окончанию курса студент будет:

- Получить понимание об обусловленности культуры, которая влияет на суждения и оценку людей о других культурах
- Развить навыки понимать и интерпритировать вербальную и невербальную коммуникацию людей других культур
- Научиться справляться с факторами, мешающими коммуникации, например, стереотипами, предрассудками
- Научиться соблюдать культурносенситивные профессиональные принципы, обслуживая иностранных гостей в Латвии
- Научиться справляться с культурным шоком, начиная работу на предприятии гостеприимства за границей

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| Знания | • Получить понимание об обусловленности культуры, которая влияет на суждения и оценку людей о других культурах |
| Навыки | • Развить навыки понимать и интерпретировать вербальную и невербальную коммуникацию людей других культур |
| Компетенции | • Научиться соблюдать культурно-сенситивные профессиональные принципы, обслуживая иностранных гостей в Латвии<br>• Научиться справляться с факторами, мешающими коммуникации, например, стереотипами, предрассудками<br>• Быть способным работать с представителями разных культур и религий |

**Содержание курса:**
ТЕМА 1. ЭТНИЧЕСКАЯ ИДЕНТИЧНОСТЬ И ИДЕНТИЧНОСТЬ КУЛЬТУРЫ В ЭПОХУ ГЛОБАЛИЗАЦИИ

- Понятие культуры, разделение культур, характерные черты. Разнообразие культур и психологическая дименсия. Разные языки и разные культуры. Поведение: мнимое и реальное. Барьеры сознания. Классификация культур (моноактивная, полиактивная и

реактивная). Отношение ко времени разных культур.

- Современный этнический парадокс- прирост этнической идентичности в современном мире, психологические факторы. Влияние глобализации.

ТЕМА 2. ЭЛЕМЕНТЫ МЕЖДУКУЛЬТУРНОЙ КОММУНИКАЦИИ

- Вербальная и невербальная коммуникация (дистанционная коммуникация, жесты, мимика ), особенности коммуникации в мультикультурной среде. Течение коммуникации

ТЕМА 3. СТЕРЕОТИПЫ И ПРЕДРАССУДКИ

- Факторы, влияющие на коммуникацию между культурами, этнические стереотипы и их виды, значение слова „чужой”

ТЕМА 4. ОБСЛУЖИВАНИЕ ГОСТЕЙ ДРУГИХ КУЛЬТУР

- Принципы культурно- сенситивной работы
- Роль эмоций в работе с клиентами. Фактор различия культур в конфликтах и их решении

ТЕМА 5. РАБОТА ЗА ГРАНИЦЕЙ

- Личная подготовка и адаптация к новой культурной среде- подготовка к взаимодействию между разными культурами, психологическая адаптация- культурный шок и способы борьбы с ним. Мультикультурализм
- Общение с коллегами, работая за границей- горизонт культур, механизмы восприятия между группами.
- Общение с местными жителями, работая за границей- Англия, Германия и регион Средиземного моря (Испания, Греция, Турция), особенный характер и менталитет жителей

**Самостоятельная работа:**
Самостоятельная работа написана в конце курса и представлена перед аудиторией.
Если посещаемость низкая (ниже 70%) и оценки за текущие работы ниже 7, то студент должен сдавать финальный тест.

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
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| ТЕМА 1. АНАЛИЗ КУЛЬТУРНЫХ ОТЛИЧИЙ | Подготовка презентации и презентация в группе.<br>Студенты:<br>• Получили понимание об обусловленности культуры, которая влияет на суждения и оценку людей о других культурах<br>• Развили навыки понимать и интерпритировать вербальную и невербальную коммуникацию людей других культур<br>• Научились справляться с факторами, мешающими коммуникации, например, стереотипами, предрассудками<br>• Научились соблюдать культурносенситивные профессиональные принципы, обслуживая иностранных гостей в Латвии<br>• Научились справляться с культурным шоком, начиная работу на предприятии гостеприимства за границей |

**Обязательная литература:**


1. Apine L. Ievads etnopsiholoģijā. Rīga: Zvaigzne ABC, 2001.
2. Fosters D. Lietišķā etiķete Eiropā. Rīga: Zvaigzne ABC, 2005.
3. Priedītis A. Kultūru dialogs. Rīga: Pasaules kultūru fonds, 2006.

**Рекомендуемая литература:**


1. Yvette Reisinger. International tourism: Cultures and Behavior. OXFORD university press, 2009.
2. Садохин А.П. Теория и практика межкультурной коммуникации. Москва: Юнити, 2004.
3. Тен Ю.П. Культурология и межкультурная коммуникация . Ростов-на-дону: Еникс, 2007.
4. Тромпенаарс Ф., Хэмпден-Тернер Ч. Национально-культурные различия в контексте глобального бизнеса. – Мн.: «Попурри», 2004.


| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Анита Страздыня, Mg. Oec., Mg. Phil. Е.Корюхина |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

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| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Uzņēmējdarbība |
| **Studiju kursa nosaukums angļu valodā:** | Small Business Enterprise |
| **Prasības studiju kursa apguves uzsākšanai:** | **Kursa apguvei nav nepieciešamas speciālas priekšzināšanas** |
| **Semestris:** | 2 |
| **Kredītpunktu skaits:** | 3 |

**Studiju kursa mērķis:**

Sniegt izpratni par mazo uzņēmumu pārvaldi mainīgajos sociāli ekonomiskajos apstākļos, kā arī iemācīt uzlabot uzņēmuma biznesa rādītājus, regulāri pārskatot uzņēmuma mērķus un darbības plānus.

**Sagaidāmie studiju rezultāti:**

Veiksmīgi apgūstot šo kursu students spēs
- izpētīt izvēlētā mazā uzņēmuma biznesa rādītājus;
- ierosināt izmaiņas, lai uzlabotu biznesa pārvaldi un rādītājus;
- pārskatīt biznesa mērķus un plānus, lai integrētu ierosinātās izmaiņas;
- pārraudzīt izmaiņu ieviešanas vadību un to ietekmi uz uzņēmuma operatīvo darbību

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| Zināšanas | 1. izpētīt izvēlētā mazā uzņēmuma biznesa rādītājus; |
| Prasmes | 2. izprast biznesa informācijas analīzi;<br>a. izprast biznesa mērķus un plānus, lai integrētu ierosinātās izmaiņas |
| Kompetences | 3. ierosināt izmaiņas, lai uzlabotu biznesa pārvaldi un rādītājus;<br>4. pārskatīt biznesa mērķus un plānus, lai integrētu ierosinātās izmaiņas;<br>5. pārraudzīt izmaiņu ieviešanas vadību un to ietekmi uz uzņēmuma operatīvo darbību |

**Studiju kursa saturs:**

TĒMA 1: BIZNESA IZVĒRTĒJUMS
- Biznesa profils: uzņēmējdarbības sastāvdaļas, uzņēmējdarbības mērķi, iekšējie un ārējie faktori, kas ietekmē uzņēmuma darbību, biznesa rādītāji, biznesa ierobežojumi un aizliegumi, īpašnieka-vadītāja pienākumi un saistības.
- Salīdzināmie dati: salīdzinājums ar citiem līdzīga izmēra uzņēmumiem tajā pašā ģeogrāfiskajā reģionā vai nozarē, salīdzinājums ar nozares vidējiem rādītājiem, salīdzināšanas jomas -

finanšu, ražošanas, mārketinga, pārdošanas, cilvēkresursu, tehnoloģiju izmantošanas.
- Biznesa informācijas analīze: analīze par agrākiem un pašreizējiem biznesa datiem - finanšu, mārketinga informācijas, pārdošanas, ražošanas, cilvēkresursu efektivitātes, vadības efektivitātes - izmantojot rādītājus, budžeta informācija, tirgus izpētes rezultāti, SVID analīze, biznesa ziņojumi, piemēram, ražošanas efektivitāte.

TĒMA 2: BIZNESA RĀDĪTĀJU UZLABOŠANA
- Vājo pušu pārvarēšana: problēmu risināšanas stratēģijas, profesionālā padoma avoti un pieejamība konkrētajā jomā, risinājumu un alternatīvu atrašana, ārpakalpojumu pieejamība un izmantošana konkrētu funkciju veikšanai, piemēram, grāmatvedība, parādu piedziņa.
- Esošo biznesa panākumu saglabāšana: uzņēmuma darbības pārskatu un datu saglabāšana, darbības attīstīšana, baltoties uz biznesa stiprajām pusēm, tirgus daļas / vietas saglabāšana, labu klienta / piegādātāja / konsultanta attiecību nozīmīgums.
- Jaunas iespējas: biznesa paplašināšanas (ekspansijas) jomu identificēšana, piemēram, nišas tirgi un eksporta iespējas, izpētes tehnikas, projektu izvērtēšana, projektu vadība, izmaksu aprēķins un finansējuma piesaiste jauniem projektiem, riska novērtējums.
- Vadības un personāla novērtējums: prasmju audits, pašnovērtējums, sevis un uzņēmuma personāla zināšanu un prasmju pilnveidošana, izmaksu un ieguvumu izvērtēšana sevis un personāla pilnveidei.

TĒMA 3: BIZNESA MĒRĶU UN DARBĪBAS MAIŅA
- Biznesa mērķi: biznesa mērķu struktūra, biznesa mērķu novērtējums, ņemot vērā pašreizējos sasniegumus, biznesa mērķu maiņa, izmaiņu ietekme uz uzņēmuma biznesa plānu.
- Biznesa plāni: integrētu biznesa plānu struktūra (finanses, pārdošana un mārketings, ražošana / izlaide, personāls), biznesa plānu izmantošana, biznesa plāna novērtējums pret uzņēmuma mērķiem, izmaiņu iekļaušana plānā, budžeta izmaiņas, biznesa prognožu sagatavošana.
- Darba plāni: plāni izmaiņu ieviešanai, pārvaldības, uzraudzības un novērtēšanas sistēmas, rezultatīvie rādītāji, atskaites, noteiktie termiņi.

TĒMA 4: IZMAIŅU IEVIEŠANAS VADĪBAS KONTROLE
- Izmaiņu ietekme: ietekme visās uzņēmuma darbības jomās - finanšu, darba slodzes, morāles, amata pienākumu, fizisko aspektu, piemēram, biroju telpu, ražošanas metožu, tehnoloģiju izmantošanas jomās, paredzot iespējamos šķēršļus / problēmas.
- Pārvaldīšana: pārmaiņu rezultātu kontrole, datu saglabāšana, lai izvērtētu pārmaiņu efektivitāti, plāna koriģēšana, reaģējot uz faktiskajiem rezultātiem.

**Studējošo patstāvīgā darba organizācija:**

Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks.

Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
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| TĒMA 1. BIZNESA IZVĒRTĒJUMS | • tiek veikts biznesa izvērtējums;<br>• tiek apkopota un analizēta informācija;<br>• tiek izdarīti un pamatoti secinājumi; |

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| | tiek izmantota efektīva pētīšanas metode<br>**Uzdevums 1. Izmeklēt veiktspēju izvēlēto mazo biznesa uzņēmumu**<br>***Patstavīgais darbs:*** studentam ir jāizvērtē vienu no šīm SBE kas ir kļuvusi par lielām starptautiskām kompānijām - KFC, McDonalds, viesnīcas Marriott, Holiday Inn viesnīca, Albertsons pārtikas veikals un Southwest Airlines. Sākot no paša sākuma uzņēmuma dibināšanas, kā uzņēmums auga un paplašinās, franšīzi un zīmolus, mūsdienās situācija un finanšu datus - apgrozījumu, bruto ieņēmumus, darbinieku skaits utt klāt to saviem kolēģiem klasē. Apspriediet ar kolēģi izvēlēto mazo biznesu, tas stiprās un vājās puses. Salīdzināt to ar citiem uzņēmumiem. |
| TĒMA 2. BIZNESA RĀDĪTĀJU UZLABOŠANA | • tiek izskatītas izmaiņas, lai uzlabotu biznesa pārvaldi un rādītājus;<br>• tiek pārraudzītas izmaiņas ieviešanas vadību un tas ietekme uz uzņēmuma operatīvo darbību.<br>**Uzdevums 2. Pēc vizītes uz vietējo mazo uzņēmumu - viesnīcu vai restorānu / vai abu - ierosināt izmaiņas, lai uzlabotu vadības un uzņēmējdarbības sniegumu uzņēmuma ar konkrētiem piemēriem**<br><br>**Patstāvīgais darbs:** Studentam ir jāapmeklē vietējo mazo uzņēmumu - viesnīcu vai restorānu; izpētīt stiprās un vājās puses - veikt pilnu SVID analīzi. Izvērtējot veiktspējas, stiprās un vājās puses izvēlētā bizness - analizēt, kā pašreizējo veiktspēju var uzlabot, kādi pasākumi radīs labāku rezultātu. Ieteikt jaunas nišas vai jomas, kurās uzņēmumu var paplašināt - sniegt skaidrus piemērus un pamatojums. |
| Tēma 3. Biznesa mērķu un darbības maiņa | • tiek pārskatīti biznesa mērķi un plāni, lai integrētu ierosinātās izmaiņas;<br>• tiek apkopota un analizēta informācija;<br>• tiek izveidoti un pamatoti secinājumi;<br>• tiek demonstrēta inovatīva un radoša domāšana, piemēram, ģenerējot idejas un pieņemot lēmumus, veicot pašvērtējumu, risinot problēmas, pieņemot jaunas idejas utt.<br>**Uzdevums 3. Pārskatīt biznesa mērķus un uzdevumiem, ietvert ierosinājumus izmaiņām biznesa plāna / izvērtē ieviesto izmaiņu ietekmi uz jau esošo uzņēmumu uzņēmējdarbības rezultātiem**<br>**Patstāvīgais darbs:** Studentam jāsagatavo skaidrs biznesa plāns ar mērķiem un uzdevumiem.<br>Kādi varētu būt pārmaiņas, kurus var veikt biznesa plānā. Kā šīs izmaiņas var īstenot jau strādājošā biznesā.<br>Pabeidzot biznesa plānu - ar tiem dalītos ar kolēģiem klasē, lai apspriestu semināra laikā; izmantojot kritisko domāšanu un nodrošināt iespējami efektīvus ieteikumus uzlabojumiem. |
| Tēma 4. Izmaiņu ieviešanas vadības kontrole | • tiek pārraudzītas izmaiņas ieviešanas vadību un tas ietekme uz uzņēmuma operatīvo darbību;<br>• tiek apkopota un analizēta informācija;<br>• tiek izveidoti un pamatoti secinājumi;<br>• tiek demonstrēta kritiskā un analītiskā domāšana; |

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| | **4. uzdevums - pārskatīt biznesa mērķus un uzdevumus, ierosināt izmaiņas plānā / jāizvērtē ieviesto izmaiņu to tiešo ietekmi uz jau esošās uzņēmējdarbības rezultātiem**<br><br>**Patstāvīgais darbs:** Studentiem ir nepieciešams pārskatīt biznesa mērķus un uzdevumus, tai skaitā ierosinātajām izmaiņām plānā / novērtētu izmaiņas, kas ieviestas, to tiešo ietekmi uz jau esošiem uzņēmējdarbības rezultātiem.<br><br>Studentam ir jāapraksta, kā jebkuras izmaiņas, kas veiktas esošā uzņēmumā var ietekmēt biznesu kopumā un darbiniekus.<br><br>Pēc visu nepieciešamo izmaiņu uzņēmējdarbībā īstenošanas , ir jāizveido uzraudzības sistēmu - kontroli pār visām uzlabošanām / pasliktināšanām uzņēmējdarbības noteiktā laika periodā. |

**Obligātā literatūra:**


1. Templers R., 2003. Veiksmīgas karjeras likumi. Zvaigzne ABC
2. Vīksma A., 2009. Savs bizness. Lietišķās informācijas dienests
3. Hammonds D., 2008. Tava biznesa zīmols. Lietišķās informācijas dienests
4. Brensons R., 2006. Ej un dari. Dzīves mācības. Zvaigzne ABC
5. Uzņēmuma darbības novērtēšana (Lietišķās informācijas dienests, 2008) ISBN 9789984826271
6. Klousons T., 2013. Bizness Džeimija Olivera stilā. Zvaigzne ABC


**Papildus literatūra un citi informācijas avoti:**


1. Nikadimovs O., 2016. Small Business Enterprise 1, 2. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža.
2. Lee-Ross,D, Lashley, C., 2009: *Entrepreneurship & Small Business Management.* USA, Butterworth Heinemann;
3. Boella M and Goss-Turner S – Human Resource Management in the Hospitality Industry, 8th Edition (Butterworth-Heinemann, 2005) ISBN 9780750666367
4. Deakins D and Freel M – Entrepreneurship and Small Firms, 5th Edition (McGraw-Hill, 2009) ISBN 9780077121624
5. Stokes D and Wilson N - *Small Business Management and Entrepreneurship* (Cengage Learning EMEA, 2010) ISBN 9781408017999
6. Digitāla biznesa rokasgrāmata: http://rokasgramata.lv
7. Brīvi pieejams interneta resurss studentiem un pasniedzējiem: www.tutor2u.net


**Studiju kursu aprakstu reģistra atzīmēm:**

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|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *09/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Mg.sc. Oļegs Ņikadimovs* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Описание курса

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| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Предпринимательская деятельность |
| **Название курса на английском языке:** | Small Business Enterprise |
| **Требования для начала курса:** | Курс не требует специальных знаний |
| **Семестр:** | 2 |
| **Количество кредитных пунктов:** | 3 |

**Цель курса:**
Дать понимание об управлении малым бизнесом в изменчивых социально- экономических условиях, а также научить улучшать бизнес показатели предприятия, регулярно пересматривая цели и планы действий предприятия.

**Ожидаемые результаты:**
Успешно освоив курс, студент сможет:

- исследовать бизнес показатели малого предприятия;
- предложить изменения, чтобы улучшить управление и производительность предприятия;
- пересмотреть бизнес цели и планы, чтоб внедрить предложенные изменения;
- следить за внедрением изменений в управлении и его влиянием на оперативную деятельность компании

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| Знания | 1. исследовать бизнес показатели выбранного малого предприятия |
| Навыки | 2. понять анализ бизнес информации;<br>3. понять бизнес цели и планы, чтобы внедрить предложенные изменения; |
| Компетенции | 4. предложить изменения, чтобы улучшить управление бизнесом и производительность;<br>5. пересмотреть бизнес цели и планы, чтоб внедрить предложенные изменения;<br>6. следить за внедрением изменений в управлении и его влиянием на оперативную деятельность компании |

**Содержание курса:**
ТЕМА 1: ОЦЕНКА БИЗНЕСА:

- Профиль бизнеса: составные части предпринимательской деятельности, цели предпринимательской деятельности, внутренние и внешние факторы, которые влияют на предпринимательскую деятельность, бизнес показатели, ограничения и запреты

бизнеса, обязанности и обязательства владельца- руководителя.

- Данные сравнения: сравнение с аналогичными по размеру предприятиями, в том же географическом регионе или отрасли, сравнение со средними показателями отрасли, области сравнения - финансы, производство, маркетинг, торговля, человеческие ресурсы (кадры), использование технологий.
- Анализ бизнес информации: анализ прошлых и текущих бизнес-данных- финансы, mинформация маркетинга, продажи, производство, эффективность кадров, эффективность управления - использую анализ, информация о бюджете, результаты исследования рынка, SWOT-анализ, бизнес отчёты, например, эффективность производства.

ТЕМА 2: УЛУЧШЕНИЕ БИЗНЕС ПОКАЗАТЕЛЕЙ

- Преодоление слабых сторон: стратегии решения проблем, источники профессионального совета и доступность в конкретной сфере, нахождение решений и альтернатив, доступность и использование внешних услуг для выполнения конкретных функций, например, бухгалтерия, взыскание долгов.
- Сохранение текущего успеха в бизнесе: сохранение отчётов и данных предприятия, развитие деятельности, опираясь на сильные стороны бизнеса, дол рынка / сохранение места, хорошего клиента / поставщика / значение отношения консультанта.
- Новые возможности: определение зоны расширения (экспансии) бизнеса, например, нишевые рынки и возможности экспорта, техника исследования, оценивание проектов, управление проектами, расчёт затрат и привлечение финансирования для новых проектов, оценка рисков.
- Оценка руководства и персонала: проверка навыков, самооценка, усовершенствование свох и персонала знаний и навыков, оценка расходов и выгоды на усовершенствование себя и персонала.

ТЕМА 3: ИЗМЕНЕНИЯ БИЗНЕС ЦЕЛЕЙ И ДЕЯТЕЛЬНОСТИ

- Цели бизнеса: структура бизнес цели, оценка бизнес цели, беря во внимание нынешние достижения, изменение бизнес целей, влияние изменения на бизнес план предприятия.
- Бизнес планы: структура интегрированного бизнес плана (финансы, продажа и маркетинг, производство/ выпуск, персонал), использование бизнес плана, оценка бизнес плана соответственно целям предприятия, включение изменений в план, изменение бюджета, подготовка бизнес прогноза.
- Планы работы: планы введения изменений, управление, мониторинг и системы оценивания, результативные показатели, отчёты, конкретные сроки.

ТЕМА 4: КОНТРОЛЬ УПРАВЛЕНИЯ ВВЕДЕНИЯ ИЗМЕНЕНИЙ

- Влияние изменений: влияние во всех сферах деятельности предприятия - в финансовой, в нагрузке, в моральной, должностных обязанностях, в физических аспектах, таких как, помещение офиса, методы производства, в сфере использования технологий, предвидя возможные преграды/ проблемы.
- Управление: контроль качества перемен, сохранение данных, чтобы оценить качество перемен, корректирование плана, в соответствии с фактическими результатами.

**Организация самостоятельной работы студента:**

*Заключительная оценка- экзамен, который состоит из двух частей: письменная и устная. Лектор может выставить финальную оценку без экзамена, если посещаемость лекций достаточно высокая, сданы все самостоятельные работы в срок и получены оценки не ниже 7 баллов (хорошо).*

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| ТЕМА 1: ОЦЕНКА БИЗНЕСА | • Сравнить разные стили управления<br>• произведена оценка бизнеса;<br>• информация собрана и проанализирована;<br>• выводы сделаны и обоснованы;<br>• использован эффективный метод исследования<br><br>**Задание 1 - Исследовать международные истории успеха предприятий малого бизнеса и презентовать результат своим коллегам**<br>Самостоятельная работа: Студенту нужно исследовать одно из следующих предприятий малого бизнеса, которое выросло в крупную международную компанию - KFC, McDonalds, Marriott, гостиницы Holiday Inn, продовольственных магазинов Albertsons и Southwest Airlines. Начиная с самого начала основания компании, как компания росла и расширялась, франчайзинг и бренд, нынешнюю ситуацию и финансовые показатели - оборот, доход, число сотрудников и др. Сделать презентацию своим коллегам в классе.<br>Обсудить с коллегами выбранный малый бизнес, сильные и слабые стороны. Сравните это с другими компаниями, которые будут презентованы в классе |
| ТЕМА 2: УЛУЧШЕНИЕ БИЗНЕС ПОКАЗАТЕЛЕЙ | • рассмотрены изменения, с целью улучшить управление бизнесом и показатели;<br>• контролирование управления введения изменений и их влияние на оперативную работу предприятия<br><br>**Задание 2 - После посещения местного предприятия малого бизнеса - гостиница или ресторан / или оба - предложить изменения, для того, чтобы улучшить управление и бизнес-производительность данного предприятия с конкретными примерами**<br>Самостоятельная работа: Студенту нужно посетить местное предприятие малого бизнеса - гостиница или ресторан; исследовать сильные и слабые стороны - сделать полный анализ SWOT. После исследования производительности, сильных и слабых сторон выбранного бизнеса - проанализируйте, каким образом существующая производительность может быть улучшена, какие действия приведут к лучшему результату. Предложить новые ниши или области, в которых бизнес может быть расширен - предоставить четкие примеры и обоснование вашего выбора. |
| ТЕМА 3: ИЗМЕНЕНИЕ БИЗНЕС ЦЕЛЕЙ И ДЕЯТЕЛЬНОСТИ | • пересмотрены бизнес цели и планы, с целью введения предложенных изменений;<br>• информация собрана и проанализирована;<br>• выводы сделаны и обоснованы;<br>• продемонстрировано инновативное и творческое мышление, например, генерируя идеи и принимая |

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| | решения, производя самооценку, решая проблемы, принимая новые идеи и т.д.<br><br>**Задание 3 - Пересмотреть бизнес-цели и задачи, включив предлагаемые изменения в план / Оценить результаты введённых изменений на и их непосредственного влияния на уже работающий бизнес**<br>Студент должен подготовить четкий бизнес-план с целями и задачами. Какие могут быть изменения, которые можно внести в бизнес-план. Как эти изменения могут быть реализованы в уже работающем бизнесе.<br>Ответить на следующие вопросы:<br>1. Какие могут быть изменения, которые вы можете внести в бизнес-план, если предприятие не выполняет этот план и необходимая производительность не достигнута. Как эти изменения могут быть реализованы в уже работающем бизнесе? |
| ТЕМА 4: КОНТРОЛЬ УПРАВЛЕНИЯ ВВЕДЕНИЯ ИЗМЕНЕНИЙ | • проконтролировано управление введения изменений и их влияния на оперативную работу предприятия;<br>• информация собрана и проанализирована;<br>• выводы сделаны и обоснованы;<br>• продемонстрировано критическое и аналитическое мышление;<br>• продемонстрирован критический отзыв о своей работе, сделав реалистичные выводы о необходимых улучшениях.<br><br>**Задание 4 - Пересмотреть бизнес-цели и задачи, включив предлагаемые изменения в план / Оценить результаты введённых изменений на и их непосредственного влияния на уже работающий бизнес**<br>Самостоятельная работа: Студенту нужно пересмотреть бизнес-цели и задачи, включив предлагаемые изменения в план / оценить результаты введённых изменений на и их непосредственного влияния на уже работающий бизнес.<br>Студенту нужно описать, как любые изменения, сделанные на уже работающем предприятии, могут повлиять на бизнес в целом и на персонал. После реализации всех необходимых изменений в бизнесе, нужно создать систему мониторинга - контроля за всеми улучшения / ухудшениями в работе бизнеса за определенный временной отрезок. После завершения составления бизнес-планов - обменяться ими с коллегами в классе, обсудить во время рабочего семинара; используя критическое мышление и предоставьте возможные эффективные предложения по улучшению.<br>После завершения составления ваших бизнес-планов – презентуйте ваш бизнес-план коллегам в классе, обсудите во время рабочего семинара; используя критическое мышление и предоставьте возможные эффективные предложения по улучшению. |

**Обязательная литература:**

1. Морозов М.А., 2009. Экономика и предпринимательство в социально-культурном сервисе и туризме. Академа.
2. Дорнан Д., 2012. Просто, но не очевидно. Рифформа.

**Рекомендуемая литература:**


1. Nikadimovs O., 2016. Small Business Enterprise 1, 2. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža.
2. Boella, M., Goss-Turner, S. , 2005: *Human Resource Management in the Hospitality Industry,* 8th Edition. Butterworth-Heinemann, ISBN 9780750666367;
3. Deakins, D., Freel, M., 2009: *Entrepreneurship and Small Firms,* 5th Edition. McGraw-Hill, ISBN 9780077121624;
4. Lee-Ross,D, Lashley, C., 2009: *Entrepreneurship & Small Business Management.* USA, Butterworth Heinemann;
5. Gomez-Mejia, L.R., Balkin, D.B. , Cardy, R. L., 2012: *Managing Human Resources, Seventh Edition*, USA, Pearson Education Inc.;
6. Jackman, H., 2015: *Just Six Guests* (how to set up and run a small Bed & Breakfast. London, Great Britain, Bell & Bain Ltd;
7. Stokes, D., Wilson, N. , 2010: *Small Business Management and Entrepreneurship*. Cengage Learning, EMEA, ISBN 9781408017999;
8. Lietišķās informācijas dienests, 2008: *Uzņēmuma darbības novērtēšana*. ISBN 9789984826271;
9. Vīksna, A., 2009: *Savs bizness.* Rīga, Lietisķās informācijas dienests;
10. Электронный справочник по бизнесу: http://rokasgramata.lv;
11. Ресурс свободного доступа: www.tutor2u.net


| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Oec. Oļegs Ņikadimovs |
| Заметки и комментарии директора программы | 18/08/2016 |

# Studiju kursa apraksts

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|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | SPA pakalpojumi viesnīcā |
| **Studiju kursa nosaukums angļu valodā:** | Hotel SPA products and services |
| **Prasības studiju kursa apguves uzsākšanai:** | Nav vajadzīgas |
| **Semestris:** | 2 |
| **Kredītpunktu skaits:** | 1 |

**Studiju kursa mērķis:**
Sniegt priekšstatu zināšanas par SPA darbību viesnīcas ietvaros, apgūstot galvenos SPA administratora, klientu konsultanta un SPA pakalpojumu pārdevēja pienākumus.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu students spēs:

- pārzināt internacionālas un lokālas SPA koncepcijas, kā arī aktuālas tendences SPA jomā;
- sniegt informāciju par SPA viesnīcām, viesu namiem un rehabilitācijas centriem Latvijā, to SPA vides dizainu un moderno aprīkojumu;
- pārzināt SPA pakalpojumu veidus un to izpildīšanu saskaņā ar multisensorās iedarbības teoriju,
- informēt par inovācijām SPA industrijā,
- pastāstīt par kosmētikas un ekoproduktu lietošanu SPA;
- informēt klientus par SPA pakalpojumiem, veicinot to pārdošanu

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| Zināšanas | 1. zināt SPA koncepcijas, SPA pakalpojumu veidus un to izpildīšana saskaņā ar multisensorās iedarbības teoriju;<br>2. zināt par SPA viesnīcām, viesu namiem un rehabilitācijas centriem Latvijā, to SPA vides dizainu un moderno aprīkojumu |
| Prasmes | 3. iegūt informāciju par inovācijām SPA industrijā;<br>4. iegūt informāciju par kosmētikas un ekoproduktu lietošanu SPA |
| Kompetences | 5. informēt klientus par SPA pakalpojumiem, veicinot to pārdošanu |

**Studiju kursa saturs:**
TĒMA 1: SPA DEFINĪCIJA, INTERNACIONĀLĀS UN LOKĀLAS SPA KONCEPCIJAS

- SPA jēdziena izcelsme un saturs: SPA veidi, piem., minerālūdens SPA, jūras SPA, medicīniskais SPA, mērķa (*destination*) SPA, viesnīcas SPA, dienas SPA.
- SPA kompleksterapija un tās virzieni.
- SPA piedāvājums Latvijā un Baltijā: SPA viesnīcas, viesu nami un rehabilitācijas centri Latvijā, Lietuvā un Igaunijā to SPA vides dizains un aprīkojums

TĒMA 2: SPA PAKALPOJUMU VEIDI UN TO IZPILDĪŠANA SASKAŅĀ AR MULTISENSORĀS IEDARBĪBAS TEORIJU

- SPA vides sastāvdaļas un to ietekme.
- Pirts rituāls, masāžu veidi, ķermeņa un sejas estētiskās procedūras, aromaterapija.
- Inovācijas SPA jomā.
- Profesionālās kosmētikas un ekoproduktu lietošana SPA - *Elemis, Guinot, Payot, Matis, Ella Bache.*

TĒMA 3: SPA DARBĪBAS ORGANIZĀCIJA

- SPA personāla kolektīvā sastopamās profesijas. Prasības attiecībā uz SPA personāla iepriekšējo izglītību. SPA personāla darba ētika.
- SPA pakalpojumu pārdošana: klienta velmju izzināšana, informēšana par SPA piedāvājumu, lēmuma pieņemšanas veicināšana.

**Studējošo patstāvīgā darba organizācija:**
Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā.
Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| TĒMA 1. SPA DEFINĪCIJA, INTERNACIONĀLAS UN LOKĀLAS SPA KONCEPCIJAS | • Tiek aprakstītas internacionālas un lokālas SPA koncepcijas, kā arī aktuālas tendences SPA jomā;<br>• Tiek izmantoti daudzveidīgi informācijas avoti |
| TĒMA 2. SPA PAKALPOJUMU VEIDI UN TO IZPILDĪŠANA SASKAŅĀ AR MULTISENSORĀS IEDARBĪBAS TEORIJU | • tiek aprakstīti SPA pakalpojumu veidi un to izpildīšana saskaņā multisensorās iedarbības teoriju;<br>• tiek aprakstīta SPA kosmētikas un ekoproduktu lietošana;<br>• tiek izmantoti daudzveidīgi informācijas avoti |
| TĒMA 3. SPA DARBĪBAS ORGANIZĀCIJA | • tiek analizēta SPA darbības organizācija, izmantojot reālu uzņēmumu pieredzi;<br>• tiek demonstrētas SPA pakalpojumu pārdošanas prasmes, piedaloties simulācijā;<br>• tiek demonstrēta efektīvu pārdošanas tehniku pielietošana |

**Obligātā literatūra:**


1. Kneips S. Ūdens dziedniecība (Nostiprinām imunitāti un ārstējam slimības). Rīga: "Veida", 2011;
2. Johnson, E. M., Redman, B. M., 2008: SPA A comprehensive introduction. International SPA Association Foundation, American Hotel & Lodging Educational Institute, ISBN 9780866123235.


**Papildus literatūra un citi informācijas avoti:**


1. Baškevics A., Amatnieks H., Eniņa V. Mana pirtiņa. Rīga: Mantojums, 2000.
2. Eglīte I. Pirts draugu grāmata. Rīga: Madris, 2004.
3. Hlevickis J. SPA medicīna. Rīga: Medicīnas apgāds, 2007.
4. Kellers Ē. Smaržu pasaule. Rīga: Zvaigzne ABC, 2005.
5. Maalehe R. Pirts veselība ikdienā. Rīga: Madris, 2002.

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| 6. Schmidgall, R. S., Korpi, J. R., 2008: Financial Management for SPAS. International SPA Association Foundation, American Hotel & Lodging Educational Institute, ISBN 9780866123600<br>7. Li M., 2013: Pools and Spas in Hotels and Resorts. Design Media Publishing Limited, ISBN 9789881545183 | |
| **Studiju kursu aprakstu reģistra atzīmēm:** | |
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *09/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Dr. Oec. J. Dehtjare, Dzintra Līce* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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|---|---|
| **Qualification number and title:** | Hospitality Management, 41 811 |
| **Title in Latvian:** | SPA pakalpojumi viesnīcā |
| **Course title in English:** | Hotel SPA Products and Services |
| **Prerequisites:** | nav |
| **Term:** | 2 |
| **Number of credit points:** | 1 |

**The aim of the course:**
To give general understanding about the work in SPA department, get to know main SPA administrator's tasks, acquire customer service agent's responsibility, find out how to sell SPA products and services.

**Learning outcomes:**
On successful completion of this unit a student will:

- Understand international and local SPA concepts and current tendencies in SPA area
- Be able to provide information about SPA hotels, guest houses and rehabilitation centres in Latvia, their design, environment and modern equipment
- Know the types of SPA services and the ways they are delivered in accordance with multisensory theory
- Inform about innovations in SPA industry
- Tell customers about the use of SPA cosmetics and ecoproducts
- Inform customers about SPA services and offer to buy them

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| Knowledge | 1. Know SPA concepts, SPA service types and the ways they are delivered in accordance with multisensory theory<br>2. Know about SPA hotels, guest houses and rehabilitation centres in Latvia, their design, environment and modern equipment |
| Skills | 3. Get information about innovations in SPA industry<br>4. Get information about the use of SPA cosmetics and ecoproducts |
| Competences | 5. Inform customers about SPA services and offer to buy them |

**Course content:**
THEME 1: DEFINTION OF SPA, INTERNATIONAL AND LOCAL CONCEPTS

- Origin of SPA and key factors: types of SPA, for example, SPA mineral water, sea SPA, medical SPA, destination SPA, day SPA
- SPA complex therapy and its trends
- SPA offers in Latvia and other Baltic states: SPA hotels, guest houses and rehabilitation centres in Latvia, Lithuania and Estonia, their environment, design and equipment

THEME 2: TYPES OF SPA SERVICES AND THEIR DELIVERY IN ACCORDANCE WITH MULTISENSORY THEORY

- Main features of SPA environment and their influence
- Sauna rituals, types of massages, aesthetic facial and body procedures, aromatherapy

- Innovations in SPA industry
- The use of professional SPA cosmetics and ecoproducts - *Elemis, Guinot, Payot, Matis, Ella Bache*

THEME 3: WORK ORGANISATION IN SPA DEPARTMENT

- Jobs in SPA sector. Requirements for the work in SPA. Professional ethics in SPA
- Selling SPA services: customers' needs' analysis, delivery of information about SPA offers, influencing customers' decision

**Organization of students' independent work**

*Final test is expected in the end of the course.*

*Student can get a final grade for the course without taking a final exam if the particular student's attendance is high enough(not less than 70%), all independent works are submitted on time and were graded at least 7 (good).*

| **Themes for independant works:** | **Learning Outcomes** |
|---|---|
| THEME 1. SPA DEFINITION, INTERNATIONAL AND LOCAL CONCEPTS | • International and local SPA concepts are discussed, as current tendeces in SPA industry<br>• Various range of sources are used |
| THEME 2. TYPES OF SERVICES AND THEIR DELIVERY IN ACCORDANCE WITH MULTISENSORAL THEORY | • Types of SPA services are discussed and their delivery in accordance with multisensory theory<br>• The use of SPA cosmetics and ecoproducts is analysed<br>• Various range of osources are used |
| THEME 3. WORK ORGANISATION IN SPA DEPARTMENT | • Work organisation in SPA department is discussed,<br>• Selling skills are demonstrated in the simulation<br>• Efective selling techniques are demonstrated |

**Bibliography:**


1. Johnson, E. M., Redman, B. M., 2008: SPA A comprehensive introduction. International SPA Association Foundation, American Hotel & Lodging Educational Institute, ISBN 9780866123235


**Recommended literature:**


1. Schmidgall, R. S., Korpi, J. R., 2008: Financial Management for SPAS. International SPA Association Foundation, American Hotel & Lodging Educational Institute, ISBN 9780866123600
2. Li M., 2013: Pools and Spas in Hotels and Resorts. Design Media Publishing Limited, ISBN 9789881545183.


| **Information required for course database** | |
|---|---|
| Course issue date/ review date | *18/08/2016* |
| Lecturer(s) | *Dr. Oec. J. Dehtjare, Dzintra Līce* |
| Study programme director's notes and comments | |

# Описание курса

<table>
<tr><td>Название и код квалификации:</td><td>Управление гостиничным бизнесом, 41 811</td></tr>
<tr><td>Название курса на латышском языке:</td><td>SPA pakalpojumi viesnīcā</td></tr>
<tr><td>Название курса на английском и русском языках:</td><td>Hotel SPA products and services/ СПА продукты и услуги в гостинице</td></tr>
<tr><td>Требования для начала курса:</td><td>нет</td></tr>
<tr><td>Семестр:</td><td>2</td></tr>
<tr><td>Количество кредитных пунктов:</td><td>1</td></tr>
<tr><td colspan="2">Цель курса:<br>Создать представление о деятельности СПА отдела в гостинице, изучив главные обязонности СПА администратора, координатора по обслуживанию клиентов и продавца СПА услуг.</td></tr>
<tr><td colspan="2">Ожидаемые результаты:<br>По окончанию курса ожидается, что студент будет:<ul><li>Знать международные и местные СПА концепции, а также актуальные тенденции в СПА отрасли</li><li>Предоставлять информацию про СПА гостиницы, гостевые дома и реабилитационные центры в Латвии, их дизайне и современном оборудовании</li><li>Знать виды СПА услуг и их выполнение в соответствии с мультисенсорными теориями воздействия</li><li>Информировать об инновациях в СПА индустрии</li><li>Рассказать об использовании СПА косметики и экопродуктов</li><li>Информировать клиентов о СПА услугах, склоняя к продажам</li></ul></td></tr>
<tr><td>Знания</td><td>1. Знать СПА концепции, виды СПА услуг и их выполнение в соответствии с с мультисенсорными теориями воздействия<br>2. Знать о СПА гостиницах, гостевых домах и реабилитационных центрах Латвии, их дизайне и современном оборудовании</td></tr>
<tr><td>Навыки</td><td>3. Получить информацию об инновациях в СПА индустрии<br>4. Получить информацию о СПА косметике и экопродуктах</td></tr>
<tr><td>Компетенции</td><td>5. Информировать клиентов о СПА услугах, склоняя к продажам</td></tr>
<tr><td colspan="2">Содержание курса:<br>ТЕМА 1: ЗНАЧЕНИЕ ТЕРМИНА СПА, МЕЖДУНАРОДНЫЕ И МЕСТНЫЕ КОНЦЕПЦИИ<ul><li>СПА происхождение термина СПА и содержание: виды СПА, например, минеральная вода СПА, морское СПА, медицинское СПА, целевое СПА (destination), СПА гостиницы, дневное СПА.</li></ul></td></tr>
</table>

- СПА комплексная терапия и ее направления
- СПА предложения в Латвии и Балтии: СПА гостиницы, гостевые дома и реабилитационные центры в Латвии, Литве и Эстонии, их дизайн и оборудование

ТЕМА 2: ВИДЫ УСЛУГ СПА И ИХ ВЫПОЛНЕНИЕ В СООТВЕТСВИИ С МУЛЬТИСЕНСОРНОЙ ТЕОРИЕЙ ВОЗДЕЙСТВИЯ

- Составные части СПА среды и их влияние
- Банный ритуал, виды массажа, эстетические процедуры для лица и тела, ароматерапия
- Инновации в сфере СПА
- Использование профессиональной СПА косметики и экопродукции- *Elemis, Guinot, Payot, Matis, Ella Bache.*

ТЕМА 3: ОРГАНИЗАЦИЯ РАБОТЫ СПА

- Профессии в сфере СПА. Требования к персоналу. Рабочая этика

Продажа СПА услуг: изучение желаний клиента, информирование о СПА предложениях, способствование принятию решения

**Организация самостоятельной работы студента:**
Лектор может выставить финальную оценку без зачета, если посещаемость лекций достаточно высокая, сданы все самостоятельные работы в срок и получены оценки не ниже 7 баллов (хорошо).

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| ТЕМА 1: ЗНАЧЕНИЕ ТЕРМИНА СПА, МЕЖДУНАРОДНЫЕ И МЕСТНЫЕ КОНЦЕПЦИИ | • Описаны международные и местные СПА концепции, а также актуальности в отрасли СПА<br>• Использованы разнообразные источники информации |
| ТЕМА 2: ВИДЫ УСЛУГ СПА И ИХ ВЫПОЛНЕНИЕ В СООТВЕТСВИИ С МУЛЬТИСЕНСОРНОЙ ТЕОРИЕЙ ВОЗДЕЙСТВИЯ | • Исследованы СПА концепции, виды СПА услуг и их выполнение в соответствии с мультисенсорными теориями воздействия<br>• Изучены СПА гостиницы, гостевые дома и реабилитационные центры Латвии, их дизайн и современное оборудование<br>• Использованы разнообразные источники информации |
| ТЕМА 3: ОРГАНИЗАЦИЯ РАБОТЫ СПА | • Проанализирована организация работы СПА, используя реальный опыт предприятия<br>• Продемонстрированы навыки продажи в СПА салоне, участие в симуляции<br>• Продемонстрированы эффективные техники продаж |

**Обязательная литература:**

1. Ветитнев А.М. Маркетинг санаторно-курортных услуг. Академа, 2008;
2. Johnson, E. M., Redman, B. M., 2008: SPA A comprehensive introduction. International SPA Association Foundation, American Hotel & Lodging Educational Institute, ISBN 9780866123235

**Рекомендуемая литература:**

1. Schmidgall, R. S., Korpi, J. R., 2008: Financial Management for SPAS. International SPA
2. Association Foundation, American Hotel & Lodging Educational Institute, ISBN 9780866123600;

| | |
|---|---|
| 6. Li M., 2013: Pools and Spas in Hotels and Resorts. Design Media Publishing Limited, ISBN 9789881545183 | |
| **Информация необходимая для регистра курсов** | |
| Дата актуализации курса | 18/08/2016 |
| Лектор(ы) | Dr. Oec. J. Dehtjare, Dzintra Līce |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

| | |
|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Profesionālā spāņu valoda |
| **Studiju kursa nosaukums angļu valodā:** | Spanish for Hospitality |
| **Prasības studiju kursa apguves uzsākšanai:** | no |
| **Semestris:** | 2 |
| **Kredītpunktu skaits:** | 3 |

**Studiju kursa mērķis:**
iepazīties ar spāņu valodu un kultūru, apgūt profesionālā vārdu krājuma minimumu tūrisma un viesmīlības nozarē, kā arī izprast spāņu valodas gramatikas pamatlikumus.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu studējošais spēs:

- apgūt profesionālo vārdu krājumu;
- iepazīties ar svarīgākajiem spāņu gramatikas jautājumiem;
- apgūt un lietot runāšanas un klausīšanās iemaņas un prasmes;
- attīstīt lasīšanas un sarakstes iemaņas un prasmes;
- iemācīties uztvert un saprast informāciju, atbildēt uz jautājumiem, sniegt paskaidrojumus;
- izveidot priekšstatu par spāņu kultūru un vēsturi, lai uzlabotu zināšanas par šo valsti.

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| Zināšanas | • iepazīties ar svarīgākajiem spāņu gramatikas jautājumiem |
| Prasmes | • prot pielietot profesionālo vārdu krājumu<br>• būt spējīgs pielietot runāšanas un klausīšanās iemaņas un prasmes;<br>• prot pielietot lasīšanas un sarakstes iemaņas un prasmes; |
| Kompetences | • iemācīties uztvert un saprast informāciju, atbildēt uz jautājumiem, sniegt paskaidrojumus;<br>• izveidot priekšstatu par spāņu kultūru un vēsturi, lai uzlabotu zināšanas par šo valsti |

**Studiju kursa saturs:**

1.TĒMA. IEPAZĪŠANAS.

Personīga informācija. Gramatika: Darbības vārdi: llamarse y ser. Personīgie vietniekvārdi.

Leksika: Tautības**.** Profesijas**.** Dienas, mēneši, gadalaiki
Runāšana: Personīgas informācijas sniegšana un saņemšana. Sasveicināšanas. Cipari
Fonētika: Alfabēts
2.TĒMA. OBJEKTU APRAKSTĪŠANA VIESNĪCĀ
Gramatika: Lietvārdi un īpašības vārdi: dzimums un skaits. Artikuli: Noteiktie un nenoteiktie.
Darbības vārds: tener

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| Leksika: Krasas. Ķermenis. Īpašības vārdi cilvēku un priekšmetu aprakstīšanai. Priekšmeti viesnīcā<br>Runāšana: Pieklājība un laipnība<br>3.TĒMA. INFORMĀCIJAS SNIEGŠANA PAR ATRAŠANAS VIETU.<br>Gramatika: Darbības vārdi: estar vs. ser and haber (hay). Neregulārie darb.v.: I (ir, seguir).<br>Prievārdi. Mucho y muy. (gari un ļoti). Tāgadne: regular conjugations<br>Leksika: Vietas pilsētā. Kārtējie skaitli<br>Runāšana: How give information about location and adress in the city<br>Fonētika : Akcentējums, uzsvērs. Laika plānošana.<br>Gramatika: Neregulārie darb.v. II. Atgriezeniskie darbības vārdi. Piederības: īpašības vārdi un vietniekvārdi.<br>4.TĒMA. LAIKA PLĀNOŠANA<br>Leksika: Ikdienas aktivitātes. Dienas daļas. Ģimene. Laika apstākļi.<br>Runāšana: Laiks. Kā organizēt tikšanos? Speciālie apzīmējumi + infinitīvs: ir a, pensar, querer<br>5.TĒMA. KLIENTU APKALPOŠANA.<br>Gramatika: Salīdzinoša struktūra. Darbības vārdi: gustar un parecer. Kvantitātes: demasiado, mucho, poco. Demonstratīvie vietniekvārdi un artikuli. Personīgie vietniekvārdi pēc prievārdiem.Tiešie vietniekvārdi.<br>Leksika: Pārtika un dzērieni. Apģērbi. Restorānā un viesnīcā<br>Runāšana: Viedokļu izteiksmes patīk vai nepatīk. Tirdzniecības izteiksmes<br>6.TĒMA. PASĀKUMU UN CEĻOJUMU ORGANIZĒŠANA. REZERVĒŠANA.<br>Gramatika: Nepersonīgas formas. Ilgstoša tagadne. Nākotne<br>Leksika: Ceļojumu, transports, rezervēšana.Tūrisms.<br>Runāšana: Telefona sarunas. Kā rezervēt. Formālu vēstuļu rakstīšana<br>7.TĒMA. KAS NOTIKA?<br>Gramatika: Pagātnes laiki. Past Perfect:regular and irregular. Pretérito indefinido. Regular and irregular. Netiešie vietniekvārdi. Past Imperfect: regular tenses and soler.<br>Leksika: Skatuves jūsu dzīvē. Darba pasaule. Muzeji un vēsture Spānijā<br>Runāšana: Darbs, līgumi, CV, darba intervija. Pieteikšanās viesnīcā<br>8.TĒMA. SŪDZĪBAS UN PRASĪBAS<br>Gramatika: Obligātais. Hay que / tener que/. Conditional. Me duele / me molesta<br>Leksika: Ieteikumi viesnīcā<br>Runāšana: Kā prasīt vai pasūtīt kaut ko pieklājīgā veidā. Kā izteikt lūgumu vai prasīt atļauju. Kā atteikt pieklājīgā veidā.<br>9.TĒMA. KOPSAVILKUMS<br>Visu tēmu leksikas un gramatikas atkārtošana |
| **Studējošo patstāvīgā darba organizācija:**<br>Noslēguma pārbaudījuma veids – eksāmens, kurš sastāvēs no rakstiskās un mutiskās daļas.<br>Ja visi studējošā patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi), tad studējošais var saņemt gala atzīmi automātiski, nekārtojot eksāmenu. |

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| 1.TĒMA. IEPAZĪŠANAS. | • Ir spējīgs iepazīties ar spāniski runājošajiem cilvēkiem.<br>• Tiek pielietotas runāšanas un klausīšanās iemaņas un prasmes;<br>• Tiek pielietotas lasīšanas un sarakstes iemaņas un prasmes;<br>• Tiek uztverta un saprasta informācija, atbildēts uz jautājumiem, sniegti paskaidrojumi |
| 2.TĒMA. OBJEKTU APRAKSTĪŠANA | • Tiek paplašināts vārdu krājums<br>• Tiek pielietotas runāšanas un klausīšanās iemaņas un prasmes; |

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| VIESNĪCĀ | • Tiek pielietotas lasīšanas un sarakstes iemaņas un prasmes;<br>• Tiek uztverta un saprasta informācija, atbildēts uz jautājumiem, sniegti paskaidrojumi |
| 3.TĒMA. INFORMĀCIJAS SNIEGŠANA PAR ATRAŠANAS VIETU. | • Tiek paplašināts vārdu krājums<br>• Tiek pielietotas runāšanas un klausīšanās iemaņas un prasmes;<br>• Tiek pielietotas lasīšanas un sarakstes iemaņas un prasmes;<br>• Tiek uztverta un saprasta informācija, atbildēts uz jautājumiem, sniegti paskaidrojumi |
| 4.TĒMA. LAIKA PLĀNOŠANA | • Tiek paplašināts vārdu krājums<br>• Tiek pielietotas runāšanas un klausīšanās iemaņas un prasmes;<br>• Tiek pielietotas lasīšanas un sarakstes iemaņas un prasmes;<br>• Tiek uztverta un saprasta informācija, atbildēts uz jautājumiem, sniegti paskaidrojumi |
| 5.TĒMA. KLIENTU APKALPOŠANA. | • Tiek paplašināts vārdu krājums<br>• Tiek pielietotas runāšanas un klausīšanās iemaņas un prasmes;<br>• Tiek pielietotas lasīšanas un sarakstes iemaņas un prasmes;<br>Tiek uztverta un saprasta informācija, atbildēts uz jautājumiem, sniegti paskaidrojumi |
| 6.TĒMA. PASĀKUMU UN CEĻOJUMU ORGANIZĒŠANA. REZERVĒŠANA. | • Tiek paplašināts vārdu krājums<br>• Tiek pielietotas runāšanas un klausīšanās iemaņas un prasmes;<br>• Tiek pielietotas lasīšanas un sarakstes iemaņas un prasmes;<br>• Tiek uztverta un saprasta informācija, atbildēts uz jautājumiem, sniegti paskaidrojumi |
| 7.TĒMA. KAS NOTIKA? | • Tiek paplašināts vārdu krājums<br>• Tiek pielietotas runāšanas un klausīšanās iemaņas un prasmes;<br>• Tiek pielietotas lasīšanas un sarakstes iemaņas un prasmes;<br>• Tiek uztverta un saprasta informācija, atbildēts uz jautājumiem, sniegti paskaidrojumi |
| 8.TĒMA. SŪDZĪBAS UN PRASĪBAS | • Tiek paplašināts vārdu krājums<br>• Tiek pielietotas runāšanas un klausīšanās iemaņas un prasmes;<br>• Tiek pielietotas lasīšanas un sarakstes iemaņas un prasmes;<br>• Tiek uztverta un saprasta informācija, atbildēts uz jautājumiem, sniegti paskaidrojumi |
| 9.TĒMA. KOPSAVILKUMS | • Tiek paplašināts vārdu krājums<br>• Tiek pielietotas runāšanas un klausīšanās iemaņas un prasmes;<br>• Tiek pielietotas lasīšanas un sarakstes iemaņas un prasmes |
| **Obligātā literatūra:**<br>1. Rozenberga M., Spāņu valodas grāmata. Jumava: Apgads, 1996.<br>2. Nuevo Suena A1-A2. Grupo Anaya, 2015. | |
| **Papildus literatūra un citi informācijas avoti:**<br>1. V.V.A.A . (several authors), Pasaporte Compilado (A1+A2). Edelsa, Madrid, 2010. Workbook and Book.<br>2. V.V.A.A . (several authors), Camino al Español. Cambridge University Press. Cambridge, 2004.<br>3. V.V.A.A . (several authors), Students‘ Basic Grammar of Spanish. Difusión, Barcelona, 2009. | |

| **Studiju kursu aprakstu reģistra atzīmēm:** | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | 18/08/2016 |
| Lektors, kas sagatavoja aprakstu | Mg. Philol. M.Zazdravniha |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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|---|---|
| **Qualification number and title:** | Hospitality Management, 41 811 |
| **Course number and title in Latvian:** | Profesionālā spāņu valoda |
| **Course title in English:** | Spanish for Hospitality |
| **Prerequisites:** | no |
| **Term:** | 2 |
| **Number of credit points:** | 3 |

**The aim of the course:**
To get acquainted with Spanish language and culture, built up professional vocabulary and get to know main grammar rules.

**Learning outcomes:**

- Built up professional vocabulary
- Develop speaking and listening skills
- Develop reading and writing skills
- Learn to comprehend and understand information, answer the questions, provide explanations
- Gain understanding of Spanish language, culture and history

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| Knowledge | • be able to apply main grammar rules |
| Skills | • be able to use professional vocabulary<br>• be able to develop speaking and listening skills<br>• be able to develop reading and writing skills |
| Competences | • learn how to comprehend the information, answer questions, provide explanations<br>• get an understanding about Spanish culture, history and language |

**Course content:**

THEME 1. INTRODUCTION

Personal information.

Grammar: verbs: llamarse y ser. Personal pronouns.

Lexis: Nations. Jobs. Days, months, seasons

Speaking: Providing and getting information. Greetings. Figures.
Phonetics: Alphabet
THEME 2. OBJECT DESCRIPTION IN THE HOTEL
Grammar: Nouns and adjectives, sex, singular and plural. Articles.Verb: tener
Lexis: Colours, body, adjectives to describe appearance and objects. Objects in the hotel
Speaking: Politeness
THEME 3. PROVIDING INFORMATION ABOUT LOCATION
Grammar: verbs: estar vs. ser and haber (hay). Irregular verbs: I (ir, seguir). Prepositions. Mucho y muy. Present tenses (regular verbs)

Lexis: Places in the city, ordinal numbers
Speaking: How give information about location and adress in the city
Phonetics: Word and sentence stress.
Grammar: irregular verbs. Belonging: adjectives and pronouns.
THEME 4. TIME MANAGEMENT
Lexis: Everyday activities, dayly routine, family, weather conditions
Speaking: Time, how to make an appointment. Special statements + infinive: ir a, pensar, querer
THEME 5. CUSTOMER SERVICE
Grammar: Compararison, verbs: gustar un parecer. Quantity: demasiado, mucho, poco. Demonstrative pronouns and articles. Personal pronouns followed by prepositions. Direct prepositions.
Lexis: Products and beverages. Clothes. In the restaurant and hotel
Speaking: Expressiong the opinion: like or dislike. Expressions on "Sales"
THEME 6. EVENT AND TRIP ORGANISATION.BOOKING
Grammar: impersonal forms. Present Continuous. Future.
Lexis: Trips, transport, booking. Tourism.
Speaking: telephone conversations. How to make a booking. Writing a formal letter.
THEME 7.WHAT'S HAPPENED
Grammar: Past tenses: regular and irregular. Pretérito indefinido. Regular and irregular. Indirect pronouns. Past Imperfect: regular tenses and soler.
Lexis: Stages in your life. Jobs in the world. Museums and history in Spain
Speaking: Work, agreement, CV, job interview. Applying for a job.
THEME 8. COMPLAINTS AND REQUIREMENTS
Grammar: Modal verbs. Hay que / tener que/. Conditional. Me duele / me molesta
Lexis: Suggestions in the hotel
Speaking: how to demand and order in the polite way. Request, permission.
THEME 9. REVISION
Revision of all themes and grammar

**Organization of students' independent work**
Final exam is expected in the end of the course. It consists of two parts: written and oral.
Student can get a final grade for the course without taking a final exam if the particular student's attendance is high enough, all independent works are submitted on time and were graded at least 7 (good).

| **Themes for independant works:** | **Learning Outcomes** |
|---|---|
| THEME 1. INTRODUCTION | • get acquainted with Spanish speaking people<br>• have developed speaking and writing skills<br>• have developed reading and writing skills<br>• have analysed and comprehended information, the qustions are answered |
| THEME 2. OBJECT DESCRIPTION IN THE HOTEL | • get acquainted with Spanish speaking people<br>• have developed speaking and writing skills<br>• have developed reading and writing skills<br>• have analysed and comprehended information, the qustions are answered |
| THEME 3. PROVIDING INFORMATION ABOUT LOCATION | • get acquainted with Spanish speaking people<br>• have developed speaking and writing skills<br>• have developed reading and writing skills<br>have analysed and comprehended information, the qustions |

| | |
|---|---|
| | are answered |
| THEME 4. TIME MANAGEMENT | • get acquainted with Spanish speaking people<br>• have developed speaking and writing skills<br>• have developed reading and writing skills<br>• have analysed and comprehended information, the qustions are answered |
| THEME 5. CUSTOMER SERVICE | • get acquainted with Spanish speaking people<br>• have developed speaking and writing skills<br>• have developed reading and writing skills<br>• have analysed and comprehended information, the qustions are answered |
| THEME 6. EVENT AND TRIP ORGANISATION.BOOKING | • get acquainted with Spanish speaking people<br>• have developed speaking and writing skills<br>• have developed reading and writing skills<br>• have analysed and comprehended information, the qustions are answered |
| THEME 7.WHAT'S HAPPENED | • get acquainted with Spanish speaking people<br>• have developed speaking and writing skills<br>• have developed reading and writing skills<br>• have analysed and comprehended information, the qustions are answered |
| THEME 8. COMPLAINTS AND REQUIREMENTS<br>THEME 9. REVISION | • get acquainted with Spanish speaking people<br>• have developed speaking and writing skills<br>• have developed reading and writing skills<br>• have analysed and comprehended information, the qustions are answered |

**Bibliography:**


1. V.V.A.A . (several authors), Pasaporte Compilado (A1+A2). Edelsa, Madrid, 2010. Workbook and Book.
2. Nuevo Suena A1-A2. Grupo Anaya, 2015.


**Recommended literature:**


3. Rozenberga M., Spāņu valodas grāmata. Jumava: Apgads, 1996.
4. V.V.A.A . (several authors), Camino al Español. Cambridge University Press. Cambridge, 2004.
5. V.V.A.A . (several authors), Students' Basic Grammar of Spanish. Difusión, Barcelona, 2009.


| **Information required for course database** | |
|---|---|
| Course issue date/ review date | 18/08/2016 |
| Lecturer(s) | Mg. Philol. M. Zazdravniha |
| Study programme director's notes and comments | |

# Описание курса

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| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Profesionālā spāņu valoda |
| **Название курса на английском и русском языках:** | Spanish for Hospitality/ Профессиональный испанский язык |
| **Требования для начала курса:** | нет |
| **Семестр:** | 2 |
| **Количество кредитных пунктов:** | 3 |

**Цель курса:**
Познакомиться с испанским языком и испанской культурой, получить словарный запас по теме гостеприимство и туризм, а также понять основные правила грамматики испанского языка

**Ожидаемые результаты:**
По окончанию курса ожидается, что студент сможет:
- использовать запас профессиональной лексики
- знать основные правила грамматики испанского языка
- применить навыки прослушивания и разговорной речи
- применить навыки чтения и переписки
- воспринимать и понимать информацию, отвечать на вопросы, предоставлять объяснения
- иметь представление об испанской культуре и истории

| | |
|---|---|
| Знания | • знать основные правила грамматики испанского языка |
| Навыки | • использовать запас профессиональной лексики<br>• применить навыки прослушивания и разговорной речи<br>• применить навыки чтения и переписки |
| Компетенции | • воспринимать и понимать информацию, отвечать на вопросы, предоставлять объяснения<br>• иметь представление об испанской культуре и истории |

**Содержание курса:**

1.ТЕМА. ЗНАКОМСТВО

Личная информация

Грамматика: Глаголы: llamarse y ser. Личные местоимения

Лексика: Национальности. Профессии. Дни, месяца, времена года

Разговорная речь: Получение и прием информации. Цифры
Фонетика: Алфавит

2. ТЕМА. ОПИСАНИЕ ОБЪЕКТОВ В ГОСТИНИЦЕ
Грамматика: имена существительные и прилагательные: род и число. Артикли.
Артикли: Определенные и неопределенные. Глагол: tener
Лексика: Цвета. Тело. Имена прилагательныее для описания людей и предметов. Предметы в гостинице
Разговорная речь: Вежливость
3.ТЕМА. ПРЕДОСТАВЛЕНИЕ ИНФОРМАЦИИ О МЕСТО НАХОЖДЕНИИ
Грамматика: Глаголы: estar vs. ser and haber (hay). Неправильные глаголы: I (ir, seguir). Предлоги. Mucho y muy. Настоящие время (правильные глаголы)
Лексика: Места в городе. Порядковые числительные
Разговорная речь: Как получить информацию о местонахождении и адрес в городе
Фонетика: Акцент, ударение. Планирование времени
Грамматика: Неправильные глаголы II. Возвратные глаголы. Принадлежность: прилагательные и существительные
4.ТЕМА. ПЛАНИРОВАНИЕ ВРЕМЕНИ
Лексика: Ежедневная деятельность. Части дня. Семья. Погодные условия
Разговорная речь: Время. Как организовать встречу? Специальные обозначения + инфинитив: ir a, pensar, querer
5.ТЕМА. ОБСЛУЖИВАНИЕ КЛИЕНТОВ
Грамматика: Структура сравнения. Глаголы: gustar un parecer. Количество: demasiado, mucho, poco. Демонстративные местоимения и артикли. Личные местоимения после предлогов. Прямые местоимения
Лексика: Продукты и напитки. Одежда. В ресторане и гостинице
Разговорная речь: высказывание мнения нравится, не нравится. Выражения по теме торговля
6.ТЕМА. ОРГАНИЗАЦИЯ МЕРОПРИЯТИЙ И ПУТЕШЕСТВИЙ. РЕЗЕРВАЦИЯ
Грамматика: Безличностные формы. Длительное настоящее время. Будущее.
Лексика: Путешествия, транспорт, резервации, туризм
Разговорная речь: разговоры по телефону, как резервировать. Написание официальных писем
7.ТЕМА. ЧТО ПРОИЗОШЛО
Грамматика: Прошедшее время. Past Perfect:regular and irregular. Pretérito indefinido. Regular and irregular. Косвенные местоимения. Past Imperfect: regular tenses and soler.
Лексика: Сцена в вашей жизни. Работы. Музеи и история Испании
Разговорная речь: работа, договора, CV, рабочее интервью. Подача заявления в гостинице.
8.ТЕМА. ЖАЛОБЫ И ТРЕБОВАНИЯ
Грамматика: Обязательные. Hay que / tener que/. Conditional. Me duele / me molesta
Лексика: Рекомендации в гостинице
Разговорная речь: lūgumi, atļaujas, atteikumi
9.ТЕМА. ПОВТОРЕНИЕ
Повторение всех лексических и грамматических тем

**Организация самостоятельной работы студента:**
Заключительная оценка- экзамен, который состоит из двух частей: письменная и устная. Лектор может выставить финальную оценку без экзамена, если посещаемость лекций достаточно высокая, сданы все самостоятельные работы в срок и получены оценки не ниже 7 баллов (хорошо).

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| 1.ТЕМА. ЗНАКОМСТВО | Студент<br>• способен познакомиться на испанском языку с другими людьми |

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| | • способен применить навыки разговорной речи и прослушивания<br>• способен читать и переписывать на элементарном уровне<br>• способен воспринимать информацию, отвечать на вопросы и давать объяснения<br>• способен применять знания грамматики |
| 2. ТЕМА. ОПИСАНИЕ ОБЪЕКТОВ В ГОСТИНИЦЕ | • способен познакомиться на испанском языку с другими людьми<br>• способен применить навыки разговорной речи и прослушивания<br>• способен читать и переписывать на элементарном уровне<br>• способен воспринимать информацию, отвечать на вопросы и давать объяснения<br>• способен применять знания грамматики |
| 3.ТЕМА. ПРЕДОСТАВЛЕНИЕ ИНФОРМАЦИИ О МЕСТО НАХОЖДЕНИИ | • способен познакомиться на испанском языку с другими людьми<br>• способен применить навыки разговорной речи и прослушивания<br>• способен читать и переписывать на элементарном уровне<br>• способен воспринимать информацию, отвечать на вопросы и давать объяснения<br>• способен применять знания грамматики |
| 4.ТЕМА. ПЛАНИРОВАНИЕ ВРЕМЕНИ | • способен познакомиться на испанском языку с другими людьми<br>• способен применить навыки разговорной речи и прослушивания<br>• способен читать и переписывать на элементарном уровне<br>• способен воспринимать информацию, отвечать на вопросы и давать объяснения<br>• способен применять знания грамматики |
| 5.ТЕМА. ОБСЛУЖИВАНИЕ КЛИЕНТОВ | • способен познакомиться на испанском языку с другими людьми<br>• способен применить навыки разговорной речи и прослушивания<br>• способен читать и переписывать на элементарном уровне<br>• способен воспринимать информацию, отвечать на вопросы и давать объяснения<br>• способен применять знания грамматики |
| 6.ТЕМА. ОРГАНИЗАЦИЯ МЕРОПРИЯТИЙ И ПУТЕШЕСТВИЙ. РЕЗЕРВАЦИЯ | • способен познакомиться на испанском языку с другими людьми<br>• способен применить навыки разговорной речи и прослушивания<br>• способен читать и переписывать на элементарном уровне<br>• способен воспринимать информацию, отвечать на вопросы и давать объяснения<br>• способен применять знания грамматики |
| 7.ТЕМА. ЧТО ПРОИЗОШЛО | • способен познакомиться на испанском языку с другими людьми |

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|---|---|
| | • способен применить навыки разговорной речи и прослушивания<br>• способен читать и переписывать на элементарном уровне<br>• способен воспринимать информацию, отвечать на вопросы и давать объяснения<br>• способен применять знания грамматики |
| 8.ТЕМА. ЖАЛОБЫ И ТРЕБОВАНИЯ | • способен познакомиться на испанском языку с другими людьми<br>• способен применить навыки разговорной речи и прослушивания<br>• способен читать и переписывать на элементарном уровне<br>• способен воспринимать информацию, отвечать на вопросы и давать объяснения<br>• способен применять знания грамматики |
| 9.ТЕМА. ПОВТОРЕНИЕ | • способен познакомиться на испанском языку с другими людьми<br>• способен применить навыки разговорной речи и прослушивания<br>• способен читать и переписывать на элементарном уровне<br>• способен воспринимать информацию, отвечать на вопросы и давать объяснения<br>• способен применять знания грамматики |

**Обязательная литература:**

1. Nuevo Suena A1-A2. Grupo Anaya, 2015.

**Рекомендуемая литература:**

1. Rozenberga M., Spāņu valodas grāmata. Jumava: Apgads, 1996.
2. V.V.A.A . (several authors), Pasaporte Compilado (A1+A2). Edelsa, Madrid, 2010. Workbook and Book.
3. V.V.A.A . (several authors), Camino al Español. Cambridge University Press. Cambridge, 2004.
4. V.V.A.A . (several authors), Students‘ Basic Grammar of Spanish. Difusión, Barcelona, 2009.

| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Philol. M.Zazdravniha |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

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|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Studiju darbu noformēšana un prezentēšana |
| **Studiju kursa nosaukums angļu valodā:** | Presentation and Formatting Guidelines for Academic Papers |
| **Prasības studiju kursa apguves uzsākšanai:** | Kursa apguvei nav nepieciešamas speciālas priekšzināšanas |
| **Semestris:** | 1 |
| **Kredītpunktu skaits:** | 2 |

**Studiju kursa mērķi:**

- apmācīt studējošos noformēt studiju darbus atbilstoši HOTEL SCHOOL RIGA tehniskajiem noteikumiem
- padziļināt studējošo zināšanas, prasmes un kompetences darbā ar MS Office programmām (MS Word, MS Excel, MS Power Point)
- apmācīt studējošos lietot tiešsaistes datu bāzes un resursus
- apmācīt studējošos pielietot akadēmisko valodu studiju darba rakstīšanā

**Sagaidāmie studiju rezultāti:**

Veiksmīgi apgūstot šo kursu students spēs:

- pārzināt informācijas un komunikācijas tehnoloģijas, strādājot dažādās un nepārtraukti mainīgās informatīvajās vidēs;
- praktiski pielietot informācijas un komunikācijas tehnoloģijas;
- lietot tiešsaistes datu bāzes un resursus
- pielietot datoru kā komunikācijas un informācijas iegūšanas un apstrādes rīku;
- sagatavot materiālus, izmantojot vizualizāciju, skaņu, krāsu, audio un video iespējas;
- sagatavot patstāvīgos darbus atbilstoši HOTEL SCHOOL RIGA tehniskajiem noteikumiem;
- attīstīt iemaņas un prasmes informācijas un komunikācijas tehnoloģijas (IKT) praktiskam pielietojumam profesionālajā darbībā;
- attīstīt akadēmiskās rakstīšanas prasmes;
- attīstīt runāšanas un prezentēšanas prasmes un kompetences.

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| Zināšanas | 5. sagatavot patstāvīgos darbus atbilstoši HOTEL SCHOOL tehniskajiem noteikumiem;<br>6. pārzināt informācijas un komunikācijas tehnoloģijas, strādājot dažādās un nepārtraukti mainīgās informatīvajās vidēs |
| Prasmes | 7. prot praktiski pielietot informācijas un komunikācijas tehnoloģijas;<br>8. prot pielietot datoru kā komunikācijas un informācijas iegūšanas un apstrādes rīku; |

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| | 9. prot sagatavot materiālus, izmantojot vizualizāciju, skaņu, krāsu, audio un video iespējas;<br>10. attīstīt akadēmiskās rakstīšanas prasmes |
| Kompetences | 11. sagatavot studiju darbus atbilstoši HOTEL SCHOOL tehniskajiem noteikumiem;<br>12. attīstīt prasmes un kompetences informācijas un komunikācijas tehnoloģijas (IKT) praktiskam pielietojumam profesionālajā darbībā;<br>13. attīstīt runāšanas un prezentēšanas prasmes un kompetences. |

**Studiju kursa saturs:**

TEMA 1: INFORMĀCIJAS TEHNOLOĢIJAS MŪSDIENU PASAULĒ UN VIESMĪLĪBAS INDUSTRIJĀ.

- Elektroniskās informācijas meklēšana tehnika, meklēšanas stratēģijas veidošana, informācijas saglabāšana, paziņojumu par jaunumiem uzstādīšana, individuālā reģistrēšanās elektroniskajos resursos.

TĒMA 2: DATORU APARATŪRA UN PROGRAMMATŪRA.

- Tekstapstrādes lietotnes – dokumentu veidošanai, rediģēšanai un noformēšanai.
- Timekļa pārlūkprogrammas – informācijas apskatei un meklēšanai Internetā.
- Grafiskās lietotnes – attēlu veidošanai un apstrādei.
- Komercprogrammatūra, izplatāmprogrammatūra, bezmaksas programmatūra, atvērtā pirmkoda programmatūra.
- Elektroniskās informācijas autortiesības. Autortiesību likums
- Microsoft Office komerciāls lietojumprogrammu komplekts.

TĒMA 3: TEKSTA APSTRĀDE AKADĒMISKĀM UN BIZNESA VAJADZĪBĀM.

- Patstāvīgo darbu un referātu sagatavošana atbilstoši HOTEL SCHOOL RIGA tehniskajiem noteikumiem.

TĒMA 4: PREZENTĀCIJU IZVEIDE PATSTĀVĪGO, KURSA DARBU UN KVALIFIKĀCIJAS DARBU AIZSTĀVĒŠANAI.

- Prezentēšanas metodes un mediji

TĒMA 5: DATU BĀZU UN E-RESURSU VADĪBAS SISTĒMU APGŪŠANA.

- Abonēto eresursu meklētājs .
- Tiešsaistes datu bāzu lietošana. Egrāmatu datubāzes - informācijas meklēšana, izvērtēšana un saglabāšana egrāmatu datubāzēs.
- Pilntekstu žurnālu datubāzes. Informācijas meklēšana, izvērtēšana un saglabāšana ežurnālu datubāzēs.
- Publikāciju pilno tekstu iegūšana. Starpbibliotēku abonements.
- Atvērtās piekļuves e-resursu lietošana
- Grāmatu, HOTEL SCHOOL RIGA akadēmiskā personāla publikāciju un studiju noslēguma darbu meklēšana elektroniskajā katalogā

TĒMA 6: Bibliogrāfisko atsauču NOFORMĒŠANA PĒC HĀRVARDAS SISTĒMAS PRASĪBĀM

- Citēšana, atsauču veidi un to veidošana.
- Sociālie mediji (blogi, viki resursi, sociālie tīkli, video u.c.).
- Darbs ar vairākiem informācijas avotiem
- Atsauksmes tekstā un citējamas literatūras sarakstos

TĒMA 7: STUDIJU DARBA PREZENTĒŠANA

- Runas sagatavošana
- Retorika

TĒMA 8: IEVADS AKADEMISKAJĀ RAKSTĪŠANĀ

| | |
|---|---|
| • Savienojuma vārdi, punktuācija, rindkopu rakstīšana, laiku pielietojums, artikuli<br>TĒMA 9: STATISTISKO DATU APRAKSTS<br>• Tabulas, grafiki<br>TĒMA 10: ESEJAS RAKSTĪŠANA<br>Argumentatīva eseja, viedokļi, par/ pret | |
| **Studējošo patstāvīgā darba organizācija:**<br>Kursa beigās visiem studējošajiem vajag nokārtot ieskaiti par apgūto teoriju. | |
| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
| TĒMA 1. INFORMĀCIJAS TEHNOLOĢIJAS MŪSDIENU PASAULĒ UN VIESMĪLĪBAS INDUSTRIJĀ. | • pārzināt informācijas un komunikācijas tehnoloģijas, strādājot dažādās un nepārtraukti mainīgās informatīvajās vidēs; |
| TĒMA 2. DATORU APARATŪRA UN PROGRAMMATŪRA. | • prot praktiski pielietot informācijas un komunikācijas tehnoloģijas;<br>• prot pielietot datoru kā komunikācijas un informācijas iegūšanas un apstrādes rīku; |
| TĒMA 3. TEKSTA APSTRĀDE AKADĒMISKĀM UN BIZNESA VAJADZĪBĀM. PATSTĀVĪGO DARBU UN REFERĀTU SAGATAVOŠANA ATBILSTOŠI HOTEL SCHOOL TEHNISKAJIEM NOTEIKUMIEM. | • prot sagatavot materiālus, izmantojot vizualizāciju, skaņu, krāsu, audio un video iespējas<br>• prot sagatavot patstāvīgos darbus atbilstoši HOTEL SCHOOL tehniskajiem noteikumiem; |
| TĒMA 4. PREZENTĀCIJU IZVEIDE PATSTĀVĪGO, KURSA DARBU UN KVALIFIKĀCIJAS DARBU AIZSTĀVĒŠANAI | • prot sagatavot vizuālos materiālus patstāvīgo darbu, kursu darbu un kvalifikācijas darba aizstāvēšanai |
| TĒMA 5. DATU BĀZU UN E-RESURSU VADĪBAS SISTĒMU APGŪŠANA. | • attīstīt prasmes un kompetences informācijas un komunikācijas tehnoloģijas (IKT) praktiskam pielietojumam profesionālajā darbībā |
| TĒMA 6: BIBLIOGRĀFISKO ATSAUČU NOFORMĒŠANA PĒC HĀRVARDAS SISTĒMAS PRASĪBĀM. | • attīstīt akadēmiskās rakstīšanas prasmes<br>• prot strādāt ar dažādiem informācijas avotiem |
| TĒMA 7: STUDIJU DARBA PREZENTĒŠANA | • attīstīt runāšanas un prezentēšanas prasmes un kompetences. |
| TĒMA 8: IEVADS | • attīstīt akadēmiskās rakstīšanas prasmes |

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| AKADEMISKAJĀ RAKSTĪŠANĀ | |
| TĒMA 9: STATISTISKO DATU APRAKSTS | • attīstīt akadēmiskās rakstīšanas prasmes<br>• prot strādāt ar dažādiem informācijas avotiem |
| TĒMA 10: ESEJAS RAKSTĪŠANA | • attīstīt akadēmiskās rakstīšanas prasmes |

**Obligātā literatūra:**

1. Ezeriņa Z., 2016. Studiju darbu noformēšana. Metodiskie noteikumi. HOTEL SCHOOL, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga, Latvija;
2. Kristapsone S., 2014. Zinātniskā pētniecība studiju procesā. Turība;
3. HOTEL SCHOOL RIGA metodiskie norādījumi patstāvīgo studiju darbu izstrādāšanai un aizstāvēšanai, 2016. gads. Pieejami: HOTEL SCHOOL RIGA informatīvajā sistēmā un mājās lapā www.hotelschool.lv
4. HOTELS SCHOOL RIGA Bibliotēkas mājas lapa [tiešsaiste] www.hotelschool.lv Bibliotēka

**Papildus literatūra un citi informācijas avoti:**

1. Nancy Conner, Matthew MacDonald, Word 2010: The Missing Manual, O'Reilly, 2010;
2. Bill Jelen, Michael Alexander. Pivot Table Data Crunching: Microsoft Excel 2010. Q u e, 2011;
3. Wayne L. Winston, Microsoft® Excel® 2010: Data Analysis and Business Modeling, Third Edition, O'Reilly, 2011;
4. Jeff Conrad, John Viescas, Microsoft® Access® 2010 Inside Out, O'Reilly, 2010;
5. Bailey S., 2011. Academic Writing. Routledge;
6. Microsoft Office apmācības mājas lapa [tiešsaiste]. Pieejama: http://office.microsoft.com/lv-lv/training/default.aspx
7. Prezi.com atbalsta un apmācības mājas lapa [tiešsaiste]. Pieejama: http://prezi.com/support/

**Studiju kursu apraksta reģistra atzīmēm:**

| | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | 16/08/2016 |
| Lektors, kas sagatavoja aprakstu | Mg. Oec Oļegs Ņikadimovs |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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|---|---|
| **Qualification number and title:** | Hospitality Management, 41 811 |
| **Course number and title in Latvian:** | Studiju darbu noformēšana un prezentēšana |
| **Course title in English:** | Presentation and Formatting Guidelines for Academic Papers |
| **Prerequisites:** | Kursa apguvei nav nepieciešamas speciālas priekšzināšanas |
| **Term:** | 1 |
| **Number of credit points:** | 2 |

**The aim of the course:**

- to teach students HOTEL SCHOOL RIGA presentation and formatting guidelines for academic papers
- to develop students' MS Office knowledge, skills and competences (MS Word, MS Excel, MS Power Point)
- to teach students use online data bases and resources
- to teach students use academic language

**Learning outcomes:**

On successful completion of this unit a student will:

- Know how to use IT, working in different and ever-changing conditions
- Apply theoretical knowledge about IT into practice
- Use online data bases and resources
- Use a computer as a communication tool and a tool for getting and processing information
- Prepare materials, using visualisation, sound, colours, audio and video
- Prepare academic papers according to HOTEL SCHOOL RIGA technical rules
- Develop students' practical skills (IKT) for the future professional work
- Develop academic writing skills
- Develop speaking and presentation skills and competences.

| | |
|---|---|
| Knowledge | 1. Prepare independent works in accordance with HOTEL SCHOOL RIGA technical rules;<br>2. Know how to use IT, working in different and ever-changing conditions |
| Skills | 3. Be able to use IT<br>4. Be able to use a computer as a communication tool and a tool for getting and processing information<br>5. Be able to prepare materals, using visualisation, sound, colours, audio and video<br>6. Develop academic writing skills |
| Competences | 7. Prepare independent works in accordance with HOTEL SCHOOL RIGA technical rules<br>8. Develop students' practical skills (IKT) for the future professional work |

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| | 9. Develop speaking and presentation skills and competences |

**Course content:**

THEME 1: INFORMATION TECHNOLOGIES IN THE WORLD AND IN HOSPITALITY INDUSTRY

- Information searching technologies, developing searching strategy, saving information, notification of updates, registration in electronic resources

THEME 2: COMPUTER HARDWARE AND SOFTWARE

- Word processing applications- creating, editing, and presentation of documents
- Website browser information for viewing and searching on the Internet
- Graphic applications – creating and processing visuals
- Commercial software, sharing software, free software, open source software
- Copyright. Copyright law
- Microsoft Office Business

THEME 3: TEXT PROCESSING FOR ACADEMIC AND BUSINESS PURPOSES

- Preparing academic papers in accordance with HOTEL SCHOOL RIGA technical rules

THEME 4: PREPARING PRESEANTATIONS FOR THE DEFENCE

- Presentation methods and media

THEME 5: ELECTRONIC RESOURCE AND DATABASE MANAGEMENT SYSTEMS

- Subsciption to e-resources, search for information
- Online data bases and ebooks. Search engines, saving the information
- Complete text databases. Search engines, saving e-journals
- Getting complete texts. Subscription
- The use of open electronic sources
- Searching for a publication, research project or book in HOTEL SCHOOL RIGA electronic catalogue

THEME 6: ADDING REFERENCES TO THE TEXTS

- Citing, types of references, adding references
- Social media (blogs, wiki resources, social networks, video, etc. )
- Work with different sources of information
- References in the text and in the end of academic papers. Bibliography

THEME 7: PRESENTATION OG ACADEMIC PAPER

- Script preparation
- Rhetoric

THEME 8: INTRODUCTION TO ACADEMIC WRITING

- Linking words, punctuation, paragraph writing, usage of tenses, articles

THEME 9: STATISTICAL DATA DESCRIPTION

- Tables, graphs, charts

THEME 10: ESSAY WRITING

- Argumentative, opinion, for/against.

**Organization of students' independent work:**

In the end of the course, all students have to take written test on the acquired theory.

| **Themes for independant works:** | **Learning Outcomes** |
|---|---|
| THEME 1: INFORMATION | • Know how to use IT, working in different and ever-changing conditions |

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| TECHNOLOGIES IN THE WORLD AND IN HOSPITALITY INDUSTRY | |
| THEME 2: COMPUTER HARDWARE AND SOFTWARE | • Be able to use IT<br>• Be able to use a computer as a communication tool and a tool for getting and processing information |
| THEME 3: TEXT PROCESSING FOR ACADEMIC AND BUSINESS PURPOSES | • Be able to prepare materals, using visualisation, sound, colours, audio and video |
| THEME 4: PREPARING PRESENTATIONS FOR THE DEFENCE | • Be able to prepare materals, using visualisation, sound, colours, audio and video |
| THEME 5: ELECTRONIC RESOURCE AND DATABASE MANAGEMENT SYSTEMS | • Develop students'practical IKT skills and competences for the use at work |
| THEME 6: ADDING REFERENCES TO THE TEXTS | • Develop students' academic writing skills<br>• Can work with different sources of information |
| THEME 7: PRESENTATION OG ACADEMIC PAPER | • Develop students' speaking and presentations skills and competences |
| THEME 8: INTRODUCTION TO ACADEMIC WRITING | • Develop students' academic writing skills |
| THEME 9: STATISTICAL DATA DESCRIPTION | • Develop students' academic writing skills<br>• Can work with different sources of information |
| THEME 10: ESSAY WRITING | • Can work with different sources of information |

**Bibliography:**


1. Ezerina Z., 2016. Structure and Tehnical Format of Written Assignments. HOTEL SCHOOL, HOTEL SCHOOL Hotel Management College, Riga, Latvia;
2. Bailey M, 2011: *Academic Writing: A Handbook for International Students;*
3. Manual, O'Reilly, 2010;
4. Bill Jelen, Michael Alexander. Pivot Table Data Crunching: Microsoft Excel 2010. Q u e, 2011;
5. Wayne L. Winston, Microsoft® Excel® 2010: Data Analysis and Business Modeling, Third Edition, O'Reilly, 2011;
6. Jeff Conrad, John Viescas, Microsoft® Access® 2010 Inside Out, O'Reilly, 2010.


**Recommended literature:**


1. Microsoft Office apmācības mājas lapa [tiešsaiste]. Pieejama: http://office.microsoft.com/lv-

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| lv/training/default.aspx<br>2. Prezi.com atbalsta un apmācības mājas lapa [tiešsaiste]. Pieejama: http://prezi.com/support/<br>3. HOTELS SCHOOL RIGA Bibliotēkas mājas lapa [tiešsaiste] www.hotelschool.lv Bibliotēka<br>4. HOTEL SCHOOL RIGA metodiskie norādījumi patstāvīgo studiju darbu izstrādāšanai un aizstāvēšanai, 2016. gads. Pieejami: HOTEL SCHOOL RIGA informatīvajā sistēmā un mājās lapā www.hotelschool.lv |

| **Information required for course database** | |
|---|---|
| Course issue date/ review date | *18/08/2016* |
| Lecturer(s) | *Mg. Oec. O.Ņikadimovs, Mg. Philol., Mg. Oec. J.Korjuhina* |
| Study programme director's notes and comments | |

# Описание курса

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|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Studiju darbu noformēšana un prezentēšana |
| **Название курса на английском и русском языках:** | Presentation and Formatting Guidelines for Academic Papers/ Оформление и презентация академических работ |
| **Требования для начала курса:** | нет |
| **Семестр:** | 1 |
| **Количество кредитных пунктов:** | 2 |

**Цели курса:**

- обучить студентов оформлять академические работы в соответсвии с HOTEL SCHOOL RIGA техническими правилами
- улучишить знания, навыки и компетенции студентов в работе с программами MS Office (MS Word, MS Excel, MS Power Point)
- обучить студентов пользоваться базами данных и ресурсами онлайн
- обучить студентов применять академический язык для написания академических работ

**Ожидаемые результаты:**

По окончанию курса ожидается, что студент будет:

- Знать информационные технологии, работая в разных и постоянно переменчивых сферах;
- Практически применить информационные технологии;
- Использовать базы данных и ресурсы онлайн;
- Использовать компьютер как средство получения и обработки информации;
- Подготовить материалы, используя визуальные материалы, звук, аудио и видео возможности;
- Подготовить самостоятельные работы в соответствии с техническими требованиями HOTEL SCHOOL RIGA;
- Развить навыки работы с информационными технологиями в профессиональной деятельности;
- Равить навыки академического письма;
- Развить навыки и компетенции разговорной речи и презентации

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| Знания | • Подготовить самостоятельные работы в соответствии с техническими требованиями HOTEL SCHOOL RIGA;<br>• Знать информационные технологии, работая в разных и постоянно переменчивых сферах |
| Навыки | • Уметь практически применять информационные технологии;<br>• Уметь использовать компьютер как источник информации и |

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| | обработки информации;<br>• Уметь подготовить материалы, используя визуальные материалы, звук, аудио и видео возможности;<br>• Развить навыки академического письма |
| Компетенции | • Подготовить самостоятельные работы в соответствии с техническими требованиями HOTEL SCHOOL RIGA;<br>• Развить навыки работы с информационными технологиями в профессиональной деятельности<br>• Развить навыки и компетенции разговорной речи и презентации |

**Содержание курса:**

ТЕМА 1: ИНФОРМАЦИОННЫЕ ТЕХНОЛОГИИ В СОВРЕМЕННОМ МИРЕ И ИНДУСТРИИ ГОСТЕПРИИМСТВА

- Техники поиска электронной информации, создании стратегии поиска, сохранение информации, создание объявления о новостях, индивидуальная регистрация в электронных ресурсах

ТЕМА 2: КОМПЬЮТЕР И КОМПЬЮТЕРНЫЕ ПРОГРАММЫ

- Программы по обработке текстов- создание документов, редактирование и оформление
- Браузеры– для поиска и осмотра информации в интернете
- Графические программы- для создания и обработки визуальных материалов
- Коммерческая программное обеспечение, бесплатное обеспечение, открытые источники информации
- Авторские права. Закон об авторских правах
- *Microsoft Office Business*

ТЕМА 3: ОБРАБОТКА ТЕКСТА ДЛЯ АКАДЕМИЧЕСКИХ И ДЕЛОВЫХ НУЖД

- Подготовка самостоятельных работ и рефератов в соответствии с требованиями HOTEL SCHOOL RIGA

ТЕМА 4: РАЗРАБОТКА ПРЕЗЕНТАЦИЙ ДЛЯ ЗАЩИТЫ САМОСТОЯТЕЛЬНЫХ, КУРСОВЫХ И КВАЛИФИКАЦИОННЫХ РАБОТ

- Методы презентаций и медии

ТЕМА 5: БАЗА ДАННЫХ И СИСТЕМА Е-РЕСУРСОВ

- Абонированный поиск электронных ресурсов
- Использование баз данных онлайн. Базы данных электронных книг- поиск информации, оценка и сохранение в базах данных
- Базы данных полных текстов. Поиск информации, оценка, сохранение электронных журналов в базах данных
- Получение полных текстов. Абонемент
- Использование электронных ресурсов открытого доступа
- Поиск книг, публикаций, квалификационных работ в электронном каталоге HOTEL SCHOOL RIGA

ТЕМА 6: ОФОРМЛЕНИЕ ССЫЛОК

- Цитаты, виды ссылок и их оформление
- Социальные сети (блоги, вики ресурсы, социальные сети, видео и т.д.).
- Работа с разными источниками информации
- Ссылки в тексте и списки литературы

ТЕМА 7: ПРЕЗЕНТАЦИЯ АКАДЕМИЧЕСКИХ РАБОТ

- Подготовка речи
- Риторика

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|---|---|
| ТЕМА 8**:** ВВЕДЕНИЕ В АКАДЕМИЧЕСКОЕ ПИСЬМО<br>• Связывающие слова, пунктуация, написание параграфов, использование времен, артикли<br>ТЕМА 9: ОПИСАНИЕ СТАТИСТИЧЕСКИХ ДАННЫХ<br>• Таблицы, графики и графики<br>ТЕМА 10: НАПИСАНИЕ ЕССЕ<br>• Аргументированное эссе, высказывание мнения, за и против | |
| **Организация самостоятельной работы студента:**<br>В конце курса студенты должны сдать письменный тест по изученной теории. | |
| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
| ТЕМА 1: ИНФОРМАЦИОННЫЕ ТЕХНОЛОГИИ В СОВРЕМЕННОМ МИРЕ И ИНДУСТРИИ ГОСТЕПРИИМСТВА | • Знать, как пользоваться новейшими технологиями в постоянно меняющихся условиях |
| ТЕМА 2: КОМПЬЮТЕР И КОМПЬЮТЕРНЫЕ ПРОГРАММЫ | • Быть способным использовать новейшие технологии<br>• Быть способным пользоваться компьютером как инструментом для получения и обработке информации |
| ТЕМА 3: ОБРАБОТКА ТЕКСТА ДЛЯ АКАДЕМИЧЕСКИХ И ДЕЛОВЫХ НУЖД | • Быть способным подготовить материалы, используя визуальную информацию, звук, цвета, аудио и видео |
| ТЕМА 4: РАЗРАБОТКА ПРЕЗЕНТАЦИЙ ДЛЯ ЗАЩИТЫ САМОСТОЯТЕЛЬНЫХ, КУРСОВЫХ И КВАЛИФИКАЦИОННЫХ РАБОТ | • Быть способным подготовить материалы, используя визуальную информацию, звук, цвета, аудио и видео |
| ТЕМА 5: БАЗА ДАННЫХ И СИСТЕМА Е-РЕСУРСОВ | • Развить практические навыки и компетенции по использованию новейших технологий |
| ТЕМА 6: ОФОРМЛЕНИЕ ССЫЛОК | • Развить академические навыки письма<br>• Уметь работать с разными источниками информации |
| ТЕМА 7: ПРЕЗЕНТАЦИЯ АКАДЕМИЧЕСКИХ РАБОТ | • Развить навыки и компетенции разговорной речи и презентации |
| ТЕМА 8: ВВЕДЕНИЕ В АКАДЕМИЧЕСКОЕ ПИСЬМО | • Развить академические навыки письма |
| ТЕМА 9: ОПИСАНИЕ СТАТИСТИЧЕСКИХ ДАННЫХ | • Развить академические навыки письма<br>• Уметь работать с различными источниками информации |
| ТЕМА 10: НАПИСАНИЕ ЕССЕ | • Развить академические навыки письма |

**Обязательная литература:**


1. Эзериня З., 2016. Оформление письменных работ. HOTEL SCHOOL, HOTEL SCHOOL Колледж отлельного бизнеса, Рига, Латвия;
2. Невежин В.П., 2012. Как написать, оформить и защитить квалификационную работу. Форум.
3. Круглов П.П., Куприянова А.В. Правильно оформляем реферат, курсовую, диплом. НИТ.


**Рекомендуемая литература:**


1. Bailey M, 2011: Academic Writing: A Handbook for International Students;
2. Nancy Conner, Matthew MacDonald, Word 2010: The Missing Manual, O'Reilly, 2010;
3. Bill Jelen, Michael Alexander. Pivot Table Data Crunching: Microsoft Excel 2010. Q u e, 2011;
4. Wayne L. Winston, Microsoft® Excel® 2010: Data Analysis and Business Modeling, Third Edition, O'Reilly, 2011;
5. Jeff Conrad, John Viescas, Microsoft® Access® 2010 Inside Out, O'Reilly, 2010;
6. Microsoft Office apmācības mājas lapa [tiešsaiste]. Pieejama: http://office.microsoft.com/lv-lv/training/default.aspx
7. Prezi.com atbalsta un apmācības mājas lapa [tiešsaiste]. Pieejama: http://prezi.com/support/
8. HOTELS SCHOOL RIGA Bibliotēkas mājas lapa [tiešsaiste] www.hotelschool.lv Bibliotēka
9. HOTEL SCHOOL RIGA metodiskie norādījumi patstāvīgo studiju darbu izstrādāšanai un aizstāvēšanai, 2016. gads. Pieejami: HOTEL SCHOOL RIGA informatīvajā sistēmā un mājās lapā www.hotelschool.lv


| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Mg. Oec. O.Ņikadimovs, Mg. Philol., Mg. Oec. J.Korjuhina |
| Заметки и комментарии директора программы | 18/08/2016 |

# Studiju kursa apraksts

| | |
|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Ceļojumu un tūrisma industrijas pamati |
| **Studiju kursa nosaukums angļu valodā:** | The Travel and Tourism Sector |
| **Prasības studiju kursa apguves uzsākšanai:** | Nav vajadzīgas pamatzināšanas |
| **Semestris:** | 2 |
| **Kredītpunktu skaits:** | 2 |

**Studiju kursa mērķis:**
Sniegt zināšanas par ceļojumu un tūrisma industrijas sektoru, valdības, piedāvājuma un pieprasījuma, tūrisma ietekmi.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu studējošais spēs:

- izprast ceļojuma un tūrisma sektora vēsturi un struktūru;
- izprast pašvaldību, nacionālas valdības un starptautisko aģentūru ietekmi uz ceļojumu un tūrisma sektoru;
- izprast piedāvājuma un pieprasījuma ietekmi uz ceļojumu un tūrisma sektoru;
- izprast tūrisma ietekmi uz tautsaimniecību

| | |
|---|---|
| Zināšanas | 1. zināt ceļojuma un tūrisma sektora vēsturi un struktūru |
| Prasmes | 1. izprast pašvaldību, nacionālas valdības un starptautisko aģentūru ietekmi uz ceļojumu un tūrisma sektoru;<br>2. izprast piedāvājuma un pieprasījuma ietekmi uz ceļojumu un tūrisma sektoru;<br>3. izprast tūrisma ietekmi uz tautsaimniecību |
| Kompetences | 3. pielietot praksē zināšanas par ceļojumu un tūrisma sektoru viesmīlības uzņēmumu darbības plānošanā un koordinēšanā |

**Studiju kursa saturs:**
TĒMA 1: CEĻOJUMA UN TŪRISMA SEKTORA VĒSTURE UN STRUKTŪRA

- Vēsture: svētceļojumi, tautu staigāšana, pēcindustriālā revolūcija, pēckara laiks, mūsu laiki; pieaugumu ietekmējušie faktori, piemēram, laiks, nauda, pārvietošanas brīvība, infrastruktūra, sociālie apstākļi; iespējama nākotnes attīstība.
- Ceļojuma un tūrisma sektors: ceļojuma pakalpojumi; konferences un pasākumi; apmeklētāju piesaiste; izmitināšanas pakalpojumi; pasažieru transports; attiecības un sakari; integrācijas līmenis; tūrisma sistēmas, izplatīšanas ķēde; privātais, sabiedriskais un brīvprātīgo sektors.

TĒMA 2: PAŠVALDĪBU, NACIONĀLAS VALDĪBAS UN STARPTAUTISKO AĢENTŪRU IETEKME UZ CEĻOJUMU UN TŪRISMA SEKTORU

- Ietekme: tieša, netieša; ekonomikas politika, politiskas izmaiņas, plānošana tūrisma negatīvas

ietekmes samazināšanai.

- Valdība: līmeni, piemēram, vietējā, reģionālā, nacionālā, Eiropas Savienības; struktūras, kurus sponsorē valdība; reģionālas tūrisma padomes; funkcijas, mijiedarbība.
- Starptautiskas aģentūras: aģentūras, piemēram, ANO, Pasaules tūrisma organizācija, Pasaules ceļojumu un tūrisma padome, starptautiskais avio transports.

TĒMA 3: PIEDĀVĀJUMA UN PIEPRASĪJUMA IETEKMĒ UZ CEĻOJUMU UN TŪRISMA SEKTORU

- Pieprasījums: demogrāfiskais; tehnoloģiskais; ekonomiska attīstība; politiska stabilitāte; darba modeļu un darba spēka izmaiņas; apkārtējas vides aizsardzība; globalizācija; mikroekonomika, piemēram, izmaņas valūtas kursā, procentu likmes, inflācija, tīra ienākuma līmenis.
- Piedāvājums: izmitināšanas pakalpojumi, tūroperatoru pakalpojumi, kvalitāte, servisa līmenis, produktu veidi, sezonalitātes, modernās tehnoloģijas, ilgtspēja

TĒMA 4: TŪRISMA IETEKME UZ TAUTSAIMNIECĪBU

- Pozitīvā: ekonomiska, piemēram, tiešie un netiešie ienākumi, tieša un netieša nodarbinātība, ieguldījums nacionālajā kopproduktā, citu sektoru ekonomiskās attīstības ietekme, ārvalstu valūtas apmaiņa un valdības ieņēmumi; vides, piemēram, dabas saglabāšana un uzlabošana, vēsturiskas un kultūras vietas, infrastruktūras uzlabošana, tūristu un iebraucēju ekoloģiskas informētības pieaugums, sociālā, piemēram, kultūras mantojuma saglabāšana un uzlabošana, starp kultūru apmaiņa un izglītība;
- Negatīvā: ekonomiska, piemēram, inflācija, sezonalitāte, pārlieka atkarība, vides, piemēram, piesārņojumi, dabiskas un sakārtotas vides bojājumi, ūdens pārmērīga lietošana, atkritumu apglabāšanas; sociālās, piemēram, ērtību zaudējumi izvietojot sabiedrību, pārapdzīvotība, kultūras komercializācija, stereotipu pastiprinājums, autentiskuma zudums, noziegumu pieaugums.

**Studējošo patstāvīgā darba organizācija:**
Patstāvīgo darbu izstrāde par katru kursa tēmu atsevišķi vai apkopotā veidā, ja to atļauj mācībspēks.
Kursa noslēguma pārbaudījums – eksāmens vai automātiska ieskaite, ja visi patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi).

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| TĒMA 1. CEĻOJUMA UN TŪRISMA SEKTORA VĒSTURĒ UN STRUKTŪRA | • ir izprasta ceļojuma un tūrisma sektora vēsturē un struktūra;<br>• tiek apkopota un analizēta informācija ;<br>• tiek izdarīti un pamatoti secinājumi;<br>• tiek izmantota efektīva pētīšanas metode |
| TĒMA 2. PAŠVALDĪBU, NACIONĀLAS VALDĪBAS UN STARPTAUTISKO AĢENTŪRU IETEKME UZ CEĻOJUMU UN TŪRISMA SEKTORU | • tiek analizēta un izprasta vietējas un nacionālas valdības un starptautisko aģentūru ietekme uz ceļojumu un tūrisma sektoru |
| TĒMA 3. PIEDĀVĀJUMA UN PIEPRASĪJUMA IETEKME UZ CEĻOJUMU UN | • ir izprasta piedāvājuma un pieprasījuma ietekme uz ceļojumu un tūrisma sektoru;<br>• tiek demonstrēta analītiska un kritiskā domāšana |

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| TŪRISMA SEKTORU | |
| TĒMA 4. TŪRISMA IETEKME UZ TAUTSAIMNIECĪBU | • tiek veikta tūrisma ietekmes analīze uz Latvijas tautsaimniecību;<br>• tiek izvēlētas un pielietotas atbilstošas pētījuma metodes, veikcot komplekso situācijas izpēti un izdarot argumentētus spriedumus;<br>• tiek izmantoti daudzveidīgi informācijas ieguves avoti;<br>• tiek pamatota pielietotas pētniecības tehnikas izvēle;<br>• tiek veikta informācijas un ideju sintēze;<br>• tiek prezentēti pētniecības gaitā izdarītie secinājumi, ievērojot atbilstošu pētījuma struktūru, pētījuma principu un koncepciju loģisku pēctecību, izmantojot dažādas prezentācijas metodes un aprīkojumu atbilstoši auditorijas specifikai |

**Obligātā literatūra:**

1. Dale G. Travel and Tourism. Pearson, 2010.
2. A Century of hospitality. Cadmus Communications, American Hotel and Lodging Association, 2009.

Tīmekļa vietnes:

1. http://www.likumi.lv/doc.php?id=50026 – Tūrisma likums;
2. http://www2.unwto.org/ - Apvienoto Nāciju Pasaules Tūrisma organizācijas mājas lapa;
3. https://www.wttc.org/ - Pasaules Ceļojumu un Tūrisma padomes mājas lapa;

**Papildus literatūra un citi informācijas avoti:**

1. Brickell D., Kerr A. BTEC National Travel and Tourism. Pearson, 2008;
2. Eberts M., Brothers L., Gisler A. Careers in travel, tourism & hospitality, The McGraw-Hill Companies, 2006;
3. Hall C. M., Page S. J. The Geography of Tourism & Recreation. Enviroment, place and space. Routledge, 2006;
4. White G., Dymond J., Chacko E., Bradshaw M. Essentials of World Regional Geography. McGrawHill, 2008;
5. Малахова Н.Н., Ушаков Д.С. Инновации в туризме и сервисе. Москва: Академия, 2012;
6. Соколова М. В. История туризма. Москва: Академия, 2010.

| **Studiju kursu aprakstu reģistra atzīmēm:** | |
|---|---|
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *18/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Dr. Oec. J.Dehtjare* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

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|---|---|
| **Qualification number and title:** | Hospitality Management, 42 811 |
| **Course number and title in Latvian:** | Ceļojumu un tūrisma industrijas pamati |
| **Course title in English:** | The Travel and Tourism Sector |
| **Prerequisites:** | Not required |
| **Term:** | 2 |
| **Number of credit points:** | 2 |

**The aim of the course**
This unit enables learners to gain understanding of the travel and tourism sector, the influence of government, the effects of supply and demand, and the impacts of tourism.

**Learning outcomes:**
On successful completion of this unit a student will:

- Understand the history and structure of the travel and tourism sector
- Understand the influence of local and national governments and international agencies on the travel and tourism sector
- Understand the effects of supply and demand on the travel and tourism sector
- Understand the impacts of tourism.

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|---|---|
| Knowledge | 1. Understand the history and structure of the travel and tourism sector |
| Skills | 2. Understand the influence of local and national governments and international agencies on the travel and tourism sector<br>3. Understand the effects of supply and demand on the travel and tourism sector<br>4. Understand the impacts of tourism |
| Competences | 5. Be able to apply the knowledge about the travel and tourism sector into work of a hospitality related enterprise |

**Course content:**
THEME 1: UNDERSTAND THE HISTORY AND STRUCTURE OF THE TRAVEL AND TOURISM SECTOR

- History: pilgrimages, the grand tours, post industrial revolution, post war, current; factors facilitating growth eg technology, time, money, freedom of movement, infrastructure, social conditions; possible future developments eg sustainability
- Travel and tourism sector: travel services; tourism services; conferences and events; visitor attractions; accommodation services; passenger transport; relationships and links, levels of integration; Liepers tourist system, chain of distribution; private, public and voluntary sectors

THEME 2: UNDERSTAND THE INFLUENCE OF LOCAL AND NATIONAL GOVERNMENTS AND INTERNATIONAL AGENCIES ON THE TRAVEL AND TOURISM SECTOR

- Influence: direct, indirect; economic policy, political change, planning to minimise negative effects of tourism

- Government: levels eg local, regional, national, European Union; Government sponsored bodies, regional tourist boards; functions, interrelationships
- International agencies: agencies eg United Nations, World Tourism Organisation, World Travel and Tourism Council, International Civil Aviation Organisation, International Air Transport Association; functions, interrelationships with governments

THEME 3: UNDERSTAND THE EFFECTS OF SUPPLY AND DEMAND ON THE TRAVEL AND TOURISM SECTOR

- Demand: demographics; technological; emerging economies; political stability; changing work patterns and workforce; environmentalism; globalisation; macro-economics eg influence of currency exchange rates, interest rates, inflation, level of disposable income
- Supply: provision eg accommodation, tour operators, quality, service, types of products, seasonality, technology intermediaries, sustainability

THEME 4: UNDERSTAND THE IMPACTS OF TOURISM

- Positive: economic eg direct and indirect income, direct and indirect employment, multiplier effects, contribution to gross national product, influence on the growth of other sectors within the economy, generation of foreign exchange and government revenues; environmental eg conservation and enhancement of natural areas, historic and cultural sites, infrastructure improvement, increasing environmental awareness by tourists and host communities; social eg conservation/preservation of cultural heritage, cross cultural exchange and education
- Negative: economic eg leakage, inflation, seasonality, overdependence; environmental eg pollution, damage to natural and built environment, wildlife, water overuse, waste disposal;
- social eg loss of amenity to host community, overcrowding, commercialisation of culture, reinforcement of stereotypes, loss of authenticity, rise in crime

**Organization of students' independent work**

By the end of the course, students have to submit an independent work, which covers all themes.

If students' attendance is lower that 70% and the average grade for the course is not higher than 7, they have to take a final test.

| **Themes for independant works:** | **Learning Outcomes** |
|---|---|
| THEME 1: THE HISTORY AND STRUCTURE OF THE TRAVEL AND TOURISM SECTOR | • Understand the history and structure of the travel and tourism sector<br>• Explain key historical developments in the travel and tourism sector<br>• Explain the structure of the travel and tourism sector |
| THEME 2: THE INFLUENCE OF LOCAL AND NATIONAL GOVERNMENTS AND INTERNATIONAL AGENCIES ON THE TRAVEL AND TOURISM SECTOR | • Analyse the function of government, government sponsored bodies and international agencies in travel and tourism<br>• Explain how local and national economic policy influences the success of the travel and tourism sector<br>• Discuss the implications of political change on the travel and tourism sector in different countries |
| THEME 3: THE EFFECTS | • Explain factors affecting tourism demand<br>• Explain how supply has changed to meet the effects of demand |

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| OF SUPPLY AND DEMAND ON THE TRAVEL AND TOURISM SECTOR | |
| THEME 4: THE IMPACTS OF TOURISM | • Evaluate the main positive and negative economic, environmental and social impacts of tourism<br>• Explain strategies that can be used to minimise the negative impacts while maximising the positive impacts |

**Bibliography:**


1. Dale G. Travel and Tourism. Pearson, 2010.
2. A Century of hospitality. Cadmus Communications, American Hotel and Lodging Association, 2009.

Internet Resources:

1. http://www.likumi.lv/doc.php?id=50026 – Tourism Law;
2. http://www2.unwto.org/ - the official web page of the United Nations World Tourism Organization;
3. https://www.wttc.org/ - the official web page of the World Travel & Tourism Council.


**Recommended literature:**


1. Brickell D., Kerr A. BTEC National Travel and Tourism. Pearson, 2008;
2. Eberts M., Brothers L., Gisler A. Careers in travel, tourism & hospitality, The McGraw-Hill Companies, 2006;
3. Hall C. M., Page S. J. The Geography of Tourism & Recreation. Enviroment, place and space. Routledge, 2006;
4. White G., Dymond J., Chacko E., Bradshaw M. Essentials of World Regional Geography. McGrawHill, 2008;
5. Малахова Н.Н., Ушаков Д.С. Инновации в туризме и сервисе. Москва: Академия, 2012;
6. Соколова М. В. История туризма. Москва: Академия, 2010.


| **Information required for course database** | |
|---|---|
| Course issue date/ review date | *18/08/2016* |
| Lecturer(s) | *Dr. Oec. J. Dehtjare, Dz. Līce* |
| Study programme director’s notes and comments | |

# Описание курса

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|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Ceļojumu un tūrisma industrijas pamati |
| **Название курса на английском языке и русском языках:** | The Travel and Tourism Sector/ Индустрия путешествий и туризма |
| **Требования для начала курса:** | нет |
| **Семестр:** | 2 |
| **Количество кредитных пунктов:** | 2 |

**Цель курса:**
Этот предмет поможет студентам понять индустрию путешествий и туризма, влияние государства на развитие индустрии, эффект спроса и предложения, а также влияние туризма на различные отрасли.

**Ожидаемые результаты:**
По окончанию курса студент будет:

- Понимать историю и структуру индустрии туризма и путешествий
- Понимать влияние государственных структур и самоуправлений, международных агентств на индустрию путешествий и
- Понимать эффект на спрос и предложение туризма
- Понимать влияние туризма

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| Знания | 1. Понимать историю и структуру индустрии туризма и путешествий |
| Навыки | 2. Анализировать функции государства, государственных структур и международных агентств в индустрии путешествий и туризма<br>3. Объяснить, как политики самоуправления и государства влияют на успех индустрии путешествий и туризма<br>4. Понимать влияние туризма |
| Компетенции | 5. Применить знания об индустрии путешествий и туризма в планировании и организации предприятия гостеприимства |

**Содержание курса:**
ТЕМА 1: ИСТОРИЯ ИНДУСТРИИ ПУТЕШЕСТВИЙ И ТУРИЗМА И ЕЕ СТРУКТУРА

- История: пилигриммы, переселение людей, индустриальная революция, послевоенное время, наши времена, факторы, влияющие на прирост населения, например, время, деньги, перемещение, инфраструктура, социальные факторы, возможное развитие в будущем.
- Сектор путешествий и туризма: услуги путешествий, конференции и мероприятия, транспорт, отношения и связи, уровень интеграции, туристские системы,

последовательность распространения, частный, общественный и волонтерский сектора

ТЕМА 2: ВЛИЯНИЕ САМОУПРАВЛЕНИЯ, ГОСУДАРСТВА И МЕЖДУНАРОДНЫХ АГЕНСТВ НА ИНДУСТРИЮ

- Влияние: прямое, косвенное, экономическая политика, изменения в политике, планирование туризма с учетом снижения негативных факторов
- Управление: уровни, например, средние, региональные, национальные, ЕС; структуры, которых спонсирует государство, советы регионального туризма, функции и сотрудничество
- Международные агенства: агенства, Всемирная организация туризма, Совет мирового туризма и путешествкий, международный авио транспорт

ТЕМА 3: ВЛИЯНИЕ СПРОСА И ПРЕДЛОЖЕНИЯ НА ИНДУСТРИЮ ПУТЕШЕСТВИЙ И ТУРИЗМА

- Спрос: демографический, технологический, экономическое развитие, политическая стабильность, изменения модели работы и рабочей силы, охрана окружающей среды, глобализация, микроэкономика, например, изменения в валютном курсе, процентной ставки, инфляция, уровень дохода
- Предложение: услуги размещения, услуги туроператора, качество, уровень оказания услуг, виды продуктов, современные технологии

ТЕМА 4: ВЛИЯНИЕ ТУРИЗМА НА НАРОДНОЕ ХОЗЯЙСТВО

- Положительное: экономическое, например, прямые и косвенные доходы, прямое и косвенное трудоустройство, вложение в общий валовый продукт, влияние других секторов, влияние внешного валютного курса, доходы государства; окружающей среды, например, сохранение природы, улучшение, исторические и культурные места, улучшение инфраструктуры, увеличение информированности населения и туристов о вопросах экологии; социальное: например, сохранение культурного наследия и его улучшения, обмен культур и образований
- Отрицательное: экономическое, например, инфляция, сезонность, излишняя зависимость; окружающей среды, например, природные повреждения, чрезмерное потребление воды, вывоз отходов; социальное, например, для удобства остановка транспорта, перенаселенность, комерциализация культуры, усиление стереотипов, исчезание аутентичности, прирост уровня преступности

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| ТЕМА 1: ИСТОРИЯ И СТРУКТУРА ИНДУСТРИИ ТУРИЗМА И ПУТЕШЕСТВИЙ | • Понимать историю и структуру индустрии туризма и путешествий<br>• Обработать и проанализировать информацию<br>• Сделать и обосновать выводы<br>• Применить эффективный метод исследования |
| ТЕМА 2: ВЛИЯНИЕ ГОСУДАРСТВЕННЫХ СТРУКТУР И САМОУПРАВЛЕНИЙ, МЕЖДУНАРОДНЫХ АГЕНТСТВ НА | • Анализировать и осознать функции государства, государственных структур и международных агентств в индустрии путешествий и туризма |

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| ИНДУСТРИЮ ПУТЕШЕСТВИЙ И ТУРИЗМА | |
| ТЕМА 3: ЭФФЕКТ НА СПРОС И ПРЕДЛОЖЕНИЕ ТУРИЗМА | • Понимать эффект на спрос и предложение туризма |
| ТЕМА 4: ВЛИЯНИЕ ТУРИЗМА | • Произвести анализ влияния туризма на народное хозяйство Латвии<br>• Обработать и проанализировать информацию<br>• Сделать и обосновать выводы<br>• Применить эффективный метод исследования<br>• Применить творческий и критический подход |

**Обязательная литература:**


1. Малахова Н.Н., Ушаков Д.С. Инновации в туризме и сервисе. Москва: Академия, 2012;
2. Соколова М. В. История туризма. Москва: Академия, 2010.
3. Dale G. Travel and Tourism. Pearson, 2010;
4. A Century of hospitality. Cadmus Communications, American Hotel and Lodging Association, 2009.


**Интернет ресурсы:**


5. http://www.likumi.lv/doc.php?id=50026 – Tourism Law;
6. http://www2.unwto.org/ - the official web page of the United Nations World Tourism Organization;
7. https://www.wttc.org/ - the official web page of the World Travel & Tourism Council.


**Рекомендуемая литература:**


6. Brickell D., Kerr A. BTEC National Travel and Tourism. Pearson, 2008;
7. Eberts M., Brothers L., Gisler A. Careers in travel, tourism & hospitality, The McGraw-Hill Companies, 2006;
8. Hall C. M., Page S. J. The Geography of Tourism & Recreation. Enviroment, place and space. Routledge, 2006;
9. White G., Dymond J., Chacko E., Bradshaw M. Essentials of World Regional Geography. McGrawHill, 2008.


| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Dr. Oec. J.Dehtjare, Dzintra Līce |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

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|---|---|
| **Studiju programmas nosaukums un kods:** | Viesnīcu vadība, 41 811 |
| **Studiju kursa nosaukums latviešu valodā:** | Profesionālā vācu valoda |
| **Studiju kursa nosaukums angļu valodā:** | German for Hospitality |
| **Prasības studiju kursa apguves uzsākšanai:** | no |
| **Semestris:** | 2 |
| **Kredītpunktu skaits:** | 3 |

**Studiju kursa mērķis:**
Attīstīt studējošos vācu valodas zināšanas, iemācīties sniegt viesmīlības pakalpojumus vācu valodā klientiem viesmīlības uzņēmumos.

**Sagaidāmie studiju rezultāti:**
Veiksmīgi apgūstot šo kursu studējošais spēs:

- pielietot profesionālo vārdu krājumu;
- lasīt ar viesmīlību saistītos tekstus un apgūs sarakstes iemaņas un prasmes;
- uztvert un saprast informāciju, atbildēt uz jautājumiem, sniegt paskaidrojumus;
- lietot profesionālo vācu valodu prakses un darba vietā

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|---|---|
| Zināšanas | 1. zināt gramatikas pamatus |
| Prasmes | 2. attīstīt lasīšanas un sarakstes iemaņas un prasmes;<br>3. apgūt runāšanas un klausīšanās iemaņas un prasmes |
| Kompetences | 4. pielietot praksē profesionālo vārdus, izteicienus;<br>5. uztvert un saprast informāciju, atbildēt uz jautājumiem, sniegt paskaidrojumus;<br>6. lietot profesionālo vācu valodu prakses un darba vietā |

**Studiju kursa saturs:**
TĒMA 1: DARBS AR IENĀKOŠIEM ZVANIEM UN INFORMĀCIJAS SNIEGŠANA KLIENTIEM

- Ienākošu zvanu pieņemšana
- Īsziņu pieņemšana
- Darbs ar pieprasījumiem
- Informācijas sniegšana
- Atbildes uz jautājumiem par viesnīcu priekšrocībām un servisi
- Gramatika un fonētika

TĒMA 2: REZERVĒŠANAS PIEŅEMŠANA UN DARBS AR REZERVĒŠANAS PIEPRASĪJUMIEM

- Rezervēšanas pieņemšana
- pasūtījumu detaļu apstiprināšana
- rezervēšanas maiņa un atcelšana

- paskaidrojumu sniegšana
- alternatīvu piedāvājums
- korespondence
- viesu aicināšana
- gramatika un fonētika

TĒMA 3: VIESU UZŅEMŠANA UN PROBLĒMU RISINĀŠANA

- Klientu sūdzību pieņemšana un risināšana
- Darbs ar klienta īpašām vajadzībām
- Problēmu risināšana
- Palīdzību piedāvājums un ieteikumi
- Paskaidrojumi, instrukcijas
- Gramatika un fonētika

*TĒMA 4:* DZĒRIENU UN ĒDINĀŠANAS PAKALPOJUMI

- Apkalpošana barā un restorānā
- Pasūtījumu pieņemšana
- Ēdienu un dzērienu karte
- Ēdienu un dzērienu īpašības
- Sarunas restorānā, bāra
- Sūdzības
- Ēdienu skaidrošana
- Gramatika un fonētika

*TĒMA 5:* VIESU IEPAZĪŠANA AR SAVU VALSTI UN ATPŪTAS IESPĒJĀM

- Informācijas sniegšana par izklaides iespējām
- Ieteikumi par transportu un biļešu iegādi
- Orientēšana pilsētā, virzieni, ceļu skaidrošana un jautāšana
- Gramatika un fonētika

*TĒMA 6:* VIESU VAJADZĪBAS

- Viesu aprūpe un apkalpošana
- Sūdzības un atvainošanas
- Kļūdas un problēmu risināšana
- Ieteikumi un palīdzības sniegšana
- Kompensāciju piedāvājums
- Veselības problēmas un ātrās palīdzības sniegšana
- Gramatika un fonētika

*TĒMA7:* DARBA DZĪVE

- Darbs viesnīcu saimniecībā
- Darba drošība un higiēna
- Runas par prasmēm un pienākumiem
- Pieteikšanas darbam
- CV un motivācijas vēstule
- Darba intervija
- Gramatika un fonētika

*TĒMA 8:* VIESU IZRAKSTĪŠANA

- Norēķināšanās
- Sūdzības
- Viesu izrakstīšana
- Gramatika un fonētika

**Studējošo patstāvīgā darba organizācija:**
Noslēguma pārbaudījuma veids – eksāmens, kurš sastāvēs no rakstiskās un mutiskās daļas.
Ja visi studējošā patstāvīgie darbi novērtēti ar atzīmi, kas nav zemāka par 7 ballēm (labi), tad studējošais var saņemt gala atzīmi automātiski, nekārtojot eksāmenu.

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| TĒMA 1. DARBS AR IENĀKOŠIEM ZVANIEM UN INFORMĀCIJAS SNIEGŠANA KLIENTIEM | • tiek papildināts profesionālās leksikas vārdu krājums;<br>• tiek iemācīti izteicieni, saistītie ar šo tēmu;<br>• tiek attīstītās runāšanas un klausīšanās iemaņas un prasmes |
| TĒMA 2. REZERVĒŠANAS PIEŅEMŠANA UN DARBS AR REZERVĒŠANAS PIEPRASĪJUMIEM | • tiek novērtēta prasme veidot dialogus, pieņemt rezervācijas, veikt izmaiņas tajās, rakstīt apstiprinājuma vēstuli |
| TĒMA 3. VIESU UZŅEMŠANA UN PROBLĒMU RISINĀŠANA | • tiek izvērtēta prasme risināt konfliktus, rakstīt atvainošanas vēstuli |
| TĒMA 4. DZĒRIENU UN ĒDINĀŠANAS PAKALPOJUMI | • tiek papildināts profesionālās leksikas vārdu krājums;<br>• tiek iemācīti izteicieni, saistītie ar šo tēmu;<br>• tiek attīstītās runāšanas un klausīšanās iemaņas un prasmes;<br>• tiek izvērtēta ēdienu un dzērienu kartes sagatavošana un prezentēšana<br>• tiek novērtēta spēja apkopot sūdzības, risināt problēmas |
| TĒMA 5: VIESU IEPAZĪŠANA AR SAVU VALSTI UN ATPŪTAS IESPĒJĀM | • tiek izvērtēta spēja sniegt informāciju par izklaides iespējām, izteikt ieteikumus par transportu un biļešu iegādi |
| TĒMA 6: VIESU VAJADZĪBAS | • tiek novērtēta spēja izrunāt veselības problēmas un izsaukt ātro palīdzību vācu valodā |
| TĒMA 7: DARBA DZĪVE | • tiek izvērtēta CV un motivācijas vēstules sagatavošana, dalība darba intervijā |
| TĒMA 8: VIESU IZRAKSTĪŠANA | • tiek novērtēta prasme veikt dialogus par viesu izrakstīšanu, norēķināšanās |

**Obligātā literatūra:**


1. Autorenkollektiv, 2000: Deutsch im Hotel. Gespräche führen. Max Hueber, Verlag;
2. Beckert, N., Brauert J., 2009: Alltag, Beruf & Co.1, Hueber Verlag;
3. Beckert, N., Brauert J., 2009: Alltag, Beruf & Co.1 Wörterlernheft 1, Hueber Verlag.


**Papildus literatūra un citi informācijas avoti:**

| | |
|---|---|
| 1. Bosch, G., Dahmen, K., Haas, U., 2010: Hueber Schritte International im Beruf. Verlag;<br>2. Namuth, K., Lüthi, Th., 2000: Gesprächstraining. Deutsch für den Beruf. Max Hueber Verlag.<br>3. Hueber, A., 2009: Deutsch für den Beruf. Kommunikation am Arbeitsplatz. Höffgen, Verlag;<br>4. Hueber, A., 2002: Deutsch für den Beruf. Fingerhut, M. Max Verlag. | |
| **Studiju kursu aprakstu reģistra atzīmēm:** | |
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | *18/08/2016* |
| Lektors, kas sagatavoja aprakstu | *Dr. Phil. R. Miseviča-Triliča* |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

<table>
<tr><td>Qualification number and title:</td><td colspan="2">Hospitality Management, 41 811</td></tr>
<tr><td>Course number and title in Latvian:</td><td colspan="2">Profesionālā vācu valoda</td></tr>
<tr><td>Course title in English:</td><td colspan="2">German for Hospitality</td></tr>
<tr><td>Prerequisites:</td><td colspan="2">no</td></tr>
<tr><td>Term:</td><td colspan="2">2</td></tr>
<tr><td>Number of credit points:</td><td colspan="2">3</td></tr>
<tr><td colspan="3">The aim of the course<br>To improve students' knowledge of German, teach them communicate with customers in German in hospitality related enterprises.</td></tr>
<tr><td colspan="3">Learning outcomes:<br>On successful completion of this unit a student will:<br>• use professional terminology;<br>• read professional hospitality related texts and acquire necessary writing skills;<br>• comprehend information. answer the phone, provide necessary explanations;<br>• use profesional German at internship placement and at work.</td></tr>
<tr><td>Knowledge</td><td colspan="2">1. know basic grammar</td></tr>
<tr><td>Skills</td><td colspan="2">2. develop reading, writing skills;<br>3. improve speaking and listening skills</td></tr>
<tr><td>Competences</td><td colspan="2">4. use profesional lexics;<br>5. comprehend information. answer the phone, provide necessary explanations;<br>6. use profesional German at internship placement and at work.</td></tr>
<tr><td colspan="3">Course content:<br><br>THEME 1:DEALING WITH INCOMING CALLS<br>• Receiving incoming calls<br>• Taking messages<br>• Dealing with requests<br>• Providing necessary information<br>• Answering questions about hotel facilities and service<br>• Grammar and phonetics<br><br>THEME 2: TAKING RESERVATIONS<br>• Taking room reservations<br>• Confirming details of reservations<br>• Changing and cancelling reservations<br>• Correspondence</td></tr>
</table>

- Inviting guests
- Suggesting an alternative
- Grammar and phonetics

THEME 3: WELCOMING GUESTS AND DEALING WITH CHECK-IN PROBLEMS

- Dealing with complaints
- Solving problems
- Offering help, suggestions
- Instructions, explanations
- Grammar and phonetics

THEME 4: FOOD SERVICE

- Service in the bar and restaurant
- Taking customer's orders
- Explaining menus and dishes
- Talking about food, explanations
- Complaints
- Menus and Beverage Cards
- Grammar and phonetics

THEME 5: KNOW YOUR REGION

- Giving information on visitor attractions
- Advising guests about local transport and tickets
- Giving directions
- Grammar and phonetics

THEME 6: MEETING CUSTOMERS NEEDS

- Dealing with customers' needs
- Customer care and customer service
- Mistakes, problems
- Suggestions and offering help
- Offering compensation
- Grammar and phonetics

THEME 7: WORKING LIFE

- Working in Housekeeping
- Work safety and hygiene
- Talking about job routine, responsibilities
- Applying for job
- Writing CV and motivation letter
- Job interview
- Grammar and phonetics

THEME 8: CHECK-OUT

- Paying the bills
- Complaints
- Check out procedure
- Grammar and phonetics

**Organization of students' independent work**
Final exam is expected in the end of the course. It consists of two parts: written and oral.
Student can get a final grade for the course without taking a final exam if the particular student's attendance is high enough, all independent works are submitted on time and were graded at least 7 (good).

| **Themes for independant works:** | **Learning Outcomes** |
|---|---|
| THEME 1. DEALING WITH INCOMING CALLS | • Students' professional vocabulary is extended<br>• Phrases and expressions connected with the theme are learnt<br>• Speaking and listening skills are developed |
| THEME 2. TAKING RESERVATIONS | • Student's ability to make dialogues, take reservations, make changes in reservations, as well as to write confirmation letters is evaluated |
| THEME 3. CHECKING IN GUESTS AND SOLVING PROBLEMS | • Student's ability to solve conflicts, write apology letters are evaluated |
| THEME 4. FOOD SERVICE | • Student's professional vocabulary is extended<br>• Phrases and expressions connected with the theme are learnt<br>• Speaking, reading and listening skills are developed<br>• Making menu and beverage cards is evaluated |
| THEME 5: KNOW YOUR REGION | • Student's ability to provide information about entertaining opportunities, to make suggestions about tickets and transport is evaluated |
| THEME 6: MEETING CUSTOMERS NEEDS | • The ability to disscuss problems connected with health and call ambulance in German is evaluated |
| THEME 7: WORKING LIFE | • CV and motivation letters are evaluated, job interview organisation |
| THEME 8: CHECK OUT | • Student's ability to make check out dialogues. |

**Bibliography:**


1. Autorenkollektiv, 2000: Deutsch im Hotel. Gespräche führen. Max Hueber, Verlag;
2. Beckert, N., Brauert J., 2009: Alltag, Beruf & Co.1, Hueber Verlag;
3. Beckert, N., Brauert J., 2009: Alltag, Beruf & Co.1 Wörterlernheft 1, Hueber Verlag.


**Recommended literature:**


1. Bosch, G., Dahmen, K., Haas, U., 2010: Hueber Schritte International im Beruf. Verlag;
2. Namuth, K., Lüthi, Th., 2000: Gesprächstraining. Deutsch für den Beruf. Max Hueber Verlag.
3. Hueber, A., 2009: Deutsch für den Beruf. Kommunikation am Arbeitsplatz. Höffgen, Verlag;
4. Hueber, A., 2002: Deutsch für den Beruf. Fingerhut, M. Max Verlag.


| **Information required for course database** | |
|---|---|
| Course issue date/ review date | 18/08/2016 |
| Lecturer(s) | Dr. Phil. R. Miseviča-Triliča |
| Study programme director's notes and comments | |

# Описание курса

| | |
|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Profesionālā vācu valoda |
| **Название курса на английском и русском языках:** | German for Hospitality/ Профессиональный немецкий язык |
| **Требования для начала курса:** | нет |
| **Семестр:** | 2 |
| **Количество кредитных пунктов:** | 3 |

**Цель курса:**
Улучшить знания немецкого языка, научить общаться с клиентами на немецком на предприятиях, связанных с гостеприимством.

**Ожидаемые результаты:**
По окончанию курса ожидается, что студент будет:

- Использовать профессиональную терминологию,
- Развивать навыки чтения, письма, прослушивания,
- Способен читать и понимать тексты, связанные с индустрией гостеприимства,
- Общаться с клиентами и на работе по телефону, давать необходимые объяснения,
- Использовать английский язык на работе и месте практики.

| | |
|---|---|
| Знания | 1. Знать основы грамматики немецкого языка |
| Навыки | 2. Развивать навыки чтения, письма, прослушивания<br>3. Улучшить навыки разговорной речи |
| Компетенции | 4. Использовать профессиональный немецкий язык на рабочем месте и на месте практики<br>5. Понимать информацию, разговаривать по телефону, давать необходимые пояснения |

**Содержание курса:**
ТЕМА 1: ОТВЕЧАТЬ НА ТЕЛЕФОННЫЕ ЗВОНКИ

- Отвечать на звонки
- Получать и передавать информацию
- Удовлетворять просьбы клиентов
- Давать информацию, отвечать на вопросы об отеле и услугах отеля
- Грамматика и фонетика

ТЕМА 2: ПРИЕМ РЕЗЕРВАЦИЙ

- Делать резервации номеров
- Подтверждать детали резервации

- Изменения и отмена резервации
- Приглашение гостей
- Предложение альтернативы
- Грамматика и фонетика

ТЕМА 3: ВСТРЕЧА ГОСТЕЙ И РЕШЕНИЕ ПРОБЛЕМ ПРИ РЕГИСТРАЦИИ

- Справляться с жалобами
- Решение проблем
- Предложение помощи
- Инструкции, объяснения
- Грамматика и фонетика

ТЕМА 4: УСЛУГА ПИТАНИЯ

- Работа в баре и ресторане
- Прием заказа
- Объяснение меню и карты напитков
- Разговоры о еде и пояснения
- Жалобы
- Составление меню и карты напитков
- Грамматика и фонетика

ТЕМА 5: ЗНАЙ СВОЙ РЕГИОН

- Обеспечение информацией о достопримечательностях города
- Советы насчет билетов и транспорта
- Ориентирование в городе
- Грамматика и фонетика

ТЕМА 6: ПОТРЕБНОСТИ КЛИЕНТОВ

- Удовлетворение потребностей клиентов
- Забота о клиенте и работа с клиентом
- Проблемы, ошибки
- Предложение помощи
- Предложение компенсации
- Грамматика и фонетика

ТЕМА 7: РАБОЧАЯ ЖИЗНЬ

- Работа в хозяйственном отделе
- Безопасность и гигиена на работе
- Разговоры о рутине работы
- Подача заявления на работу
- CV и мотивационное письмо
- Рабочее интервью
- Грамматика и фонетика

ТЕМА 8: ВЫПИСКА ИЗ ГОСТИНИЦЫ

- Оплата счетов
- Жалобы
- Процедура выписки
- Грамматика и фонетика

**Организация самостоятельной работы студента:**

Заключительная оценка- экзамен, который состоит из двух частей: письменная и устная. Лектор может выставить финальную оценку без экзамена, если посещаемость лекций достаточно высокая, сданы все самостоятельные работы в срок и получены оценки не ниже 7

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| баллов (хорошо). | |
| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
| ТЕМА 1. ОТВЕЧАТЬ НА ТЕЛЕФОННЫЕ ЗВОНКИ | • Профессиональный лексический запас расширен<br>• Слова и фразы, связанные с темой выучены<br>• Навыки разговорной речи развиты |
| ТЕМА 2. ПРИЕМ РЕЗЕРВАЦИЙ | • Способность студента создавать диалоги, принимать резервации, делать изменения в резервациях, а также писать письма подтверждения резервации |
| ТЕМА 3. ВСТРЕЧА ГОСТЕЙ И РЕШЕНИЕ ПРОБЛЕМ ПРИ РЕГИСТРАЦИИ | • Способность студента решать конфликты, писать письма извинения |
| ТЕМА 4: УСЛУГА ПИТАНИЯ | • Профессиональный лексический запас расширен<br>• Слова и фразы, связанные с темой выучены<br>• Навыки разговорной речи развиты<br>• Составление меню и карты напитков |
| ТЕМА 5: ЗНАЙ СВОЙ РЕГИОН | • Способность студента дать информацию о развлечениях в городе, предложить билеты или рассказать про транспорт |
| ТЕМА 6: ПОТРЕБНОСТИ КЛИЕНТОВ | • Способность студентов обсуждать проблемы, связанные со здоровьем, вызов скорой помощи |
| ТЕМА 7: РАБОЧАЯ ЖИЗНЬ | • Составление CV и мотивационного письма<br>• Проведение рабочего интервью |
| ТЕМА 8: ВЫПИСКА ИЗ ГОСТИНИЦЫ | • Способность проводить процедуру выписки, оплаты счетов. |

**Обязательная литература:**


1. Autorenkollektiv, 2000: Deutsch im Hotel. Gespräche führen. Max Hueber, Verlag;
2. Beckert, N., Brauert J., 2009: Alltag, Beruf & Co.1, Hueber Verlag;
3. Beckert, N., Brauert J., 2009: Alltag, Beruf & Co.1 Wörterlernheft 1, Hueber Verlag.


**Рекомендуемая литература:**


1. Bosch, G., Dahmen, K., Haas, U., 2010: Hueber Schritte International im Beruf. Verlag;
2. Namuth, K., Lüthi, Th., 2000: Gesprächstraining. Deutsch für den Beruf. Max Hueber Verlag.
3. Hueber, A., 2009: Deutsch für den Beruf. Kommunikation am Arbeitsplatz. Höffgen, Verlag;
4. Hueber, A., 2002: Deutsch für den Beruf. Fingerhut, M. Max Verlag.


| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Dr. Phil. R. Miseviča-Triliča |
| Заметки и комментарии директора программы | |

# Studiju kursa apraksts

| | |
|---|---|
| **Studiju programmas nosaukums un kods:** | *Viesnīcu vadība, 41 811* |
| **Studiju kursa nosaukums latviešu valodā:** | *Viesnīcas vadības datorprogrammas* |
| **Studiju kursa nosaukums angļu valodā:** | *Hotel Management Software* |
| **Prasības studiju kursa apguves uzsākšanai:** | *Nav nepieciešamas speciālas priekšzināšanas.* |
| **Semestris:** | *2* |
| **Kredītpunktu skaits:** | *2* |

**Studiju kursa mērķis:**

Priekšmeta mērķis ir iemācīties lietot viesnīcas vadības datorprogrammas.

**Sagaidāmie studiju rezultāti:**

Veiksmīgi apgūstot šo kursu studējošais:

- spēs izprast informācijas tehnoloģiju stratēģisko nozīmi viesnīcā;
- spēs lietot viesnīcas vadības datorprogrammu OPERA PMS iesācēju līmenī;
- būs guvis priekšstatu par citu Latvijas tirgū pārstāvēto viesnīcas vadības programmu funkcionalitāti.

| | |
|---|---|
| Zināšanas | 1. spēs izprast informācijas tehnoloģiju stratēģisko nozīmi viesnīcā |
| Prasmes | 2. būs guvis priekšstatu par citu Latvijas tirgū pārstāvēto viesnīcas vadības programmu funkcionalitāti. |
| Kompetences | 3. spēs lietot viesnīcas vadības datorprogrammu OPERA PMS iesācēju līmenī; |

**Studiju kursa saturs:**

TĒMA 1: INFORMĀCIJAS TEHNOLOĢIJAS VIESNĪCĀ UN TO STRATĒĢISKĀ NOZĪME

TĒMA 2: OPERA PMS FUNKCIONĀLITĀTE

- Interfeisa galvenie darbības principi
- Galvenie viesnīcas iestatījumi (norēķinu valūtas, nodokļi utt.)

TĒMA 3: PROFILI

- Trīs dažādu profilu (viesis, aģents, kompānija) izveide un datu ievade
- Meklēšana un datu atlasīšana
- Viesu segmentācijas iespējas
- Profila vēsture
- Līgumcenas piesaiste un rezervāciju kontrole no profila
- Statistika un atskaites

- Dubulto profilu apvienošana

TĒMA 4: OPERA PMS IZMANTOŠANA KOMUNIKĀCIJĀ AR VIESI
- Apstiprinājuma vēstuļu un dokumentu veidnes
- Dažādu valodu atbalsts
- Tiešā sūtīšana uz e-pastu, faksu vai telefonu.
- Korespondences vēsture un meklēšanas iespējas

TĒMA 5: REZERVĒŠANA, IEREĢISTRĒŠANA UN IZREĢISTRĒŠANA
- Viesnīcas pieejamības pārskats (kopējā istabu skaita pārskats, rezervāciju pārskats u.c.)
- Individuālo viesu rezervācijas
- Grupu rezervācijas
- Rezervēšanas statusi
- Rezervēšanas avoti un pārdošanas kanāli
- Norēķinu veidi (skaidra nauda, kredītkarte, pārskaitījums, depozīti)
- Ēdināšanas plāni un cenas, pakalpojumu komplekti
- Apstiprinājuma izveide un nosūtīšana
- Rezervācijas atcelšana un atcelto rezervāciju atjaunošana
- Viesu reģistrācija un numura piešķiršana
- Atslēgu programmēšana pirms viesa reģistrēšanas vai tā klātbūtnē
- Pārvietošana no vienas istabas uz citu
- Neierašanās kontrole
- Viesa izreģistrēšana, maksājumu pieņemšana
- Individuālie un grupu rēķini
- Statistika un atskaites

TĒMA 6: CENU PĀRVALDĪŠANA
- Cenu konfigurēšana un pārvaldīšana atkarībā no nedēļas dienas, sezonas un istabu kategorijām.
- Līgumcenas

TĒMA 7: VIESNĪCAS NUMURU PĀRVALDĪŠANA
- Numuru statusi (tīrs / netīrs / nav pārdošanā / remonts)
- Uzdevumu sadalīšana uzkopšanas dienestam
- Statistika un atskaites

TĒMA 8: PĀRSKATI UN NORĒĶINI
- Apmaksas veidi
- Depozīta / avansa rēķini
- Bezskaidras naudas maksājumi ar pārskaitījumu, maksājumu ievadīšana, parādu kontrole
- Papildus pakalpojumu uzskaites atbalsts (telefons, minibars u.c.)
- Integrācijas iespēja ar kases aparātu

TĒMA 9: UZSKAITE UN KONTROLE
- Rezervāciju izmaiņu atskaites
- Maksājumu žurnāls (rēķini)
- Labojumu žurnāls (rēķini)
- Pārcelšanu žurnāls (rēķini)
- Budžets
- Statistika un atskaites

TĒMA 10: INTEGRĀCIJA AR ĀRĒJĀM SISTĒMĀM
- GDS / IDS un viesnīcas mājas lapas rezervēšanas sistēma (istabu un cenu pieejamības automātiskā

atjaunošana, rezervāciju pievienošana, mainīšana un atcelšana, pārdošanas ierobežojumu konfigurēšana)
- Telefona centrāle (vairāku tarifu plānu atbalsts, tarifikācijas laika periodi, telefona zvanu reģistrēšana)
- Elektronisko slēdzeņu sistēma (atslēgas sagatavošana pirms viesa reģistrēšanās vai tās laikā)
- Televīzija (piekļuve maksas TV kanāliem, ziņojumi, viesa rēķina apskate, viesa izrakstīšana)
- Restorāna sistēma (viesa pārbaude, rēķina pievienošana viesa kopējam rēķinam)
- Kases aparāts (čeka druka, X, Z atskaites)
- Datu apmaiņa ar finanšu, grāmatvedības sistēmām

TĒMA 11: CITU PMS FUNKCIONALITĀTES APSKATS
- Fidelio
- Hogatex,
- Hotellinx
- Porte/Portje
- HSC
- Picasso
- Libica

**Studējošo patstāvīgā darba organizācija:**

Kursa noslēgumā studējošajiem ir jāveic praktisks pārbaudes darbs ar Opera PMS, kas apkopojošā veidā ietver visas kursa tēmas.

| **Patstāvīgo darbu uzdevumu tēmas:** | **Studiju rezultātu vērtēšanas kritēriji:** |
|---|---|
| Pārbaudes darbs | Studējošais:<br>• izprot informācijas tehnoloģijas viesnīcā un to stratēģiskā nozīmi<br>• izprot OPERA PMS funkcionālitāti<br>• prot strādat ar profiliem<br>• prot izmantot OPERA PMS komunikācijā ar viesi<br>• prot rezervēt, iereģistrēt un izreģistrēt<br>• prot pārvaldīt cenas<br>• prot pārvaldīt viesnīcas numurus<br>• prot izmantot pārskatus un norēķinus<br>• izprot uzskaiti un kontroli OPERA PMS<br>• izprot integrāciju ar ārējām sistēmām<br>• izprot citu PMS funkcionalitāti |

**Obligātā literatūra:**
- http://bhrs.info - Firma Baltic Hotel Restaurant Systems - "Micros Fidelio" pārstāvis Baltijas valstīs
- http://www.portje.lt - Firma "Labbis" - "Portje" sistēmas izstrādātājs

**Papildus literatūra un citi informācijas avoti:**

Tīmekļa resursi:

| | |
|---|---|
| • http://bhrs.info - Firma Baltic Hotel Restaurant Systems - "Micros Fidelio" pārstāvis Baltijas valstīs<br>• http://www.portje.lt - Firma "Labbis" - "Portje" sistēmas izstrādātājs<br>• http://www.briosys.lv - Firma "Brio Engineering" - "Porte" pārstāvji Latvijā<br>• http://www.hogatex.com/index_e.html - Firmas "Hogatex Optims" mājas lapa<br>• http://www.libra-russia.com/about/news/71-80/ - Firmas "Libra International" mājas lapa | |
| **Studiju kursu aprakstu reģistra atzīmēm:** | |
| Studiju kursa apraksta izstrādes / aktualizēšanas datums | 19/08/2016 |
| Lektors, kas sagatavoja aprakstu | Dzintars Priedītis |
| Studiju programmas direktora atzīmes par studiju kursa izmaiņu apstiprināšanu | |

# Course Description

| | |
|---|---|
| **Qualification number and title:** | Viesnīcu vadība, 41 811 |
| **Course number and title in Latvian:** | Viesnīcas vadības datorprogrammas |
| **Course title in English:** | Hotel management software |
| **Prerequisites:** | Rooms Division Operations Management |
| **Term:** | 2 |
| **Number of credit points:** | 2 |

**The aim of the course**
The aim of the course is to to provide learners with an overview and understanding of the usage of Hotel Property Management System (PMS).

**Learning outcomes:**
On successful completion of this unit a student will:

- understand the strategic importance of information technology in a hotel;
- be able to use Opera Property Management System (Opera PMS) on a Beginners level;
- have an overview of the functionality of other PMS used by Hotels in Latvia.

| | |
|---|---|
| Knowledge | 1. understand the strategic importance of information technology in a hotel |
| Skills | 2. have an overview of the functionality of other PMS used by Hotels in Latvia |
| Competences | 3. be able to use Opera Property Management System (Opera PMS) on a Beginners level |

**Course content:**

THEME 1: IMPORTANCE OF INFORMATION TECHNOLOGY (IT) IN HOTEL INDUSTRY

THEME 2: FUNCTIONALITY DESCRIPTION OF OPERA PMS

- Main functionality of the interface
- General hotel settings (currency, tax etc.)

THEME 3: PROFILES

- Configuration and data input of 3 different profiles (individual, agency, company)
- Data search and filters
- Guest segments
- Profile history
- Negotiated rates
- Statistics and reports
- Dublicate profile merge

THEME 4: COMMUNICATION WITH A GUEST VIA OPERA PMS

- Confirmation letter and document templates
- Translation options
- Direct sending to e-mail, fax, phone
- Corespondence history and search options

THEME 5: RESERVATIONS, CHECK-IN AND CHECK-OUT

- Hotel availability view
- Individual guest reservations
- Group reservations
- Reservation status
- Reservation source and channel
- Method of payment (cash, credit card, city ledger, deposit)
- Rates and meal plans. Package options.
- Booking confirmation
- Cancel and reinstate reservation
- Room assignment and check-in
- Programming a room key
- Room move
- No-show control
- Billing and check out procedures
- Individual and group invoices
- Statistics and reports

THEME 6: RATE CONTROL

- Rate configuration and control based on day of the week, seasons and room categories
- Negotiated rates

THEME 7: ROOM MANAGEMENT

- Room status (clean / dirty / out of order/ out of service)
- Task assignment for room attendants
- Statistics and reports

THEME 8: ACCOUNTING AND CASHIERING

- Methods of payment
- Deposit invoices
- City ledger invoices and debt control
- Postings for additional hotel services (phone, minibar etc.)
- Integration option with a cash register

THEME 9: ACTIVITY CONTROL

- Reservation changes report
- Payment journal
- Correction journal
- Move journal
- Budget
- Statistics and reports

THEME 10: INTEGRATION WITH OTHER EXTERNAL SYSTEMS

- GDS / IDS and hotel web page booking engine (real time rate and inventory distribution, guest reservation data incl.amendements and cancellations, booking restrictions)
- PBX and call logging system (different tariffs and tariff periods, phone call registration)
- Electronic door lock system (room key programming before or during guest stay)
- Interactive TV (pay TV, screen messages, guest billing information and check-out option)
- Restaurant system (guest room inquiry, billing to guest account)
- Cash register (print check, X, Z reports)
- Finance and accounting systems (data exchange)

THEME 11: FUNCTIONALITY OF OTHER HOTEL PMS

- Fidelio
- Hogatex,
- Hotellinx
- Porte/Portje
- HSC
- Picasso
- Libica

**Organization of students' independent work**

In order to finish the course, students need to demonstrate a practical Opera PMS knowledge in a final test, which covers all above mentioned themes.

| **Themes for independant works:** | **Learning Outcomes** |
|---|---|
| Final Test | The students:<br>• understand the importance of information technology in hotel industry<br>• undertstand the functionality description of OPERA PMS<br>• are able to work with profiles<br>• are able to communicate with a guest via OPERA PMS<br>• can make reservations, check-in and check-out, can work with statistics and make reports<br>• can control rates<br>• understand the work of room management<br>• are able to work with a cash register<br>• know about different methods of payment, deposit invoices, city ledger invoices and debt control, postings for additional hotel services (phone, minibar etc.)<br>• can make changes and corrections in the report<br>• understand external systems<br>• know the functionality of other hotel PMS |

**Bibliography:**


- http://bhrs.info - Company "Baltic Hotel Restaurant Systems" - "Micros Fidelio" representatives in Baltic states
- http://www.portje.lt - Company "Labbis" - "Portje" system provide

| |
|---|
| **Recommended literature:**<br>Web resources:<br>• http://www.briosys.lv - Company "Brio Engineering" - "Porte" representatives in Latvia<br>• http://www.hogatex.com/index_e.html - Company "Hogatex Optims"<br>• http://www.libra-russia.com/about/news/71-80/ - Company "Libra International" |

| **Information required for course database** | |
|---|---|
| Course issue date/ review date | 20/08/2016 |
| Lecturer(s) | Dzintars Prieditis |
| Study programme director’s notes and comments | |

# Описание курса

| | |
|---|---|
| **Название и код квалификации:** | Управление гостиничным бизнесом, 41 811 |
| **Код и название курса на латышском языке:** | Viesnīcas vadības datorprogrammas |
| **Название курса на английском и русском языке:** | Hotel management software/ Компьютерное обеспечение по управлению гостиниц |
| **Требования для начала курса:** | Пройденный курс Организации работы службы приёма и размещения гостей |
| **Семестр:** | 2 |
| **Количество кредитных пунктов:** | 2 |

**Цель курса:**
Научиться использовать программное обеспечение по управлению гостиниц

**Ожидаемые результаты:**
Успешно освоив курс, студент сможет

- Понимать стратегическое значение информационных технологий в гостинице
- Быть способным пользоваться программным обеспечением OPERA PMS на уровне пользователя
- Получить представление о функциональности других компьютерных программ гостиниц

| | |
|---|---|
| Знания | 1. Понимать стратегическое значение информационных технологий в гостинице |
| Навыки | 2. Быть способным пользоваться программным обеспечением OPERA PMS на уровне пользователя |
| Компетенции | 3. Получить представление о функциональности других компьютерных программ гостиниц |

**Содержание курса:**
ТЕМА 1: ВАЖНОСТЬ ИСПОЛЬЗОВАНИЯ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ В ИНДУСТРИИ ГОСТЕПРИИМСТВА

ТЕМА 2: ФУНКЦИОНАЛЬНОЕ ОПИСАНИЕ OPERA PMS

- Основные функции интерфейса
- Основные параметры гостиницы (валюта, налог, и т.д.)

ТЕМА 3: ПРОФИЛИ

- Конфигурация и ввод данных трех разных профилей (индивидуальных, агентства и компании)
- Поиск данных и фильтры
- Сегментация гостей
- История профиля

- Договорные цены
- Статистика и отчеты
- Объединение двойных профилей

ТЕМА 4: ОБЩЕНИЕ С ГОСТЕМ ЧЕРЕЗ OPERA PMS
- Письмо подтверждение и образцы документов
- Варианты перевода
- Прямая связь с гостями по е-майлу, факсу, телефону
- История корреспонденции и варианты поиска

ТЕМА 5: РЕЗЕРВАЦИИ, РЕГИСТРАЦИЯ И ВЫПИСКА
- Обзор доступности номеров (общий обзор доступных номеров, обзор резерваций)
- Индивидуальные резервации гостей
- Групповые резервации
- Статус резерваций
- Источник и канал резерваций
- Метод оплаты (наличные, кредитная карточка, перечисление, депозит)
- Планирование цены и питания. Варианты пакетов
- Подтверждение резервации
- Отменить и сделать изменения в резервации
- Назначение комнаты и регистрация
- Программирование ключа
- Переселение
- No-show контроль
- Процедуры оплаты и регистрации
- Индивидуальные и групповые счета
- Статистика и отчеты

ТЕМА 6: КОНТРОЛЬ ЦЕНЫ
- Составление цены и контроль в зависимости от дня недели, сезона и категории комнаты
- Договорные цены

ТЕМА 7: УПРАВЛЕНИЕ КОМНАТАМИ
- Статус комнаты (clean / dirty / out of order/ out of service)
- Установление задач для персонала
- Статистика и отчеты

ТЕМА 8: БУХГАЛТЕРИЯ И ОПЛАТА
- Методы оплаты
- Выписка счетов
- Оплата перечислением и контроль долгов
- Оплата дополнительных услуг гостиницы (телефона, минибара, и т.д.)
- Возможность совмещения с кассовым аппаратом

ТЕМА 9: КОНТРОЛЬ ДЕЯТЕЛЬСНОСТИ
- Отчет изменений резерваций
- Журнал оплаты
- Журнал коррекций

- Журнал переселений
- Бюджет
- Статистика и отчеты

ТЕМА 10: ИНТЕГРАЦИЯ С ДРУГИМИ ВНЕШНИМИ СИСТЕМАМИ

- GDS / IDS и резервационная система домашней страницы (автоматическое обновление с соответствии с реальным временем и комнатами, включая изменения и отказы, ограничения резерваций )
- PBX и телефонная система (разные тарифы и периоды тарифов, регистрация звонков)
- Система электронного замка (запрограммирование ключа до или во время проживания гостя в гостинице)
- Интерактивное ТВ (платное ТВ, сообщения на экране, информация об оплате и возможность выписки)
- Ресторанная система (проверка гостя, оплата)
- Кассовый аппарат (выписка чека, Z отчеты)
- Система финансов и бухгалтерия (обмен данными)

ТЕМА 11: ФУНКЦИОНАЛЬНОСТЬ ДРУГИХ ГОСТИНИЧНЫХ СИСТЕМ

- Fidelio
- Hogatex,
- Hotellinx
- Porte/Portje
- HSC
- Picasso
- Libica

**Организация самостоятельной работы студента:**

В заключении курса студенту нужно выполнить практическое задание по работе с OPERA PMS.

| **Темы для самостоятельных работ:** | **Ожидаемые результаты:** |
|---|---|
| Самостоятельная работа | Студенты<br>• Понимают информационные технологии в гостинице и их стратегическое значение<br>• Понимают функциональность OPERA PMS<br>• Умеют работать с профилями<br>• Умеют использовать OPERA PMS в коммуникации с гостями<br>• Умеют резервировать, регистрировать и выписывать гостей<br>• Умеют оперировать ценами и комнатами<br>• Умеют использовать отчеты и расчеты<br>• Умеют вести учет и контроль в OPERA PMS<br>• Умеют интегрировать с другими системами |

| | |
|---|---|
| | • Понимают функциональность других систем |

**Обязательная литература:**

1. http://www.bhrs.info/index.php/en/

**Рекомендуемая литература:**

1. http://www.portje.lt
2. http://www.briosys.lv
3. http://www.hogatex.com/index_e.html
4. http://www.libra-russia.com/about/news/71-80/

| **Информация необходимая для регистра курсов** | |
|---|---|
| Дата подачи/ Дата актуализации курсы | 18/08/2016 |
| Лектор(ы) | Dzintars Priedītis |
| Заметки и комментарии директора программы | |

# Studiju moduļa apraksts

<table>
<tr><td>Studiju programmas nosaukums un kods:</td><td>Viesnīcu vadība, 41 811</td></tr>
<tr><td>Studiju moduļa nosaukums latviešu valodā:</td><td>Kūrortviesnīcu speciālie pakalpojumi</td></tr>
<tr><td>Studiju moduļa nosaukums angļu valodā:</td><td>Services in Resorts</td></tr>
<tr><td>Studiju kursi, kas iekļauti studiju modulī:</td><td>1. Darbs multikultūrālā vidē<br>2. Darba specifika kūrortos<br>3. SPA pakalpojumi viesnīcā<br>4. Viesu atpūtas organizēšana</td></tr>
<tr><td>Studiju moduļa apguves rezultātā sasniedzamie studiju rezultāti:</td><td>
<table>
<tr><td>Studiju kursa “Darbs multikultūrālā vidē” studiju rezultāti:</td></tr>
<tr><td>Veiksmīgi apgūstot šo kursu studējošais spēs:<br>• izveidot izpratni par kultūrnosacītību, kas ietekmē cilvēku spriedumus un vērtējumus par citām kultūrām;<br>• attīstīt prasmi interpretēt atšķirīgu kultūru piederīgo verbālo un neverbālo komunikāciju;<br>• iemācīties pārvarēt starpkultūru komunikācijai traucējošos faktorus, piemēram, stereotipus un aizspriedumus;<br>• iemācīties ievērot kultūrsensitīvās profesionālās darbības pamatprincipus, apkalpojot ārzemju viesus Latvijā;<br>iemācīt pārvarēt „kultūras šoku”, uzsākot darbu viesmīlības uzņēmumos ārzemēs.</td></tr>
<tr><td>Studiju kursa “Darba specifika kūrortos” studiju rezultāti:</td></tr>
<tr><td>Veiksmīgi apgūstot šo kursu studējošais spēs:<br>• zināt kūrortu veidus, Eiropas un pasaules populārāko kūrortu ģeogrāfiju un pakalpojumus, kā arī kūrortu personāla specifiskos amatus;<br>• zināt tūroperatora pārstāvja darba specifiku kūrortā;<br>• zināt kalnu slēpošanas kūrorta kotedžu pārvaldnieka darba specifiku;<br>• sagatavoties darbam ārzemju kūrortos, izveidojot priekšstatu par personāla politikas īpatnībām kūrortos, par specifiskajiem darba apstākļiem un sadzīvi.</td></tr>
<tr><td>Studiju kursa “SPA pakalpojumi viesnīcā” studiju rezultāti</td></tr>
</table>
</td></tr>
</table>

| | |
|---|---|
| | Veiksmīgi apgūstot šo kursu students spēs:<br>• pārzināt internacionālas un lokālas SPA koncepcijas, kā arī aktuālas tendences SPA jomā;<br>• sniegt informāciju par SPA viesnīcām, viesu namiem un rehabilitācijas centriem Latvijā, to SPA vides dizainu un moderno aprīkojumu;<br>• pārzināt SPA pakalpojumu veidus un to izpildīšanu saskaņā ar multisensorās iedarbības teoriju,<br>• informēt par inovācijām SPA industrijā,<br>• pastāstīt par kosmētikas un ekoproduktu lietošanu SPA;<br>informēt klientus par SPA pakalpojumiem, veicinot to pārdošanu. |
| | **Studiju kursa "Viesu atpūtas organizēšana" studiju rezultāti** |
| | Veiksmīgi apgūstot šo kursu students spēs:<br>• zināt animācijas veidus, uzdevumus un metodes;<br>• izprast atšķirīgas animācijas prakses, kuras realizē Vidusjūras kūrortviesnīcas;<br>• sagatavot bērnu dienas aktivitāšu programmas un tās realizēt;<br>• sagatavot pieaugušo dienas aktivitāšu programmas un tās realizēt;<br>• pārzināt vakara šovu programmas izveides gaitu;<br>plānot animācijas departamenta darbu viesnīcā. |

**Studiju darba laika plānojums:**

| Kurss | Semestris | Kredītpunkti | Pārbaudes veids |
|---|---|---|---|
| Darbs multikultūrālā vidē | 2 | 1 | IE |
| Darba specifika kūrortos | 2 | 1 | IE |
| SPA pakalpojumi viesnīcā | 2 | 1 | IE |
| Viesu atpūtas organizēšana | 2 | 1 | IE |

# Описание модуля

<table>
<tr><td>Название и код квалификации:</td><td>Управление гостиничным бизнесом, 41 811</td></tr>
<tr><td>Название модуля на латышском языке:</td><td>Kūrortviesnīcu speciālie pakalpojumi</td></tr>
<tr><td>Название модуля на английском и русском языках:</td><td>Services in Resorts / Особые услуги курортных гостиниц</td></tr>
<tr><td>Курсы, включенные в модуль:</td><td><ul><li>Стратегическое планирование бизнеса</li><li>Разработка предложений услуг в индустрии гостеприимства</li></ul></td></tr>
<tr><td>Результат, достигнутый по окончанию учебного модуля:</td><td>
Результаты курса “Стратегическое планирование бизнеса”:<br>
По окончанию курса студент будет:<ul><li>Понимать цели работы предпринимательства;</li><li>Разрабатывать бизнес планы;</li><li>Оценивать и развивать навыки работников предприятия и руководства.</li></ul>
Результаты курса “ Разработка предложений услуг в индустрии гостеприимства ”:<br>
Успешно освоив курс, студент сможет:<ul><li>понять специфику продуктов и услуг в сфере гостеприимства;</li><li>понять этапы разработки продуктов и услуг сфере гостеприимства;</li><li>понять методы ценообразования и концепцию рентабельности, которые применяются сфере гостеприимства;</li><li>применять эффективную технику как анализировать и улучшать производительность в сфере гостеприимства;</li></ul>
</td></tr>
<tr><td>План учебного времени:</td><td>
<table>
<tr><th>Курс</th><th>Семестр</th><th>Кредитные пункты</th><th>Форма проверки</th></tr>
<tr><td>Санитария и гигиена</td><td>4</td><td>2</td><td>Зачёт</td></tr>
<tr><td>Законы в индустрии гостеприимства</td><td>5</td><td>2</td><td>Зачёт</td></tr>
</table>
</td></tr>
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# Description of Study Module

| | |
|---|---|
| **Qualification number and title:** | *Hospitality Management, 41 811* |
| **Title of Module in Latvian:** | *Kūrortviesnīcu speciālie pakalpojumi* |
| Title of Module in English: | *Services in Resorts* |
| **Courses included in Module:** | 1. *Work in Multicultural Environment*<br>2. *Working as A Holiday Rep*<br>3. *SPA Sevices in Hotels*<br>4. *Entertainment for Holiday Makers* |
| **Learning Outcomes:** | **Work in Multicultural Environment**<br>On successful completion of this unit a student will:<br>• Get awareness of different cultural prejudices and stereotypes;<br>• Develop the ability to interpret verbal and nonverbal communication practices of different cultures;<br>• Learn how to overcome intercultural communication barriers, for example, stereotypes and judgements;<br>• Learn to follow principles of cultural sensitivity, serving foreign guests in Latvia;<br>• Get to know how to overcome culture shock in hospitality related enterprises abroad.<br>**Working as A Holiday Rep**<br>On successful completion of this unit a student will:<br>• Know the roles, duties and responsibilities of different categories of holiday representatives<br>• Know the legal responsibilities of a holiday representative<br>• Understand the role of the holiday representative in creating a safe and healthy holiday environment<br>• Be able to apply social, customer service and selling skills when dealing with transfers, welcome meetings and other situations.<br>**SPA Sevices in Hotels**<br>On successful completion of this unit a student will:<br>• Understand international and local SPA concepts and current tendencies in SPA area;<br>• Be able to provide information about SPA hotels, guest houses and rehabilitation centres in Latvia, their design, environment and modern equipment;<br>• Know the types of SPA services and the ways they are delivered in accordance with multisensory theory;<br>• Inform about innovations in SPA industry;<br>• Tell customers about the use of SPA cosmetics and ecoproducts; |

- Inform customers about SPA services and offer to buy them.

**Entertainment for Holiday Makers**

On successful completion of this unit a learner will:

- Know the qualities and skills required by entertainers to fulfil their duties;
- Be able to plan an entertainment programme for a specific client brief;
- Know the factors that contribute to a successful entertainment activity;
- Be able to plan, prepare, deliver and evaluate an entertainment activity.

**Plan of Delivery:**

| Course | Term | Credit Points | Assessment |
|---|---|---|---|
| Work in Multicultural Environment | 2 | 1 | TEST |
| Working as A Holiday Rep | 2 | 1 | TEST |
| SPA Sevices in Hotels | 2 | 1 | TEST |
| Entertainment for Holiday Makers | 2 | 1 | TEST |

# Studiju moduļa apraksts

<table>
<tr><td>Studiju programmas nosaukums un kods:</td><td>Viesnīcu vadība, 41 811</td></tr>
<tr><td>Studiju moduļa nosaukums latviešu valodā:</td><td>Jaunu produktu un pakalpojumu ieviešana</td></tr>
<tr><td>Studiju moduļa nosaukums angļu valodā:</td><td>Implementation of New Products and Services</td></tr>
<tr><td>Studiju kursi, kas iekļauti studiju modulī:</td><td>5. Uzņēmējdarbības stratēģiskā plānošana<br>6. Viesmīlības pakalpojuma piedāvājuma izstrāde</td></tr>
<tr><td>Studiju moduļa apguves rezultātā sasniedzamie studiju rezultāti:</td><td>
Studiju kursa “Uzņēmējdarbības stratēģiskā plānošana” studiju rezultāti:<br>
Veiksmīgi apgūstot šo kursu studējošais spēs:<br>
• izprast uzņēmuma darbības mērķus;<br>
• izstrādāt uzņēmuma darbības plānus;<br>
• novērtēt un attīstīt uzņēmuma darbinieku un vadītāju prasmes<br><br>
Studiju kursa “Viesmīlības pakalpojuma piedāvājuma izstrāde” studiju rezultāti:<br>
Veiksmīgi apgūstot šo kursu students spēs:<br>
• izprast viesmīlības produktu un pakalpojumu specifiskās iezīmes;<br>
• izprast produktu un pakalpojumu piedāvājuma izstrādi posmus viesmīlības uzņēmumu vidē;<br>
• izprast cenas un rentabilitātes noteikšanas metodes, kādas tiek pielietotas viesmīlības industrijā;<br>
• pielietot efektīvas tehnikas, kā analizēt un uzlabot viesmīlības uzņēmuma darbības rādītājus.
</td></tr>
<tr><td>Studiju darba laika plānojums:</td><td>
<table>
<tr><th>Kurss</th><th>Semestris</th><th>Kredītpunkti</th><th>Pārbaudes veids</th></tr>
<tr><td>Uzņēmējdarbības stratēģiskā plānošana</td><td>4</td><td>2</td><td>IE</td></tr>
<tr><td>Viesmīlības pakalpojuma piedāvājuma izstrāde</td><td>5</td><td>2</td><td>IE</td></tr>
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# Описание модуля

<table>
<tr><td>Название и код квалификации:</td><td>Управление гостиничным бизнесом, 41 811</td></tr>
<tr><td>Название модуля на латышском языке:</td><td>Jaunu produktu un pakalpojumu ieviešana</td></tr>
<tr><td>Название модуля на английском и русском языках:</td><td>Implementation of New Products and Services/ Стратегическое планирование бизнеса</td></tr>
<tr><td>Курсы, включенные в модуль:</td><td>7. Стратегическое планирование бизнеса<br>8. Разработка предложений услуг в индустрии гостеприимства</td></tr>
<tr><td>Результат, достигнутый по окончанию учебного модуля:</td><td>
Результаты курса “Стратегическое планирование бизнеса”:<br>
По окончанию курса студент будет:<br>
• Понимать цели работы предпринимательства;<br>
• Разрабатывать бизнес планы;<br>
• Оценивать и развивать навыки работников предприятия и руководства.<br><br>
Результаты курса “ Разработка предложений услуг в индустрии гостеприимства ”:<br>
Успешно освоив курс, студент сможет:<br>
• понять специфику продуктов и услуг в сфере гостеприимства;<br>
• понять этапы разработки продуктов и услуг сфере гостеприимства;<br>
• понять методы ценообразования и концепцию рентабельности, которые применяются сфере гостеприимства;<br>
• применять эффективную технику как анализировать и улучшать производительность в сфере гостеприимства;
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# Description of Study Module

<table>
<tr><td>Qualification number and title:</td><td>Hospitality Management, 41 811</td></tr>
<tr><td>Title of Module in Latvian:</td><td>Jaunu produktu un pakalpojumu ieviešana</td></tr>
<tr><td>Title of Module in English:</td><td>Implementation of New Products and Services</td></tr>
<tr><td>Courses included in Module:</td><td>9. Business Health Check<br>10. Hospitality Operations Management</td></tr>
<tr><td>Learning Outcomes:</td><td>
<table>
<tr><td>Business Health Check</td></tr>
<tr><td>On successful completion of this unit a student will:<ul><li>understand the focuses of the business;</li><li>be able to develop plans for businesses;</li><li>be able to evaluate and develop skills of management and staff.</li></ul></td></tr>
<tr><td>Hospitality Operations Management</td></tr>
<tr><td>On successful completion of this unit a learner will:<ul><li>understand the operational and economic characteristics of hospitality operations;</li><li>understand product development within hospitality environments;</li><li>understand pricing and profitability concepts within hospitality operations;</li><li>be able to use appraisal techniques to analyse and improve operational performance.</li></ul></td></tr>
</table>
</td></tr>
<tr><td>Plan of Delivery:</td><td>
<table>
<tr><th>Course</th><th>Term</th><th>Credit Points</th><th>Assessment</th></tr>
<tr><td>Business Health Check</td><td>4</td><td>2</td><td>TEST</td></tr>
<tr><td>Hospitality Operations Management</td><td>5</td><td>2</td><td>TEST</td></tr>
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# Studiju moduļa apraksts

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<tr><td>Studiju programmas nosaukums un kods:</td><td>Viesnīcu vadība, 41 811</td></tr>
<tr><td>Studiju moduļa nosaukums latviešu valodā:</td><td>Karjeras attīstības plānošana</td></tr>
<tr><td>Studiju moduļa nosaukums angļu valodā:</td><td>Career Development Plan</td></tr>
<tr><td>Studiju kursi, kas iekļauti studiju modulī:</td><td><ul><li>Personīga un profesionāla izaugsme</li><li>Darbiekārtošanas prasmes</li></ul></td></tr>
<tr><td>Studiju moduļa apguves rezultātā sasniedzamie studiju rezultāti:</td><td>Studiju kursa “Personīga un profesionāla izaugsme” studiju rezultāti:<br>Veiksmīgi apgūstot šo kursu students spēs:<ul><li>saprast kā sevis pārvaldes mācības var veicināt mūžizglītības attīstību;</li><li>būt atbildīgam par savu personīgo un profesionālo attīstību;</li><li>veidot un nepārtraukti pārskatīt savu attīstības plānu;</li><li>demonstrēt iegūtas starppersonu un profesionālas iemaņas</li></ul>Studiju kursa “Darbiekārtošanas prasmes” studiju rezultāti:<br>Veiksmīgi apgūstot šo kursu studējošais spēs:<ul><li>noteikt savas pienākumus un darbības;</li><li>attīstīt savas personīgas un profesionālas iemaņas;</li><li>saprast darba dinamiku ar citiem cilvēkiem;</li><li>attīstīt stratēģijas problēmu risināšanai</li></ul></td></tr>
<tr><td>Studiju darba laika plānojums:</td><td><table>
<tr><th>Kurss</th><th>Semestris</th><th>Kredītpunkti</th><th>Pārbaudes veids</th></tr>
<tr><td>Personīga un profesionāla izaugsme</td><td>4</td><td>2</td><td>IE</td></tr>
<tr><td>Darbiekārtošanas prasmes</td><td>5</td><td>2</td><td>IE</td></tr>
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# Описание модуля

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<tr><td>Название и код квалификации:</td><td>Управление гостиничным бизнесом, 41 811</td></tr>
<tr><td>Название модуля на латышском языке:</td><td>Karjeras attīstības plānošana</td></tr>
<tr><td>Название модуля на английском и русском языках:</td><td>Career Development Plan / Планирование развития карьеры</td></tr>
<tr><td>Курсы, включенные в модуль:</td><td>11. Личное и профессиональное развитие<br>12. Профессиональные навыки</td></tr>
<tr><td>Результат, достигнутый по окончанию учебного модуля:</td><td>
Результаты курса “Личное и профессиональное развитие”:<br>
По окончанию курса студент будет:<br>
• Понимать, как самообучение способствует непрерывному развития человека;<br>
• Быть ответственными за свое личное и профессиональное развитие;<br>
• Создавать и непрерывно пересматривать свой план развития;<br>
• Демонстрировать полученные межличностные и профессиональные навыки.<br>
Результаты курса “ Профессиональные навыки ”:<br>
По окончанию курса студент будет:<br>
• Способен определить свои обязанности и исполнение;<br>
• Способен развить свои межличностные и передаваемые навыки;<br>
• Понимать динамику работы с людьми;<br>
• Способен разработать стратегии для решения проблем.
</td></tr>
<tr><td>План учебного времени:</td><td>
<table>
<tr><th>Курс</th><th>Семестр</th><th>Кредитные пункты</th><th>Форма проверки</th></tr>
<tr><td>Личное и профессиональное развитие</td><td>4</td><td>2</td><td>Зачёт</td></tr>
<tr><td>Профессиональные навыки</td><td>5</td><td>2</td><td>Зачёт</td></tr>
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# Description of Study Module

<table>
<tr><td>Qualification number and title:</td><td>Hospitality Management, 41 811</td></tr>
<tr><td>Title of Module in Latvian:</td><td>Karjeras attīstības plānošana</td></tr>
<tr><td>Title of Module in English:</td><td>Career Development Plan</td></tr>
<tr><td>Courses included in Module:</td><td>13. Personal and Professional Development<br>14. Employability Skills</td></tr>
<tr><td>Learning Outcomes:</td><td>
<table>
<tr><td>Personal and Professional Development</td></tr>
<tr><td>On successful completion of this unit a learner will:<ul><li>understand how self-managed learning can enhance lifelong development;</li><li>be able to take responsibility for own personal and professional development;</li><li>be able to implement and continually review own personal and professional development plan;</li><li>be able to demonstrate acquired interpersonal and transferable skills.</li></ul></td></tr>
<tr><td>Employability Skills</td></tr>
<tr><td>On successful completion of this unit a student will:<ul><li>Be able to determine own responsibilities and performance;</li><li>Be able to develop interpersonal and transferable skills;</li><li>Understand the dynamics of working with others;</li><li>Be able to develop strategies for problem solving.</li></ul></td></tr>
</table>
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<tr><td>Plan of Delivery:</td><td>
<table>
<tr><th>Course</th><th>Term</th><th>Credit Points</th><th>Assessment</th></tr>
<tr><td>Personal and Professional Development</td><td>4</td><td>2</td><td>TEST</td></tr>
<tr><td>Employability Skills</td><td>5</td><td>2</td><td>TEST</td></tr>
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<tr><td>Studiju moduļa nosaukums latviešu valodā:</td><td>Likumdošana viesmīlības nozarē</td></tr>
<tr><td>Studiju moduļa nosaukums angļu valodā:</td><td>Laws for Licensed Premises</td></tr>
<tr><td>Studiju kursi, kas iekļauti studiju modulī:</td><td>Sanitārija un higiēna<br>Likumdošana viesmīlības nozarē</td></tr>
<tr><td>Studiju moduļa apguves rezultātā sasniedzamie studiju rezultāti:</td><td>
Studiju kursa “Sanitārija un higiēna” studiju rezultāti:
<ul>
<li>izprast, kādi dienesti nodarbojas ar slimībām, kurus izraisa nekvalitatīva pārtika;</li>
<li>izprast procesus, kuri var palīdzēt kavēt pārtikas bojāšanos un saglabāt pārtikas kvalitāti;</li>
<li>izprast efektīvas glabāšanas sistēmas svarīgumu pārtikas bojāšanas kontrolē;</li>
<li>izveidot pārtikas kontroles un pārvaldīšanas sistēmas.</li>
</ul>
Studiju kursa “Likumdošana viesmīlības nozarē” studiju rezultāti:
<ul>
<li>izprast īpašumtiesības regulējošo likumdošanas aktu nozīmi;</li>
<li>izprast patērētāju aizsardzības tiesisko regulējumu;</li>
<li>zināt darba drošības un aizsardzības likuma normas;</li>
<li>izprast darba devēja atbildību darbinieku priekšā, veidojot personāla politiku uzņēmumā.</li>
</ul>
</td></tr>
<tr><td>Studiju darba laika plānojums:</td><td>
<table>
<tr><th>Kurss</th><th>Semestris</th><th>Kredītpunkti</th><th>Pārbaudes veids</th></tr>
<tr><td>Sanitārija un higiēna</td><td>2</td><td>2</td><td>IE</td></tr>
<tr><td>Likumdošana viesmīlības nozarē</td><td>4</td><td>2</td><td>IE</td></tr>
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# Описание модуля

| | |
|---|---|
| **Название и код квалификации:** | *Управление гостиничным бизнесом, 41 811* |

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<tr><td>Название модуля на латышском языке:</td><td>Likumdošana viesmīlības nozarē</td></tr>
<tr><td>Название модуля на английском и русском языках:</td><td>Law for Licensed Premises/ Законы в индустрии гостеприимства</td></tr>
<tr><td>Курсы, включенные в модуль:</td><td>1. Санитария и гигиена<br>2. Законы в индустрии гостеприимства</td></tr>
<tr><td>Результат, достигнутый по окончанию учебного модуля:</td><td>
<table>
<tr><td>Результаты курса “Санитария и гигиена”:</td></tr>
<tr><td>По окончанию курса студент будет:<br>• Понимать, какие инфекции вызывают некачественные продукты;<br>• Понимать процессы, которые могут способствовать возникновению порчи продуктов и сохранению качества продуктов;<br>• Понимать важность эффективных систем хранения в контроле для избегания портящейся продукции;<br>• Разрабатывать системы контроля и управления продукции.</td></tr>
<tr><td>Результаты курса “Законы в индустрии гостеприимства”:</td></tr>
<tr><td>По окончанию курса студент будет:<br>• Понимать законодательство, регулирующее права собственности;<br>• Понимать правовое урегулирование защиты прав потребителей;<br>• Знать нормы трудового закона;<br>• Понимать уровень ответственности работодателя перед работниками, исследуя политики на предприятии.</td></tr>
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</td></tr>
<tr><td>План учебного времени:</td><td>
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# Description of Study Module

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<tr><td>Title of Module in English:</td><td>Laws for Licensed Premises</td></tr>
<tr><td>Courses included in Module:</td><td>1. Food Safety Management<br>2. Law for Licensed Premises</td></tr>
<tr><td>Learning Outcomes:</td><td>
Food Safety Management<br>
On successful completion of this unit a student will:<br>
• understand the agents that cause food-borne illness and the contamination of food;<br>
• understand the processes that can prevent food spoilage and preserve food quality;<br>
• understand the importance of effective prevention systems in the control of food contamination;<br>
• be able to construct control and food management systems.<br><br>
Law for Licensed Premises<br>
On successful completion of this unit a student will:<br>
• Understand the effects of licensing legislation;<br>
• Understand consumer protection;<br>
• Understand the implications of health, safety and hygiene legislation;<br>
• Understand the legislative responsibilities of employers in relation to staff.
</td></tr>
<tr><td>Plan of Delivery:</td><td>
<table>
<tr><th>Course</th><th>Term</th><th>Credit Points</th><th>Assessment</th></tr>
<tr><td>Food Safety Management</td><td>2</td><td>2</td><td>TEST</td></tr>
<tr><td>Law for Licensed Premises</td><td>4</td><td>2</td><td>TEST</td></tr>
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**Appendix No.9**

# Correspondence between the Study Programme and National Occupation Classification and Basic Qualification Requirements

The content of study programme corresponds to the first level of higher professional educational standard requirements, which are stipulated in Cabinet Regulations Nr. 141 (20.03.2001) "Regulations regarding the State Standard for First Level Professional Higher Education". Correspondence between the study programme, the standard and requirements is reflected in the following table:

| **LR Cabinet Regulations Nr. 141 (20.03.2001) "Regulations regarding the State Standard for First Level Professional Higher Education"** | **„HOTEL SCHOOL" Hotel Management College First level professional higher programme "Hospitality Management"** |
|---|---|
| Programme value is from 80 to 120 credit points | 90 KP |
| Units – total value- not less than 56 credit points, but not more than 75% of the total value of the programme | 66 KP |
| General comprehension units – not more than 20 credit points | 20 KP |
| Industry related units – not less than 36 credit points | 38 KP |
| Internship- not less than 16 credit points | 16 KP |
| Research Project- not less than 8 credit points, but not more than 10% of the whole programme | 8 KP |

The study programme "Hospitality Management" corresponds to Occupation Standard "Hotel Service Organizer" (occupation code: 2422 25), which was reviewed in 2013. The project group from „HOTEL SCHOOL" Hotel Management College took part in the standard review.
Correspondence between the Study Programme and National Classification of Occupations and Basic Qualification Requirements is reflected in the table below:

| **Expected Knowledge in Occupation Standard** | **Units which cover the expected knowledge** |
|---|---|
| Structure and history of travel and tourism sector | The Travel and Tourism Sector |
| Tourist destinations | • The Travel and Tourism Sector<br>• Working As A Holiday Rep |
| Hotel service development tendencies | • The Contemporary Hospitality Industry<br>• Working As A Holoday Rep<br>• SPA Services in Hotels<br>• Entertainment for Holiday Makers |
| Basic principles and trends of hotel design | The Contemporary Hospitality Industry, Rooms Division Operations Management |
| Structure of hospitality industry | The Contemporary Hospitality Industry |
| Employability structure in hospitality industry | The Contemporary Hospitality Industry |

| | |
|---|---|
| Topical phenomena and processes, which influence the development of hospitality industry in Latvia and in the world | The Contemporary Hospitality Industry |
| Hotel classification, standards and process of certification | The Contemporary Hospitality Industry |
| Organizational structure of hospitality related enterprises | The Contemporary Hospitality Industry |
| Guest segmentation | • Customer Service<br>• Sales Development and Merchandising |
| Basic elements of hospitality products and services | • Marketing in Hospitality Industry<br>• Hospitality Operations Management |
| Marketing concepts and marketing process in hospitality related enterprise | Marketing in Hospitality Industry |
| Influence of economic, social changes on the work of hospitality related enterprise | External Business Environment |
| Influence of legislative and political environment on the work of hospitality related enterprise | • External Business Environment<br>• Law for Licensed Premises |
| Requirements of legislative acts on business start-up and its development in hospitality related enterprise | Small Business Enterprise |
| Property laws | Law for Licensed Premises |
| Consumer protection legislation | Law for Licensed Premises |
| Quality management system in hospitality related enterprise | Quality Management in Business |
| Sources of finansing, pricing, and revenue boosting methods in hospitality industry | • Finance in Hospitality Industry<br>• Rooms Division Operations Management |
| Financial and accounting control in the enterprise | Finance in Hospitality Industry |
| Regulatory acts regarding facilities operations and management systems | Facilities Operations and Management |
| Resource management principles in hospitality related enterprises | Resource Operations Management |
| Professional terminology in state language and some other foreign language | English, Spanish, Russian, German for Hospitality,<br>All professional units |
| Design of working plan for hospitality related enterprise | • Business Health Check<br>• Small Business Enterprise<br>• Facilities Operations and Management |
| Writing a business report, analysing data for hospitality related enterprise | • Business Health Check<br>• Quality Management in Business |
| Development and implementation of service standards | • Customer Service<br>• Quality Management in Business |
| Basic principles of human resource management | • Human Resource Management<br>• The Developing Manager |

| | |
|---|---|
| Employee recruitment, selection and training | Human Resource Management |
| Hospitality product and service development and distribution | Hospitality Operations Management |
| Sales and marketing development techniques | Sales Development and Merchandising |
| Hotel work organisation | • Rooms Division Operations Management<br>• Food and Beverage Operations Management<br>• The Contemporary Gastronomy<br>• Conference and Banqueting Management<br>• Cellar and Bar Operations Management |
| Planning, implementation and development of hospitality product | • Hospitality Operations Management<br>• The Contemporary Gastronomy<br>• Business Health Check |
| Office equipment and hotel management software | • Rooms Division Operations Management<br>• Hotel Management Software |
| Cash registers and documentation | • Finance in Hospitality Industry<br>• Rooms Division Operations Management |
| Inventory and material goods inventory acts | • Resource Operations Management<br>• Finanse in Hospitality Industry |
| Records management and regulations | • Finance in Hospitality Industry<br>• Rooms Division Operations Management |
| Time management | • Personal and Professional Development<br>• Employability Skills |
| Professional, general ethics and confidentiality principles | • Customer Service<br>• Law for Licensed Premises |
| Business and professional etiquette, business communication and cooperation principles | • Customer Service<br>• Personal and Professional Development<br>• Employability Skills<br>• The Developing Manager |
| Self-monitoring system | • Human Resource Management<br>• Quality Management in Business |
| Employment relationship | Human Resource Management |
| Sanitary, general and personal hygiene | Food Safety Management |
| Labour law | • Law for Licensed Premises<br>• Human Resource Management |
| First aid | Law for Licensed Premises |
| State language | • Rooms Division Operations Management<br>• Food and Beverage Operations Management<br>• The Contemporary Gastronomu<br>• Conference and Banqueting Management<br>• Cellar and Bar Operations Maanagement |

| | |
|---|---|
| Business communication in two foreign languages | Foreign language for Hospitality (English, German, Spanish, Russian) |
| Protection of personal data | Law for Licensed Premises |
| Self-control system in the enterprise (HACCP) | • Food Safety Management<br>• Food and Beverage Operations Management<br>• The Contemporary Gastronomy |

**Appendix No.10**

# The study programme implementation expenses and calculations

| No. | Item | Expenses per year EUR | Expenses during 2 years EUR |
|---|---|---|---|
| 1. | Rent, maintenance and utilities | 23800 | 47600 |
| 2. | Academic staff salaries | 33000 | 66000 |
| 3. | Administrative staff salaries | 36000 | 72000 |
| 4. | Rent and amortisation of material provision | 3720 | 7440 |
| 5. | Purchasing books and subscription to electronic data bases | 4250 | 8500 |
| 6. | Elaborating and printing out teaching and methodological materials | 3000 | 6000 |
| 7. | Advertising expenses | 19000 | 38000 |
| 8. | Administrative expenses | 4500 | 9000 |
| | **TOTAL:** | **127270** | **254540** |
| | **1 student's TUITION FEE (minimum number of students 70):** | **1830** | **3660** |

**Appendix No.11**

# Comparison between the study programme and one study programme which corresponds to the same level and the same field of study implemented in Latvia, and at least two accredited study programmes implemented in the college or higher educational institution in European Union

The study programme "Hospitality Management" has been developed based on higher education system in the UK. This collaboration started in 2012 and continued during 2013. "HOTEL SCHOOL" Hotel Management College academic and administrative staff attended seminars, organized by „Edexcel" education specialists who were invited to Latvia especially for this purpose. "Edexcel" (owned by Pearson Education Ltd) is the largest examination board in the UK and in the world. Edexcel, is the UK's largest awarding body, offering academic and vocational qualifications and testing to more than 25,000 schools, colleges, employers and other places of learning in the UK and in over 100 countries worldwide.

Thus, two colleges from the UK and one from Latvia have been chosen for the comparison.

„St Patrick's College" was established in 1803. It has four campuses (2 -in London, 1- in Birmingham, 1- in Manchester) and offers wide range of study programmes. One of them is „Higher National Diploma (HND) in Hospitality Management", the length of which is 2 years and credit value – 240 CP. It includes 16 modules, 7 are mandatory and others are optional.

Another educational institution which has been chosen is „London School of Business and Finance", which is located in London. "Hospitality Management" is a two-year programme there, too, and credit value is 240 CP.

The third selected study programme is provided by University "Turība". It is called "Hospitality Service", corresponds to the first level higher professional education.

After graduating from both British colleges, it is possible to continue studies in universities and obtain Bachelor's degree in one year.

| **„HOTEL SCHOOL" Hotel Management College/ Study programme** | **„St Patrick's College"/ Study programme** | **„London School of Business and Finance"/ Study programme** | **University "Turība"/ Study programme** |
|---|---|---|---|
| The Contemporary Hospitality Industry (3 credit points) | The Contemporary Hospitality Industry (mandatory unit, 15 credit points) | The Contemporary Hospitality Industry (mandatory unit, 15 credit points) | Tourism and Hospitality (4 credit points) |
| Rooms Division Operations Management (3 credit points) | Rooms Division Operations Management (mandatory unit, 15 credit points) | Rooms Division Operations Management (mandatory unit, 15 credit points) | Hotel Department Management (4 credit points) |
| Presentation and | - | - | Information |

| | | | |
|---|---|---|---|
| Formatting Guidelines for Academic Papers (2 credit points) | | | Technologies (3 credit points),<br>Study works (2 credit points) |
| - | - | - | Economics (3 credit points) |
| Food and Beverage Operations Management (3 credit points) | Food & Beverage Operations (mandatory unit, 15 credit points) | Food and Beverage Operations Management (mandatory unit, 15 credit points) | Food and Beverage Service (4 credit points);<br>Hotel Department Management (4 credit points) |
| Customer Service (2 credit points) | Customer Service (mandatory unit, 15 credit points) | Customer Service (mandatory unit, 15 credit points) | Social Psychology (2 credit points);<br>Business Etiquette and Communication (2 credit points) |
| Finance in the Hospitality Industry (3 credit points ) | Finance for the Hospitality Industry (mandatory unit, 15 credit points) | Finance in the Hospitality Industry (mandatory unit, 15 credit points) | Record Keeping (2 credit points),<br>Accounting and Taxes (3 credit points) |
| The Developing Manager (3 credit points ) | The Developing Manager (optional unit, 15 credit points) | The Developing Manager (mandatory unit, 15 credit points) | Management (3 credit points ) |
| Internship (16 credit points ) | - | - | Internship (16 credit points ) |
| Research Project | Research Project (optional unit, 15 credit points) | Research Project (optional unit, 15 credit points) | - |
| Marketing in Hospitality (3 credit points ) | Marketing for the Hospitality Industry (mandatory unit, 15 credit points ) | Marketing in Hospitality (optional unit, 15 credit points) | Marketing (2 credit points) |
| Human Resource Management (3 credit points ) | Human Resource Management for the Service Industry (optional unit, 15 credit points) | Human Resource Management for Service Industries (optional unit, 15 credit points) | - |
| Conference and Banqueting Management (2 credit points ) | Hospitality Contract & Event Management (optional unit, 15 credit points) | Conference and Banqueting Management (optional unit, 15 credit points) | Bar and Conference Management (4 credit points ) |
| Hospitality Operations Management (2 credit points) | - | Hospitality Operations Management (optional unit, 15 credit points) | - |

| | | | |
|---|---|---|---|
| Sales Development and Merchandising (2 credit points ) | - | - | - |
| Quality Management Business (3 credit points) | Quality Management in Business (mandatory unit, 15 credit points ) | - | - |
| Resource Operations Management (2 credit points) | - | - | - |
| Facilites Operations and Management (2 credit points) | - | - | Civil and Environment Protection (2 credit points) |
| External Business Environment (2 credit points) | - | - | International Hotel Business (3 credit points) |
| Business Health Check (2 credit points) | - | - | - |
| Small Business Enterprise (3 credit points) | - | - | Commercial Affairs in Hospitality (3 credit points) |
| Law for Licensed Premises (2 credit points) | - | Law for Licensed Premises (optional unit, 15 credit points) | - |
| Cellar and Bar Operations Management (2 credit points) | - | - | Bar and Conference Management (4 credit points ) |
| The Contemporary Gastronomy (4 credit points ) | New product development for food (optional unit, 15 credit points) | Menu Planning and Product Development (optional unit, 15 credit points) | - |
| Food Safety Management (2 credit points ) | - | - | Food Essence and Safety (2 credit points ) |
| The Travel and Tourism Sector (2 credit points ) | The Travel & Tourism Sector (mandatory unit, 15 credit points ) | - | Tourism and Hospitality (4 credit points); Rural Tourism (2 credit points ) |
| Personal and Professional Development (2 credit points) | - | Personal and Professional Development (optional unit, 15 credit points) | - |
| Employability Skills (2 credit points) | Employability Skills (optional unit, 15 credit points) | Employability Skills (optional unit, 15 credit points) | - |

| | | | |
|---|---|---|---|
| English for Hospitality I (3 credit points) | - | - | Professional terminology (English) 6 credit points |
| English, Spanish, German, Russian for Hospitality (3 credit points) | - | - | - |
| SPA Services in Hotels (1 credit point) | - | - | - |
| Working as a Holiday Rep (1 credit point) | Tour Operations management (optional unit, 15 credit points) | - | - |
| Entertainment for Holiday Makers (1 credit points) | The Entertainment Industry & Venue Management (optional unit, 15 credit points) | - | - |
| - | - | Sustainable Tourism Development (optional unit, 15 credit points) | - |
| Hotel Management Software (1 credit point) | - | - | Hotel Management Information Technologies (2 credit points) |
| Work in Multicultural Environment (1 credit point) | | | Business Etiquette and Communication (2 credit points) |
| Research Project Defence | - | - | State exam (8 credit points) |

Judging from this comparison, "HOTEL SCHOOL" Hotel Management College's study programme "Hospitality Management" contains a wider range of mandatory and optional units. This fact is due to fact that „HOTEL SCHOOL" Hotel Management College follows the higher professional education standard and occupational standard requirements, which additionally expects studying foreign languages, organising internships and final exam – qualification exam which are not included in British study programmes.

At the same time, the mandatory units in all educational institutions are quite common. Hospitality industry, hotel department management, customer service and finances are studied in details there.

"HOTEL SCHOOL" Hotel Management College additionally offers units such as "SPA Services in Hotels", "Working as a Holiday Rep". These units are included in the study programme due to the latest industry development tendencies, when besides traditional hotel services; the new services are becoming popular in hotels and making an additional income.

**Appendix No.12**

HOTEL SCHOOL
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**Number of students and their breakdown by the program implementation processes, forms and languages**
**"HOSPITALITY MANAGEMENT"**
**GROUP VV-1, VV-2, VV-3**

| No. | Name, Surname | Personal code | Date of matriculation | Program implementation languge | Program form | Order No. | Annotations |
|---|---|---|---|---|---|---|---|
| 1. | Anastasija Masļeņņikova | 040396-10139 | 07.09.2015. | English | Full time | 6-1/4-2 | Exmatriculated on 08.09.2016. Order No. 6-1/50 |
| 2. | Olita Urbāne | 080696-11958 | 07.09.2015. | English | Full time | 6-1/4-2 | |
| 3. | Jānis Pēteris Kotāns | 110894-11491 | 07.09.2015. | English | Full time | 6-1/4-2 | |
| 5. | Katrīna Rūtere | 220995-12505 | 07.09.2015. | English | Full time | 6-1/4-2 | Academic break from 5.09.2016. Order No. 6-1/41 |
| 6. | Viktorija Petrušina | 010596-11805 | 07.09.2015. | English | Full time | 6-1/4-2 | Exmatriculated no 08.09.2016. Order No. 6-1/50 |
| 7. | Dace Eglīte | 020392-11497 | 07.09.2015. | English | Full time | 6-1/4-2 | |
| 8. | Elizabete Meldere | 240696-11018 | 07.09.2015. | English | Full time | 6-1/4-2 | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 9. | Anna Fruzorova | 210996-10119 | 07.09.2015. | English | Full time | 6-1/4-2 | |
| 10. | Jūlija Tambovceva | 140596-10725 | 07.09.2015. | English | Full time | 6-1/4-2 | |
| 11. | Kitija Andersone | 120196-10725 | 07.09.2015. | English | Full time | 6-1/4-2 | Exmatriculated on 30.01.2017. Order No. 6-1/69 |
| 12. | Natalija Viktorova | 220481-12755 | 07.09.2015. | English | Full time | 6-1/4-2 | |
| 13. | Germans Buculis | 180595-10714 | 02.02.2016. | English | Full time | 6-1/4-2 | |
| 14. | Alīse Jurāne | 310391-11501 | 05.09.2016. | English | Full time | Nr.6-1/46 | Exmatriculated on 30.01.2017. Order No. 6-1/69 |
| 15. | Liene Kozule | 060297-11074 | 05.09.2016. | English | Full time | Nr.6-1/46 | |
| 16. | Aldis Juris Ivanovs | 190697-10028 | 05.09.2016. | English | Full time | Nr.6-1/46 | |
| 17. | Katrīna Luize Zviedre | 190497-10119 | 05.09.2016. | English | Full time | Nr.6-1/46 | |
| 18. | Ekaterina Kuzina | 110497-11633 | 05.09.2016. | English | Full time | Nr.6-1/46 | |
| 19. | Valters Svirskis | 240497-11425 | 05.09.2016. | English | Full time | Nr.6-1/46 | |
| 20. | Valerija Rosa | 240996-11633 | 05.09.2016. | English | Full time | Nr.6-1/46 | |
| 21. | Jekaterina Kolontaja | 091097-10112 | 05.09.2016. | English | Full time | Nr.6-1/46 | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 22. | Marija Kolupajeva | 070797-11632 | 05.09.2016. | English | Full time | Nr.6-1/46 | |
| 23. | Viktorija Grišina | 150297-11810 | 05.09.2016. | English | Full time | Nr.6-1/46 | |
| 24. | Ēriks Zeņkovs | 050496-10743 | 30.01.2017. | English | Full time | Nr.6-1/71 | |
| 25. | Līva Krastiņa | 160795-12283 | 30.01.2017. | English | Full time | Nr.6-1/71 | |
| 26. | Sibilla Griķe | 110667-10528 | 07.02.2017. | English | Full time | Nr.6-1/71 | |

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**The Number of Matriculated Students for the First Academic Year (2015/2016 )**
**"HOSPITALITY MANAGEMENT"**
**Group VV-1**

| No. | Name, Surname | Personal code | Date of matriculation | Program implementation languge | Program form | Order No. | Annotations |
|---|---|---|---|---|---|---|---|
| 1. | Anastasija Masļeņņikova | 040396-10139 | 07.09.2015. | English | Full time | 6-1/4-2 | Exmatriculated on 08.09.2016. Order No. 6-1/50 |
| 2. | Olita Urbāne | 080696-11958 | 07.09.2015. | English | Full time | 6-1/4-2 | |
| 3. | Jānis Pēteris Kotāns | 110894-11491 | 07.09.2015. | English | Full time | 6-1/4-2 | |
| 5. | Katrīna Rūtere | 220995-12505 | 07.09.2015. | English | Full time | 6-1/4-2 | Academic break from 5.09.2016. Order No. 6-1/41 |
| 6. | Viktorija Petrušina | 010596-11805 | 07.09.2015. | English | Full time | 6-1/4-2 | Exmatriculated on 08.09.2016. Order No. 6-1/50 |
| 7. | Dace Eglīte | 020392-11497 | 07.09.2015. | English | Full time | 6-1/4-2 | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 8. | Elizabete Meldere | 240696-11018 | 07.09.2015. | English | Full time | 6-1/4-2 | |
| 9. | Anna Fruzorova | 210996-10119 | 07.09.2015. | English | Full time | 6-1/4-2 | |
| 10. | Jūlija Tambovceva | 140596-10725 | 07.09.2015. | English | Full time | 6-1/4-2 | |
| 11. | Kitija Andersone | 120196-10725 | 07.09.2015. | English | Full time | 6-1/4-2 | Exmatriculated on 30.01.2017. Order No. 6-1/69 |
| 12. | Natalija Viktorova | 220481-12755 | 07.09.2015. | Russian | Full time | 6-1/4-2 | |
| 13. | Germans Buculis | 180595-10714 | 02.02.2016. | Russian | Full time | 6-1/4-2 | |

**Appendix No.13**

# QUESTIONNAIRE FOR STUDENTS

**April, 2016**

Dear "HOTEL SCHOOL" Hotel Management College students!

Please be so kind and devote a little bit of your time to evaluate the work of the education establishment. Taking into account your responses, we will plan necessary improvements in our work. Questionnaire is anonymous (It is not necessary to mention your name).

1. Please evaluate the work of our lecturers and guest lecturers. Choose one of the variants (negative, neutral, positive) and explain your choice by writing a short text. In case if one of the listed lecturers has not taught you any of the subjects, please cross out the name of this lecturer.

| **The name of lecturer** | **Negative evaluation** | **Neutral evaluation** | **Positive evaluation** | **Your comments** |
|---|---|---|---|---|
| Agita Krastiņa | | | | |
| Anna Bušmane | | | | |
| Anita Strazdiņa | | | | |
| Ārija Dombrovska | | | | |
| Dzintars Priedītis | | | | |
| Dzintra Līce | | | | |
| Ingrīda Lerha | | | | |
| Irīna Zimņikova | | | | |
| Jekaterina Korjuhina | | | | |
| Jevģenija Dehtjare | | | | |
| Margarita | | | | |

| | | | | |
|---|---|---|---|---|
| Zazdravniha | | | | |
| Oļegs Ņikadimovs | | | | |
| Renāte Miseviča-Trilliča | | | | |
| Tamāra Rubene | | | | |
| Zane Ezeriņa | | | | |

2. Please evaluate the work of administrative and supporting staff of the education establishment. Choose one of the options (negative, neutral, positive) and explain your choice by writing your comments. In case if you have not contacted these departments, please cross out the name of this department.

| **Department** | **Negative evaluation** | **Neutral evaluation** | **Positive evaluation** | **Your comment** |
|---|---|---|---|---|
| Education department – full time studies (the organisation of study process, intranet) | | | | |
| E-learning department – distance learning (the organisation of study process, Docebo) | | | | |
| Student counselling (information, enquiries, dormitories, the Office of Citizenship and Migration Affairs) | | | | |
| Internship and career consultations | | | | |
| Student parliament | | | | |
| Advertising (web page, social networks, distribution | | | | |

| | | | | |
|---|---|---|---|---|
| materials, exhibitions) | | | | |
| Cleaning | | | | |

3. What kind of improvements should be done in the College, why? (you can freely indicate one or several fields and write your suggestions. We will be especially grateful for your constructive approach)

| |
|---|
| |

4. From your point of view, what kind of fields in the College are working at the good level and what definitely should not be changed? (you can freely indicate one or several fields and feel free to pay a compliment)

| |
|---|
| |

5. How you found out the information about the College and what was the main factor why you have decided to become a student of our College?

| |
|---|
| |

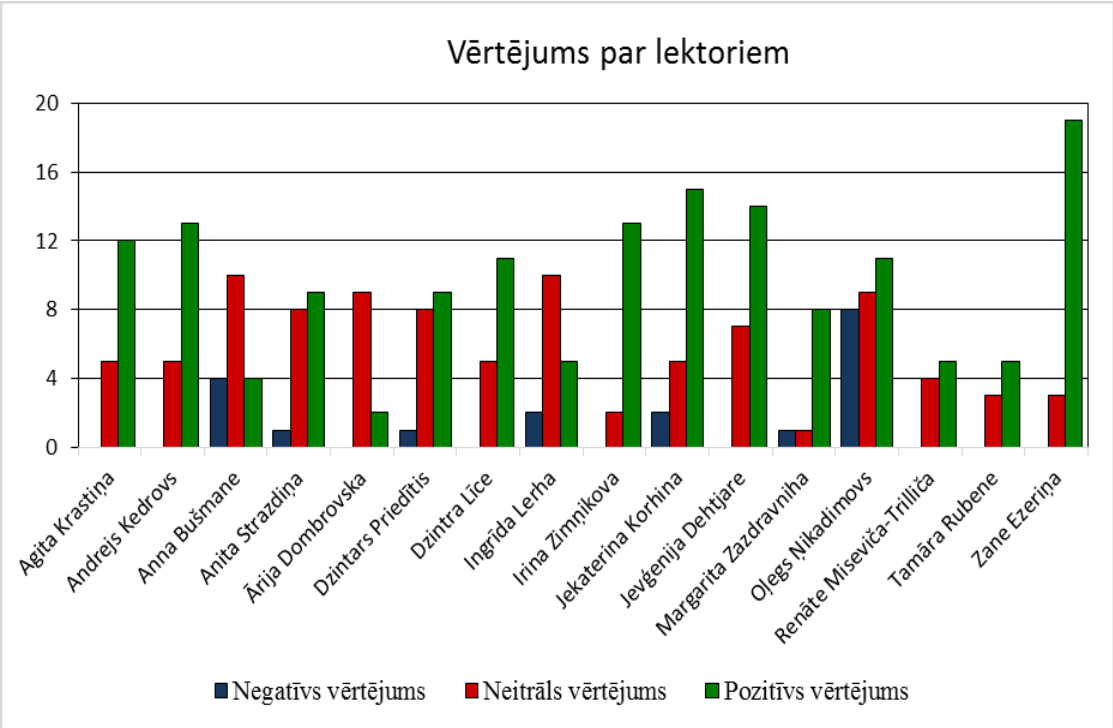
**Additional question to students, who need student hotel services:**

6. Are you ready to pay 200-250 EUR each month, if the College would offer you a place at the newly renovated student hotel located on the Smilsu Street (which is the same street where is located HOTEL SCHOOL? (please circle one of the variants, in case if your answer is "no", please indicate the maximal price which you would be ready to pay each month for the living in the dormitories)

| | | |
|---|---|---|
| YES | NO | YOUR MAXIMAL PRICE _____ EUR |

## SUMMARY OF THE STUDENTS' QUESTIONNAIRES

*Evaluation of lecturers*

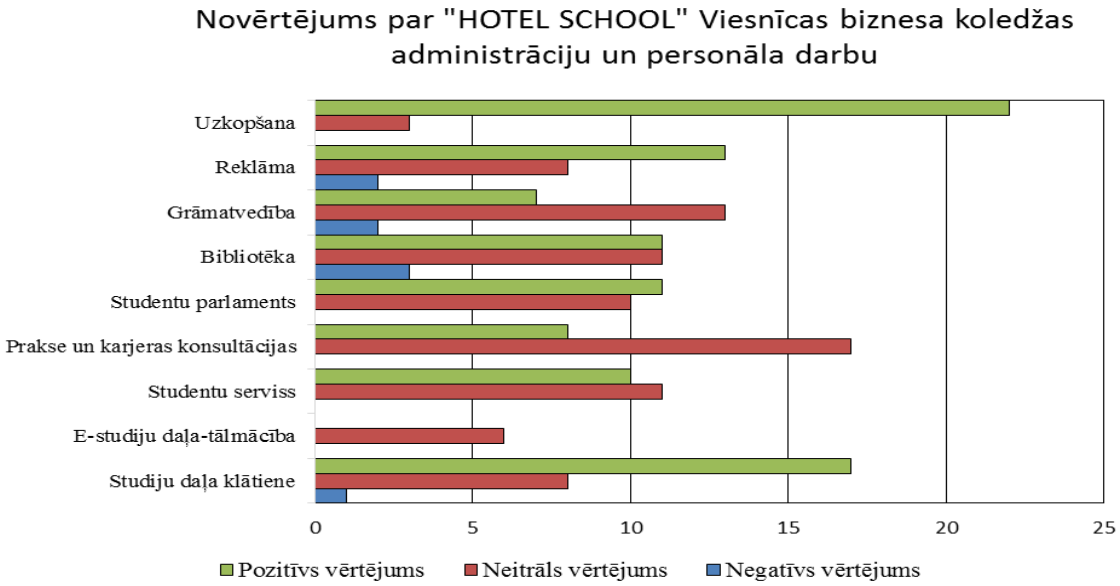



Negative evaluation Neutral evaluation Positive evaluation

**Comments of the students about the lecturers**

- The way the lecturers are teaching and organising lectures is interesting and professional
- Lecturers are always ready to help
- Individual approach to each student
- Lecturer is telling a lot of theoretical information
- Lecturers are arguing with students and do not want to hear opinions of students

*Work evaluation of the administration and staff of the hotel management college "HOTEL SCHOOL"*




Positions:
Cleaning,
Advertising,
Accounting,
Library,
Student parliament,
Internship and career consultations,
Student service,
E-studies department – distance learning,
Full - time studies department.

**Comments about the work of administration and staff in the education establishment**

- The price for copying is high
- All information about the study department is clear and comprehensive
- Helpful staff
- The prices for library services are too high

**Suggestions of students concerning the work of the College**

- The eating break should be prolonged by 10-15 minutes
- Freely accessible water for students
- In the recreation area should be available TV

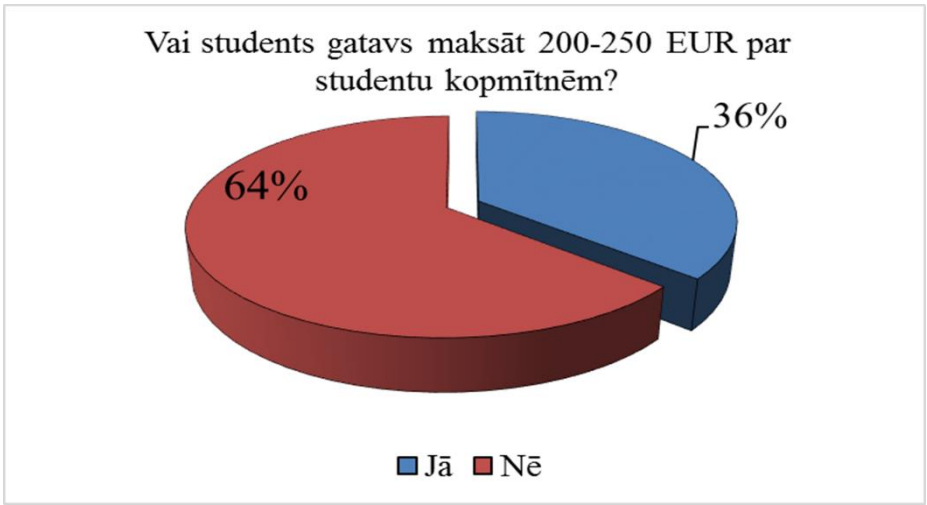
- The prices for copying and printing should be decreased
- To organise more excursions
- To invite more teachers with the good English language knowledge

**What was the main factor why you have decided to study in our College?**

- Internship abroad
- Possibility to get additionally the British diploma
- BTEC
- Price
- Interesting lectures
- Education could be obtained during only two years

*Is student ready to pay 200 – 250 EUR for students' dormitories?*

(36% - Yes; 64% - No)




According to the results of survey, students are ready to pay 100 – 150 EUR for students' dormitories.

**Appendix No.14**

# Graduate Feedback Questionnaire

After graduating from the College in September, Graduate Feedback Questionnaire is distributed among graduates in order to find out respondents' working and further studying experience. The survey is conducted electronically, with the help of social media and directly, asking questions to graduates face to face.

This questionnaire includes questions about the opportunities to find a job in the industry, graduates' employability, competitiveness and ways to continue education.

*Dear graduate!*

*HOTEL SCHOOL is conducting this survey in order to find out graduates' strengths and weaknesses in their career path. Thus, we kindly ask you to spend a few minutes to complete the questionnaire and provide information about your professional path after graduation.*

1. Study programme:
_____ .

2. Graduation year:

_____ .

3. Your current employment status:
- Employee;
- Employer or self-employed;
- Student;
- Unemployed;
- Other
  _____ .

4. How do you evaluate the study programme "Hospitality Management" (further in the text - programme)? *Tick one option*

☐ Excellent ☐ good ☐ satisfactory ☐ unsatisfactory

5. Satisfaction with theoretical knowledge, acquired in HOTEL SCHOOL:

☐ Excellent ☐ good ☐ satisfactory ☐ unsatisfactory

6. Satisfaction with practical skills, gained while studying in HOTEL SCHOOL:

☐ Excellent ☐ good ☐ satisfactory ☐ unsatisfactory

7. Satisfaction with your competence level:

☐ Excellent ☐ good ☐ satisfactory ☐ unsatisfactory

8. How do you evaluate the tutors' competences?

☐ Excellent ☐ good ☐ satisfactory ☐ unsatisfactory

9. Are you continuing studies? If yes, then where?

_____
__

10. After the College graduation, did you know what you would do further in life?

☐ Yes, I did ☐ I approximately knew ☐ did not really know ☐ did not know at all

11. Your satisfaction with the College facilities:

☐ Excellent ☐ good ☐ satisfactory ☐ unsatisfactory

12. To which extend the acquired in the College knowledge is needed for you current work:

☐ Fully ☐ the majority is needed ☐ partly ☐ was not needed at all

13. Do you agree with the statement that the acquired knowledge in the College help you make your career?

☐ Absolutely agree ☐ partly agree ☐ rather agree than disagree ☐ disagree

14. Has the earned diploma helped you get a job?

☐ yes ☐ partly ☐ more no than yes ☐ not at all

15. Are you currently employed in hospitality industry?

| | | | | | |
|---|---|---|---|---|---|
| ☐ | Yes | ☐ | I am employed in the related industry | ☐ | no |

16. How quickly after graduation did you manage to start your career in the hospitality industry?

- I found a job before studying in the College;
- I found a job while studying in the College;
- I managed to find a job after the internship (continue to work after the internship);
- I found a job after the graduation;
- After graduation, I faced difficulties to find a job;
- I did not manage to find a job in hospitality industry;
- Other, please specify

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17. Your current job, location, occupation
(If you do not want to answer this question, you can skip it)

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Thank you!

**Appendix No.15**

# Student Council and its participation in improvement of the study process

**Student Council ( Student Parliament) was created at the College in autumn of 2015 and since then it has been working actively.** A regulation has been developed for the Student Council and approved at the meeting of the Council of the College.[234] It determines that the Student Parliament is an independent institution which represents student and learner right and interests at the College. The Student Parliament operates in accordance with the rules and regulations of the College and Student Parliament Rules and Regulations, as well as in accordance with other documents of the College and Student Parliament and the normative acts of the Republic of Latvia.

**The Student Parliament (in accordance with its regulation) has the following aims and objectives[235]:**

1. defend the interests of students in academic, material and cultural matters;
2. represent the learners and students of the College in Latvia and abroad;
3. determine the order in which the students are elected in the College Council;
4. draw up a work plan for each semester, which would include particular activity programme for student and learner social and cultural events at the College with the aim to ensure full-fledged student life;
5. encourage learners and students to express their opinion on the work of the College, summarize the information and submit proposals to the management of the College.

**In accordance with the regulation the Student Parliament has the following rights:**

1. request and receive information and explanation in matters which affect the interests of the students from the representatives of the College, management institutions, heads of academic units[236];
2. participate in the activities of the decision making authorities of the College[237].

It should be noted that student representatives are invited and participate in each meeting of the Council of the College with the same votes as all the other (8) members of the Council. Each Council member has one vote. At the same time, Regulation of the College states that **the members of the Student Parliament have veto rights in matters concerning the interests of students[238]**, which means that students have a possibility to have a real impact on the decisions regarding the organization of the

[234] Student Parliament Rules and Regulations No.6-19/1 approved at the meeting of the Council of the College of 27 April 2016.
"HOTEL SCHOOL" Hotel Management College Student Parliament Rules and Regulations Article No. 2.
"HOTEL SCHOOL" Hotel Management College Regulation Article No. 46.
"HOTEL SCHOOL" Hotel Management College Regulation Article No. 47.
"HOTEL SCHOOL" Hotel Management College Regulation Article No. 47.

study process. Coordination board looks into the matter of applying the veto. The Coordination board is created by the Council. It consists of the head, chairman, member of the board and one representative from the academic staff, general staff and students. The decision of the Coordination board is approved by the Council. The decision of the Council shall enter into force if by secret ballot, on the vote of not less than two thirds of the present members of the Council.

Student Parliament meetings are open to all interested parties, but only elected members of the parliament have voting rights. Student Parliament elections take place twice a year, they are organized by the board of the previous Student Parliament. Any student of the College can stand for elections, the number of the members of the parliament is not limited and the term of office of its members is one year.

The Student Parliament is led by the President, who has the following responsibilities[239]:

1. represent the interests of the students at the College and outside it;
2. represent the Student Parliament at the College and outside it, ensuring the distribution of the official opinion of the parliament throughout the College as well as in local and international level;
3. convoke and lead the Student Parliament and meetings;
4. approve Student Parliament work plan for each semester, lead and organize the work of the Parliament to fulfil this plan;
5. approve the expenses of the Student Parliament, coordinate with the College;
6. organize the Student Parliament's cooperation with other organizations;
7. at the beginning of the meetings of the Student Parliament to shortly brief about the events which have taken place in the time period between the meetings;
8. to meet the management of the College once a month and inform regarding the activities of the Student Parliament and the decisions made;
9. call extraordinary Student Parliament meetings;
10. at the end of the semester to submit to the Management of the College a written report on the activities of the Student Parliament;
11. at the end of the semester to nominate candidacy for contest for tuition fee discount for active participation in the actives of the Student Parliament.

**The activities of the Student Parliament are funded from the total budget of the College in the amount determined by the law.** At the same time, Student Parliament is entitled to get additional income for the funding of the events organised by the Student Parliament, by determining a fee for the participants of the organised events. The Student Parliament has the right to attract other funds, for example, funding for the projects organized by the Student Parliament, receive donations, etc. For practical implementation, the College has founded the association "Path of success", in which the members of the Student Parliament and other students and learners of the College takes part.

**The following implemented events show the active operation of the Student Parliament[240]:**

"HOTEL SCHOOL" Hotel Management College Student Parliament Rules and Regulations Article No. 5.3.

[240] The most significant activities are mentioned.

- In December 2015 the Christmas Mask party of the College was organized in hotel *Wellton Terrace Design Hotel;*
- December 2015 Student Parliament - association "Path of success" organized charity event at the children care centre "Kalkūni", during which the students gave gifts and performance to children;
- In December 2016 the Christmas Mask party of the College was organized in hotel *Rixwell Gertrude Hotel*;
- December 2016 Student Parliament - association "Path of success" organized charity event at the orphanage "Teika", during which the students gave gifts to children;
- 2016 spring-autumn - professional orientation campaign "ATKLĀJ PASAULI, ATKLĀJ SEVI" seminars at high schools on the career prospects in the hospitality industry.

With regard to student participation in the improvement of the study process outside Student Council, it should be noted that students regularly take part **in internal self-assessment, giving their opinion on the organization of the study process, content of courses, teaching style of the academic staff, assessment and other matters.** Student opinions, complaints and proposals are collected in two ways: formal (via surveys) and informal (daily communication with the representatives of the academic and general staff of the College).

The Study Department of the College in cooperation with Student service carries out the following surveys on student satisfaction on the process and implementation of the study programme[241]:

1. student **general satisfaction survey** (at the end of each semester, written, anonymous survey)
2. **lecturer assessment survey** (assessment is given by students not less than once a year, written, anonymous survey);
3. **student placement assessment** (prepared by the student, together with the placement report).

After obtaining the information, the Study Department in cooperation with Student Service carries out survey result summery and analysis. Survey results are presented at the College Council and included in study direction of self-assessment reports of the College. The Head of the College draws up **Action plan to eliminate the shortcomings** in the next academic year, which is included in the **Work plan** of the next academic year.

[241] "Study Process Planning and Monitoring Procedure "HOTEL SCHOOL" Hotel Management College" No. 4-6/5, paragraph 2.3 approved by College Council on April 25, 2016.

**Appendix No.16**

# Study programme listing, its value in credit points, study mode, form, languages and place of implementation, obtained professional qualification

The study programme is implemented within study direction "Hotel and Restaurant Service, Managing Tourism and Recreational Activities" framework (lic. nr. 041030-1).

| | |
|---|---|
| Programme title and number | Hospitality Management, 41 811 |
| Study mode, department | Full time, day department |
| Professional qualification level | Level 4 |
| Qualification title | Hospitality Service Organizer |
| Languages of implementation | Latvian, Russian, English |
| Place of implementation | Riga |
| Credit value | 90 KP |

**Appendix No.17**

# List of Academic Staff Involved in the Study Direction

| No | Lecturer' name and surname | Higher Education Establishment | Obtained degree, qualification | Academic or scientific degree (Specialization) | Units |
|---|---|---|---|---|---|
| Full time employees | | | | | |
| 1. | Agita Krastiņa | BA Turība | Master's degree | Master of Social Science in Business Administration | Customer Service<br>Work in Multicultural Environment<br>Conference and Banqueting Managament<br>Research Project |
| | | | Professional higher education diploma | Tourism and Recreation Organization Manager | |
| 2. | Oļegs Ņikadimovs | Latvijas Universitāte / University of Latvia | Professional master's degree | Business Administration | Marketing for Hospitality<br>Sales Development and Merchandising<br>Resource Operations Management<br>External Business Environment<br>Business Health Check<br>Hospitality Operations Management<br>Food Safety Management<br>Small Business Enterprise<br>Presentation and Formatting Guidelines for Academic Papers<br>The Contemporary Hospitality Industry<br>Hospitality Operations Management<br>Marketing for Hospitality<br>Facilities Operations and Management |
| | | Rīgas Tehniskā Universitāte / Riga Technical Institute | Professional higher education diploma | Qualification - technical translator | |

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|---|---|---|---|---|---|
| | | | | | External Business Environment<br>Hospitality Operations Management<br>Food Safety Management<br>Small Business Environment<br>Rooms Division Operations Management<br>Food and Beverage Operations Management<br>Research Project<br>Law for Licenses Premises |
| 3. | Jevģenija Dehtjare | Rīgas Tehniskā Universitāte / Riga Technical Institute | Doctor's degree | Economics in Business Administration | External Business Environment<br>Business Health Check<br>Food Safety Management<br>Small Business Enterprise<br>Hospitality Operations Management<br>Marketing for Hospitality<br>Research Project<br>The Travel and Tourism Sector<br>Marketing for Hospitality<br>SPA Services in Hotel<br>Sales Development and Merchanding |
| 4. | Dzintars Priedītis | Jāzeps Vītols Latvian Academy of Music | Bachelor's degree | Music composition: composer | Rooms Division Operations Management<br>Hotel Management Software |
| 5. | Dzintra Līce | Riga Teacher Training and | Professional higher education diploma | Organizational Psychology, Psychologist's | Work in Multicultural Environment<br>The Developing Manager |

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|---|---|---|---|---|---|
| | | Educational Management Academy | | assistant | Travel and Tourism Sector<br>Working as a Holiday Rep |
| 6. | Tamāra Rubene | Informāciju sistēmu menedž-menta augstskola/ Information System Management High School | Professional bachelor's degree | Business Administration in Tourism | Food and Beverage Operations Management<br>Resource Operations Management<br>The Contemporary Gastronomy<br>Rooms Division Operations Management<br>Hotel Management Software<br>Conference and Banqueting Managment<br>Cellar and Bar Operations Management<br>Resource Operations Management<br>Facilities Operations and Management<br>Food Safety Management |
| 7. | Anna Bušmane | Rīgas Tehniskā Universitāte /Riga Technical Institute | Professional bachelor's degree | Material Technology and Design, Product designer qualification | Food and Beverage Operations Management<br>Conference and Banqueting Management |
| 8. | Anita Strazdiņa | Rīgas Tehniskā Universitāte /Riga Technical Institute | Bachelor's degree | Social Science in Business Administration | Tourist Destinations<br>The Travel and Tourism Sector<br>Employability Skills<br>The Developing Manager<br>The Contemporary Hospitality Industry<br>Conference and Banqueting Management<br>Personal and Professional |
| | | Latvijas Lauksaimniecības Akadēmija/ Latvia University | Candidate for Master's degree<br>(currently studying) | Education | |

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|---|---|---|---|---|---|
| | | of Agriculture | | | Development |
| 9. | Ingrīda Lerha | Latvijas Universitāte /University of Latvia | Master's degree | Master of Social Science in Business Administration | Food and Beverage Operations Management<br>The Contemporary Gastronomy<br>Conference and Banqueting Management<br>Resource Operations Management<br>Food Safety Management<br>Research Project |
| | | BA Turība | Professional higher education diploma | Tourism and Recreation Organization Manager | |
| 10. | Zane Ezeriņa | Vrije Universiteit Amsterdam | Master of Science | Business Administration | Human Resource Management<br>The Developing Manager<br>Customer Service<br>Small Business Enterprise<br>Personal and Professional Development<br>Employability Skills<br>Research Project |
| | | RISEBA/ Riga International School of Economics and Business Administration | Professional bachelor's degree | Business Administraton | |
| 11. | Jūlija Mironova | Latvijas Universitāte / University of Latvia | Candidate for Master's degree<br>(currently studying) | Business Administartion (Strategic Management and Leadership) | The Developing Manager<br>Cellar and Bar Operations Management<br>Customer Service<br>External Business Environment<br>The Contemporary Hosptitality Industry<br>Rooms Division Operations Management<br>Hotel Management Software<br>Resource Operations |
| | | Ekonomikas un kultūras augstskola/ The University of Economics and Culture | Bachelor's degree | Innovative economics and management | |
| | | Latvijas Biznesa koledža/ | 1st level of higher education | Management for small and medium-sized | |

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|---|---|---|---|---|---|
| | | Latvian Business College | | enterprises in Tourism | Management<br>Human Reosource Management<br>Quality Management in Business<br>Facilities Operations and Management<br>Law for Licensed Premises<br>Business Health Check<br>Hospitality Operations Management<br>Personal and Professional Development<br>Employablity Skills |
| 12. | Ineta Krankale | B/A Turība/ Turiba Univerisity | Professional master's degree | Professional master's degree in public administration | Conference and Banqueting Management<br>The Developing Manager<br>Small Business Enterprise<br>Research Project |
| | | B/A Turība/ Turiba Univerisity | Professional bachelor's degree | Professional bachelor's degree in business administration;<br>Manager' qualification | |
| 13. | Olga Zvereva | RISEBA/ Riga International School of Economics and Business Administration | Master's degree | Business Administration | Finance in the Hospitality<br>External Business Environment<br>Marketing for Hospitality<br>Business Health Check<br>Small Business Enterprise<br>Research Project |
| | | Latvijas Universitāte / University of Latvia | Teacher's diploma | English teacher in secondary schools | |
| | | RISEBA/ | Professional | Business | |

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|---|---|---|---|---|---|
| | | Riga International School of Economics and Business Administration | higher education diploma | Administration | |
| 14. | Marta Eglīte[242] | University<br>Turība | Professional master's degree | Business Administration | Conference and Banqueting Management<br>Presentation and Formatting Guidelines for Academic Papers<br>Small Business Enterprise<br>Finance in Hospitality Industry<br>The Developing Manager<br>Research Project<br>External Business Environment<br>The Contemporary Hospitality Industry<br>Food and Beverage Operations Management<br>The Contemporary Gastronomy<br>Cellar and Bar Operations Management<br>Resource Operations Management<br>Hospitality Operations Management<br>Sales Development and Merchandising<br>Human Resource Management |
| | | University<br>Turība | Professional bachelor's degree | Business Administration | |
| | | Brussels Business Institute for Higher Education | Bachelor's degree | International Hospitality Management | |

[242] joined in February, 2017.

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| | | | | | Quality Management in Business<br>Facilites Operations and Management<br>Law for Licensed Premises<br>Food Safety Management<br>Business Health Check |
| Guest lecturers | | | | | |
| 15. | Margarita Zazdravniha | Universitat d'Alacant | Master's degree | Spanish philology | Spanish for Hospitality,<br>The Travel and Tourism Sector<br>Research Project |
| | | Rīgas Tehniskā Universitāte /Riga Technical Institute | Professional bachelor's degree | Qualification - technical translator | |
| 16. | Jekaterina Korjuhina | Latvijas Universitāte / University of Latvia | Candidate for Doctor's degree (currently studying) | Philology | English for Hospitality<br>Quality Management in Business<br>External Business Environment<br>Customer Service<br>Presentation and Formatting Guidelines for Academic Papers<br>Small Business Enterprise<br>Finance for Hospitality<br>The Contemporary Hospitality Industry<br>Sales Development and Merchandising<br>Human Resource |
| | | Latvijas Universitāte / University of Latvia | Master's degree | Philology | |
| | | Latvijas Universitāte / University of Latvia | Bachelor's degree | Philology | |
| | | Latvijas Universitāte / University of Latvia | Master's degree | Economics | |
| | | Rīgas Aviācijas Universitāte / Riga | Bachelor's degree | Economics, business admininstration | |

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|---|---|---|---|---|---|
| | | Aviation Institute | | | Management<br><br>Facilities Operations Management<br><br>Personal and Professional Development<br><br>Employability Skills<br><br>Business Health Check<br><br>Research Project |
| 17. | Renāte Miseviča-Trilliča | Latvijas Universitāte / University of Latvia | Doctor's degree | Philology | German for Hospitality<br>Russian for Hospitality |
| | | Technsche Universitat Chemnitz | Master's degree<br><br>Bachelor's degree | European studies (cultural studies) | |
| 18. | Aivis Grinbergs[243] | University Turība | Bachelor's degree | International affairs | Entertainment for Holiday Makers<br><br>Working as a Holiday Rep<br><br>Personal and Professional Development<br><br>Employability Skills<br><br>The Contemporary Hospitality Industry<br><br>The Travel and Tourism Sector<br><br>Resource Operations Management<br><br>Marketing for Hospitality<br><br>Sales Development and Merchandising |

[243] joined in February, 2017.

**Appendix No.18**

# The key scientific publications, creative activity and methodological materials prepared by the academic staff involved in implementation of the study direction for the last six years

| Lecturer's name, surname | Scientific publication title | Place | Year |
|---|---|---|---|
| **Scientific publication**<br><br>**Mg. Oec., Mg. Philol. J.Korjuhina** | | | |
| 1. Koryuhina, C., Shamshina, T. | Edutainment: challenges and risks. In: "Information Technologies, Management and Society". Theses of the 14th International Scientific Conference "Information Technologies and Management 2016". | ISMA Information Systems Management Institute, Riga, ISSN 1691-2489 | 2016 |
| 2. Koryuhina, C., Shamshina, T. | Gamification: Haven't we overplayed? International conference "Studies – Business – Society: Present and Future Insights" | Klaipeda State University of Applied Sciences, Lithuania | 2015 |
| 3. Koryuhina, C., Shamshina, T. | Total Quality Management Principles Adaptaion in a Higher Educational Institution. In: Abstracts of the Inter-Higher School Scientific and Educational Conference "Actual problems of education | TSI, Riga, ISBN 005-15210-294 | 2015 |
| 4. Корюхина, Е., Шамшина, Т., , ISBN 978-966-2989-29-8 | Principles of Quality Management in Higher Educational Institution./ Принципы всеобщего управления качеством в ВУЗе. Материалы 3-ей международной научно-практической конференции «Менеджмент в 21 в.: Методология и практика» | Полтава | 2015 |
| 5. Korjuhina, J., Labeev, V., Shamshina, T. | Variability of an Assessment of Knowledge in Distance Learning. In: Proceedings of the 12th International Scientific Conference "Information Technologies and Management" | ISMA Information Systems Management Institute, Riga, ISSN 1691-2489 | 2014 |
| 1. Korjuhina J., | Problems of Teaching of Special | Transport and | 2013 |

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| Šamšina T. | Disciplines in English in Modern Higher Education Institution. In^ Abstracts of the Inter-Higher School Scientific and Educational Conference "Actual Problems of Education" | Telecommunications Institute, Riga | |
| **Dr. Oec. J.Dehtjare** | | | |
| 1. J.Dehtjare, V. Ryaschenko | Outsourcing in Latvia: challenges and benefits. Science and Processes of Education | No 1(18), Lithuania, – pg. 30-35. ISSN 2345-0681 (IndexCopernicus datu bāzē http://journals.indexcopernicus.com/masterlist.php?q=2345-0681 | 2014 |
| 2. Dehtjare J., Ryadchenko V. | Accelerating Social Business. - Applied Research in Health and Social Sciences: Interface and Interaction | No. 12 | 2015 |
| 3. Dehtjare J., Ryadchenko V. | Marketing the Social Entrepreneurship. - Applied Research in Health and Social Sciences: Interface and Interaction | No. 12 | 2015 |
| **Dr. Philol. Renāte Miseviča-Trilliča** | | | |
| 1. Renāte Miseviča-Trilliča, Scintific supervisor Pēteris Vanags. | Polish-Latvian and Latvian- Polish Dictionaries (17 – early 20 centuries)- Doctoral Thesis/ Poļu-latviešu un latviešu-poļu vārdnīcu valodas pasaulaina (17.-20. gs. 1. puse): promocijas darbs filoloģijas doktora grāda iegūšanai valodniecības zinātņu nozarē, salīdzināmās un sastatāmās valodniecības apakšnozarē. | University of Latvia/ Latvijas Universitāte. Humanitāro zinātņu fakultāte. Rīga,. 200, [126] lp. URL: https://dspace.lu.lv/dspace/bitstream/handle/7/31860/298-53542-Misevica-Trillica_Renate_rm10034.pdf | 2016 |
| 2. Renāte Miseviča-Trilliča Scientific Supervisor: Pēteris Vanags ; Reviewers: Andrejs | Polish-Latvian and Latvian- Polish Dictionaries (17 – early 20 centuries)- Doctoral Thesis/ Poļu-latviešu un latviešu-poļu vārdnīcu valodas pasaulaina (17.-20. gs. 1. puse): promocijas darba kopsavilkums doktora grāda iegūšanai valodniecības nozarē, | University of Latvia/ Latvijas Universitāte. 72 lpp. | 2016 |

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| Veisbergs, Zaiga Ikere, Anna Stafecka | apakšnozare: salīdzināmā un sastatāmā valodniecība | | |
| 3. Renāte Miseviča-Trilliča | Język polski na Uniwersytecie Łotewskim oczami studentów (badania ankietowe). Slavistica Docenda : | International Scientific Conference "Slavonic Languages as Foreign Languages: Teaching and Examination Issues"/ Starptautiskas zinātniskas konferences "Slāvu valodas kā svešvalodas: mācību un eksaminācijas aktuālās problēmas" materiāli. (Rakstu krājums, I. Latvijas Universitāte. Humanitāro zinātņu fakultāte. Rusistikas un slāvistikas nodaļa). Rīga : LU Akadēmiskais apgāds, 2015 N 1, 152-158. lpp. | 2015 |
| 4. Renāte Miseviča-Trilliča | Report "The Author's Communicative Purpose in Staņislavs Kolbuševsks's Polish-Latvian Dictionaries for Agricultural Workers and Farmers (1938)"/ Autora komunikatīvais nolūks Staņislava Kolbuševska poļu-latviešu sarunvārdnīcā laukstrādniekiem un lauksaimniekiem (1938). Vārds un tā pētīšanas aspekti: rakstu krājums. | Liepāja: LiepU, 155.–165. lpp. | 2014 |
| 5. Renāte Miseviča- | Obraz świata w słownikach polsko-łotewskich XVII–XIX wieku. | Uniwersytet Opolski, 366– | 2014 |

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|---|---|---|---|
| Trilliča | *Polonistyka wobec wyzwań współczesności*, t. 2, red. S. Gajda, I. Jokiel | 376.lpp | |
| 6. Renāte Miseviča-Trilliča | Polish Equivalents in Antana Juška's Latvian- Lithuanian- Polish manuscipt disctionaries of 1875/<br>Poļu ekvivalenti Antana Juškas 1875. gada latviešu-lietuviešu-poļu vārdnīcas manuskriptā. *Vārds un tā pētīšanas aspekti: rakstu krājums*. | Liepaja: LiepU, 162. –171. lpp. | 2013 |
| 7. Renāte Miseviča-Trilliča | The Image of Farmers' Life in Antana Juška's Latvian- Lithuanian- Polish dicsionary: *Baltic Philology XXI (2)/*<br>Lauku dzīves atainojums Antana Juškas latviešu-lietuviešu-poļu vārdnīcā. *Baltu filoloģija XXI (2)* | Rīga: LU Akadēmiskais apgāds, 2013, 43.–62. lpp. | 2012 |
| 8. Renāte Miseviča-Trilliča | Baltic Languages: History and Topical Processes: Jānis Edzelins 140 anniversary/<br>Gžegoža Knapija Thesaurus polonolatinograecus kā pirmo poļu-latviešu vārdnīcu pamats. Baltu valodas: vēsture un aktuālie procesi : akadēmiķa Jāņa Endzelīna 140. dzimšanas dienas atceres starptautiskās zinātniskās konferences materiāli. | Rīga : LU Latviešu valodas institūts, 46.-47.lpp. | 2013 |
| 9. Renāte Miseviča-Trilliča | "The Image of the World in Dictionaries on the example of Polish-Latvian Dictionaries of 17 - 19 centuries"/<br>Картина мира в переводных словарях (на примере польско-латышских словарей XVII-XIX века). *Слово и словарь: сб. науч. тр.* | Grodno/ Гродно: ГрГУ, 57–60 стр. | 2013 |
| 10. Renāte Miseviča-Trilliča | About Latvian- Polish and Polish-Latvian Dictionaries from 17 to 20 centuries/<br>Par latviešu-poļu un poļu-latviešu vārdnīcām no 17. līdz 21. gs. *Starptautiskās jauno lingvistu konferences Via Scientiarum rakstu krājums.* | Ventspils, Liepāja: Zelta rudens, 197.–210. lpp. | 2012 |
| 11. Renāte Miseviča-Trilliča | Deriviations of Slavic Anonymous Polish- Latvian Manuscript Dictionaries/<br>Aizguvumi no slāvu valodām anonīmajā „Poļu-latviešu vārdnīcas" manuskriptā (Jana Karigera Lexicon Lothavicum). *Via Latgalica. Latgalistikys kongresu* | Rēzekne: Rēzeknes Augstskola, 122.–134. lpp. | 2012 |

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| | *materiāli IV*. | | |
| 12. Renāte Miseviča-Trilliča | *Sacrum un profanum* 17-19 century Polish-Latvian dictionaries/ *Sacrum* un *profanum* 17.-19. gadsimta poļu-latviešu vārdnīcās. *Littera Scripta. Jauno filologu rakstu krājums.* | Rīga: LU Akadēmiskais apgāds, 35.–40. lpp. | 2012 |
| 13. Renāte Miseviča-Trilliča | Język polski na Uniwersytecie Łotewskim w Rydze. *Acta baltico-slavica XXXVI*. | Warszawa: SOW, s. 269–277. | 2012 |
| 14. Renāte Miseviča-Trilliča | Translator- "second author"? Mandelstam's poetry translations/<br><br>Переводчик – «второй автор»? Переводы поэзии О. Мандельштама на польский язык. *Valoda - 2011: valoda dažādu kultūru kontekstā.* | University of Daugavpils/ Daugavpils Universitātes Humanitārā fakultāte, Daugavpils: Daugavpils Universitātes akadēmiskais apgāds „Saule", 149.–157. lpp. | 2011 |
| 15. Renāte Miseviča-Trilliča | Students' Lexical Comptences in Learning Polish/ Latvijas Universitātes studentu leksiskā kompetence poļu valodas apguvē | Available on Latvian language teachers' association's home page/ pieejams Latvijas valodu skolotāju asociācijas mājas lapā http://www.lvasa.lv/lat/view_link/show/30, skatīts 13.10.2013. | 2011 |
| **Participation in international conferences**<br><br>**Mg. Oec. I.Lerha** | | | |
| **1.** Ingrīda Lerha | Factors influencing the work of catering company | Information System Management High School (Latvia, Rīga) | 2015 |
| 2. Ingrīda Lerha | The fast food company assortment and pricing methodology | Information System Management | 2015 |

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| | | High School (Latvia, Rīga) | |
| 3. Ingrīda Lerha | Necessary competences for serving international tourists in restaurants | Information System Management High School (Latvia, Rīga) | 2015 |
| **Dr. Oec. J.Dehtjare** | | | |
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| 2. J.Dehtjare | Modern Tendencies of the World Tourism | The 12th International Conference „Information Technologies and management 2014". April 16-17, 2014, Riga, Information Systems Management Institute, pg. 180-181 | 2014 |
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| 8. K.Zvonova, J.Dehtjare | Analysing and developing strategies for recruiting customers on the example of hospitality enterprise "Savoy" | 6th International Scientific Research and Business conference BIZNESA KOMPETENCES, Rīga. – 10 стр. | 25.11.2014 |
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| **Radošās darbības un profesionālās pilnveides pasākumi**<br><br>**Dzintra Līce** | | | |
| 1. Dzintra Līce | Erasmus + Transnational Training Course (C2) (30 hours) | Topolšica (Slovenia): | 2016. gada aprīlis |
| 2. Dzintra Līce | Erasmus + "Seam: Social Education of Adults through Mobility"(pr.nr. 2014-ESO1-KA204-004868) (56 hours) | Logroño, La Rioja, Spain | 2015 |
| **Mg. Paed. I. Zimņikova** | | | |
| Irina Zimņikova | "Hospitality and Health" (8 hours)<br>"Viesmīlība un veselība"(A) (8 stundas) | RTRIT, Rīga | 2016 |

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| Irina Zimņikova | "Basics of Excel "(14 hours)/ "Excel pamati"(14 stundas) | Latvian National Library, Riga/ Latvijas Nacionālā bibliotēkā, Rīga | 2016 |
| Irina Zimņikova | Erasmus + seminar "Networking Vocational Education and Business: A Contact Making Seminar for Erasmus+" | Dubrovnik, Croatia | 2015 |
| Irina Zimņikova | "Librarian in Educational Institution"/ "Izglītības iestādes bibliotekārs" | University of Latvia | 2016 |
| **Mg. Sc. Z. Ezeriņa** | | | |
| Zane Ezeriņa | "Health and Personality Development: Interactive Approach" (36 hours) | RSU, Rīga | 2015 |
| Zane Ezeriņa | Currently sudying Master's programme "Art Therapy", Riga Stradiņš University/ Pašlaik studē maģistra programmu "Mākslas terapija" RSU | RSU, Rīga | 2014 |
| **Mg. Oec. O. Ņikadimovs, Tamāra Rubene, Mg. Philol. M. Troškova, Konstantins Špakovs** | | | |
| Oļegs Ņikadimovs, Tamāra Rubene, Marina Troškova, Konstantins Špakovs | Nordplus Project "Sharing experiences on hospitality management courses and curriculum" Project number NPJR-2015/10401 | Pērnava, Igaunija | 2016 |
| **Jūlija Pasnaka, Mg. Philol. Troškova, Nataļja Vikļuka** | | | |
| Jūlija Pasnaka, Marina Troškova, Nataļja Vikļuka | Erasmus plus "Mobilitātes profesionālajā izglītībā" Nr. 2016-1-LV01-KA102-022476 | Krēta, Grieķija | 2016 |
| **Marina Troškova** | | | |
| 1. Marina Troškova | Erasmus + "TCA Permeability VET-Higher education" | Amsterdam, Netherlands | 2015 |
| 2. Marina Troškova | Erasmus + "Project Management" (40 hours) | Riga, Latvia | 2015 |
| **Mg. Oec., Mg. Philol. J.Korjuhina** | | | |
| 1. J. Korjuhina | Workshop"Basic Principles of Audiovisual Translation" of A.Kozulyaev, Director of Moscow School of Audiovisual Translation, 4 hours | Riga, Baltic International Academy | 2015 |

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| 2. J. Korjuhina | Pedagogical Professional Competence Development Program “Education in the 21st century. The youth and careers.” 6 hours, Certificate Nr. 01-37/139-14 | Riga, ISMA | 2014 |
| 3. J. Korjuhina | Professional Development Course “Express Days'14” | Jānis Roze & Express Publishing, Riga | 2014 |
| 4. J. Korjuhina | Choices Webinar with ELT expert Edward Duval | Pearson, LU, Riga | 2014 |
| 5. J. Korjuhina | The 10th Pearson ELT Methodology Conference “Unlocking Potential”, 6 st | Pearson Training Department, University of Latvia, Faculty of Humanities, Riga | 2014 |
| 6. J. Korjuhina | Starptautiska zinātniska konference "Pārmaiņas un iespējas: pētot sasaisti starp teoriju un praksi", | Rīgā, Ekonomikas un kultūras augstskolā | 2014 |
| 7. J. Korjuhina | Seminar “Management and Education” | Riga, ISMA | 2014 |
| 8. J. Korjuhina | Professional Development Event Express Days 2013, 5 hours | Jānis Roze & Express Publishing, Riga | 2013 |
| 9. J. Korjuhina | Pedagogical Professional Program “Teaching English - Learning Technologies for the Classrooom e-environment", 48 hours<br>6. 2013. - Methodology conference "Make an Educated Choice", 8 h., Pearson Training Department, Great Teachers Development Programme<br>7. 2013. - The 11th International Conference "Problems of Education in Modern Society", 4 h., ISMA<br>8. 2013. - Master class of Prof.of Russian Language & Rhetoric V.Annushkin "Rhetoric as the Art & Science of Persuasive & Effective Speech", Transport and Telecommunications Institute. | National Centre for Education of the Republic of Latvia | 2013 |
| 10. J. Korjuhina | Methodology conference "Make an Educated Choice", 8 h. | Pearson Training | 2013 |

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| | | Department, Great Teachers Development Programme | |
| 11. J. Korjuhina | The 11th International Conference "Problems of Education in Modern Society", 4 h. | ISMA | 2013 |
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| 13. J. Korjuhina | Komisijas dalībnieks starptautiskajā konferencē(Member of Scientific Board of the international conference) "Studies – Business – Society: Present and Future Insights II", Klaipeda State University of Applied Sciences, Lithuania | Klaipeda, Lietuva | 2016 |
| **Dzintra Līce, Liesma Romanovska, Ingrīda Lerha, Tamāra Rubene, Dzintars Priedītis, Nataļja Vikļuka** | | | |
| 1. Dzintra Līce, Liesma Romanovska, Olga Silicka, Ingrīda Lerha, Tamāra Rubene, Dzintars Priedītis, Nataļja Vikļuka | Erasmus+ mobilitāte, iegūstot praktiskās iemaņas pavārmākslā Itālijas "Šefpavāru akadēmijā" (Nr. Project ID 2014-1-LV01-KA102-000126) | Terno, Itālija | 06.01.2015. - 17.01.2015. |
| **Methodological literature list** | | | |
| 1. Troškova M. | Viesmīlības industrija: Profesionālā terminoloģija angļu valodā | Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2014. - 16 lpp. | 2014 |
| 2. Troškova M. | Klientu apkalpošana: Profesionālā terminoloģija angļu valodā. | Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2014.- 20 lpp. | 2014 |
| 3. Rubene T. | Ēdināšana viesmīlībā: Pakalpojumi, apkalpošana un telpas. | Rīga: SIA "HOTEL SCHOOL" | 2015 |

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| 5. Troškova M. | Ēdināšana viesmīlībā: Profesionālā terminoloģija angļu valodā. | Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015. -16 lpp. | 2015 |
| 6. Priedītis Dz. | Viesu uzņemšanas dienests: Funkcijas un darba procedūras. | Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2014. - 48 lpp. | 2014 |
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| **Dr. Oec. J.Dehtjare** | | | |

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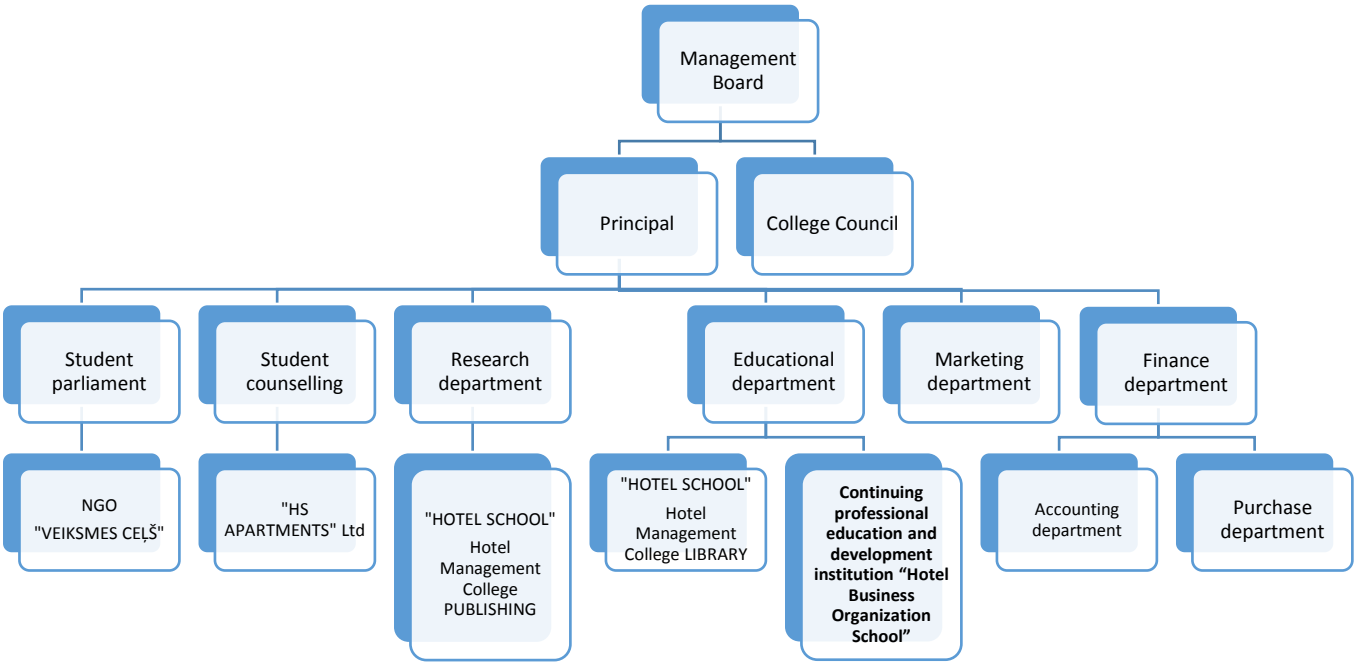
| 39. J.Dehtjare | Lecture cycle "Marketing"/<br><br>Lekciju kursa izstrāde „Mārketings" un pasniegšana Informāciju Sistēmu Menedžmenta Institūtā, 2012.-2015.gg., t.sk. online lekciju kurss http://moodle.isma.lv/ | ISMA, Rīga | 2012 |
| 40. J.Dehtjare | Lecture cycle "International Tour Operator's Technologies"<br><br>Lekciju kursa „Starptautiskās tūroperatoru tehnoloģijas" un pasniegšana Informāciju Sistēmu Menedžmenta Institūtā, 2012.-2015.gg., t.sk. online lekciju kurss http://moodle.isma.lv/ | ISMA, Rīga | 2012 |
| 41. J.Dehtjare | Lecture cycle "Modern Tendencies in World Tourism"/<br><br>Lekciju kursa izstrāde „Modern Tendencies in World Tourism" un pasniegšana starptautiskās pasniegšanas nedēļas ietvaros | Du Cavado University, Barcelos, Portugāle, | 11.03.2014. - 14.03.2014. |
| 42. J.Dehtjare | Lecture cycle "Information Technologies in Modern Operations of Tourism Industry" un pasniegšana Erasmus Intensive Programme ietvaros "Innovation and Technology for Smart Cities" | Salento University, Lecce, Itālija. | 21.07.2014. - 01.08.2014. |
| **Mg. Oec., Mg. Philol. J.Korjuhina** | | | |
| 1. J.Korjuhina | Klaipeda State University of Applied Sciences, Lithuania, mācību materiāli vieslekcijām<br><br>Erasmus+ mobility program. Certificate 2015-03-18 | Klaipeda, Lietuva | 2015-2016 |

**Appendix No.19**

# List of units involved in the implementation of teaching branch of study and their tasks

## College organizational structure




**Colleges units and their purpose in the implementation of "Hotel Management" study programme within the particular branch of study:**

**Management Board** - the senior management body of the College and the adjudicating institution in matters of strategic, financial and business activity related to the branch of study.

**College Council** - the collegial decision-making body of College employees, with the branch of study, study programme and research agenda associated matters. Carries out the tasks listed out in the College's Charter (ref. Self-assessment report table 1.5.1).

**Principal** - senior official of the College shall organise the operations and activities of the College and supervise the implementation of the "Hotel Management" study programme. The principal is responsible for ensuring the quality of studies in the branch of study and "Hotel Management" study programme.

**Educational department** – is responsible for organising, implementing and supervising "Hotel management" study programme.

**Research department** - shall propose, coordinate and implement the preparatory activities in accordance with the approved Strategy for Scientific Research Activities 2016 – 2022.

**Library** - provides the necessary literature and methodological materials for the implementation of "Hotel Management "study programme, as well as other sources/materials of information (periodicals).

**Publishing department** - the development and publication of teaching and methodological materials necessary for the implementation of "Hotel Management" study programme.

**Marketing department** – branding and marketing of "Hotel Management" study programme on local and foreign markets; responsible for the implementation of the internationalisation policy of the College.

**Finance department** - planning of the College budget and controlling the use of the funds provided for the implementation of the branch of studies and "Hotel Management" study programme.

**Accounting department** - performs supervision of a College finances (accounting for incomes and expenditures) and prepare reports in accordance with the laws of the Republic of Latvia.

**Purchase department** – plans and organises purchasing of the necessary material and technical resources and information support for implementation of "Hotel Management" study programme.

**Student counselling** - provides advice and information on enrolment for "Hotel Management" study programme, as well as organisation of education process and the organisation of internships.

**Student Parliament** - shall represent and defend student interests in academic, material and cultural matters.

**Continuing professional education and development institution "Hotel Business Organization School"** - implements the 3rd level continuing professional education programme "Hotel Services" and professional development educational programmes "Frontline Service Delivery at Tourist Accommodations" and "Operations Specific to Resort Hotels".

**"HS Apartments" Ltd.** - provides accommodation for "Hotel Management" study programme students.

**"Veiksmes Ceļš" NGO** - is a non-profit non-governmental organization established by a College, which provides the possibility for College students to spend their free time usefully. As part of it, students develop and implement projects for professional development, career development, promotion of the hospitality industry, as well as organise charitable activities.

**Appendix No.20**

# Study programme's implementation with the help of supporting staff, a list of their qualifications and duties

Education institution's administrative staff who are directly involved in the implementation of the licensed programme, consists of the following employees:

| Position | Duties |
|---|---|
| **College Director** (with higher pedagogical education and work experience in a managing position) | Professional basic work tasks:<br>1. to lead, plan and organize the College service according to the education field regulating deeds of the Republic of Latvia and the College statute;<br>2. to ensure College degree programme's development, approval and licensing;<br>3. to ensure College and it's Study programme's in time accreditation;<br>4. to ensure the study process continuity and compliance in accordance with hotel service planner professional standard requirements and licensed educational programmes in hotel services;<br>5. to ensure College's inner regulations issue and implementation;<br>6. to create College's long-term development programme;<br>7. to ensure the College with work positions for appropriately qualified staff, to accept and to dismiss College's employees ;<br>8. to determine College's academic and administrative staff unit number, academic and administration staff duties and rights, as well as wages and salaries, to evaluate their work results;<br>9. to encourage College's staff to professional growth;<br>10. to ensure College council formation, guiding its work and to comply with its recommendations for improving the work; |

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| | 11. to ensure students' safe health and life friendly environment in College and during the organized events;<br>12. to represent without special authorization interests of the College in State and local government institutions, in industry professional associations etc;<br>13. to cooperate with public organizations, institutions, businesses, students, etc. ;<br>14. to ensure College's inner control system;<br>15. to make budget estimates, to monitor its implementation, ensuring the rational use of funds in accordance with their intended purpose within director's duties;<br>16. to do business with suppliers, customers and other business partners;<br>17. to ensure rational use of College's space and maintenance ,to take care of the material and technical school base preservation and improvement;<br>18. to examine individual applications, proposals and complaints in accordance with the College's competence, to issue administrative acts;<br>19. to provide information, advice and opinions on matters within the competence of the College;<br>20. to hand in reports to the College's founder / s. |
| **College's deputy principal**<br>(with higher pedagogical education) | Professional basic work tasks:<br>1. to lead, plan and organize the College service according to the education field regulating deeds of the Republic of Latvia and the College statute;<br>2. to ensure College degree programme's development, approval and licensing;<br>3. to ensure College and it's Study programme's in time accreditation;<br>4. to ensure the study process continuity and compliance in accordance with educational programmes; |

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| | 5. to ensure College's inner regulations issue and implementation;<br>6. to ensure the College with work positions for appropriately qualified staff, to organize job selection procedure, to accept and release staff from work, as well as to organize the necessary training for duties completion;<br>7. to determine College's academic unit number, lecturers' duties and rights, as well as wages and salaries, to evaluate their work results;<br>8. to encourage College's academic staff to professional growth;<br>9. to ensure College's educational inner control system;<br>10. to design a questionnaire for College's academic staff, students and learners, to collect, analyse and systematize obtained results;<br>11. to replace College Director during his/her absence;<br>12. to examine individual applications, proposals and complaints according to their competence, to issue administrative acts;<br>13. to provide information, advice and opinions on matters within their competence;<br>14. to hand in reports to the College's founder / s. |
| **Study programme's director**<br>(with higher education and pedagogical education) | Professional basic work tasks:<br>1. to plan and coordinate College's study programme development, approval and licensing;<br>2. to plan and coordinate study programme's in time accreditation;<br>3. to ensure the study process continuity and compliance in accordance with hotel service planner professional standard requirements and licensed educational programmes in hotel services;<br>4. to manage student qualification internships organization; |

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| | 5. to plan and organize students' qualification work development and it's defence;<br>6. to organize professional qualification examinations;<br>7. to plan and organize College's library stock purchases;<br>8. to provide all the necessary material and technical resources in the procurement process organization and control for other study programme's implementation;<br>9. to collect, compile and analyse statistics of the study programme's realization figures, to develop and present plans for improvements to College's director. |
| **College secretary / worker / customer (student) Consultant**<br>– 1 person who combines these functions (with pedagogical education) | Professional basic work tasks:<br>1. to supply manager's work place with stationery and to create needed conditions for manager's efficient work;<br>2. to process incoming and outgoing mail, independently respond to correspondence;<br>3. to prepare, organize, register, enumerate, distribute and send documents;<br>4. to prepare things in accordance with the nomenclature;<br>5. to prepare document derivatives (document copies);<br>6. to manage and secure document archiving in accordance with the statutory requirements, using informational technology and office equipment;<br>7. to control document and application deadlines;<br>8. to prepare reviews, to gather materials;<br>9. to organize and technically ensure informative briefings and business meetings;<br>10. to coordinate and implement College's policy requirements in administrative and academic staff questions<br>11. to sort out staff records;<br>12. to edit and organize your correspondence, records and statements, draft laws and regulations; |

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| | 13. to register and organize telephone conversations and visitors reception;<br>14. to print (to enter or to remove from the computer) documents or information;<br>15. to follow director's orders and orders fulfilment;<br>16. to translate director's lists and other texts;<br>17. to write various reports during director's absence and notify the director;<br>18. to receive applications;<br>19. to accept and to advise College's customers (students, learners, their parents, etc.); to provide the necessary information over the telephone, the Internet and "Skype";<br>20. to organize customer appointments with College's academic and administrative staff;<br>21. to be responsible for College's foreign students and learners applications for a temporary residence permit and registration process organization and it's conduct;<br>22. to book and prepare for College students and learners places in student dormitories;<br>23. to pick up College foreign students and learners from the airport, to guide them to student dormitories. |
| **Marketing Specialist**<br>(with the appropriate education and / or experience in marketing, PR and advertising) | Professional basic work tasks:<br>1. to conduct research on the College's offered educational programme's demand in Latvian and foreign markets;<br>2. to make College's offers comparison with competing educational institutions offers to present comparative results to the College's director;<br>3. to plan and organize marketing and public relations campaigns in Latvian and foreign markets;<br>4. to ensure marketing materials development and distribution; |

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| | 5. to ensure College's representation in educational exhibitions in Latvia and abroad;<br>6. to conclude agreements with foreign educational consultants in order to attract foreign students;<br>7. to train partners engaged in the recruitment of foreign students, and currently involved in College's staff training and work efficiency control;<br>8. to collect, gather and analyse statistics on College's marketing activities realization indicators, to develop and present plans for improvements to College's director. |
| **Librarian** | Professional basic work tasks:<br>1. to provide rapid and qualitative services for library users in accordance with the educational institution's library work normative acts;<br>2. to develop Library's regulations and usage procedure, to introduce it to users;<br>3. to plan the library's service;<br>4. to provide access to the library stocks and the possibility of using available resources and informational systems;<br>5. to contribute in modern technologies in library work, their acquisition and usage;<br>6. to systematize library's collection - printed publications and other documents and individual records summary, electronic catalogue's creation, maintenance and recordings quality provision;<br>7. to take care of library's collection quality provision;<br>8. to provide a differentiated service to library visitors, considering each visitor's needs as well as age group characteristics;<br>9. to make library's work statistics in accordance with the State's law of Statistics and other educational institutions library work's regulatory requirements. |

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| **Household Manager / Technical Assistant** (with the appropriate education and / or experience in the IT field) | Professional basic work tasks:<br>10. to ensure College's material and technical resource management, to plan and organize it's maintenance, it's repair and renewal;<br>11. to ensure College's hardware and software acquisition and installation. |
| **Accountant** (with accountant qualification) | Professional basic work tasks:<br>1. to perform College's accounting functions . |
| **Cleaners** ( without any specific qualifications) | Professional basic work tasks:<br>1. to perform cleaning function in the College. |

**Appendix No.21**

**See Europasses attached as separate document.**

**Appendix No.22**

*"APPROVED" by "HOTEL SCHOOL" Hotel Management College Board meeting November 21, 2016, prot. no. 11*

# REGULATION

# FOR TRAINING AND QUALIFICATION INTERNSHIPS IN MANAGEMENT PROCEDURES

"HOTEL SCHOOL" HOTEL MANAGEMENT COLLEGE

AND IT'S STRUCTURAL

UNIT FURTHER VOCATIONAL EDUCATION AND TRAINING EDUCATIONAL INSTITUTION "HOTEL BUSINESS ORGANISATION SCHOOL"

*Developed in accordance with the Vocational Education Law Article 7, paragraph 4 and 31, the sixth paragraph and November 20, 2012 Cabinet of Ministers Regulation No. 785*

RIGA 2016

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## 1. GENERAL PROVISIONS

1.1. Terms used in regulations:

1.1.1. **educational internship** - the vocational education of programme's practical part in an educational institution or outside it, with the exception of qualification internship;

1.1.2. **qualification internship** – the final part of practical acquisition of the the vocational training programme (professional skills and abilities) before the state examination of professional qualification;

1.1.3. **trainee** - student, who is in accordance with the relevant vocational education programme's acquisition is located within educational or qualification institution, accompanied by a merchant or an association (hereinafter - the place of internship).

1.2. Regulation aim and targets.

1.2.1. This Regulation is designed to assist in the internship's organization with the parties involved, determining every period's process sequence. Regulation establishes criteria which students and apprentices must follow in order to get admission to the internship, defines requirements for the place of internship, determines process order for organizing trainees training and qualification practice, provides guidance for action in emergency situations, as well as defines the requirements for internship reports and defence. Also regulation includes necessary document samples for the internship organization.

1.3. Regulation's act:

1.3.1. Regulation governs the internship organization:

1.3.1.1. "HOTEL SCHOOL" Hotel Management College (hereinafter - HOTEL SCHOOL) implemented by the 1st level higher education study programme "Hospitality Management";

1.3.1.2. HOTEL SCHOOL departments of professional training and in-service training institutions "Hotel business organization School" (hereinafter - VBOSS) implemented by continuing professional education programme "Hotel services".

## 2. ADMISSION TO INTERNSHIP

2.1. HOTEL SCHOOL and VBOSS admit to practice students and apprentices who meet the following requirements:

2.1.1. student / apprentice without financial debts for education / for tuition fees and for other educational institutions services provided;

2.1.2. student / apprentice doesn't have unjustified lectures /missed lessons and individual lectures/ his/her total amount of missed lectures

does not exceed 30% of the whole course/ subjects total amount of classes in the semester/training plan for the work load;

2.1.3. student/apprentice acquires selected education programme successfully and to the full extent provided by semester lectures / lessons plan or individual study plan;

2.1.4. foreign student / apprentice must attend an induction programme "Latvian language basics for foreigners" and obtain a successful evaluation, if a foreign student / apprentice is qualifying for the educational institution offered internships in Latvia. This requirement does not apply if the foreign student / apprentice finds his/her own internship place in Latvia (which the educational institution accepts).

2.2. Admission to the internship is approved by the education authorities of the Director's order.

## 3. REQUIREMENTS FOR THE PLACE OF INTERNSHIP

**3.1. The place of internship can be only an institution, a merchant or an association, whose core business is the provision of hospitality services**

(accommodation, catering, recreation organization) or it's hospitality services are an integral part of the services provided (e.g., travel services, passenger transportation).

## 4. INTERNSHIP'S ORGANIZATION PROCEDURE

4.1. Internship's opening and closing dates are planned by educational institutions deputy director according to the study programme / training plan.

4.2. In internships organization participate an educational institution, place of internship and trainee.

4.3. For internship organization **the following basic documents** are required (hereinafter - the internship documents):

4.3.1. Internship programme;

4.3.2. Agreement on educational internship between trainees, vocational educational institution and the place of internship

4.3.3. internship diary;

4.3.4. trainee characteristics;

4.3.5. Internship report.

4.4. **For the internship organization in Latvia the following additional documents are required** (hereinafter - other documents):

4.4.1. a certificate for the course "The minimum hygiene requirements for food companies' hearing (according to 29.09.2015 Cabinet Regulation No. 545" Food business workers engaged in training procedures for food hygiene ");

4.4.2 health book (according to 27.11.2001. Cabinet Regulations Nr.494 "Regulations on work related to the potential health risk to others and where employed workers are subject to mandatory health examinations".

4.5. **For the internship organization abroad the following additional documents are required** (hereinafter - the other documents):

4.5.1. An entry visa issued by the required country's embassy and / or residence and work permit;

4.5.2. accident insurance.

4.6. Before the approval of the trainee **place of internship may ask for the trainee's CV presentation** (in Latvian or in foreign languages in case of abroad internship) or to fill a specific application form sample (hereinafter

- application documents). Student /apprentice who is applying for educational institutions offered internships, is obliged to prepare all application documents as required and on time (no later than the previously announced time deadlines) and to send them to e-mail address: internships@hotelschool.lv. Otherwise, the education institution is not required to provide students /apprentices with internships - the student / apprentice must look for compliant places of internship independently.

4.7. Before the approval of the trainee **place of internship can arrange interviews with potential candidates** (in person or via Skype technology etc.). Student / apprentice who is applying for educational institutions offered internships, is obliged to arrive at the agreed time for an interview or notify (send a letter to this e-mail address: internships@hotelschool.lv) about the circumstances because of which the student / apprentice can not be on time for the interview. Otherwise, the educational institution is not required to provide students / apprentices with internships - the student / apprentice must look for compliant places of internship independently.

**4.8. Educational institution:**

4.8.1. It provides trainee with internship or accepts trainee's selected internship;

4.8.2. presents to trainees internship goals, objectives and evaluation criteria, as well as with his/her rights and obligations during the internship;

4.8.3 appoints a supervisor - vocational educational institution employee who controls the course of the internship and provides support to the trainee during the placement in accordance with the approved internship programme;

4.8.4. after educational internship, based on the trainee's internship documents submitted by the trainee presentation, evaluate the educational internship.

**4.9.Trainee:**

4.9.1.gets acquainted with the internship documents;

4.9.2. if necessary, prepares and submits the application documents, takes part in discussions, as well as submits other documents;

4.9.3. before internship gets acquainted with the internal procedures and labor protection requirements for the place of internship and comply with them

4.9.4. completes internship programme's tasks properly and complies with supervisor'sguidance;

4.9.5. draws up internship's report and together with the internship diary and trainee's characteristics submits to the educational institution;

4.9.6. presents internship results in accordance with the educational

institution requirements .

**4.10. Place of internship:**

4.10.1. provides the trainee with internship programme, as well as occupational health and safety requirements, fire safety and sanitary-hygienic regulations proper job place;

4.10.2. appoints a supervisor - in the corresponding profession working internship site representative who monitors the internship process, approves trainee's entries in the internship diary or internship report and prepares trainee's characteristics;

4.10.3. provides trainee training in labor protection issues, including induction and instructions at the place of internship , as well as carries out fire safety instruction and provides supervision of trainee until he/she acquires methods and techniques for safe work environment;

4.10.4. considers trainee's completed work, draws up characteristics, confirms trainee's internship prepared report and

records in internship diary, by the end of the internship trainee shall receive separately prepared recommendation letter.

4.10.5. Before the internship the educational institution representative, a representative of the place of internship and trainee enter into a tripartite agreement on setting out all parties rights and obligations, internship duration and termination conditions. If the student is underage, his/her contract for educational internship concludes trainee's legal representative.

4.12. The trainee may conclude bilateral agreements on mutual settlement of accounts with the place of internship.

## 5. EMERGENCY SITUATION ACT

5.1. The trainee is obliged to immediately notify his/her absence and the reasons

to the place of practice and educational institution (sending a letter by e-mail: internships@hotelschool.lv).

5.2. Trainee has the right to abandon the practical works, if working conditions pose a threat to personal or surrounding human health and life, by giving notice to the educational institution.

5.3. Changing the place of practice, a trainee must prepare a motivated application in two copies, one addressed to the place of internship where the trainee terminates his/her practice responsibilities, and the other for the attention of the educational institution. The application must be given in hand to the internship supervisors, or to be sent by post or by e-mail.

5.4. Educational institution has the right to withdraw the trainee from the internship placement by notifying the place of internship where there are trainee's life or health-threatening conditions identified.

5.5. Place of internship has the right not to allow the trainee to perform the training tasks, by notifying the educational institution if the student fails to comply with the instructions of practice placements for carrying out internal rules, safety or security requirements.

## 6.REQUIREMENTS FOR INTERNSHIP REPORTS AND SUBMISSION

6.1. Requirements for internship report's structure and presentation are described in HOTEL SCHOOL methodical resource "Work study presentation". They also apply to VBOSS students developed practice reports, except for the title page presentation.

6.2. **In the internship report's introductory part** trainee must put information about the place of internship - its location, its compliance with the hospitality industry's classification; infrastructure and technical resources, organizational structure and human resources employed; services provided; guest segments and flow, partners, corporate culture standards.

6.3. Internship report chapters and sub-content must conform to the internship programme. They sequentially describe all points of the internship programme, include the analysis of learned and seen working techniques at the place of internship. Particular attention should be paid to the description of his/her own achievements and lessons learned in practice. If it is not possible to clarify some of the points of the programme motivated reasons, it should be described in theory, indicating all sources of information.

6.4. It is recommended to include pictures in the internship report, which characterize the working environment and which show how trainee performs work duties. It is also recommended to add used documentation samples, promotional materials. However, the internship report can not consist mostly from different document copies. They should be added as illustrative or explanatory material.

6.5. In summary, the trainee sequentially should consider what professional competence has been acquired as a result of an internship, evaluate the quality of delivered work, as well as include proposals for further improvement of professional skills and personal growth.

6.6. The internship report fully completed in a single copy printed and bound with a spiral together with a completed internship diary and the characteristics description must submit to an educational institution within one week after the end of internship.

## 7.DEFENCE OF INTERNSHIP REPORT UN EVALUATION

7.1. After receiving the report the practice supervisor (from educational institution) organizes internship's report defence. The defense can be organized in various forms - either as a traditional presentation in front of audience as well as trainee prepares a stand for the exhibition. Information about the defense's form, venue and time and day is placed in a prominent place (on a bulletin board in HOTEL SCHOOL) and the Internet: www.hotelschool.lv. Supervisor discuss in advance with trainee planned defense sequence.

7.2. Internship defense is evaluated by the educational institutions Director's committee with the participation of the educational institution director or deputy director, supervisor and at least one of the teachers. In addition to the internship report defense may be invited sector practitioners from hospitality businesses.

7.3. Internship defense is recorded. Protocols shall record the commission assigned marks (mark in a 10-point scoring scale).

**7.4. Evaluation takes place according to the following criteria:**

7.4.1. Internship report is submitted within the deadline;

7.4.2. Internship report content, structure and design meet the requirements;

7.4.3. both entries in the internship diary and internship report content confirms that the student / apprentice has met the objectives of the programme tasks;

7.4.4. student / apprentice's ability to present his internship report, answer additional questions and defend the received recognition during practice indicate that the student / apprentice has completed internship on his/her own, has thought through all the experience gained during the internship and draws all the consequences;

7.4.5. trainee characteristics (review), is provided by the supervisor of the place internship, shows that the student did not violate labor discipline during the internship, the student has demonstrated his personal skills and professional competencies with work in the hospitality industry.

7.5. In determining the final mark, the supervisor's (from the place of internship) evaluation is permissive.

**7.6. After the internship defense end** student / apprentice must submit to educational institution visual materials used in defense (such as a Power Point presentation copy, stand photo print, etc.)

7.7. By the end of the internship defense students / apprentices internship report and visual materials used in defense are stored for one year in HOTEL SCHOOL archive and then are destroyed by HOTEL SCHOOL significant order.

*Published from 1.12.2016.*

*Director* *I. Zimnikova*

**Attachement No.1**
**The first level of higher education study programme "Hotel administration"**

| **Student's Internship plan** | |
|---|---|
| | **Study internship** |
| Name in the English language:<br><br>Requirements before the internship:<br><br>Term: | **Work-based Experience**<br><br>**Successfully fulfilled all requirements to study courses**<br><br>**In the first term:**<br>• Preparatory lectures before the internship during the first term;<br>• In the end of the first term, study internship in the hospitality enterprise in Latvia;<br>• Preparation and defence of the internship report. Credit value is 4CP.<br><br>**In the second term:**<br>• preparatory lectures before the internship during the second term;<br>• in the end of the second term study internship in the hospitality enterprise abroad (or in Latvia in case if intern is not able to go abroad) ;<br>• Preparation and defence of internship report. Credit value is 12CP.<br><br>Organisation of internship helps students to get acquainted with standards of international hospitality related enterprise, get first practical work experience, which has been acquired on the local level and which could be improved abroad. |

**The aim of study internship:**

To extend knowledge and skills, which were obtained during the study period by executing the responsibilities of hospitality service organiser in the real work environment.

**Expected study results:**

By successfully acquiring this course, student will be able:

| | |
|---|---|
| Knowledge | 1. to understand the requirements of study internship;<br>2. to understand the standards and classification of hospitality enterprises; of services and staff as well as responsibilities;<br>3. to understand the basic elements of hospitality product. |
| Skills | 1. to agree with the employer about the internship;<br>2. to execute work responsibilities independently;<br>3. to work in a team;<br>4. to identify and to solve problems by using effective strategies of conflict solving;<br>5. to use terminology in the official language and other two foreign languages.<br>6. to use office equipment, computer programmes for hotel management, cash register and credit card terminals<br>7. to prepare documents related to labor obligations in accordance with regulatory requirements and recordkeeping. |
| Competences | 1. to evaluate their own ability to use in practice the knowledge and skills acquired during the learning process;<br>2. to cooperate with customers, staff and stake holders;<br>3. to evaluate the performance of his/her team, to be responsible for the result;<br>4. to organize the work of departments in the hospitality related enterprise, , observing work organisation in these departments;<br>5. to use tools and techniques that contribute to sales and trade development;<br>6. to promote the improvement of customer oriented standards in the enterprise service culture; |

| | |
|---|---|
| | 7. to evaluate the performance of service work in the hospitality company, offering the necessary changes;<br>8. to offer suggestions for improving the work of the enterprise;<br>9. to comply with the requirements of work and environment protection, internal rules of the company, the terms of self-control system (HACCP)<br>10. . to comply with the norms of legal relations,by maintaining environment friendly and sustainable development of the enterprise. |

| **Stages of internship** | **Tasks** |
|---|---|
| **Study Internship in Latvia** | TASK 1: GETTING TO KNOW YOUR PLACE OF INTERNSHIP<br>• rules of labor regulations;<br>• safety rules;<br>• requirements for occupational hygiene;<br>• labor and environment protection;<br>• fire safety and electrical safety.<br><br>TASK 2. SPECIF FEATURES OF HOSPITALITY RELATED ENTERPRISE<br>• location;<br>• compliance with the classification adopted in hospitality working field; company's infrastructure and material, technical base;<br>• organizational structure of the company and human resources employed; company's products and services;<br>• guest segment and guest flow;<br>• company's collaboration partners;<br>• company's corporate culture standards.<br><br>TASK 3: HOSPITALITY ENTERPRISE'S ORGANIZATION OF STRUCTURAL UNITS<br>Food and Beverage Department<br>1. Structure of the hotels department of food and beverage, duties and responsibilities of department manager and other staff;<br>2. planning of food and beverage department;<br>3. hotel's operating standards for food and beverage department;<br>4. kitchen and dining room staff training, evaluation of work;<br>5. cash register systems and documentation;<br>6. process of food quality control;<br>7. applicable law requirements. |

| | |
|---|---|
| | Maintenance department<br>1. Structure of the hotel maintenance department, duties and responsibilities of the head of the department and other staff;<br>2. planning of the hotel maintenance department;<br>3. operating standards for the maintenance department;<br>4. maids, cleaners and other staff training, as well as evaluation of work;<br>5. purchase of certified cleaning products and equipment, storage and use;<br>6. maintenance service documentation<br>7. applicable law requirements.<br>Reception<br>1. Structure of the reception department, the duties and responsibilities of department manager and other staff;<br>2. Planning of reception department's work;<br>3. operating standards for the reception department;<br>4. reception staff training and evaluation of work;<br>5. basic hotel services sale and additional offers;<br>6. reception service records;<br>7. hotel management computer programmes;<br>8. payment transactions;<br>9. applicable law requirements.<br>Coordination of structural units cooperation<br>1. Information exchange between structural units of the company and the revenue process documentation;<br>2. Structural units co-operation in solving guests problems.<br>TASK 4: PREPARATION AND DEFENCE OF INTERNSHIP REPORT<br>• preparation of internship report in accordance with the requirements, which were approved by the internship supervisor at the place of internship;<br>• submission of internship report, internship diary and characteristics of intern to the internship supervisor in the education establishement;<br>• defence of internship report in front of the commission. |
| **Study Internship abroad** | TASK 1: GETTING TO KNOW YOUR PLACE OF INTERNSHIP<br>(12 credit points)<br>• rules of labor regulations;<br>• safety rules;<br>• requirements for occupational hygiene;<br>• labor and environment protection;<br>• fire safety and electrical safety. |

| | |
|---|---|
| | • legal commitments and partnerships of an enterprise.<br><br>TASK 2: SPECIFICS OF A HOSPITALITY COMPANY<br><br>• company's location;<br>• compliance with the classification adopted in hospitality working field; company's infrastructure and material, technical base;<br>• organizational structure of the company and employed human resources; company's products and services;<br>• guest segment and guest flow;<br>• company's collaboration partners;<br>• company's corporate culture standards.<br><br>TASK 3: HOSPITALITY ENTERPRISE'S ORGANIZATION OF STRUCTURAL UNITS<br><br>Food and Beverage Department<br><br>• Structure of the hotels department of food and beverage, duties and responsibilities of department manager and other staff;<br>• planning of work of the food and beverage department;<br>• hotel's operating standards for food and beverage department; kitchen and dining room staff training, evaluation of work;<br>• the basic principles and the process of menu design; conferences, banquets and other events organization; supply and food storage organization;<br>• cooking process control; cash register systems;<br>• food and beverage department documentation; applicable law requirements.<br><br>Maintenance department<br><br>• Structure of the hotel maintenance department, duties and responsibilities of the head of the department and other staff;<br>• planning of the hotel maintenance department;<br>• operating standards for the maintenance department;<br>• maids, cleaners and other staff training, as well as evaluation of work;<br>• purchase of certified cleaning products and equipment, storage and use; other hotel material and technical resources provision organization;<br>• effective management of material and technical resources of the hotel; warehouse work organization;<br>• stocktaking;<br>• maintenance service documentation; applicable law requirements.<br><br>Reception<br><br>• Structure of the reception department, the duties and responsibilities of department manager and other staff;<br>• Planning of reception department's work; |

| | |
|---|---|
| | • operating standards for the reception department; reception staff training and evaluation of work;<br>• basic hotel services sale and additional offers;<br>• revenue management to increase apartments occupancy and profit;<br>• guest satisfaction survey; reception service records;<br>• hotel management computer programmes; payment transactions;<br>• applicable law requirements.<br><br>Coordination and cooperation of structural units z)<br><br>• Information exchange between structural units of the company and the revenue process documentation;<br>• Structural units co-operation in solving guests problems.<br>• Structural units control of work<br>• reports on structural units cooperation, data analysis process; structural units budget planning and its usage control.<br><br>TASK 4: PREPARATION AND DEFENCE OF INTERNSHIP REPORT<br><br>• preparation of internship report in accordance with the requirements, which were approved by the internship supervisor at the place of internship;<br>• submission of internship report, internship diary and characteristics of intern to the internship supervisor in the education establishement;<br>• defence of internship report in front of the commission. |

**PROGRAMME OF QUALIFICATION INTERNSHIP**

**Name**: qualification internship

**Total number of hours**: 240

**Objective:**

The objective of the qualification internship is to strengthen and to suppliment theoretical and practical knowledge in the sphere of hotel services as well as to develop professional skills in the chosen profession, gaining experience, which corresponds to the study programme and job market requirements.

**Tasks:**

1. Get familiar with the internship enterprise and its organisation by describing:

   a. location and classification;

   b. infrastructure, material and technical base;

   c. organisational structure (departments, their functions, number of employees and professional qualification, subordination of employees) ;

   d. hospitality services, their historical development and plans for the future;

   e. guest segmentation and flow;

   f. cooperation partners (providers of external services, subtenants, suppliers and others);

   g. corporate style and ethics of guest services.

2. Get familiar with the work of the corresponding department by describing:

   a. the aims of work of the department, volume of work and work that has been done;

   b. work division among employees;

   c. cooperation with other departments of enterprise;

   d. organisational documents regulating work.

3. To do internship assignments according to the programme of internship, acquiring skills, which are necessary for the profession; make regularly notes about it in the internship diary.

4. To evaluate work of departments and work efficiency as well as to offer suggestions how it should be improved.

5. To evaluate the process of internship (success and mistakes) and results, taking into account:

   a. contribution of intern to the work of enterprise;

   b. professional development of intern.

6. Prepare internship report.

| No. | Topic | Subtopic | Number of hours |
|---|---|---|---|
| 1. | Familiarisation with Internship placement | • internal rules of work;<br>• job and environment protection;<br>• fire security and electric security;<br>• job security rules;<br>• requirements for job hygiene; | 8 |
| 2. | Special features of hospitality enterprise | • enterprise classification and standards;<br>• infrastructure, material and technical base of enterprise;<br>• organisational structure and involved human resources;<br>• products and services of enterprise;<br>• guest segment and flow;<br>• partners of enterprise;<br>• corporate style and ethics of enterprise | 24 |
| 3. | Providing hospitality services | • receiving and processing reservation applications;<br>• guest reception: meeting guests;<br>• registration of guests;<br>• informing guests about services, which are available in the enterprise (as well as SPA services and recreation programme for guests) and services, which are available in the area of enterprise;<br>• processing complaints of guests;<br>• payment settlement with guest during the check-out;<br>• conducting surveys of guest satisfaction | 200 |

| | | | |
|---|---|---|---|
| | | and evaluation of obtained results, preparing suggestions how the work of enterprise should be improved;<br>• creating and activation of guest case; accounting of guest reception and night audit;<br>• using software of hotel management; preparation of premises for guest reception: using certified detergents and equipment;<br>• conducting work according to the type of cleaning;<br>• completing documentation of cleaning; servicing of guests in restaurant and bar: preparation of sales area for guest reception;<br>• everyday serving of tables and table serving for banquets;<br>• receiving orders of reservation; meeting guests;<br>• offering dishes in accordance with menu;<br>• serving dishes and drinks;<br>• payment settlement with guests; using equipment of bar;<br>• preparation and serving of cocktails;<br>• preparation and serving of bar snacks;<br>• recreation organisation of guests:;<br>• preparation of recreation programme taking into account the age | |

| | | | |
|---|---|---|---|
| | | of each guest;<br>• informing guests about the activities of recreation programme;<br>• execution of recreation programme activities;<br>• providing additional services:<br>• preparation of premises and technical equipment for conferences;<br>• assistance during the conferences;<br>• observation of organisational principles of supplies and warehouse activities;<br>• completing accounting documentation in accordance with the principles of record keeping;<br>• advertising of products and services of entreprise. | |
| | | Total number: | 232 |
| 4. | Preparation and submission of the report; | • preparation and design of internship;<br>• internship report submission to internship<br>• supervisor at the education establishment;<br>• internship report defence. | 8 |
| | | Total number: | 240 hours |

**Attachment No3**
**Example of an internship agreement**

## INTERNSHIP AGREEMENT

Riga, 201__. year _____

_____

_____, reg. Number in the register of education establishements: _____, **a**ddress: Smilsu Street 3, Riga, telephone: 67213037, hereinafter called EDUCATION ESTABLISHEMENT, which is represented by the supervisor of internship _____, who is acting according the order of director number _____ from _____._____._____.),

_____, reg. number: _____ , **a**ddress:

_____, telephone _____, hereinafter called PLACE OF INTERNSHIP, which is represented by the executive _____, who is acting according

_____ and _____
personal number _____, hereinafter called INTERN, hereinafter together called PARTIES, have agreed on the following:

### 1. OBJECT OF THE AGREEMENT

1.1. PARTIES have agreed about the cooperation in the organization of the internship, hereinafter called INTERNSHIP, which is planned in the study programme

_____

“_____” , which is executed by the education establishement.

1.2. EDUCATION ESTABLISHEMENT sends and PLACE OF INTERNSHIP ensures to the INTERN a working place, which corresponds to the programme of the INTERNSHIP as well as job security requirements, fire security, sanitary and hygiene norms.

1.3. PARTIES have agreed about the period of internship from _____ to

_____ , which corresponds to the standards.

1.4. The aim of the internship is to strenghthen and supplement theoretical as well as practical knowledge of the INTERN, to develop professional skills in the chosen profession, gaining experience, which corresponds to the study programme and job market requirements as well as to give information to the INTERN, which is necesessary for preparation of the internship report.

## 2. RIGHTS AND RESPONSIBILITIES OF THE PARTIES

### 2.1. EDUCATION ESTABLISHEMENT:

2.1.1. ensures professional preparation of the INTERN, instructs about the general job security rules (labour law rules, job security, sanitary and hygiene norms and fire security rules) as well as instructs INTERN about his/her rights and responsibilities during the INTERNSHIP by registrating in the corresponding registers before the beginning of the INTERNSHIP;

2.1.2. assigns internship supervisor – tutor, who is coordinating and controling the process of INTERNSHIP;

2.1.3. develops the programme of INTERNSHIP, introduces it to the INTERN and PLACE

OF INTERNSHIP;

2.1.4. in case if at the PLACE OF INTERNSHIP there exist circumstances, which endanger life and health of the INTERN, education establishement can withdraw INTERN, informing the PLACE OF INTERNSHIP, from the PLACE OF INTERNSHIP until these circumstances would be eliminated;

2.1.5. is entitled to accept only such INTERN'S internship report, which is accepted by the PLACE OF INTERNSHIP .

### 2.2. PLACE OF INTERNSHIP

2.2.1. ensures to the INTERN working place, which corresponds to professional standards of INTERNSHIP programme and standards of the profession of hotel services _____ as well as which corresponds to job security rules;

2.2.2. assigns the supervisor of internship at the PLACE OF INTERNSHIP, who is leading the work of the INTERN, gives consultations according to the programme of the INTERNSHIP;

2.2.3. instructs INTERN about the job rules, security rules, hygiene of the job, job protection and fire security;

2.2.4. provides all materials to INTERN, which are needed for INTERNSHIP, work equipment, protecting clothing and special means ;

2.2.5. observes the work of the INTERN, makes characteristics of the INTERN, approves the INTERNSHIP report and notes made in the INTERNSHIP dairy, in the end of the INTERNSHIP gives the INTERN specially prepared recommendation – characteristics;

2.2.6. does not give assignments to the INTERN, which do not correspond to the assignments of the INTERNSHIP;

2.2.7. informs the EDUCATION ESTABLISHEMENT about the cases when INTERN does not observe the job rules at the PLACE OF INTERNSHIP as well as accidents at the PLACE OF INTERNSHIP and in case of necessity can allow INTERN no to do assignments of the INTERNSHIP, informing about that the EDUCATION

ESTABLISHEMENT ;

2.2.8. has a right to refuse to follow obligations, which are listed in the present agreement, informing about that the EDUCATION ESTABLISHEMENT, in case if the INTERN repeatedly does not follow the instructions at the PLACE OF INTERNSHIP, does not observe job security and job protection rules.

**2.3. INTERN should:**

2.3.1. do the INTERNSHIP assignments and observe the job rules at the PLACE OF INTERNSHIP, do the work qualitatively and observe deadlines set by the PLACE OF INTERNSHIP, observe the instructions given by the internship supervisor, observe job security requirements, be attentive when using the equipment at the PLACE OF INTERNSHIP, observe the principles of confidentiality, prepare documents, which are necessary for INTERNSHIP (diary and internship report) and submit them in the due time to the EDUCATION ESTABLISHEMENT;

2.3.2. in case if INTERN is not able to come to the PLACE OF INTERNSHIP, he/she should inform the PLACE OF INTERNSHIP as well as to explain the reasons of his/her absence;

2.1.5. inform the EDUCATION ESTABLISHEMENT about the cases when the PLACE OF INTERNSHIP does not follow the obligations listed in the present agreement;

2.1.6. INTERN has a right to refuse to do INTERNSHIP assignments, informing about that the EDUCATION ESTABLISHEMENT, in case if working conditions endanger the personal life and health as well as endanger lives and health of other people;

2.1.7. in case if INTERN is willing to change the PLACE OF INTERNSHIP, he/she should prepare motivated application in two copies. One copy should be submitted at the PLACE OF INTERNSHIP, where the INTERN ceases to do INTERNSHIP assignments. The other copy should be submitted at the EDUCATION ESTABLISHEMENT. Application should be submitted personaly to the internship supervisor or it should be sent by post or by e-mail.

## 3. ADDITIONAL CONDITIONS

3.1. If one of the PARTIES is willing to terminate the agreement, in case of not observing some of the statements of the present agreement, violation of statements should be recorded in written form and about the agreement termination unilaterally the party informs the other PARTIES in written form at least five days in advance. In case of the agreement termination, PARTIES should fully fulfill all obligations, which had appeared before the moment of termination of the present agreement. The guilty PARTY, which has violated the statements and because of which has been terminated the agreement, should cover all direct losses.

3.2. All disputes which may arise should be solved by negotiations. If PARTIES are not able to settle dispute within one month, diputes should be solved according normative acts of the Republic of Latvia.

3.3. All amendments are valid only in case if they are recoreded in written form and signed by all PARTIES.

3.4. Agreement is considered to be valid from the moment of its signing by the PARTIES and stays valid until all obligations of the PARTIES would be made .

3.5. Agreement is prepared in three copies. One copy is kept at SCHOOL, the second at the PLACE OF INTERNSHIP, the third copy keeps the INTERN. All copies have equal legal force.

## 4. DETAILS AND SIGNATURES OF THE PARTIES

EDUCATION ETABLISHEMENT _____ _____
N.Vikluk

Reg.number of education establishemnt: Address: Smilsu Street 3, Riga, LV-1050 Telephone: 67213037
E-mail: info@hotelschool.lv
http://www.hotelschool.lv

PLACE OF INTERNSHIP _____ _____

Reg.number:
**A**ddress:
Telephone:
E-mail: http:

INTERN

_____ _____
Personal number:
Address:
T**e**lephone:
E-mail:

**Attachement No.4**
**Example of an internship diary**

**Attachement No.5**
**Intern's characteristics model**

# CHARACTERISTICS OF INTERN

**Intern's name, surname:** _____

**Place of internship:** _____

**Internship supervisor (name, surname, position):**_____

_____

**Period of internship:** from _____ to _____

| Assessment criteria | On the high level | On the sufficient level | On the low level |
|---|---|---|---|
| **Theoretical preparation of intern -** *whether intern has knowledge, which is necessary for internship responsibilities fullfillment. What is the level of these knowledge?* | | | |
| **Work capabilities –** *whether intern is capable to apply his/her knowledge and skills in real job situations?* | | | |
| **Work quality –** *whether intern fullfils all tasks of internship in correspondance with standarts, which are used in the profession?* | | | |
| **Attitude towards responsibilities–***whether intern is responsible, observes deadlines and instructions?* | | | |
| **Communication skills –** *whether intern is capable to show empathy in communication with colleages and guests, observes fundamental professional principles as well as basic principles of ethics in everyday communication?* | | | |

**Comments about professional development of the intern during the internship:**

_____

_____

**Recommendations of internship supervisor for further improvement of knowledge and skills:**

_____

_____

Date: _____ Signature: _____ PSH

ASSESSMENT CRITERIA:

**High level** - Intern corresponds to all requirements and standarts, does all work independently, demonstates his/her theoretical knowledge and skills.

**Sufficient level** – Intern mostly corresponds to requirements and standards. Sometimes he/she is not able to fullfil all tasks independently, however, demonstrates sufficient knowledge and skills.

**Low level** –Intern does not correspond to requirements and standarts, shows his/her knowledge and skills on the low level

**Attachement No.6**
**Internhip's report cover page sample ("Hotel administration")**

HOTEL SCHOOL"

COLLEGE OF HOTEL BUSINESS

PROGRAMME OF THE FIRST LEVEL OF HIGHER EDUCATION

"HOTEL MANAGEMENT"

***Student's name and surname***

Group: ***Number***

# INTERNSHIP REPORT

***Place of internship***

Period of internship: ***from - to***

Internship supervisor (in the location of the internship):

***Name, surname***

Riga 2016

**Appendix No.23**

# "HOTEL SCHOOL"

## Hotel Management College

## Work Assessment

Unit _____

Teacher's name, surname __ _____

| Assessment Criteria | Yes, always | Almost always | Seldom | Never |
|---|---|---|---|---|
| Teacher provides clear instructions and explanations | | | | |
| Teacher uses a variety of appropriate teaching methods (dialogues, discussions, lectures, etc.) | | | | |
| Lectures are well-structured and well-planned (everything happens on time, handouts, visuals) | | | | |
| Teacher follows professional ethnics, appropriate language used | | | | |
| Teacher involvesstudents, gets them interested in the subject, takes into consideration students' opinion | | | | |
| Teacher shares his/ her personal and professional experience | | | | |
| Teacher uses new technologies | | | | |

**Comments and suggestions**

_____
_____
_____

Date: _____

# “HOTEL SCHOOL”

## Hotel Management College

Tutor’s Self -Assessment

Course/ Subject _____

Tutor’s Name, Surname _____

| Assessment Criteria | High level | Optimal level | Sufficient level | Insufficient level |
|---|---|---|---|---|
| Suitability of teaching materials for the course | | | | |
| Variety of teaching methods and suitability for the target audience | | | | |
| Study process organisation: students’ interests and feedbacks | | | | |
| Abidance by the professional ethics | | | | |
| Tutor’s achievements in his/ her professional field, professional development (exchange of experience, courses, seminars) | | | | |
| Getting professional experience and sharing it with the students: teaching methods and techniques | | | | |
| Using IT (Information Technologies) | | | | |

**Tutor’s self- assessment and conclusions:**

_____
_____
_____
_____

Date: _____

Tutor’s signature: _____/_____ /

# "HOTEL SCHOOL" Hotel Management College

## Students' Questionnaire

*Dear Students!*
*The aim of this questionnaire is to find out your attitude towards the study process and its quality. Please express your points of view, as the survey data will be used to improve the study process.*

Year: _____

1. Are you satisfied with the chosen study program?

1 - Completely satisfied

2 - Basically satisfied

3 - Partly satisfied

4 – Unsatisfied

5 - Totally unsatisfied

2. Rate study courses completed this semester

*(Fill out Table 1 to evaluate each course separately).*

1.1. Evaluate the course significance level in a five-point system:

5 - very important

4 - important

3 - medium priority

2 - unimportant

1 - not required

1.2. Evaluate tutors' performance and teaching methods, where:

5 - very high
4 - high
3 - medium
2 - low
1 - very low

1.3. Write necessary changes

Table No. 1

| No. | Study Course | Importance of Study Course (1.1) | Tutors' Performance and teaching methods (1.2) | Necessary Changes (1.3) |
|---|---|---|---|---|
| 1. | Vadības prasmes/ Developing Manager/ Менеджмент | | | |
| 2. | Viesnīcas vadības datorprogrammas/ Hotel Management Software/ Программное обеспечение в гостиницах | | | |
| 3. | Lietvedība un finanses/ Finance in the Hospitality/ | | | |

| | | | | |
|---|---|---|---|---|
| | Бухгалтерия и делопроизводство | | | |
| 4. | Viesmīlības mārketings/ Marketing for Hospitality/ Маркетинг для гостеприимства | | | |
| 5. | Pārdošana un tirdzniecības veicināšana/ Sales Development and Merchandising/ Развитие продаж и торговли | | | |
| 6. | Personāla vadība/ Human Resource Management/ Управление человеческими ресурсами | | | |

3. How do you assess the quantity of books and materials provided in the library?

1. Satisfactory
2. Unsatisfactory
3. Other answer_____

4. Do you use IT during study process?

1. Yes, often.
2. Yes, but seldom. Why? _____
3. No. Why? _____

5. How do you assess the cooperation with tutors?

1. Satisfactory
2. Unsatisfactory
3. Other answer_____

6. How do you assess the implementation of the study program in general?

1. Satisfactory
2. Unsatisfactory
3. Other answer_____

7. Your suggestions for improvement

_____
_____
_____
_____

Thank you!

**Appendix No.24**

# Teaching and methodological materials developed by "HOTEL SCHOOL" Hotel Management College

1. Pasnaka I., Pasnaka J., Viesmīlības industrija: Mērogs un struktūra. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2014. -36 lpp.
2. Pasnaka I., Pasnaka J.. Viesmīlības industrija: Karjeras iespējas. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2014. - 32 lpp.
3. Pasnaka I., Pasnaka J., Viesmīlības industrija: Attīstības tendences. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2014.- 20 lpp.
4. Troškova M., Viesmīlības industrija: Profesionālā terminoloģija angļu valodā. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2014. - 16 lpp.
5. Sidorenko E., Finance in The Hospitality Industry: Introducing Accounting. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015. - 52 lpp.
6. Sidorenko E., Finance in The Hospitality Industry: Financial Management for Start-ups. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015. -40 lpp.
7. Lipinska D., Finance in The Hospitality Industry: Profesionālā terminoloģija angļu valodā. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015. -12 lpp.
8. Pasnaka I., Pasnaka J., Klientu apkalpošana: Kvalitātes nozīme un vadība. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2014. - 24 lpp.
9. Pasnaka I., Pasnaka J., Klientu apkalpošana: Darba kultūra, kas vērsta uz klientu. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2014. - 32 lpp.
10. Pasnaka I., Pasnaka J., Klientu apkalpošana: Prasību izzināšana un piepildīšana. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2014. -20 lpp.
11. Troškova M., Klientu apkalpošana: Profesionālā terminoloģija angļu valodā. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2014.- 20 lpp.
12. Rubene T., Ēdināšana viesmīlībā: Pakalpojumi, apkalpošana un telpas. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015.- 52 lpp.
13. Rubene T., Ēdināšana viesmīlībā: Pasākumu plānošana. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015.- 32 lpp.
14. Troškova M., Ēdināšana viesmīlībā: Profesionālā terminoloģija angļu valodā. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015. -16 lpp.

15. Priedītis Dz., Viesu uzņemšanas dienests: Funkcijas un darba procedūras. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2014. - 48 lpp.
16. Priedītis Dz., Viesu uzņemšanas dienests: Darba plānošana un organizēšana. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2014. -32 lpp.
17. Troškova M., Viesu uzņemšanas dienests: Profesionālā terminoloģija angļu valodā. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2014.-16 lpp.
18. Ezeriņa Z., The Developing Manager: Part 1. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2016.-56 lpp.
19. Ezeriņa Z., The Developing Manager: Part 2. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2016. -36 lpp.
20. Ezeriņa Z., The Developing Manager: Profesionālā terminoloģija angļu valodā. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2016. -12 lpp.
21. Ezeriņa Z., Human Resource Management for Service Industries: The Art of Managing Employees. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2016.- 72 lpp.
22. Ezeriņa Z., Human Resource Management for Service Industries: Profesionālā terminoloģija angļu valodā. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2016. -12 lpp.
23. Rubene T., Konferenču un banketu organizācijas vadība: Konferenču pakalpojumu raksturojums un organizēšana. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015. -44 lpp.
24. Rubene T., Konferenču un banketu organizācijas vadība: banketu plānošana, apkalpošana un kvalitātes vadība. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015.- 36 lpp.
25. Lipinska D., Konferenču un banketu organizācijas vadība: Profesionālā terminoloģija angļu valodā. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2014. -20 lpp.
26. Rubene T., Mūsdienu gastronomija: Aktualitātes, profesionālais aprīkojums un rūpes par kvalitāti. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2015.-48 lpp.
27. Rubene T., Mūsdienu gastronomija: Profesionālā terminoloģija angļu valodā . Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2014.-14 lpp.
28. Nikadimovs O., Small Business Enterprise. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2016. - 62 lpp.
29. Nikadimovs O., Small Business Enterprise-2. Rīga: SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža, 2016.- 28 lpp.

30. Pasnaka- Irkle I., Mazo un vidējo uzņēmumu vadība. Profesionālā terminoloģija angļu valodā. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2016.- 10 lpp.
31. Pasnaka- Irkle I., Управление малым и средним бизнесом. Профессиональная терминология. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2016.- 10 lpp.
32. Nikadimovs O., Marketing in Hospitality. Part 1. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2016.- 30 lpp.
33. Nikadimovs O., Marketing in Hospitality. Part 2. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2016.- 37 lpp.
34. Nikadimovs O., Sales Development and Merchandising. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2016. - 21 lpp.
35. Pasnaka- Irkle I., Mārketings viesmīlības industrijā. Profesionālā terminoloģija angļu valodā. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2016. - 12 lpp.
36. Ezeriņa Z., Studiju darbu noformēšanas metodiskie noteikumi. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2016. - 21 lpp.
37. Ezeriņa Z., Pasnaka J., Metodiskie norādījumi kvalifikācijas darba izstrādāšanai. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2016. - 27 lpp.
38. Эзериня З. Оформление письменных работ. Методические указания. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2016. - 21 lpp.
39. Ezeriņa Z., Structure and Technical Format of Written Assignments, Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2016. - 21 lpp.
40. Pasnaka-Irkle I., Маркетинг в индустрии гостеприимства. Профессиональная терминология. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2016. -10 lpp.
41. Паснака И., Паснака Ю., Индустрия гостеприимства: Масштаб и структура. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2014. - 36 стр.
42. Паснака И., Паснака Ю., Индустрия гостеприимства: Возможности карьеры. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2014. - 32 стр.
43. Паснака И., Паснака Ю., Индустрия гостеприимства: Тенденции развития. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2014. - 20 стр.
44. Трошкова М., Индустрия гостеприимства: Английский язык. Профессиональная терминология. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2014. - 16 стр.

45. Паснака И., Паснака Ю., Обслуживание клиентов: Управление качеством. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2014. - 24 стр.
46. Паснака И., Паснака Ю., Обслуживание клиентов: Корпоративная культура, ориентированная на клиента. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2014.- 32 стр.
47. Паснака И., Паснака Ю., Обслуживание клиентов: Определение и выполнение требований клиента. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2014. -20 стр.
48. Трошкова М., Обслуживание клиентов: Английский язык. Профессиональная терминология. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2014. -18 стр.
49. Рубене Т., Питание в сфере гостеприимства: Услуги, обслуживание и помещения. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2015. - 52 стр.
50. Рубене Т., Питание в сфере гостеприимства: Организация мероприятия- меню, накрывание стола и расходы. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2015. - 32 стр.
51. Рубене Т., Питание в сфере гостеприимства: Английский язык. Профессиональная терминология. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2015. -16 стр.
52. Предитис Дз., Служба приёма гостей: Функции и рабочие процедуры. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2015. - 48 стр.
53. Предитис Дз., Служба приёма гостей: Планирование и организация работы. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2015. -32 стр.
54. Трошкова М., Служба приёма гостей: Английский язык. Профессиональная терминология. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2015. -16 стр.
55. Рубене Т., Организация конференций и банкетов: Характеристика и предоставление конференц- услуг. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2015. -44 стр.
56. Рубене Т., Организация конференций и банкетов: Планирование и обслуживание банкетов. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2015. - 36 стр.
57. Рубене Т., Организация конференций и банкетов: Английский язык. Профессиональная терминология. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2015. -20 стр.

58. Рубене Т., Современная гастрономия: Новинки, профессиональное оборудование и гарантии качества. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2015. -48 стр.
59. Липинска Д., Современная гастрономия: Английский язык. Профессиональная терминология. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2015. -14 стр.
60. Паснака-Иркле И., Финансы в индустрии гостеприимства: Английский язык. Профессиональная терминология. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2016. -9 стр.
61. Паснака-Иркле И., Совершенствование навыков управления: Английский язык. Профессиональная терминология. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2016. - 9 стр.
62. Паснака-Иркле И., Управление персоналом в индустрии гостеприимства: Английский язык. Профессиональная терминология. Rīga: SIA “HOTEL SCHOOL” Viesnīcu biznesa koledža, 2016. -10 стр.

**Appendix No.25**

"HOTEL SCHOOL" Hotel Management College, SIA

Reg. No. in the Register of Companies: 40103277684, address: Smilšu Street 3, Riga, LV-1050

Tel.: (+ 371) 67213037, e-mail: info@hotelschool.lv, http://www.hotelschool.lv

*APPROVED*
*SIA "HOTEL SCHOOL" Hotel Management College*
*2.01.2017 decision of the Board No. 1-8/2*

# SIA "HOTEL SCHOOL" HOTEL MANAGEMENT COLLEGE

# PERSONAL SCIENTIFIC RESEARCH POLICY

# AND FUNDING ARRANGEMENTS

## 1. General provisions

1.1. Regulations "Personnel Scientific Research Policy and Funding Arrangements" (hotel - Procedure) determines:

1.1.1. types of activities to be supported,

1.1.2. funding amount which is given to scientific research activities of the academic staff by SIA HOTEL SCHOOL Hotel Management College (hereinafter - HOTEL SCHOOL) from the budget of the College and its distribution;

1.1.3. funding arrangement procedure.

1.2. The aim of the regulation is to help HOTEL SCHOOL academic staff to fulfil the tasks set forward in the "HOTEL SCHOOL" Hotel Management College Scientific Research Strategy for 2016-2022, ensuring the achievement of the required performance indicators.

## 2. Types of activities to be supported

2.1. HOTEL SCHOOL provides funding for the following scientific research activities of the academic staff:

2.1.1. scientific publications in international editions and publications in international reviewed editions;

2.1.2. preparation of training and methodological resources;

2.1.3. participation in international scientific conferences and seminars;

2.1.4. participation in local and international research studies, including, market oriented and applied research.

2.2. HOTEL SCHOOL provide funding for the following international cooperation and research support activities:

2.2.1. organisation of joint cooperation activities (of scientific and research nature) with other institutions of education and research;

2.2.2. organization of international conferences and seminars;

2.2.3. publishing of collection of scientific papers of the academic staff of HOTEL SCHOOL.

2.3. HOTEL SCHOOL provides funding for the following human resources development activities:

2.3.1. Professional development and experience exchange activities.

## 3. Sources of funding, amount and distribution according to the type of activity

3.1. Activities mentioned in Paragraphs 2.1 and 2.2 of the Regulations (except of the activities mentioned in subparagraph 2.1.2) are paid by HOTEL SCHOOL, using the following sources of funding:

3.1.1. From the budget of HOTEL SCHOOL - 1% a year, from that 50% are given to support of the activities mentioned in Paragraph 2.1 of the Regulation (except activities mentioned in subparagraph 2.1.2) and the remaining 50% are given to the support of activities mentioned in paragraph 2.2. of the Regulation.

3.1.2. from other sources, such as EK programme and initiative funds, from local and international financial instrument funds and other funds - in the amount which is apprehended by the relevant support mechanisms.

3.2. For the funding of activities mentioned in subparagraph 2.1.2 of the Regulation HOTEL SCHOOL provides additional funding in the budget of the institution according to the schedule of the development of training and methodological materials, which is foreseen in the approved schedule of each academic year.

3.3. The activities mentioned in paragraph 2.3 of the Regulations HOTEL SCHOOL provides funding according to Personnel Professional Development Policy and Funding Arrangements.

3.4. The investment of academic staff in the preparation of publication materials and summarizing research results, mentioned in sub-paragraphs 2.1.1 and 2.1.4 of the

Regulation, is funded by HOTEL SCHOOL in the following amount - 10,00 EUR (ten euros, 00 cents) for 1800 characters (with spaces) before taxes.

3.5. The participation of academic staff in international conferences and seminars, mentioned in sub-paragraph 2.1.3, is funded by HOTEL SCHOOL budget, by paying conference or seminar fee and travel expenses fully or partly (depending on the available funding), as well as coordinating with Faculty and Academic Staff Time Tracking and Payment Policy "HOTEL SCHOOL" Hotel Management College minimum hourly rate 6.65 EUR (six euros, 65 cents) not applying the coefficient. The maximum number of hours refunded – 5 hours.

3.6. The activities mentioned in paragraph 2.2 are funded according to expenditures fully or partly (depending on the available funding).

## 4. Funding arrangement procedure

4.1. Funding of activities mentioned in sub-paragraphs 2.1.1., 2.1.3., 2.1.4. and 2.3.1 of the Regulation are conducted as a competition (hereinafter - the Competition).

4.2. **To take part in the Competition,** the representative of academic staff of HOTEL SCHOOL (hereinafter - the Applicant) shall submit to the head of the HOTEL SCHOOL an application, including a description of the scientific research academic, justification on its compliance with the priority research direction, determined in "HOTEL SCHOOL" Hotel Management Contest scientific research strategy for 2016-2022, scientific research aim and objectives, as well the amount of compensation required.

4.3. When deciding upon the funding, the following considerations are taken into account:

4.3.1. Applicant's employment relationship with HOTEL SCHOOL - priority is given to those Applicants who are in the post of elected lecturers.

4.3.2. The Applicant's work experience - priority is given to those Applicants who have more work experience;

4.3.3. The Applicant's existing achievements in scientific research, priority is given to applicants who have participated in scientific research activities less (in order to provide equal funding distribution between all HOTEL SCHOOL academic staff representatives).

4.4. The decision on giving a particular amount of funding to the Applicant is taken considering the available budget and in accordance with the procedure referred to in paragraph 3 of the Regulations.

4.5. Decision on giving the funding is made by the Board, which contains the Head of the Hotel School, the Head of the Research Department and representative of the board of the HOTEL SCHOOL. The Board is entitled to request additional information from the Applicant regarding the scientific research activity. The decision shall be put in writing and communicated to the Applicant in 10 (ten) working days from the receipt of the application. The term of the decision may be extended if the responsible officials are on vacation or work-related absence.

4.6. The payment of the funds is conducted by concluding a written agreement with the Applicant, which includes handing-over protocol or report (for example, business trip).

4.7. For the activities mentioned in sub-paragraphs 2.2.1., 2.2.2. and 2.2.3. of the Regulation, funding arrangement take place by preparing an activity plan, process schedule and expenditure and submitting to the head of the HOTEL SCHOOL Research Department, which they present to the head of HOTEL SCHOOL and its Board. The final decision on the funding, its distribution and use is made by the Board.

4.8. Funding arrangement from the source mentioned in paragraph 3.1.2 of the Regulation is conducted in accordance with the regulation approved by the Head of HOTEL SCHOOL, foreseen by the relevant support mechanisms.

## 5. Responsibility

5.1. HOTEL SCHOOL Research department and Accounting department are responsible for the enforcement of the regulations.

*Publish from 2.01.2017.*

*"HOTEL SCHOOL" Hotel Management College*

*Director* *I. Zimņikova*

**Appendix No.26**

## List of concluded cooperation agreements with employers for internship

| No. | Name | Information | Contract conclusion date |
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**placement**

| LATVIA | | | |
|---|---|---|---|
| **2012 and 2013** | | | |
| 1. | Konventa sēta | http://www.hotelkolonna.com/hotels/riga/konventa-seta/en/ | Tripartite internship agreement 13.12.2012. |
| 2. | Hotel Columbs | http://www.hotelkolumbs.com/ | Tripartite internship agreement 21.12.2012. |
| 3. | Radisson Blu Elizabete Hotel | https://www.radissonblu.com/en/elizabetehotel-riga?facilitatorId=CSOSEO | Tripartite internship agreement 10.06.2013. |
| 4. | Radisson Blu Hotel | https://www.radissonblu.com/en/latvijahotel-riga?facilitatorId=CSOSEO | Agreement on cooperation 07.10.2013. |
| 5. | Mirabella SPA | http://mirabellaspa.lv/lv/ | Tripartite internship agreement 23.12.2013. |
| 6. | Hotel Avalon | http://www.hotelavalon.eu/ | Tripartite internship agreement 12.12.2012. |
| **2014** | | | |
| 7. | Vairāk Saules | http://www.vairaksaules.lv/lv/ | Tripartite internship agreement 07.05.2014. |
| 8. | Lienes apartamenti | http://www.lathotel.lv/ | Tripartite internship agreement 08.05.2014. |
| 9. | Neiburgs | http://www.neiburgs.com/en/welcome/ | Tripartite internship agreement 08.05.2014. |
| 10. | Kuldīgas Metropole | http://www.hotel-metropole.lv/lat/par-mums/ | Tripartite internship agreement 08.05.2014. |
| 11. | Astor Riga | http://www.astorrigahotel.lv/ | Tripartite internship agreement 15.05.2016. |
| 12. | Piena muiža-Beghof | http://www.pienamuiza.lv/ | Tripartite internship agreement 20.05.2014. |
| 13. | Avalon Hotel | http://www.hotelavalon.eu/ | Tripartite internship agreement 30.05.2016. |
| 14. | Ibis Styles Riga | http://www.ibis.com/ru/booking/alternative-destination.shtml | Agreement on cooperation 22.09.2016. |
| 15. | Mercure Riga | http://www.mercureriga.lv/en/ | Tripartite internship agreement 02.12.2014. |
| 16. | Restorāns Burkāns | http://stay.liveriga.com/en/4911-burkans | Tripartite internship agreement 09.12.2014. |
| 17. | Kolonna Hotels Group | http://www.hotelkolonna.com/viesnicas/lv/ | Tripartite internship agreement 22.12.2014. |
| 18. | Old City Boutique Hotel | http://www.1182.lv/360555/old-city-boutique-hotel-sia-terahouse-maxcapital-viesnica | Tripartite internship agreement 22.12.2014. |
| **2015** | | | |
| 19. | Viesnīca Dzintarjūra | http://www.dzintarjura.lv/ | Tripartite internship agreement 07.01.2015. |
| 20. | Rixwell Elefant Hotel | http://www.rixwell.com/en/rixwell-elefant-hotel | Tripartite internship agreement 08.01.2015. |
| 21. | Radisson Blu Daugava | https://www.prakse.lv/enterprise/profile/4395/sia-polar-bek-daugava | Tripartite internship agreement 05.05.2015. |
| 22. | Hotel Gutenbergs | http://www.hotelgutenbergs.lv/index.php?lang=en | Tripartite internship agreement 18.05.2015. |
| 23. | Wellton Old Riga Palace | http://www.rixwell.com/en/rixwell-old-riga-palace-hotel | Tripartite internship agreement 22.05.2015. |

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| 24. | Tallink Hotel Riga | http://www.tallinkhotels.com/tallink-hotel-riga | Tripartite internship agreement 05.06.2015. |
| 25. | Hanza Hotel | http://www.hanzahotel.lv/lv/o_nas | Tripartite internship agreement 25.06.2015. |
| 26. | Viesnīca Daugavkrasti | http://www.daugavkrasti.lv/ | Tripartite internship agreement 11.12.2015. |
| 27. | Monika Centrum Hotels | http://www.monika.centrumhotels.com/en/ | Tripartite internship agreement 7.12.2015. |
| 28. | Viesnīca Luīze | http://www.jekabpils.lv/lv/tic/vietas-pasakumiem/konferencu-telpas/viesnica-luize | Tripartite internship agreement 11.12.2015. |
| 29. | Wellton Hotel Riga & SPA | http://www.wellton.com/en/wellton-hotel-riga/about-hotel | Tripartite internship agreement 11.12.2015. |
| 30. | "Cabo" Kafe | http://www.cabo.lv/lv/ | Tripartite internship agreement 15.12.2015. |
| 31. | SemaraH Hotel Metropole | https://www.semarahhotels.com/en/metropole-hotel/ | Tripartite internship agreement 20.12.2015. |
| 32. | Radisson Blu Ridzene Hotel | https://www.radissonblu.com/en/ridzenehotel-riga?facilitatorId=CSOSEO | Tripartite internship agreement 21.12.2015. |
| 33. | Hotel Roma | http://hotelroma.lv/ | Tripartite internship agreement 22.12.2015. |
| **2016** | | | |
| 34. | Justus | http://www.hoteljustus.lv/?lang=ru | Agreement on cooperation 22.09.2016. |
| 35. | Gallery Park Hotel&Spa | https://galleryparkhotel.com/ | Agreement on cooperation 23.09.2016. |
| 36. | Wellton Centrum and Spa | http://www.wellton.com/en/wellton-centrum-hotel-spa/about-hotel | Agreement on cooperation 26.09.2016. |
| 37. | City Hotel Teater | https://cityhotel.lv/ | Agreement on cooperation 03.10.2016. |
| 38. | Hotel Bellevue | http://www.operahotel.lv/en/ | Tripartite internship agreement 19.12.2016. |
| 39. | Ibis Styles Riga | http://www.ibis.com/gb/europe/index.shtml | Tripartite internship agreement 19.12.2016. |
| **BELARUS** | | | |
| 1. | Гостиничный комплекс Припять | http://www.andre.by/ | Tripartite internship agreement 24.12.2014. |
| 2. | Renaissance Minsk Hotel | http://www.marriott.com/hotels/travel/mhpbr-renaissance-minsk-hotel/ | Tripartite internship agreement 23.04.2015. |
| **UZBEKISTAN** | | | |
| 1. | Tashkent Palace New | http://www.lottehotel.com/city/tashkentpalace/en/ | Tripartite internship agreement 05.08.2015. |
| **UKRAINE** | | | |
| 1. | Hyatt Regency Kiev | https://kiev.regency.hyatt.com/ru/hotel/home.html | Tripartite internship agreement 18.12.2015. |
| 2. | Smart Line Travel | http://smartline.ua/about_us | Tripartite internship agreement 17.05.2016. |

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| **RUSSIA** | | | |
| 1. | RADISSON ROYAL | https://www.radissonblu.com/ru/hotel-stpetersburg | Tripartite internship agreement 01.01.2015. |
| **CYPRUS** | | | |
| 1. | Navarria Hotel | http://www.navarriahotel.com/ | Tripartite internship agreement 01.06.2015. |
| **SPAIN** | | | |
| 1. | Aparthotel Costa Encantada | http://www.marsolhotels.com/hotelesapartamentos/aparthotel-costa-encantada/ | Tripartite internship agreement 14.03.2013. |
| 2. | Aqua Hotel | http://www.aquahotel.com/es/ | Tripartite internship agreement 24.03.2014. |
| 3. | Hotel Les Palmeres | http://www.booking.com/hotel/es/lespalmerescalella.ru | Tripartite internship agreement 02.04.2014. |
| 4. | Gran Hotel Flamingo | http://www.granhotelflamingo.com/ | Tripartite internship agreement 16.03.2015. |
| 5. | Hotel Tropic | http://www.tropic-park.com/ | Tripartite internship agreement 01.04.2015. |
| 6. | Hotel Valentin Paguera | http://www.valentinhotels.com/#cookies-alert-wrapper | Tripartite internship agreement 01.04.2015. |
| 7. | Playaolid Suites&Apartments | http://www.playaolid.com/en/ | Tripartite internship agreement 06.05.2015. |
| 8. | Royal Tennis Club | http://www.royaltennisclub.com/ | Tripartite internship agreement 07.08.2015. |
| 9. | Hotel Europa | http://www.hoteleuropasplash.net/ | Agreement on cooperation 09.11.2015. (with Stage&Go intermediation ) |
| 10. | Stage&Go | http://www.stageandgo.com/ | Agreement on cooperation 25.11.2016. |
| 11. | Hotel Amaraigua | http://www.hotelamaraigua.net/ | Tripartite internship agreement 31.03.2016. |
| 12. | Hotel Best San Francisco | http://www.besthotels.es/es/hotel-costa-dorada/hotel-san-francisco/16 | Tripartite internship agreement from 12.04.2016. |
| 13. | Golden Bahia de Tossa | http://www.goldenhotels.com/ | Tripartite internship agreement 27.04.2016. |
| 14. | Hotel Esplai | http://www.hotelesplai.net/ | Tripartite internship agreement 25.05.2016. |
| 15. | Hotel Bon Repos | http://www.hotelbonrepos.net/ | Tripartite internship agreement 25.05.2016. |
| **GREECE** | | | |
| 1. | Amathus Beach Hotel | http://www.amathusrhodes.com/ | Tripartite internship agreement 15.05.2014. |
| 2. | Rhodes Now | http://www.rhodesnow.com/ | Agreement on cooperation 14.01.2015. |
| 3. | Kiotari Beach Rhodes | http://www.booking.com/hotel/gr/kiotari-beach.lv | Tripartite internship agreement 16.05.2015. |
| 4. | Kolympia Bay | http://kolymbia.gr/ | Agreement on cooperation 15.04.2016. |
| 5. | Atlantica | https://www.atlanticahotels.com/Destinations | Agreement on cooperation |

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| | Hellas | | 26.04.2016. |
| **GERMAN** | | | |
| 1. | Baltic Resort Boltenhagen | http://www.iberotel.de/en/iberotel-boltenhagen-baltic-sea-germany.html | Tripartite internship agreement 03.06.2014. |
| 2. | Hotel Wedina | http://www.hotelwedina.de/ | Tripartite internship agreement 23.03.2016 |
| 3. | Restaurant-Cafe “Am Kurpark” | https://www.tripadvisor.com/ | Tripartite internship agreement 19.04.2016. |
| 4. | Niemeyr’s Romantik Posthotel | http://www.niemeyers-posthotel.de/ | Tripartite internship agreement 19.04.2016. |
| 5. | Acamed Resort | http://www.acamed.de/en/ | Agreement on cooperation 21.10.2016. |
| **ITALY** | | | |
| 1. | Athena Academy | http://www.athenaacademy.it/ | Agreement on cooperation 13.02.2017. |

**Appendix No.27**

„HOTEL SCHOOL" Viesnīcu biznesa koledža, SIA
Reģ. Nr. Uzņēmu reģistrā: 40103277684; Adrese: Smilšu iela 3, Rīga, LV-1050
Tālr.: (+371) 67213037, e-pasts: info@hotelschool.lv, http://www.hotelschool.lv

*APPROVED*
*"HOTEL SCHOOL" Hotel Management College*

*Council meeting, 26.10.2016.*

*Protocol Nr.4-21 / 10*

*Riga, 27th October 2016* *Nr. 4-6/19*

# „HOTEL SCHOOL"
# HOTEL MANAGEMENT COLLEGE
# ADMISSION RULES
# FOR 2017/2018 ACADEMIC YEAR

*Issued pursuant to*

*The Law On Institutions of Higher Education, Article 46, second subparagraph*

*CM Regulations No. 846 of 10th October 2006*

Admission Regulations determine the requirements, criteria and procedures for enrolment to study programmes

## I. General Clauses

1. The rights to study at "HOTEL SCHOOL" Hotel Management College (hereinafter referred to as "SCHOOL") without any discrimination are applicable to the citizens of the Republic of Latvia, persons that hold a non-citizen passport of the Republic of Latvia, citizens of the European Union, as well as persons that have been issued permanent residence permits. Since "SCHOOL" provides 1st level higher education programmes, only persons with secondary or higher education diplomas can be enrolled at the "SCHOOL".
2. The rights to study at "SCHOOL" are equivalent to a citizen of Latvia, a non-citizen of Latvia, a citizen of the European Union, a citizen of European Economic Area or the Swiss

Confederation and long-term resident of the European Community who has a valid residence permit.

## II. Application for a study programme

3. Intake of the applicants occurs twice a year – in the summer and winter. Specific time period is determined in the administrative order issued by the "SCHOOL" principal.
4. Admission process in the "SCHOOL" is organized by the admission committee, the composition of which should be approved by the "SCHOOL" principal each year. Admission committee shall act in accordance with regulations approved by the "SCHOOL".
5. Admission committee's reception times are published on the "SCHOOL" Internet home page www.hotelschool.lv in the Admission section.
6. The full information about the admissions process can be obtained at the address: Riga, 3 Smilsu Street, 4th floor, room 45, telephone: +371 67 21303 7, e-mail: info@hotelschool.lv, website: www.hotelschool.lv.
7. The committee shall carry out the following activities:
   - 7.1. provides information to the applicants about the study programmes, admission procedures, as well as the rights and responsibilities of the applicants;
   - 7.2. accepts document that are necessary for the admission;
   - 7.3. performs necessary actions for the applicant registration;
   - 7.4. checks the applicant compliance with the admission regulations (requirements);
   - 7.5. makes a decision, which serves as basis for a further student enrolment approved by the principal, if the applicant meets all the requirements
   - 7.6. English language knowledge assessment

## III. Enrolment in a study programme

8. Applicant enrolment in a study programme at the "SCHOOL" in the first year after graduating the secondary school is proceeded within the time period determined by the Cabinet of Ministers. Other applicants' enrolment in a study programme at the "SCHOOL for the academic year 2017/2018 begins on June 1st (summer admission session) and 1st November (winter admission session).
9. When enrolling in a study programme following should be submitted:
   - 9.1 Student application on a specific "SCHOOL" template
   - 9.2 a copy of the passport, presenting the original;
   - 9.3 a copy of the document certifying the general secondary education (presenting the original). For the applicants from abroad the "SCHOOL" reserves the right to require a translation of a document certifying the previous education, as well as to submit any additional documents;
   - 9.4 where necessary, copies of the certificates for the certain centralised examinations might be required (presenting the originals). Persons that have acquired a secondary education up to 2004, persons that have acquired a secondary education abroad or persons with special needs will be enrolled without centralised examination certificates;
   - 9.5 if necessary, a document attesting to the change of the surname (for example, marriage certificate copy, presenting the original) should be provided;
   - 9.6 2 photographs (3x4);
   - 9.7 Only for foreigners - a copy of the permanent residence permit (presenting the original).
10. Applicants can enrol for studies and submit documents via the Internet by filling the application on the "SCHOOL" website via the Admission section, or by sending an application with attached documents to the "SCHOOL" e-mail info@hotelschool.lv. In this case, not later than 1 (one) week after the beginning of the studies, the student shall

present the originals of the documents submitted, otherwise the "SCHOOL" has the rights to examine the question of the student expulsion.

11. Applicants can enrol for studies and submit documents by authorising other person to do so, that will provide a letter of procuration, a copy of the document certifying the identity and the document certifying the previous education acquired by the person enrolling in the study programme.
12. After the submission of the documents, the student must sign a study contract with the "SCHOOL", the sample of which can be obtained during the administration official reception times, which are published on the website of www.hotelschool.lv, or electronically by e-mail: info@hotelschool.lv.
13. After signing a study contract with the "SCHOOL," student shall make an advance payment for the studies in an amount and manner determined in the contract.

## IV. Competition, general requirements

14. For admission to study programmes the "SCHOOL" organises an open and equal competition.
15. Admission shall be proceeded without further enrolment examinations, except when the applicant is applying for the English language study programme and is unable to provide the corresponding results of the centralised examination in English language.
16. The "SCHOOL" enrols students after the acquisition of the secondary education. Centralised examinations must be carried out in Latvian and English or another foreign language, and the ratings may not be lower than F.
17. When applying to studies in English language, the applicant shall certify the English language proficiency by passing the centralised examination (minimum grade 60%) or performing the English language test (minimum level B2) at the "SCHOOL"
18. There shall be a possibility that school subjects with a similar content in which centralised examinations were held, may be qualified differently than those listed in the above paragraph.
19. Persons that have not held centralised examinations - persons who have acquired the secondary education until 2004, persons who have acquired secondary education abroad, as well as persons with special need; shall be admitted to the study programme, based on the grades listed in the document certifying the general secondary education. The grades in Latvian language, English or another foreign language must be passing.
20. A person who has acquired foreign education prior to the enrolment shall be required to demonstrate the recognition of the education in Latvia.
21. The purpose of the competition shall be to arrange the applicants in line. Priority shall be given to those applicants that have signed the study contract with the" SCHOOL" first. An applicant shall lose the right to enrol in the study programme due to the results of the competition if he or she did not make a first payment within the period specified in the study contract.
22. The results of the competition shall be determined and approved by the admission committee. The results of the competition shall be published not later than by 31st August 2017 (at the time of the summer admission session) and not later than by 31st January 2017 (during the winter admission session).

## V. Competition results examination, publishing and student enrolment

23. When examining student application to the "SCHOOL", the admission committee shall take account of the following criteria:

    23.1. study results, which have been achieved in the previous education process (from the documents on previously acquired education).

23.2. the motivation for the student (to be assured in the face-to-face interview at the time of enrolment or by contacting the student in electronic form).

24. The results of the competition shall be published at the latest 5 (five) working days since the date of application.
    24.1. The person may contest or appeal against the decisions related to the enrolment process by giving a written appeal addressed to the principal of the "SCHOOL" within a time period of 10 (ten) working days.
25. The applicants should be enrolled in a study programme in accordance with the administrative order issued by the principle of the "SCHOOL". The principle shall issue an order based on a decision taken by the admission committee.
26. Enrolment in the "SCHOOL" study programmes shall be performed by 4th September 2017 (during summer admission session) and until 1st February 2018 (during winter admission session).
27. The study process shall be initiated in accordance with a lecture calendar approved by the principle of the "SCHOOL", which shall be located in a visible place on the premises of the "SCHOOL" and also should be sent the e-mail addresses of the students.
28. Students who have not proceeded with the studies within 10 days without any justified reason shall be expelled from the "SCHOOL" fin accordance with administrative order issued by the principle.

## VI. Rights of the parties and mutual obligations in the process of admission

17. The "SCHOOL" undertakes not to create any direct or indirect advantage to a person in relation to the admission to a study programme that may contradict the admission regulations, rules or general principles of the "SCHOOL".
18. The student undertakes to provide true information when applying to study programmes at the "SCHOOL", to respect the application terms and procedures and to respect the "SCHOOL" employees as well as clients.

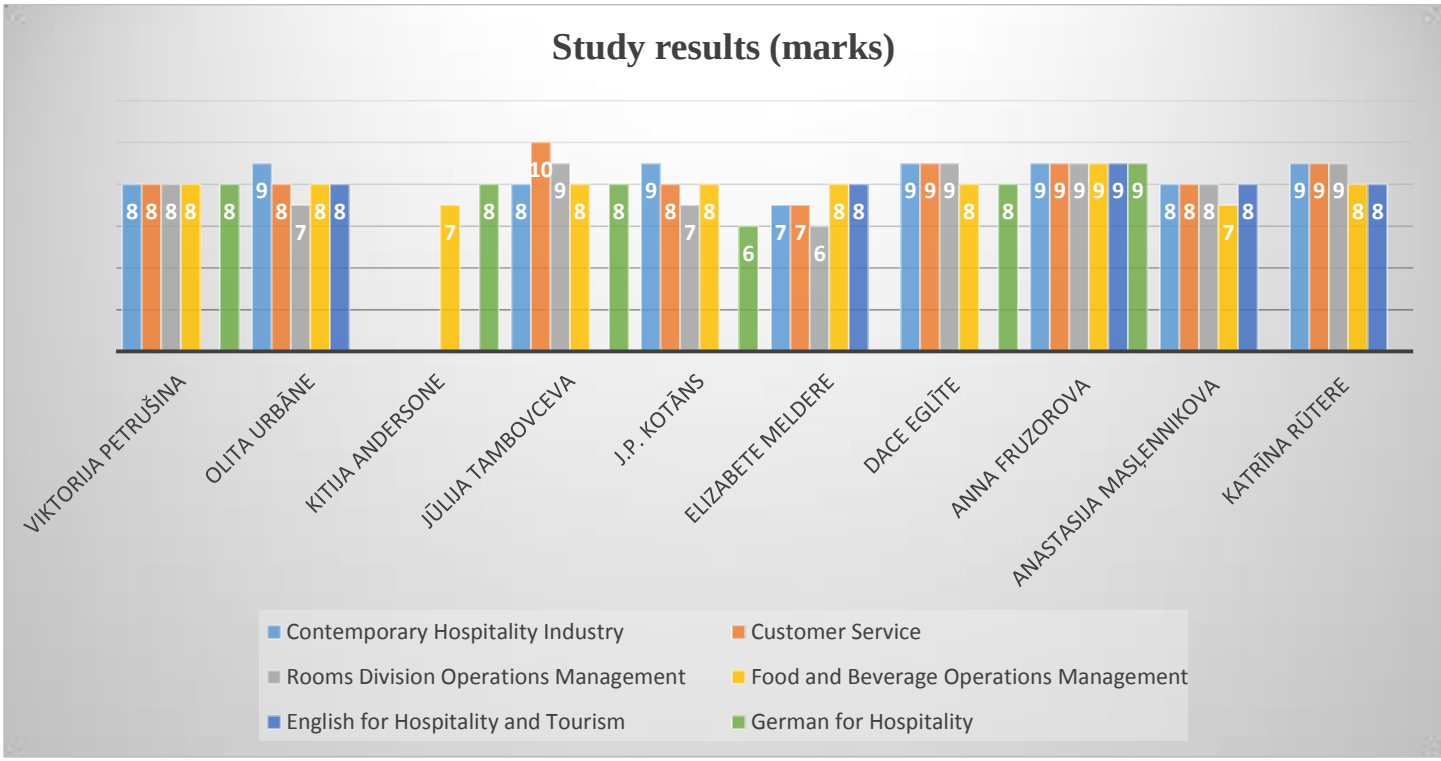
*To be published from 1.11.2016.*

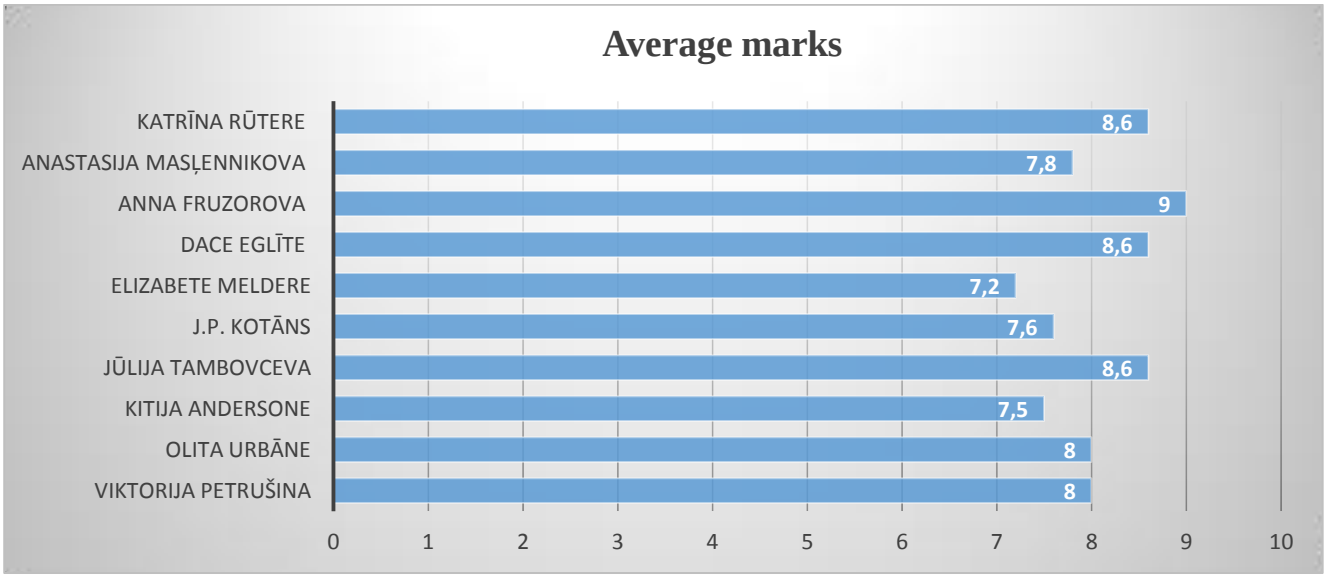
*The principal of HOTEL SCHOOL Hotel Managemnt College* *I. Zimņikova*

**Appendix No.28**

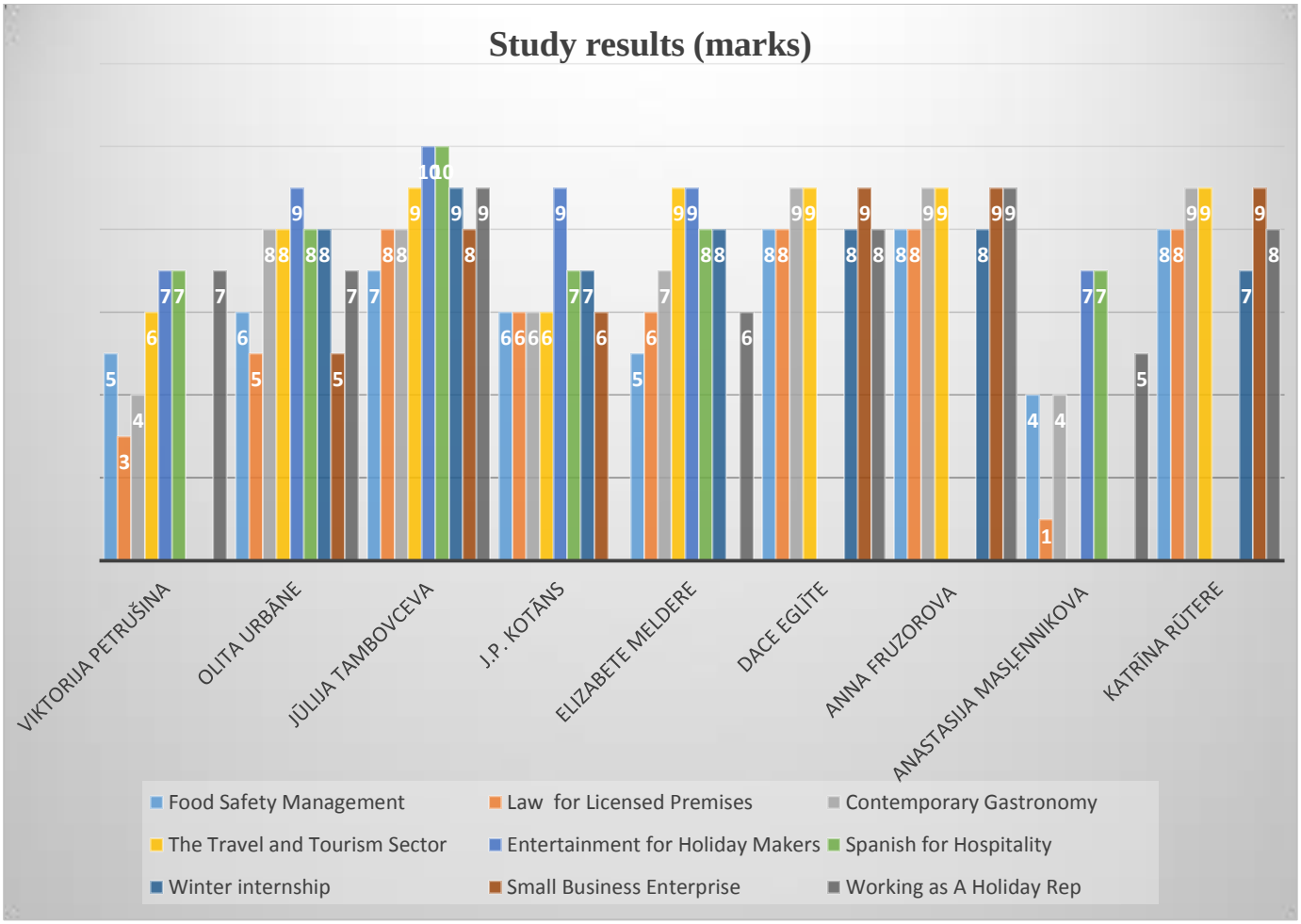
# Study results
## *Group VV-1*

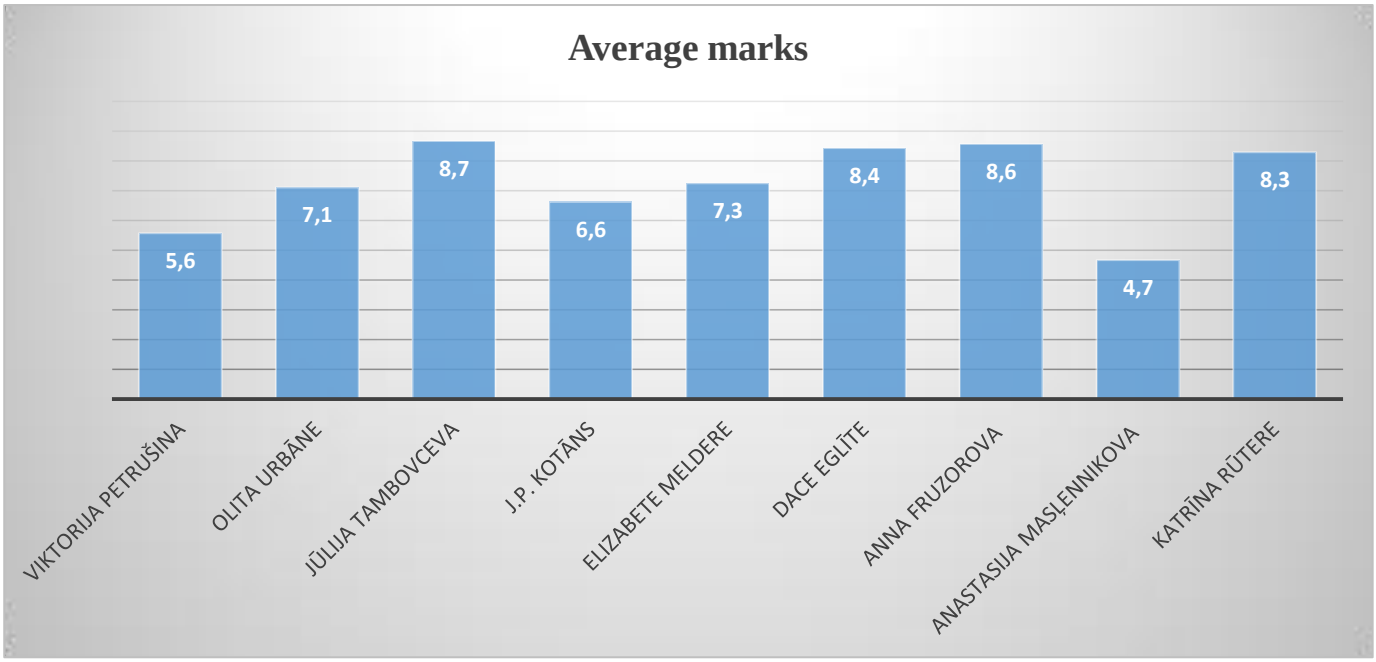
## Term 1



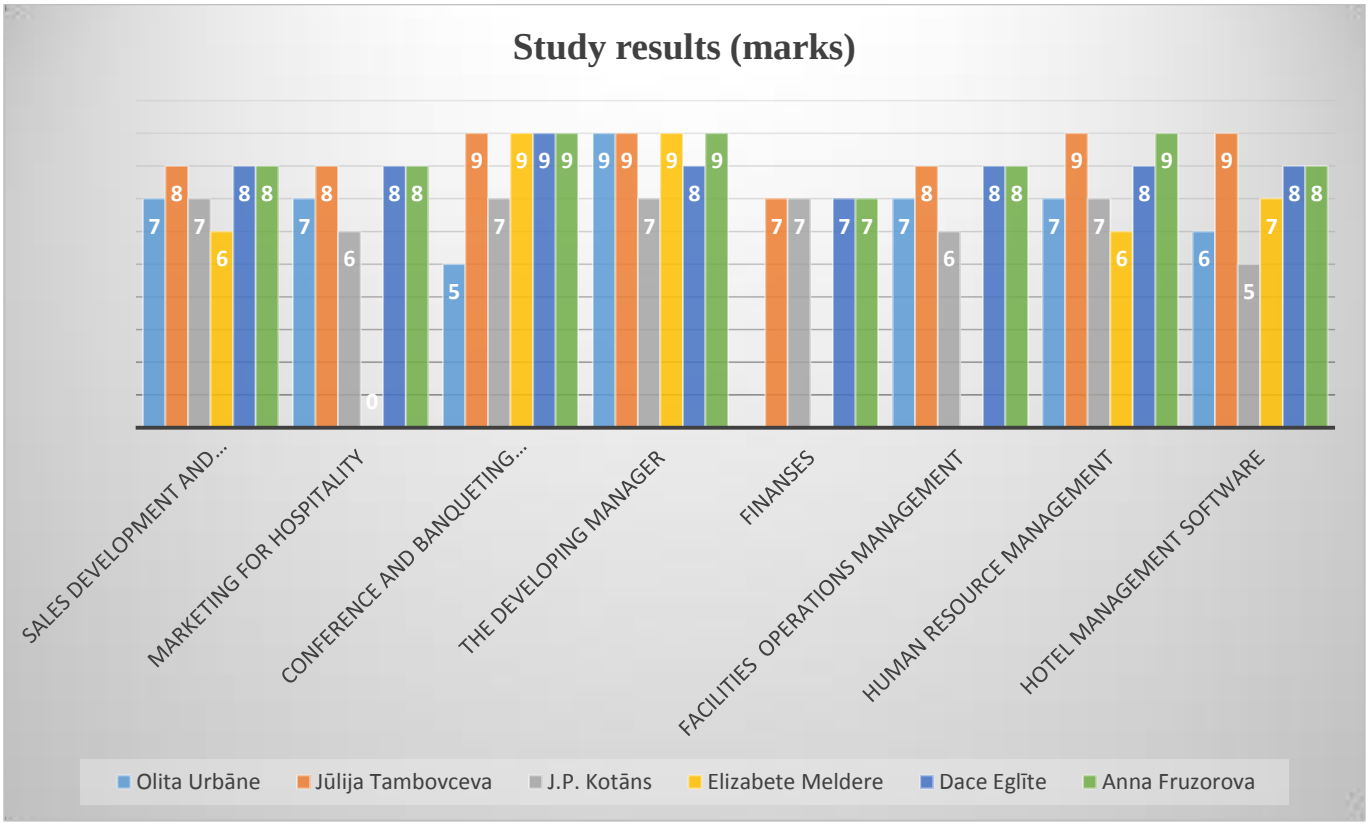



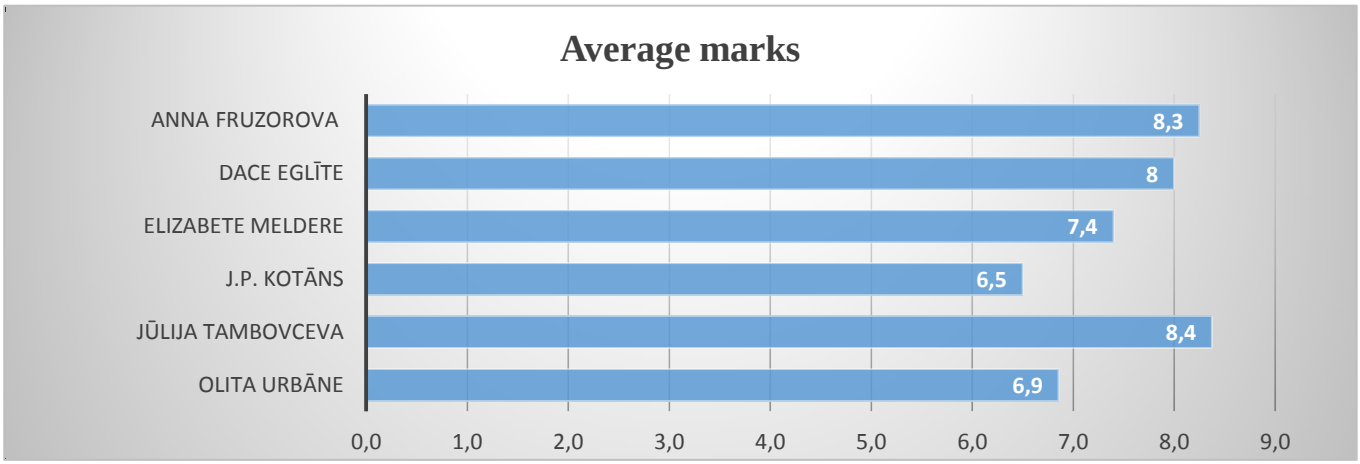
## Term 2


Study results (marks)
VIKTORIJA PETRUŠINA
OLITA URBĀNE
JŪLIJA TAMBOVCEVA
J.P. KOTĀNS
ELIZABETE MELDERE
DACE EGLĪTE
ANNA FRUZOROVA
ANASTASIJA MASĻENNIKOVA
KATRĪNA RŪTERE
Food Safety Management
Law for Licensed Premises
Contemporary Gastronomy
The Travel and Tourism Sector
Entertainment for Holiday Makers
Spanish for Hospitality
Winter internship
Small Business Enterprise
Working as A Holiday Rep

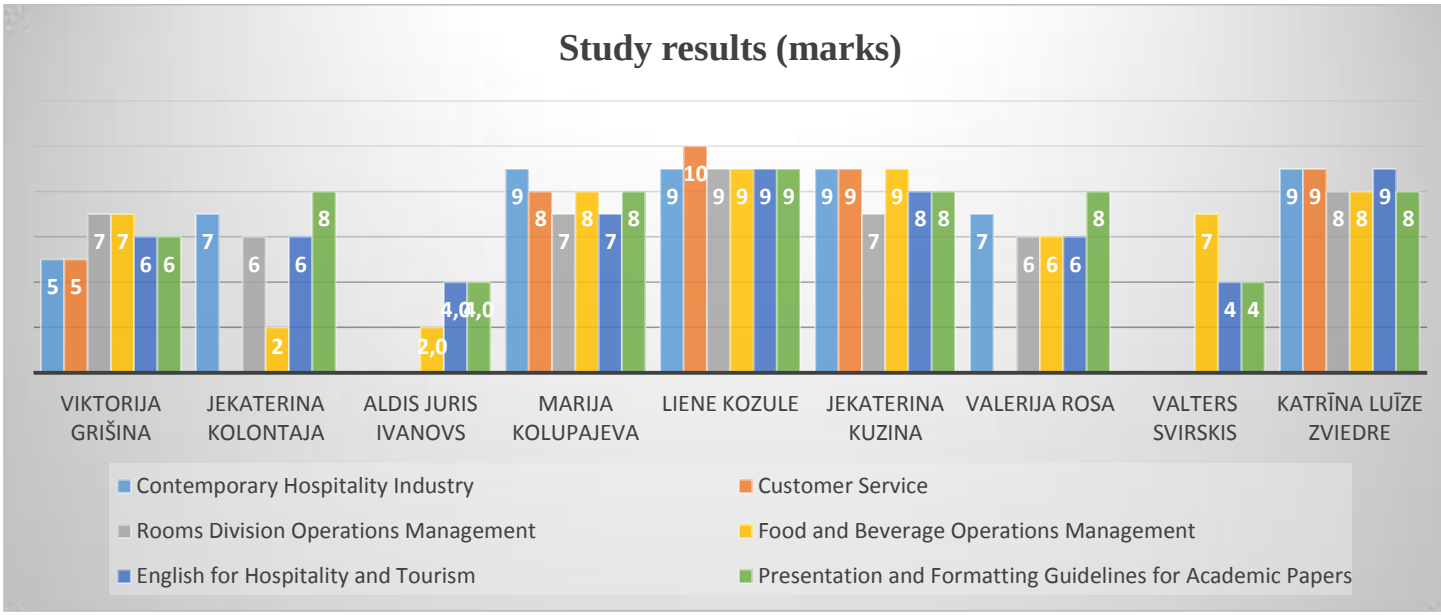


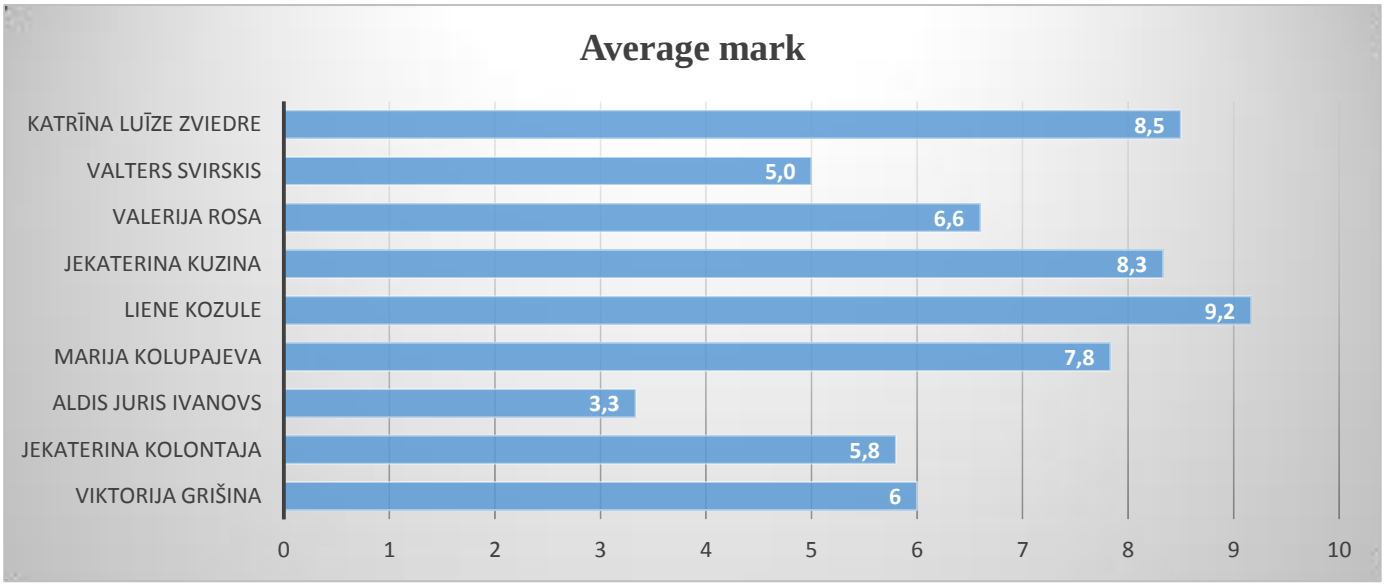

**2016/2017 Academic year**
**Term 1**






***Group VV-2***
**2016/2017 Academic year**
**Term 1**




Average mark
KATRĪNA LUĪZE ZVIEDRE
VALTERS SVIRSKIS
VALERIJA ROSA
JEKATERINA KUZINA
LIENE KOZULE
MARIJA KOLUPAJEVA
ALDIS JURIS IVANOVS
JEKATERINA KOLONTAJA
VIKTORIJA GRIŠINA
8,5
5,0
6,6
8,3
9,2
7,8
3,3
5,8
6
0
1
2
3
4
5
6
7
8
9
10

# 5. APPENDIXES ON ACCORDANCE OF STUDY DIRECTION TO REQUIREMENTS OF NORMATIVE ACTS

**Appendix No.29**

# LATVIJAS REPUBLIKA

# DIPLOMS

“HOTEL SCHOOL” VIESNĪCU BIZNESA KOLEDŽA

HOTEL SCHOOL
RIGA

# PIRMĀ LĪMEŅA PROFESIONĀLĀS AUGSTĀKĀS IZGLĪTĪBAS DIPLOMS

Sērija PK X

685

Nr. 0001

Ar valsts noslēguma pārbaudījumu komisijas
201__. gada ___. maija lēmumu
Nr. 0001

# Irina Zimņikova

personas kods: 010380-12969

ieguvusi

# Viesnīcu pakalpojumu organizatora

kvalifikāciju

Iegūtā kvalifikācija atbilst

ceturtajam profesionālās kvalifikācijas līmenim

Z.V.

Direktors Vārds, uzvārds, paraksts

Noslēguma pārbaudījuma

komisijas priekšsēdētājs Vārds, uzvārds, paraksts

Rīgā

2017. gada ___. jūlijā
Reģistrācijas Nr.0001

**Appendix No.30**

**„HOTEL SCHOOL" Viesnīcu biznesa koledža, SIA**
Smilšu iela 3, Rīga, Latvija, LV-1050, Tālr.: (+371) 67213037, e-pasts: info@hotelschool.lv

*This Diploma Supplement follows the model developed by the European Commission, Council of Europe and the United Nations Educational, Scientific and Cultural Organization (UNESCO/CEPES). The purpose of the supplement is to provide sufficient independent data and ensure academic and professional recognition of qualifications (diplomas, degrees, certificates etc.). It is designed to provide a description of the nature, level, context and status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It should be free from any value judgements, equivalence statements or suggestions about recognition. Information in all eight sections should be provided. Where information is not provided, the reason should be explained.*

## DIPLOMA SUPPLEMENT

Diploma <XX><X> Nr.<0000>

### 1. INFORMATION IDENTIFYING THE HOLDER OF THE QUALIFICATION:

1.1 family name:

1.2 given name:

1.3 date of birth (day/ month/ year):

1.4 student identification number or personal identification number:

### 2. INFORMATION IDENTIFYING THE QUALIFICATION:

2.1 name of qualification:

***Viesnīcu pakalpojumu organizators/ Hotel Service Organiser***

2.2 main field(s) of study for the qualification:

***The Travel and Tourism Sector, Management and Marketing in Hospitality, Human Resource Management, Hospitality Operations Management.***

2.3 name and status of awarding institution:

***SIA "HOTEL SCHOOL" Viesnīcu biznesa koledža***

2.5 language(s) of instruction/examination: ***Latvian/ English/ Russian***

**3. INFORMATION ON THE LEVEL OF THE QUALIFICATION:**

3.1 level of qualification:

***Diploma of first level professional higher education, see p. 6.1.***

3.2 official length of programme (*years and credits),* start and end date of the acquisition of the programme:

***2,3 years full time studies , 90 Latvian CP, 135 ECTS CP, 05.09.2015.-30.06.2017.***

3.3 admission requirements:
***General secondary education or 4 years of secondary vocational education***

**4. INFORMATION ON THE CONTENTS AND RESULTS GAINED:**

4.1 mode of study: ***Full time studies***

4.2 programme requirements (*programme aims and intended results of studies*):

- ***In the result of education process to prepare the hotel service Manager - a specialist who is able to participate in the hospitality business management, planning and coordination of departments, management of staff, promote products and services, sales and budgetary control.***
- ***To provide students possibility to develop personal qualities, knowledge and skills, which are necessary to start and develop successful career in hospitality industry.***
- ***To motivate students to continue education and provide possibility to prepare to get the second level of higher professional education and the fifth level of professional qualification***

4.3 programme details (e.g. modules or units studied) and the individual grades/marks/credits obtained:

| Courses | LV CP | ECTS CP | Evaluation |
|---|---|---|---|
| ***GENERAL COMPREHENSION UNITS – MANDATORY (PART A)*** | | | |
| ***Customer Service*** | **2** | **3** | |
| ***English for Hospitality*** | **3** | **4,5** | |
| ***Spanish/ German/English/ Russian for Hospitality*** | **3** | **4,5** | |
| ***Presentation and Formatting Guidelines for Academic Papers*** | **2** | **3** | |
| ***Small Business Enterprise*** | **3** | **4,5** | |
| ***Finance in the Hospitality Industry*** | **3** | **4,5** | |

| | | | |
|---|---|---|---|
| ***The Developing Manager*** | **2** | **3** | |
| ***External Business Environment*** | **2** | **3** | |
| ***INDUSTRY RELATED UNITS - MANDATORY (PART B)*** | | | |
| ***The Contemporary Hospitality Industry*** | **3** | **4,5** | |
| ***Rooms Division Operations Management*** | **3** | **4,5** | |
| ***Hotel Management Software*** | **2** | **3** | |
| ***Food and Beverage Operations Management*** | **3** | **4,5** | |
| ***Contemporary Gastronomy*** | **4** | **6** | |
| ***The Travel and Tourism Sector*** | **2** | **3** | |
| ***Conference and Banqueting Management*** | **3** | **4,5** | |
| ***Cellar and Bar Operations Management*** | **2** | **3** | |
| ***Resource Operations Management*** | **2** | **3** | |
| ***Marketing in Hospitality*** | **3** | **4,5** | |
| ***Sales Development and Merchandising*** | **2** | **3** | |
| ***Human Resource Management*** | **3** | **4,5** | |
| ***Quality Management in Business*** | **3** | **4,5** | |
| ***Facilities Operations and Management*** | **3** | **4,5** | |
| ***SPECIALIZATION MODULE* (PART C)** | | | |
| ***Laws for Licensed Premises*** | **2** | **3** | |
| ***Food Safety Management*** | **2** | **3** | |
| ***SPECIALIZATION MODULE **** | | | |
| ***Business Health Check*** | **2** | **3** | |
| ***Hospitality Operations Management*** | **2** | **3** | |
| ***SPECIALIZATION MODULE **** | | | |
| ***Work in Multicultural Environment*** | **1** | **1,5** | |
| ***Working as A Holiday Rep*** | **1** | **1,5** | |
| ***SPA Sevices in Hotels*** | **1** | **1,5** | |
| ***Entertainment for Holiday Makers*** | **1** | **1,5** | |
| ***SPECIALIZATION MODULE **** | | | |
| ***Personal and Professional Development*** | **2** | **3** | |
| ***Employability Skills*** | **2** | **3** | |

| | | | |
|---|---|---|---|
| ***INTERNSHIP*** | | | |
| ***Internship 1*** | **4** | **6** | |
| ***Internship 2*** | **12** | **18** | |
| ***RESEARCH PROJECT*** | | | |
| ***Research Project*** | **8** | **12** | |
| **Total:** | **90** | **135** | |

* *Students can choose two specialisation modules*

4.4 grading scheme and, if available, grade distribution guidance:

| ***Grade (meaning)*** | ***Grade distribution guidance*** |
|---|---|
| ***10 (with distinction)*** | |
| ***9 (excellent)*** | |
| ***8 (very good)*** | |
| ***7 (good)*** | |
| ***6 (almost good)*** | |
| ***5 (satisfactory)*** | |
| ***4 (almost satisfactory)*** | |
| ***3-1 (unsatisfactory)*** | |

4.5 overall classification of the qualification: ***"Standarta"***

## 5. INFORMATION ON THE QUALIFICATION:

5.1 access to further study:

***The graduates can continue their studies in second level professional HE programmes.***

5.2 professional status: ***not applicable***

## 6. ADDITIONAL INFORMATION AND SOURCES

6.1. Additional information:

***Diploma Supplement is valid only with Diploma <XX><X> Nr.<0000>***
*Diploma Supplement in English is issued at "HOTEL SCHOOL" Hotel Management College Ltd.*
*"HOTEL SCHOOL" Hotel Management College First level professional higher education study program "Hospitality Management "is accredited from ……till……*

***Addition for point 4.4.***
*Grade distribution guidance is calculated as: av=sum(a*f)/sum(f), kur: av- weighted average grade, a-student's grade in each course of A and B courses, f- course workload in credit points.*
***Addition for point 4.5.***
*Classification "Standarta" awarding criteria: all program requirements are met.*

***First level professional HE (college) study programmes*** *that lead to the 4th level professional qualification (LQF level 5). Programmes comprise 80–120 CP (120–180 ECTS), and these programmes are mainly targeted at labour market, yet the graduates can continue their studies in second level professional HE programmes.*

6.2. Additional information sources:

- ***"HOTEL SCHOOL" Viesnīcu biznesa koledža,***
  ***Smilšu iela 3, Rīga, Latvija, LV-1050, Tālr.: (+371) 67213037, e-pasts: info@hotelschool.lv***
- ***Akadēmiskās Informācijas centrs,***
  ***Dzirnavu iela 16, 3. stāvs, Rīga, Tālr.: (+371) 67225155, e-pasts: diplomi@aic.lv***
- ***Profesionālās izglītības likums.***

## 7. CERTIFICATION OF THE SUPPLEMENT:

7.1 date: ***10.07.2017.***

7.2 given name(s), family name(s), signature(s): _____***I. Zimņikova***

7.3 position(s) of the person(s), certifying the Supplement: ***Principal***

7.4 official stamp or seal.

## 8. INFORMATION ON THE NATIONAL HIGHER EDUCATION SYSTEM.

| | |
|---|---|
| Certificate of general secondary education and diploma of vocational secondary education gives the right to continue education at higher education level. However, the universities/colleges are free to set specific admission requirements, e.g. additional subjects that had to be taken at the secondary school level to quality for admission to a particular programme.<br>According to the Latvian legislation, higher education programmes are placed in the Latvian Qualifications Framework (henceforth – LQF) and comply with eight levels of the European Qualifications Framework (henceforth – EQF).<br>Higher education system comprises both academic higher education and professional higher education. Bakalaurs (Bachelor's) and maģistrs (Master's) degrees are awarded both in academic and professional higher education programmes. | The objectives of the **professional HE** are to provide in-depth knowledge in a particular field, preparing graduates for design or improvement of systems, products and technologies, as well as to prepare them for creative, research and teaching activities in this field.<br>Professional HE programmes leading to a professional bakalaurs (Bachelor's) degree are designed to ensure a professional competence, they comprise at least 160 CP (240 ECTS) including practical placement of ≥ 26 CP (39 ECTS). The duration of full-time studies is at least 8 semesters (4 years).<br>Professional HE programmes leading to a professional maģistrs (Master's) degree comprise no less than 40 CP (60 ECTS) including practical placements of ≥ 6 CP (9 ECTS). The duration of full- |

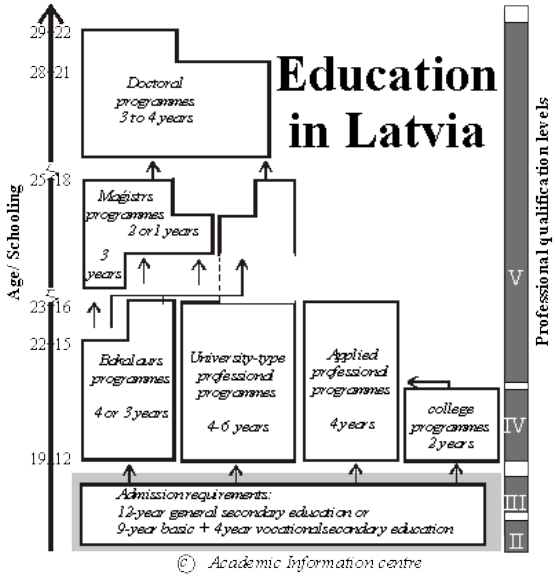
The objectives of the academic higher education (HE) are to prepare graduates for an independent research work, as well as to provide theoretical background for professional activities.

Academic programmes leading to a bakalaurs (Bachelor's) degree comprise 120–160 credit points (henceforth – CP)2 (160–240 ECTS). The duration of full-time studies is 6–8 semesters (3–4 years).

Academic programmes leading to maģistrs (Master's) degree comprise 40–80 CP (60–120 ECTS). The duration of full-time studies is 2–4 semesters (1–2 years).

Total duration of full-time Bachelor's and Master's studies is at least 5 years.

Academic education programmes are implemented according to the state standard of the academic education.




**Doctoral studies**. Since January 1, 2000 a single type of doctoral degree – doktors – is awarded in Latvia. The degree of maģistrs (Master's degree) is required for admission to doctoral studies. Doktors (Doctoral) degree is awarded after public defence of doctoral thesis and successfully passed exams in the chosen scientific branch or sub-branch. The doctoral thesis has to include original results of the research and new cognitions in the scientific discipline and may be a result of three to four years of doctoral studies at a higher education institution or an equivalent amount of independent research. The doctoral thesis may be a dissertation, a set of scientific publications or a monograph. The rights to award the doktors (Doctoral) degree are delegated by decision of the Cabinet of Ministers to promotion councils established at the universities. The procedure for awarding the doktors (Doctoral) degree is controlled by the Commission of the Scientific Qualification.Grading system. Degree of achieved study results is assessed by 10-point degree system or PASS/FAIL.

time studies is at least 2 semesters (1 year).

Total duration of full-time Bachelor's and Master's studies is at least 5 years.

Graduates of both types of bakalaurs (Bachelor's) degree have access to Master's studies, graduates of the maģistrs (Master's) degree – to doctoral studies.

Degrees obtained in medicine, dentistry and pharmacy professional studies (5 and 6 years of studies) are referenced to the maģistrs (Master's) degree and the graduates can continue their studies in doctoral level programmes.

In the professional HE there are other types of programmes apart from Bachelor's and Master's study programmes.

• First level professional HE (college) study programmes that lead to the 4th level professional qualification (LQF level 5). Programmes comprise 80–120 CP (120–180 ECTS), and these programmes are mainly targeted at labour market, yet the graduates can continue their studies in second level professional HE programmes.

• Second level professional HE study programmes that lead to the 5th level professional qualification (LQF level 6–7). These programmes can comprise either at least 40 CP (60 ECTS) for holders of bakalaurs(Bachelor's) degree or at least 160 CP (240 ECTS) for secondary school leavers. In both cases programmes should include a practical placement and graduation examinations. If study programme comprises 160 CP (240 ECTS) and the compulsory part of a bakalaurs (Bachelor's) programme, graduates obtain access to Master's studies.

**Quality assurance.** According to the Latvian legislation, state-recognized degrees/diplomas may be awarded upon the completion of an accredited programme in an accredited HE institution holding a state-approved Satversme (by-law) or college statute. Decisions on programme accreditation are taken by the Study Accreditation Commission, while those on the institutional accreditation – by the Higher Education Council.

## More information:

1. On educational system – http://www.izm.gov.lv;

2. On recognition diplomas – http://www.aic.lv;

3. On status of programmes/institutions –

10-point Degree System

| Achievement level | Grade | Meaning | Approx. ECTS grade |
|---|---|---|---|
| very high | 10 | izcili (with distinction) | A |
| | 9 | teicami (excellent) | A |
| high | 8 | ļoti labi (very good) | B |
| | 7 | labi (good) | C |
| medium | 6 | gandrīz labi (almost good) | D |
| | 5 | viduvēji (satisfactory) | E |
| | 4 | gandrīz viduvēji (almost satisfactory) | E/FX |
| low | 3–1 | negatīvs vērtējums (unsatisfactory) | Fail |

http://www.aiknc.lv

4. On study possibilities in Latvia – http://studyinlatvia.lv

5. On European education systems and policies – www.eurydice.org

Latvian credit point is defined as a one-week full-time study workload. An average workload of a full-time study year in most HE programmes is 40 credit points. Latvian credit point system is compatible with ECTS. The number of ECTS credits is found by multiplying the number of Latvian credit points by a factor of 1.5.

**The Placement of Higher Education Certifying Education Documents in the LQF and EQF**

According to the Latvian legislation, higher education programmes are placed in the Latvian Qualifications Framework (henceforth – LQF) and comply with eight levels of the European Qualifications Framework (henceforth – EQF).

| **Education documents certifying higher education** | **LQF and EQF level** |
|---|---|
| Diploma of first level professional higher education | 5 |
| Bachelor's diploma<br>Professional Bachelor's diploma<br>Diploma of professional higher education, diploma of higher professional qualification (second level professional higher education, the length of full-time studies – at least 4 years) | 6 |
| Master's diploma<br>Professional Master's diploma<br>Diploma of professional higher education, diploma of higher education, diploma of higher professional qualification (second level professional higher education, the total length of full-time studies – at least 5 years) | 7 |
| Doctor's diploma | 8 |

**Appendix No.31**

# Agreement between ISMA – Hotel School

.....

**Paragraph 7**

7. The Parties agree that in case of Hotel School study programme termination, ISMA offers Hotel School students the opportunity to continue studying ISMA first-level professional higher education programme or bachelor's programme for tuition fee, determined in this agreement point 2.

**Appendix No.32**

„HOTEL SCHOOL" Viesnīcu biznesa koledža, SIA
Reģ. Nr. Uzņēmumu reģistrā: 40103277684; adrese: Smilšu iela 3, Rīga, LV-1050
Tālr.: (+371) 67213037, e-pasts: info@hotelschool.lv, http://www.hotelschool.lv

# APPROVEMENT

Riga

21 February, 2017

**To: Academic Information Centre**
**Quality Assurance Committee**

We confirm that knowledge of state official language of all academic staff corresponds to the rules of state language knowledge content and order of inspection procedure for execution of professional duties (see Appendix. No. 21 to Self-Assessment Report).

We confirm that the salary of academic staff corresponds to the Rules of the Cabinet of Ministers No. 445, issued on 5 July 2016 (see Appendix. No.34 "FACULTY AND ACADEMIC STAFFTIME TRACKING AND PAYMENT POLICY" No. 4-6 / 28, 2 January, 2017).

Principal: _____ /I. Zimņikova/

**Appendix No.33**

**Study Contract No. _____**

Riga _____

"HOTEL SCHOOL" Hotel Management College, Reg. No. in the Register of Enterprises: 40103277684, Reg. No. in the Register of Educational Institutions: 3347802926, address: Smilshu Street 3, Riga, LV-1050, (hereinafter referred to as the COLLEGE), in the presence of the principal Irina Zimnikova acting in accordance with Board's decision from 18.12.2012., on the one hand, and

_____ (Hereinafter referred to as the STUDENT), born: _____, Passport Number: _____, declared residence address: _____, phone number: _____, e-mail: _____ on the other hand, both hereinafter referred to as the Parties, recognizing all the terms and conditions and the legal effect, without any fraud, delusion and constrain, concluded the Contract (hereinafter referred to as the Contract) of the following content:

1. SUBJECT OF THE CONTRACT

1.1. The COLLEGE enrols and educates the STUDENT licensed study program:

1.1.1. 1st level professional higher education study program **"HOSPITALITY MANAGEMENT"** (Licence No. 041030-1), size of qualification – 90 credits, study period – 2,3 years with - ____.____.2016, education form – face-to-face full-time studies in English, the qualifications obtained - Hospitality Manager, Level 4 in the vocational qualification (hereinafter referred to as the PROGRAM) – in accordance with the requirements of PROGRAM and the regulations of the COLLEDGE educational process.

1.2. The rules that regulate the educational process can be obtained at the COLLEGE administration, as well on the COLLEGE website www.hotelschool.lv.

2. STUDY FEES AND PAYMENT PROCEDURE

2.1. Study fee amount and payment arrangements are determined by the COLLEGE rules on the amount of study fees and the payment order (hereinafter referred to as the Rules), information on which the STUDENT can obtain at the COLLEGE administration, as well as on the COLLEGE website www.hotelschool.lv. By signing this Contract, the STUDENT confirms that he/she has read and wholly understood the Rules and agrees with them.

2.2. For the PROGRAM mentioned in the Contract p. 1.1.1. the STUDENT pays a regular tuition fee € 940.00 (nine hundred forty euro 00 cents) per semester, that totals € 3,760.00 (three thousand seven hundred sixty euro, 00 cents) for the PROGRAM mastering within 2,3 years.

2.3. COLLEGE assign a discount for tuition fee _____ % for first study semester/full study period.

2.4. Clause 2.3. referred discount is valid until STUDENT executes Discount policy conditions.

2.5. Study course tests and exams, practice summary presentation and research project presentation, as well as the PROGRAM final exam pass after the deadlines set by the curriculum, as well as their re-take are paid off by the STUDENT additionally according to the Regulations.

2.6. The tuition fee stipulated in the Contract p.2.2. does not include purchase of student uniform, purchase of course books and the food and beverages purchase necessary for practical training.

2.7. Tuition fee, as well as clause 2.5. and 2.6. referred payments STUDENT shall be made according to invoice in cash or by bank transfer.

2.8. After the amount of money is paid by bank transfer, the STUDENT has to submit the receipt from

the bank to the COLLEGE administration.

2.9. In case the STUDENT decides to stop studies, he can not be required of the clause 2.2., 2.5. and 2.6. referred of money refund.

2.10. In case the PROGRAM because of COLLEGE action (action or inaction) is not accredited or is cancelled its license, COLLEGE guarantees to the STUDENT the opportunity to continue their studies at another accredited program.

3. The COLLEGE OBLIGATIONS

3.1. To enrol the STUDENT in the study PROGRAM mentioned in the Contract p. 1.1.1.

3.2. To provide the STUDENT with the opportunity to master the PROGRAM, mentioned in the Contract p.1.1.1, by rendering high-quality theoretical knowledge and practical skills according to the PROGRAM and promoting the STUDENT's competitiveness in the current socio-economic conditions.

3.3. To provide the STUDENT with access password (hereinafter referred to as a PASSWORD), to the COLLEDGE electronic information internet resources, thus ensuring the STUDENT access to the COLLEDGE developed training materials.

3.4. To issue statements confirming the STUDENT's study in the COLLEDGE and the PROGRAM mastering at the STUDENT's request.

3.5. After the PROGRAM is mastered and the qualification examination passed, in accordance with the requirements of the PROGRAM, to provide the STUDENT with the 1st level professional higher education and assign the appropriate professional qualification.

3.6. To ensure an access for the STUDENT to the COLLEGE regulations on its home page www.hotelschool.lv.

3.7. To inform the STUDENT on the chosen education PROGRAM accreditation and / or licensing data changes.

3.8. To process the STUDENT's personal data only for the COLLEGE educational and administrative activity purposes.

4. The STUDENT OBLIGATIONS

4.1. To study honestly to get an education in accordance with the requirements for satisfactory progress in the selected PROGRAM of study.

4.2. To observe and perform internal regulations and safety rules for students, safety instruction on behaviour in the practical training rooms, as well as to respect the COLLEGE symbols and traditions.

4.3. To make payments for the studies in accordance with the Contract p.2.

4.4. In the process of study all individual works should be performed independently, avoiding plagiarism - another person creative assets (means of expression of ideas, opinions) further expression as his/her own ones. If individual works contain other authors' knowledge, thoughts, opinions or ideas, it is necessary to make reference to the authorship of these elements.

4.5. Do not disclose to any third party (including the COLLEGE personnel, teaching staff and other students) the PASSWORD assigned by the COLLEGE, and to prevent third-party access to electronic information resources of the COLLEGE in the Internet through the STUDENT's assigned PASSWORD.

4.6. To use training materials developed by the COLLEGE and placed on the COLLEGE electronic information resources in the Internet for personal use only. The STUDENT confirms that he/she has been informed that the reproduction of any COLLEGE developed training materials without written permission of the COLLEGE, even after the contract expiration, is considered intellectual property and copyright infringement and will be punished in accordance with the law of the

Republic of Latvia and international law.

4.7. At the earliest opportunity to warn the COLLEGE Director in written form of the reasons why the STUDENT cannot fulfil his/her Contractual obligations.

5. LIABILITY OF THE PARTIES AND SETTLEMENT OF DISPUTES

5.1. Parties are responsible in full for the performance of obligations under the contract.

5.2. The damage is the responsibility of the Party, due to which incompetence or illegal activity the losses incurred.

5.3. The Parties shall not be responsible for their contractual obligations fulfilment or their improper fulfilment if the cause were force majeure, that is, a nature disaster, strike, war, accidents, fires, Latvian statutory changes that adversely affect the performance of this service, or other force majeure circumstances outside their control.

5.4. All disputes arising between the Parties are settled through negotiations.

5.5. Should the Parties fail to reach an agreement during negotiations, the disputes will be submitted to the court of the Republic of Latvia.

6. PERIOD OF VALIDITY OF THE CONTRACT

6.1. The contract comes into force from the moment of signature and is valid till the STUDENT receives a Certificate on the PROGRAM mastering / Diploma or until one of the Parties shall notify in written form the other Party of the decision to interrupt studies.

6.2. Each Party may terminate this Contract by written notice to the Second Party not later than 10 calendar days prior to the intended date of termination if the other party fails to perform the CONTRACT obligations.

6.3. The STUDENT has the right to terminate the Contract at his own will, by written notice to the COLLEGE administration.

6.4. Contract Termination before the deadline does not relieve the parties of their responsibility and mutual obligations.

7. OTHER TERMS

7.1. The Parties undertake to inform each other about changes in their requisites or Contact information within a week.

7.2. Any change in the provisions of the Contract shall be valid only if made in written form and duly signed by both Parties.

7.3. The contract is drawn and signed in two copies in Latvian language on 2 (two) sheets. One copy of the Contract is kept by the COLLEGE, the other – by the STUDENT.

SIGNATURES OF THE PARTIES

**On behalf of the COLLEGE** **STUDENT**

_____ I. Zimņikova _____

**Payable to:**

Company title: SIA "HOTEL SCHOOL"

Company NO: 40103277684

Bank: A/S „Swedbank”

IBAN / Account NO: LV54HABA0551029213505

**Appendix No.34**

„HOTEL SCHOOL" Viesnīcu biznesa koledža, Ltd.
Reg. No.: 40103277684, Address: Smilsu 3, Riga, LV-1050
Phone: (+371) 67213037, email: info@hotelschool.lv, http://www.hotelschool.lv

*APPROVED*
*by "HOTEL SCHOOL" Hotel Management College*
*2.01.2017. Board decision No. 1-8/2*

*Riga, January 2, 2017* *No. 4-6/28*

# „HOTEL SCHOOL" HOTEL MANAGEMENT COLLEGE

## FACULTY AND ACADEMIC STAFF TIME TRACKING AND PAYMENT POLICY

*Developed in accordance with*
*Cabinet Regulation No 445 from July 5, 2016*
*"Pedagogues' labour payment terms"*

This procedure prescribes „HOTEL SCHOOL" Hotel Management College (hereinafter - HS) academic staff, e.g. lecturers' and guest lecturers' executed work types, time standards, its accounting records and payment.

1. HS academic staff execute:
   1.1. **Academic work** (work devoted to the studying process and its assurance):
      1.1.1. lectures, seminars, practical classes and laboratory work (audience work)
      1.1.2. assignments and examinations including the work of the final examination commissions;
      1.1.3. conducting and reviewing qualification papers (conducting of no more than 10 qualification papers during one academic year);
      1.1.4. conducting students' internships;
      1.1.5. consulting;
   1.2. **Research work**:
      1.2.1. planned scientific, research and innovation work;
      1.2.2. scientific research and applied project preparation, management and execution;

1.2.3. collating results of research, preparing conference abstracts, publications and monographs, and presenting at conferences;
1.2.4. reviewing and editing scientific publications;

1.3. **Methodical work**:
1.3.1. students' independent work arrangement and control, e.g. assessing reports, tests, and other written papers;
1.3.2. developing textbooks, methodological materials and teaching resources;
1.3.3. work in academic program councils;
1.3.4. preparing for lectures, seminars, practical classes and laboratory work;

1.4. **Managerial work (participating in HS collegiate and administrative institutions)**:
1.4.1. work in HS Council;
1.4.2. work in HS commissions, for example, Admission Committee;
1.4.3. HS collaborative project planning, management and participation;
1.4.4. HS representation in other institutions and organizations;
1.4.5. HS popularization.

2. HS academic staff academic work time norms:

| Labour type | Time standards (astronomical hour) |
|---|---|
| Lectures, seminars, practical classes, laboratory works | 1 hour (45 min academic hour + 15 min preparing) |
| Consulting before exams | 2 hours for a group |
| Consulting before final/ state examination | 6 hours for a group (hours are divided between all the lecturers to advise the group for the relevant examination) |
| Unit exams | 20 minutes for 1 student |
| Assignments | 10 minutes for 1 student |
| Conducting qualification paper | up to 12 hours for 1 paper |
| Reviewing qualification paper | up to 4 hours for 1 paper |
| Work in final, state examinations/ enrolment examination committee | 1/2 hour to committee chairman or member (for 1 student) |
| Conducting internship | up to 50 hours a year |

3. HS academic staff methodological work time standards devoted to students' independent work arranging and control, e.g. assessing reports, tests, and other written papers, is calculated according to this equation:

$$MD=L/4$$

MD – one methodological work hour for assessing written papers

L – one hour of lectures, seminars, practical and laboratory works

4. HS academic staff load planning and execution control:
4.1. HS academic staff maximal load is 1000 hours a year.
4.2. Depending on the current admission results, HS is entitled to part-time academic staff.

4.3. College Deputy Principal in Academic Work is responsible for HS academic staff workload planning, which is executed twice a year: in August for the period from September 1 by January 30, and in January for the period from February 1 by August 31 filling the academic staff workload card.
4.4. HS Principal approves academic staff workload card.
4.5. If the lecturer conducts students' qualification papers or executes its' reviewing, qualification paper topics and students' names and surnames to be indicated in the workload cards.
4.6. College Deputy Principal in Academic Work controls execution or non-execution of the academic staff monthly planned workload during the first week of the next month, who collates this information (indicating reasons of workload non-execution) and hands over to HS accounting.

5. HS academic staff labour payment:
5.1. HS academic staff monthly salary is calculated by multiplying individual hour rate by executed work time or executed load in the relevant month.
5.2. Individual hour rate is calculated by such equation:

**IL=6,65xK**

IL – individual hour rate (EUR)

K – coefficient according to qualification

| Education | Work language | Coefficient* |
|---|---|---|
| Higher without degree or with bachelor degree | Latvian | 1 |
| Higher without degree or with bachelor degree | Russian | 1 |
| Higher without degree or with bachelor degree | English | 1.10 |
| Master degree | Latvian | 1 |
| Master degree | Russian | 1 |
| Master degree | English | 1.15 |
| Doctoral degree | Latvian | 1.05 |
| Doctoral degree | Russian | 1.05 |
| Doctoral degree | English | 1.20 |

* HS Board upon HS Principal proposal shall be entitled to increase the coefficient of individual academic staff representatives taking into account their HS work tenure as well as the current scholar year budget options.

*To be published starting from 2.01.2017.*

*„HOTEL SCHOOL" Hotel Management College Principal* *I. Zimņikova*