



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Slobodan Ivanović, Ph.D.	
Name of the course	Hospitality standards	
Study programme	Graduate - TOURISM MARKETING	
Status of the course	Elective	
Year of study	1 <sup>st</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
<i>1. Course objectives</i>		
<p>Given that in practice there are few experiences in the analysis of the emergence and development of standards and standardization in the hospitality, the fundamental objective of this course is reflected precisely in the presentation of theoretical and practical knowledge in this area in conformance with the European Union and the world.</p> <p>The European Union has correctly held that the standardization process is highly correlated with quality catering service that is a fundamental factor in the development of such an important economic branch of activity that is invisible to the export of products and services for a tourism-oriented country.</p> <p>Applying the standards of quality and sustainability of services is becoming a basic feature of the present operations of the catering company and a means of competitive struggle in the turbulent tourist market for achieving complete customer satisfaction as a consumer.</p> <p>Generally more important aims of the course are:</p> <ul style="list-style-type: none"> <li>– adoption of common criteria for determining the equivalent standards of quality products and services in accordance with prescribed norms and standards among EU member states</li> <li>– pointing out that the application of standards expresses a certain quality of products and services</li> <li>– highlight the contemporary trends in the hospitality industry, encourage greater economy and efficiency of operations</li> <li>– emphasizing that the standards and standardization entail a rational and economical approach to planning and defining the development of these investments, construction and equipping of catering establishments</li> <li>– demonstrate that the standards in the hospitality industry must be a reflection of prices of products and services, cost eligibility and level of full utilization, where the level of service provided must be adequate category catering facility</li> <li>– argumentation of the thesis that the improvement of competitiveness, organization and efficiency of catering enterprises is achieved by applying a quality management system underlying the ISO 9000 standards and the HACCP system.</li> </ul>		
<i>2. Course enrolment requirements</i>		
No special enrolment requirements		
<i>3. Expected learning outcomes</i>		
<p>It is expected that after passing the exam in Standards in the catering industry (3 ECTS) students will be able to:</p> <ul style="list-style-type: none"> <li>– construct and interpret the basic concepts and definitions of hospitality, quality and standardization properly</li> <li>– describe and analyze the different standards that exist in the catering industry</li> </ul>		



- apply certain standards in the catering industry
- separate information on standards, evaluations, arguments and criticisms about specific situations in the catering Practice

#### 4. Course content

**ECONOMIC ASPECTS OF CATERING SERVICES:** the characteristics of hospitality as a production service industry, relations between hospitality and tourism, economic policy measures aimed at the development of the hospitality industry.

**STANDARDS AND STANDARDIZATION IN THE HOSPITALITY INDUSTRY:** the first rudiments of standards in the hospitality industry, the role and importance of standards regarding the quality of catering services, the standardization process in the hospitality industry, the application of EU standards in the hospitality practice, typing, standardization and unification of catering industry products and services, quality standards in the standard ISO 9000 , 900 1, 9002 and 900 , known worldwide standards and their characteristics, role and importance of HACCP in the hospitality industry.

**STANDARDS FOR RESTAURANT BUILDING:** the basic fields (types of) hospitality standards, the key processes of planning the construction of restaurants according to the legal classification and categorization of the restaurants, the methodology of assessing the justification of the investment project of building a hotel or catering facilities, the economic necessity of introducing standards and standardization in building restaurants

**STANDARDS OF INTERNAL PLANNING AND EQUIPMENT OF RESTAURANTS:** standards for the equipment and editing units in the hotel, working capacity and through-put of production and the operating room in the restaurant (kitchen and dining room), functionality of restaurants' departments in a hospitality facility, structure and capacities of HIP, standards of other hotel departments

**CATERING STANDARDS AND FOOD PRESERVATION:** the process of planning food supplying in the hospitality industry, consumption standards of food and beverages, determining the structure of costs in the revenue department HIP, the empirical standards of loss in cleaning and heat treatment of foodstuffs

**STANDARDS OF PRODUCTION – SERVICE PROCESS IN THE HOSPITALITY INDUSTRY:** the typical forms of production and service processes in the department of HIP, the standardization of food preparation and finishing of meals, methods of calculating the expected number of guests in the restaurant, organization and serving techniques in the hospitality industry on the model of global hotel brands

**PERSONNEL STANDARDS IN HOSPITALITY:** systematization of jobs and tasks, the standards of hotel and catering jobs, labour standards in hospitality and catering, the standards of lifelong education and training of staff, standards of proficiency in foreign languages

**PRICING IN THE HOSPITALITY INDUSTRY:** special access pricing, entrepreneurial concepts and criteria of formation of competitive pricing, standard methods of determining the calculation of prices of catering services.

**STANDARDS IN MEAL PREPARATION:** basic standards for the key processes of the EU in preparing meals, standards for preservation, freezing, thawing and food preparation, food handling high-risk groups.

**STANDARDS OF SMALL INVENTORY IN THE HOSPITALITY INDUSTRY:** Standards in inventory of small tools in the newly opened restaurant, standard bed linen clothes in a hotel, restaurant standard sized underwear, tables, chairs, standard work clothes of employees.

**STANDARDS OF BUSINESS ETHICS OF CATERING STAFF:** the ethics standards of catering staff, etiquette in the hospitality industry, codes of business relationships and usages in the hospitality industry.

**STANDARDS OF INFORMING GUESTS:** primary and secondary standards with regard to informing the guests, the house rules of the catering facility, the funds offer in a restaurant, a standard return information.

**STANDARDS OF MANAGEMENT WITH OPERATING RESULTS:** the procedures of measuring and comparing measures of business success, the impact of the total cost of employees on performance standards in the hospitality industry, the impact of modern technology on labour standards in the hospitality, organization, operation, monitoring, recording and control of operations in the hospitality industry, indicators of business success for the reception and Department of HIP, the role of controlling in the



operation of the catering and hotel business.  
**TENDENCIES AND MODELS OF CONSOLIDATION OF THE HOTEL INDUSTRY IN THE WORLD:** a strategic approach to corporate management in the hotel industry, the models of big tourist corporations modeled on the EU and the world, access to the horizontal and vertical connections in the hotel industry  
**NEW TRENDS OF GLOBAL MACROORGANISATION IN THE WORLDS' HOTEL INDUSTRY:** famous hotel chains and their basic features, all-inclusive club hotel chains - their offer, the advantages and disadvantages, the form of the franchise and hotel advisory organizations in the world and European practice.

5. Manner of instruction	<input checked="" type="checkbox"/> lectures	<input checked="" type="checkbox"/> individual assignments
	<input checked="" type="checkbox"/> seminars and workshops	<input type="checkbox"/> multimedia and network
	<input type="checkbox"/> exercises	<input type="checkbox"/> laboratories
	<input checked="" type="checkbox"/> distance learning	<input checked="" type="checkbox"/> mentorship
	<input type="checkbox"/> fieldwork	<input type="checkbox"/> other

6. Comments

7. Student responsibilities

Active attendance, seminar work and final written exam.

8. Monitoring of student work<sup>1</sup>

Class attendance	1,2	Class participation	0,1	Seminar paper	0,2	Experimental work	
Written exam	0,5	Oral exam		Essay	0,1	Research	
Project		Continuous assessment	0,9	Report		Practical work	
Portfolio							

9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.  
 For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

10. Mandatory literature (at the time of submission of study programme proposal)

Hayes, K.D., Ninemeier, D.J, Upravljanje hotelskim poslovanjem, M plus, Zagreb, 2005.

11. Optional/additional literature (at the time of submission of the study programme proposal)

Pirja,D., Standardi u turističkom ugostiteljstvu, Visoka škola za turizam Šibenik, Šibenik 2003.

12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences

The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.

<sup>1</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.