



BUSINESS ECONOMICS IN TOURISM AND HOSPITALITY II

Credit Points	3 CP
Annotation of the study course:	The course explains the growing role of tourism and hospitality entrepreneurship in the Latvian economy, examines the basics of business economics, which is a prerequisite for further mastering the subjects of the business cycle (business finance, marketing, etc.). An idea is given of the guidelines for planning, management, operational analysis of the company's activities and the realization of tourism and hospitality products and services, as well as the determination of the effective use of the company's resources and the efficiency of the company's activities.
The aim of the study course:	To provide an idea of the activities of the tourism and hospitality company, about the company as an economic system, to help students develop and improve the skill of practically organizing management activities by planning, organizing, coordinating and controlling processes in business enterprises, taking into account the field of tourism and hotel activities, as well as all issues related to the efficiency of the company's activities.
Study course tasks:	<ul style="list-style-type: none"> • create an idea of the functioning of tourism and hospitality at the level of economic entities; • understand tourism and hospitality industry companies as an economic system and market participant • find out the basic principles of the company's management and the forms of its organization; • understand and evaluate the company's resources and development opportunities; • acquire theoretical knowledge and practical skills in business planning; • develop the skill in creating market analysis, marketing plan, production processes, organizational structure, as well as risk factor analysis and financial planning.
Study course plan:	
Nr.p.k.	Topics
1.	Introduction to the course of study. Economic activity of tourism and hotel enterprises
2.	Introduction to business planning. Planning methodology
3.	Analysis and planning of resources of tourism and hotel enterprises
4.	Analysis of material resources of enterprises
5.	Analysis of the process of activity of enterprises
6.	Analysis of human resources of enterprises
7.	Analysis of indicators of economic activity of enterprises
8.	Analysis of the effectiveness of the activities of tourism and hotel enterprises
Study course results	Knowledge
	Upon successful completion of this study course, students <ul style="list-style-type: none"> • understands theoretical guidelines in the field of tourism and hospitality business, acquires an understanding of business enterprise as a system,

	<ul style="list-style-type: none"> • is able to explain the principles of operation of a hospitality tourism company, • demonstrates knowledge of the topicalities of Latvian tourism and accommodation business and knows the uniqueness of tourism and hotel business, the principles of its establishment and functioning.
	<p>Skills</p> <ul style="list-style-type: none"> • are able to plan, manage and organize the services of a tourism and hospitality company, • are able to use a set of theoretical models, methods and systems in the practical activities of a tourism and hospitality company, • is able to apply the acquired theoretical and practical knowledge, ensuring their competitiveness in the labour market; • are able to work both independently and in group work, demonstrating developed cooperation skills.
	<p>Kompetences</p> <ul style="list-style-type: none"> • students are able to independently obtain, select and analyze information related to tourism and hospitality companies and the specifics of their activities. • be able to prepare and present projects related to the study course issues in a qualified manner; • is able to carry out research activities and research on tourism and hospitality industry development issues, interpret and analyse their results; • individually or collectively generate workable business ideas.
Form of the final test:	Exam
Compulsory literature of the study course:	
<ol style="list-style-type: none"> 1. A. Kumerdanka. Biznesa ekonomiskie pamati.– Rīga: Turība, 2007. 2. R. Alsiņa, G. Gertners. Uzņēmējdarbības plānošanas principi un metodes: mācību līdzeklis . - 2-ais pārstr. un papild. izdevums. - Rīga: RTU, 2007. - 228 lpp. 3. Tribe J. The Economics of Recreation, Leisure and Tourism. 5th Edition. 2016.- 460 p. 	
Additional literature of the study course:	
<ol style="list-style-type: none"> 1. Forands I. Viesnīcu menedžments.-R.: Latvijas Izglītības fonds, 2011.-232 lpp. 2. V. Freijers. Tūrisma mārketingš. Uz tirgu orientēta tūrisma mikroekonomikas un makroekonomikas pārvaldība / no vācu val. tulk. Ilze Salna, Sandra Skuja. - Rīga: Turība, 2011. - 621 lpp. 3. Siliņēviča I. Tūrisma analīze. Mācību līdzeklis tūrisma uzņēmējdarbībā. Rēzekne: Rēzeknes Augstskola, 1999. 83 lpp 4. Hofš K.G. Biznesa ekonomika. Rīga : Jāņa Rozes apgāds, 2002. 559 lpp. 5. A. Viksna. Savs bizness. - Rīga: Lietišķās informācijas dienests, 2007. – 175 lpp. 6. Gerbers M.E.Uzņēmējdarbības meistarība. Ko zina ikviens veiksmīgs uzņēmējs.- Rīga: Zoldnera izdevniecība, 2014. - 219 lpp. 7. Roberts Škapars. Uzdevumi un testi mikroekonomikā. 1. un 2. daļa.- Rīga, 2002. 8. Alsiņa R. Mācies plānot. Biznesa plāna pamati. Rīga: Kamene, 2000. 75 lpp. 9. Zvirbule-Bērziņa A., Mihejeva L., Auziņa A. Plānošanas un ražošanas procesa organizēšanas pamatprincipi. Rīga: Biznesa augstskola Turība, 2004. 144 lpp. 10. Reismanis Ē. Biznesa plāna veidošanas pamatprincipi: mācību metodiskais materiāls Biznesa ekonomisko pamatu, komerczinību programmām. Rīga: Junior Achievement Latvija, 2005. 24 lpp. 11. The Tourism and Leisure Experience. Consumer and Managerial Perspectives / ed. by Michael Morgan, Peter Lugosi, J.R. Brent Ritchie. - Channel View Publications, 2010. - 237 p. 12. Hayes D.K. Revenue Management for the Hospitality Industry. Hoboken, N.J.: Wiley, 2011. 512 lpp. 	



13. D. Stokes, N.Wilson, M.Mador. Entrepreneurship. – Australia : South-Western Cengage Learning, 2010.

14. Parkin M., King D. Economics. – England: Addison.- Wesley, 1995. Chell, E., Nicolopoulou, K., Karatas-Ozkan, M. (2010). Social entrepreneurship and enterprise: international and innovation perspectives. Entrepreneurship & Regional Development, Vol. 22, No 6, p. 485–493

Periodicals and other sources of information:

1. Latvijas Ekonomists. Rīga: Mamuts, 2005. ISSN 1025-8922.
2. Kapitāls : žurnāls lietišķiem cilvēkiem: krāsains biznesa un ekonomikas žurnāls. Rīga: Lietišķās informācijas dienests, 1998-. ISSN 1407-2505.
3. Tūrisms Latvijā.[tiešsaiste] Pieejams: <https://www.csb.gov.lv/lv/statistika/statistikas-temas/transports-turisms/turisms>
4. Pasaules tūrisma organizācija.[tiešsaiste] Pieejams: <https://www.unwto.org/>
5. Galvenie statistikas rādītāji. [tiešsaiste] Pieejams: <https://www.csb.gov.lv/lv/statistika/statistikas-temas/transports-turisms/turisms>

During the study process, changes and additions to the program and reading list are possible