



CORPORATE CULTURE IN TOURISM AND HOSPITALITY

Credit Points	3 CP
Study course annotation	<p>The course aims to gain an understanding of the nature, basic principles and types of corporate culture, as well as an understanding of corporate culture guidelines in tourism and hospitality. Students gain an understanding of the interaction of different views, evaluate changes and development trends in corporate culture in tourism and hospitality in the European and Latvian context.</p> <p>Students acquire skills to apply knowledge in practice.</p> <p>Teaching methods - theory and practice: lectures, seminars, discussions, presentations.</p>
Aim of the study course	To train professionals who are able to effectively apply their acquired knowledge to develop and improve the corporate culture of tourism and hospitality organisations.
Tasks of the study course	<ul style="list-style-type: none"> • define the concept of corporate culture and review the main approaches to the study of corporate culture; • review and analyse the types of corporate culture; • understand the role of corporate culture as an important strategic resource in the context of tourism and hospitality; • examine the place and importance of corporate culture in tourism and hospitality, its relationship and impact on the image and reputation of the organisation; • identify the mechanisms for shaping and managing corporate culture in tourism and hospitality; • discuss the main approaches to promoting corporate culture; • the ability to apply acquired knowledge to a specific situation, i.e. to examine the state of corporate culture in a tourism and/or hospitality organisation, determine its level and provide advice on how to improve it.
Study course results	Knowledge
	<ol style="list-style-type: none"> 1. basic concepts and categories of corporate culture; 2. the role, aims and objectives of corporate culture in the context of tourism and hospitality; 3. the main tools for corporate culture research; 4. applied aspects of corporate culture management and development, assessing the effectiveness of its individual elements in the context of tourism and hospitality.
	Abilities
	<ol style="list-style-type: none"> 1. be able to assess the level of corporate culture of an organisation (company) in the context of tourism and hospitality; 2. be able to identify the problems, contradictions and key influencing factors affecting the development of corporate culture in an organisation; 3. be able to apply knowledge of corporate culture in the context of tourism and hospitality with a view to enhancing the level of corporate culture and reputation of an organisation; 4. be able to apply the knowledge acquired in the programme in different situations, working in a team or individually.
	Competences
	<ol style="list-style-type: none"> 1. be able to independently obtain, select and evaluate information for research on corporate culture; 2. be able to analyse information, explain facts and argue reasonably in the development of an organisation's corporate culture;



	<p>3. be able to demonstrate and evaluate the effectiveness of different forms of corporate culture in the context of tourism and hospitality;</p> <p>4. be able to assess the culture of an organisation, determine its level and provide advice for its improvement;</p> <p>5. be able to prepare and present projects related to corporate culture in a qualified manner;</p> <p>6. be able to conduct research and studies on corporate culture issues in the context of tourism and hospitality, interpret and analyse their results.</p>
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Study course plan:

No.	Topics
1.	Introduction. The concept, nature, concepts and applied aspects of corporate culture.
2.	The main principles and methodological foundations of corporate culture.
3.	Corporate culture research in the context of tourism and hospitality.
4.	Types of corporate culture and structure of events. Subcultures as models of corporate culture.
5.	Values, mission and vision of the organisation as a basis for corporate culture.
6.	Factors influencing corporate culture. Corporate communication. Options for managing corporate culture.
7.	Process of corporate culture formation, action and change planning.
8.	Mechanisms for developing and improving corporate culture. Analysis of different organisations.
9.	Corporate culture in the popular sense and a modern interpretation of labour regulation. The role of corporate culture and reputation in Europe and Latvia.

Form of final examination:

Control Work

Mandatory literature of the study course:

1. Coyle D. (2018) The Culture Code. New York. Random House.
2. Golubeva M., Zankovska-Odiņa S., Felsbergs I. Dažādības vadības situācijas izpēte uzņēmumos. – Rīga: Sabiedrības integrācijas fonds, 2015.
3. Reņģe V. (2003) Organizāciju psiholoģija. Rīga: Kamene.
4. Viljams G., Millers R. (2009) Mainīt pārliecināšanas veidu. Harvard Business Revue on the Persuasive Leader. Rīga: Lietišķās informācijas dienests.
5. Schein, E. (2010) Organizational culture and leadership. New York: Jossey-Bass.
6. Schein E., Schein P. (2019) The Corporate Culture Survival Guide. Hoboken: Wiley.

Study course supplementary literature:

1. Clow, K. E. & Baack, D. (2012). Integrated advertising, promotion, and marketing communications (5th ed.). Global ed. - Upper Saddle River [etc.]: Pearson Prentice Hall.
2. Fekseuss H. (2019) Smalki! Izcilas sociālās prasmes. Rīga: Zvaigzne ABC.
3. Fekseuss H. (2015) Varas spēle. Rīga: Zvaigzne ABC.
4. Hanovs D., Laicāne M., Mihailovs I.J.(2009). Dažādības vadība multietniskā vidē. – Rīga: Drukātava.
5. Dīters Herbsts (2007). Komunikācija uzņēmumā. Rīga: Zvaigzne ABC.
6. Kotlers, F. (2006). Mārketinga pamati. Rīga: Jumava.



7. Katherine Miller (2009). Organizational Communication. Approaches and Processes / - 5th ed. - Wadsworth Cengage Learning.
8. Praude V. (2015). Integrētā mārketinga komunikācija. 1 grāmata / Valērijs Praude, Jeļena Šalkovska. - Rīga: Burtene.
9. Praude V. (2015). Integrētā mārketinga komunikācija. 2 grāmata / Valērijs Praude, Jeļena Šalkovska. - Rīga: Burtene.

Periodicals and other sources of information:

- LR Satversme: LR likums. Latvijas Vēstnesis, 01.07.1993, Nr.43
- ANO Vispārējā cilvēktiesību deklarācija. LR Saeimas un MK ziņotājs 29.10.1992, nr.42,
- Starptautiskais pakts par ekonomiskajām, sociālajām un kultūras tiesībām: konvencija

Periodicals and databases:

- <http://www.unesco.org/new/en/unesco/resources/online-materials/publications/unesdoc-database/>
- <http://www.mrglobalization.com/bk-globalization-and-culture>
- <http://unesdoc.unesco.org/images/0013/001393/139318e.pdf>
- <http://jp.poerf.de/papers/Pfau10globalizationand.pdf>
- <http://wixt.whut.edu.cn/new/ddxfzsc/attachments/2/1/Many%20Globalizations.pdf>
- <http://www.ukessays.com/essays/cultural-studies/globalization-and-the-increased-diversity-cultural-studies-essay.php>
- http://www.eileentrauth.com/uploads/4/6/7/6/4676002/cultural_diversity_challenges.pdf
- www.politika.lv
- www.sif.lv
- EBSCO, Science Direct, Scopus

During the study process changes and additions to the program and the list of references are possible