



MANAGEMENT IN TOURISM AND HOSPITALITY II

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| Credit Points | 3 CP |
| | knowledge in microeconomics; Macroeconomics; Mathematics; Philosophy; Logic; in ethics; English (German); Psychology; Sociology; In aesthetics |
| Annotation of the study course: | The study course provides an opportunity to get acquainted with the theoretical foundations of management, their use in practice in tourism and hospitality companies, to assess your manager's potential, as well as to apply theoretical knowledge in the analysis of practical situations. Within the framework of the course, several methods are used, for example, theoretical foundations are provided, which are supported by practical examples. Students analyze practical situations of various problems using the "case study" method, applied play is used as a method of mastering theoretical foundations, as well as a psychological seminar, which is aimed at determining the peculiarities of the character of students. |
| The aim of the study course: | To promote understanding of the peculiarities of organization management in the field of tourism and hospitality, as well as to provide students with practical skills and abilities to work in a team, analyze texts and make decisions based on the acquired knowledge. |
| Study course tasks: | <ul style="list-style-type: none"> • to provide knowledge in business management, organization development and use of human resources in a company in the field of tourism and hospitality; • teach to apply in practice the skills of working in a team, analyze the usefulness of management decisions and the market situation, how to find ways to achieve business goals; • to check the acquisition of the provided knowledge and skills with the help of exam and seminar papers. |
| Study course results | Knowledge |
| | As a result of mastering the course, theoretical questions of management and management methodology were studied, knowledge of the current trends in the development of management theory was acquired. Upon successful completion of this study course, students know about management methods and functions, the organization of company management and its peculiarities in tourism and hospitality companies, the management decision-making process, personnel management and the possibilities of analyzing the company's activities. |
| | Skills |
| | <ul style="list-style-type: none"> • attīstīt izpratni par menedžmentu, tas metodēm un funkcijām, • navigate policies and their impact on the economy; • be able to manage processes, resources, as well as people in the field of tourism and hospitality, plan, make decisions, organize and motivate people to achieve goals, delegate tasks, be a leader. |
| | Competence |
| | <ul style="list-style-type: none"> • management in the field of tourism and hospitality in changing market conditions, • formation of an effective management team, delegation of powers, control of results, • formation of the structure of the enterprise, formation of a motivation policy and coordination system, • self-discipline and organization, responsibility, ability to make decisions in changing conditions. |
| Study course plan: | |



| Nr.p.k. | Topics |
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| 1. | Introduction to management theory. Management functions. Management methods. Management models. The specifics of management in the field of tourism and hospitality. The organization and hierarchical system of tourism management. Participants in the tourism market. |
| 2. | Internal and external environment of the tourism business. Factors of the external environment. International environment of tourism. The environment of the internal enterprise and its elements. |
| 3. | Planning. The essence and objects of planning. Planning stages. Planning methods. Planning levels. The life cycle of the organization in the company of the tourism and hospitality sphere |
| 4. | Management decisions. Types of management decisions and qualification features. Decision making process and methods. The effectiveness of management decision-making. Success stories of the most successful managers in the tourism and hospitality industry. |
| 5. | Organization and that concept. Types of organizational structures. Organization structure design. Division of labor. Coordination. Classification and mechanism of communication in the enterprise of the tourism and hospitality sphere |
| 6. | Personnel management in a company in the field of tourism and hospitality. The concept and functions of personnel management. Criteria and methods of personnel assessment. Staff development. The role of the manager in the organization. Principles of organization of the work of an effective manager. Management styles. |
| 7. | Motivation and that concept. The process and stages of motivation. Initial theories of motivation. Modern theories of motivation. Stimulating. Types of incentives. Formation of motivational policy in tourism and hospitality enterprises. |
| 8. | Analysis of the company's activities. SWOT analysis. Development strategies. SWOT analysis of competitors. PEST analysis. BCG matrix. Ansoff matrix. |
| 9. | Innovation management. The life cycle of innovation. Types of innovation. Models for the development of innovation. Innovation strategies. Innovations in tourism. |
| Form of the final test: | exam |
| Compulsory literature of the study course: | |
| <ol style="list-style-type: none"> 1. Praude, Valērijs. <i>Menedžments</i> „Rīga : Burtene, 2012. 1,2 sēj. : diag., il., sh., tab. 2. Leitis Voldemārs. <i>Vadītāja spējas. Kā vadīt uzņēmumus un ļaudis.</i> – Rīga: AVOTS, 2019. 3. Baum T. <i>Human Resource Management for Tourism, Hospitality and Leisure: an international perspective.</i> - Thomson Learning, 2006. - 326 p. | |
| Additional literature of the study course: | |
| <ol style="list-style-type: none"> 1. Lingeberziņš Ēriks. <i>Tūrisma uzņēmuma vadīšana kultūras atšķirību kontekstā: monogrāfija / Ēriks Lingeberziņš</i> - Rīga: Turība, 2017. - 271 lpp. 2. Page, Stephen J. <i>Tourism Management. Managing for Change / Stephen J. Page.</i> - 3rd ed. - ELSEVIER, 2009. – 578. 3. Mason P. <i>Tourism impacts, planning and management.</i> - Elsevier, 2009. - 219 p 4. Dubkēvičs Lotārs. <i>Organizācijas kultūra, klimats un radošums.</i>– Rīga: RaKa, 2019. 5. Ukolov V., Mass A., Bistrjakovs I.(2006) <i>Vadības teorija.</i> R.: Jumava. 6. Drakers Pīters u.c. <i>Lēmumu pieņemšana (HBR) (2007).</i>R.: Lietišķās informācijas dienests.-196 lpp. 7. Šmidts Vorens u.c. <i>Sarunu un konfliktu risināšana (HBR) (2007).</i>R.: Lietišķās informācijas dienests.-184 lpp. 8. Kortnijs Hjū u.c. <i>Vadība nenoteiktās situācijās (HBR) (2008).</i>R.: Lietišķās informācijas dienests.-194 lpp. | |



9. Ķeniņš-Kings G. (2002) *Amerikas pieredze uzņēmumu vadībai: izlase lietišķām pārrunām*. Rīga: Apgāds "Biznesa partneri", 288 lpp.
10. Daft, Richard L.: *New era of management* / Andover : South-Western/Cengage Learning, 2014. 722 lpp.
11. Barney, Jay B.: *Strategic management and competitive advantage :concepts and cases* / London : Pearson, 2015. 395 lpp.
12. Dessler, G. (2004) *Management. Principles and Practices for Tomorrow's Leaders* / Gary Dessler. 3rd ed. Prentice Hall, 2004 546 p.
13. Naylor, J. (2004) *Management* / John Naylor. 2nd. Ed. Prentice Hall, 668, 20 p.
14. Robbins, S.P. (2004) *Fundamentals of Management. Essential Concepts and Applications* / Stephen P. Robbins, David A. Decenzo. 4th ed. Pearson Education, Inc., Prentice Hall, 471, 4 p.
15. Beardwell, I. (2004) *Human Resource Management. A contemporary approach* / Ian Beardwell, Len Holden, Tim Claydon. 4th ed.– FT Prentice Hall, 739 p.
16. Daft, Richard L.: Менеджмент / Санкт-Петербург... {и др.} : Питер, 2015. 628 с.
17. Логунов С. 27 книг успешного руководителя. – Москва: Издательство «Э», 2017. – 224 с.

Periodicals and other sources of information:

1. International Journal of Hospitality & Tourism Administration
2. Journal of Hospitality Marketing & Management
3. Journal of Human Resources in Hospitality & Tourism
4. Latvijas Republikas Ekonomikas ministrija // www.em.gov.lv/
5. OECD // www.oecd.org/
6. World Tourism Organization UNWTO / www2.unwto.org/
7. Žurnālu angļu valodā no datu bāzes EBSCO saraksts <http://search.ebscohost.com>
un datu bāze SCOPUS <http://www.scopus.com>

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