Wyższa Szkoła Turystyki i Ekologii
ul. Zamkowa 1
34-200 Sucha Beskidzka

COURSE DESCRIPTION SHEET

HOTEL SYSTEMS AND MANAGEMENT MODELS

Programme: Tourism and Leisure		Course ID:
Profile: practical		
Major: general	**Level of studies:** First degree (bachelor's)	**Year:** II **Semester:** 2
Type of classes: lecture, practical classes/exercises	**Number of hours per semester:** Full-time studies: **20 (w)** Part-time studies: **10 (w)**	**ECTS:** 2

COURSE GUIDE

Applicable in the academic year 2025/2026

STUDENT WORKLOAD

Type of activity	**Average number of hours required to complete the activities**	
	Full-time studies	**Part-time studies**
Total number of hours with direct participation of the instructor	23	12
Hours conducted in class	20	10
Including those using distance learning methods and technologies	-	-
Consultations	2	1
Examinations and assessments during the exam session	1	1
Independent student work	27	38
Total workload	**∑50**	

COURSE OBJECTIVES

C1 To equip students with essential knowledge of the hotel industry required to commence professional work in the tourism sector.
C2 To ensure students understand the significance of the hotel industry for tourism development.
C3 To familiarise students with methods for classifying and characterising hotel facilities and services.
C4 To provide knowledge about systems of organising and managing hotel services..

PREREQUISITES

1. Basic knowledge of tourism and recreation.
2. Familiarity with organisation and management in the hotel sector.
3. Understanding of the determinants of how the hotel market operates.

LEARNING OUTCOMES

KNOWLEDGE (W)
EU 1 The student possesses knowledge of the hotel industry and hotel systems. EU 2 The student understands organisational structures and the functioning of tourism enterprises, as well as management models.
SKILLS (U)

EU 3 The student can classify and characterise hotel facilities and hotel services using appropriate tools. EU 4 The student knows and can use measures and indicators assessing utilisation and liquidity/turnover of hotel properties.
COMPETENCES (K)
EU 5 The student recognises the importance of the hotel market within the tourism industry and is aware of the diversity of hotel services. EU 6 The student can formulate opinions on the hotel market and on management within tourism facilities.

COURSE CONTENT

Type of class – LECTURES **Detailed description of thematic blocks**		**Number of hours**	
		Full-time studies	**Part-time studies**
L 1-10	1.Directions of development in the hotel industry. 2–3. Classification and categorisation of hotel facilities in Poland and abroad. The Hotelstars Union system. 4. Organisational–legal structures in the hotel sector. 5. Management models applied in hospitality. 6–7. Modern technologies in hotel facilities. 8–10. International hotel systems – types, forms, and the specificity of services.	**20**	**10**
Total		**20**	**10**

TEACHING TOOLS

Lecture – multimedia presentation, case studies, practical tasks.

ASSESSMENT METHODS AND TECHNIQUES (F – Formative, P – Summative)

F1. Assessment of mastery of lecture content.
F2. Assessment of the ability to identify hotel systems and management models.
P1. Examination covering the material discussed in lectures – exam

COURSE COMPLETION REQUIREMENTS

Positive grade from written exam

BIBLIOGRAPHY

BASIC LITERATURE

1. Puciato D., *Przesiębiorstwo hotelowe*, Difin, 2016.
2. Dominik P., *Zarządzanie hotelem*, Difin, 2015.
3. Milewska M., Włodarczyk B., Hotelarstwo. Organizacja i funkcjonowanie, PWE 2018

SUPPLEMENTARY LITERATURE

1. Czasopisma branżowe: Hotelarz, Świat hoteli
2. Strony internetowe systemów hotelowych
3. Raporty branżowe

INFORMATION ABOUT THE ACADEMIC TEACHERS

Course instructor (name, surname, e-mail address)

1. ……e-mail:……

COURSE IMPLEMENTATION MATRIX

Learning outcome for the course	Reference to programme learning outcomes	Course objectives	Course content	Teaching tools	Assessment methods
EU1	K_W01, K_W04	C1-C4	L	1	P1
EU2	K_W01, K_W06	C1-C4	L	1	P1
EU3	K_U05, K_U08	C1-C4	L	1	F1, F2, P1
EU4	K_U08, K_K05	C3	L	1	F1, F2, P1
EU5	K_W06, K_U03	C1-C4	L	1	F1, F2, P1
EU6	K_U03, K_U05	C!-c4	L	1	F1, F2, P1

STUDENT ASSESSMENT CRITERIA

LEARNING OUTCOME 1 (W)	
For grade 2	1. The student has not mastered knowledge of the hotel industry and hotel systems.
For grade 3	1. The student has a basic command of knowledge of the hotel industry and hotel systems.
For grade 4	1. The student has a good command of knowledge of the hotel industry and hotel systems.
For grade 5	1. The student has an excellent command of knowledge of the hotel industry and hotel systems.
LEARNING OUTCOME 2 (W)	
For grade 2	2. The student has not mastered knowledge of organisational structure and the functioning of tourism enterprises, nor of management models.
For grade 3	2. The student has a basic knowledge of organisational structure and the functioning of tourism enterprises, and of management models.
For grade 4	2. The student has a good knowledge of organisational structure and the functioning of tourism enterprises, and of management models.
For grade 5	2. The student has a very good knowledge of organisational structure and the functioning of tourism enterprises, and of management models.
LEARNING OUTCOME (U)	
For grade 2	3. The student cannot classify or characterise hotel facilities and hotel services using the learned tools.
For grade 3	3. The student can, at a satisfactory level, classify and characterise hotel facilities and hotel services using the learned tools.
For grade 4	3. The student can, at a good level, classify and characterise hotel facilities and hotel services using the learned tools.
For grade 5	3. The student can, at a very good level, classify and characterise hotel facilities and hotel services using the learned tools.
LEARNING OUTCOME 4 (U)	
For grade 2	4. The student is unable to use measures and indicators assessing utilisation and liquidity/turnover of hotel properties.
For grade 3	4. The student uses measures and indicators assessing utilisation and liquidity/turnover of hotel properties at a satisfactory level.
For grade 4	4. The student uses measures and indicators assessing utilisation and liquidity/turnover of hotel properties at a good level.
na ocenę	4. The student uses measures and indicators assessing utilisation and liquidity/turnover

5	of hotel properties at a very good level.
LEARNING OUTCOME 5 (K)	
For grade 2	5. The student cannot recognise the importance of the hotel market within the tourism industry and lacks awareness of the diversity of hotel services.
For grade 3	5. The student satisfactorily recognises the importance of the hotel market within the tourism industry and is aware of the diversity of hotel services.
For grade 4	5. The student recognises, at a good level, the importance of the hotel market within the tourism industry and is aware of the diversity of hotel services.
For grade 5	5. The student recognises, at a very good level, the importance of the hotel market within the tourism industry and is aware of the diversity of hotel services.
LEARNING OUTCOME 6 (K)	
For grade 2	6. The student cannot formulate opinions regarding the hotel market or management within tourism facilities.
For grade 3	6. The student formulates, at a satisfactory level, opinions regarding the hotel market and management within tourism facilities.
For grade 4	6. The student formulates, at a good level, opinions regarding the hotel market and management within tourism facilities.
For grade 5	6. The student formulates, at a very good level, opinions regarding the hotel market and management within tourism facilities.

METHOD OF LEARNING OUTCOME VERIFICATION

Assessment of:	**Percentage distribution of assessment:**
Knowledge (W)	**35%** of total course grade
Skills (U)	**40%** of total course grade
Social competences (K)	**25%** of total course grade

GRADING SCALE:

Insufficient (2.0)	Below 50% of the maximum score for the intended learning outcomes.
Satisfactory (3.0)	From 50% to 60% of the maximum score for the intended learning outcomes.
Satisfactory plus (3.5)	From 60% to 70% of the maximum score for the intended learning outcomes.
Good (4.0)	Above 70% to 80% of the maximum score for the intended learning outcomes.
Good plus (4,5)	Above 80% to 90% of the maximum score for the intended learning outcomes.
Very good (5,0)	Above 90% to 100% of the maximum score for the intended learning outcomes.

Person responsible for the course description sheet

APPROVAL OF THE COURSE DESCRIPTION SHEET FOR IMPLEMENTATION

……
(place, date) (course coordinator) (dean)