

SYLLABUS

Course basic data	
Academic unit:	Faculty of Tourism and Environment
Course title:	Effective Communication in the Hotel Industri
Level:	Bachelor
Course status:	Mandatory
Year of study:	I
Number of hours per week:	3
Value in credits – ECTS:	4
Time / location:	
Course leader:	Prof. As. Dr. Arbresha Meha
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Course description	
Course description	This course provides an overview of communication techniques, with particular emphasis on the hotel industry. Although there are many sides to communication, including verbal interactions, nonverbal cues, and even using technology to maximize impact, there are a few basic fundamentals that span across the nation and around the globe. By understanding how to communicate and increase the knowledge of conflict resolution and negotiation, students through this course will increase the probability of success in the business community, and it is a bridge from potentially hazardous misunderstandings to personal and professional success.
Course aims:	The aim of the course is students to learn and understand the effect of communication with clients and how to ensure a consistent hospitable communication. Emphasis will be placed on developing the student's ability to use verbal and nonverbal skills, audience analysis, message preparation, and application of effective techniques for maintaining and evaluating speech performance.
Learning outcomes:	Upon successful completion of this course, students will be able to: <ul style="list-style-type: none"> • recognize and describe different communication styles, • demonstrate techniques for improving communication skills, • describes techniques for improving communication with technology, • compare and contrast cultural aspects of communication, • describes communication strategies to resolve

	disagreements and conflicts.		
Contribution in Student's learning (should correspond with Students learning outcomes)			
Activity	Hrs	Day/week	In total
Lectures	2	15	30
Theory/Lab exercises	1	15	15
Practical work			
Contact hours/consultatios with lecturer	2	4	8
Exercises in the field (study visits)	3	2	6
Tests, seminars	1	1	1
Home work			
Student's independent study time (library or home)	2	15	32
Final preparation for exam	2	3	6
Time spent during assessment (tests, quizzes, final exam)	2	1	2
Projects, presentations, etc.			
Total			100
Teaching methodology:	The course will take place in duration of 15 weeks, whith 2 hours lectures per week, where the theoretical concepts will be treated and explanation will be provided about the communication techniques, and 1 hour in clas group exercises. The exercises will be held in group where the real case studies will be analyzed and discussed in group. This way of organizing the exercises will help students to acquire the theoretical concepts and its relation with practical aspects through the application of communication techniques with customers for a sustainable hopitality communication.		
Assessment methods:	Midterm test 20% Attendance and participation 10% Final exam70% (Final exam will be comrised by different multiple choice questions, open questions, and a case study analysis).		
Literature			
Basic Literature:	<ol style="list-style-type: none"> 1. Mckay, M, Favis, M, Fanning, P. 2018. The communication skills book, 3rd Edition, New Harbinger Publications, Inc. 5674 Shattuck Avenue Oakland, CA 94609. 2. Wan Der Wagen, L, 1997. Communication in Tourism and Hospitality: Meeting the World in the Workplace, Publisher: Hospitality Press. 		
Supplementary Literature:			

	<ol style="list-style-type: none"> 1. Griffin, E. 2012. A first look at Communication Theory, 8th Edition, Published by McGraw-Hill. 2. Fitzgeralds, H, 1998. Cross-Cultural Communication for the Tourism and Hospitality Industry, Publisher: Hospitality Press. 3. Shyam Sundar, S. 2015, The Handbook of the Psychology of Communication Technology, Wiley Blackwell.
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Lectures timeline:	
Week	Lectures
Fist week:	<i>Introduction to communication styles</i>
Second week:	<i>Verbal and nonverbal communication</i>
Third week:	<i>Cultivating conversational skills</i>
Fourth week:	<i>Group communication</i>
Fifth week:	<i>Communicating in writing</i>
Sixth week:	<i>Study visit</i>
Seventh week:	<i>Communications technology</i>
Eighth week:	<i>Student assessment – Midterm test</i>
Ninth week:	<i>Communications and conflicts</i>
Tenth week:	<i>Cultural aspects of communication</i>
Eleventh week:	<i>Communications and sustainable hopitality</i>
Twelwth week:	<i>Study visit</i>
Thirteenth week:	<i>Communication and customer relations</i>
Fourteenth week:	<i>Conflict resolution technique and negotiation</i>
Fifteenth week:	<i>Constructive criticism</i>

Academic policies and rules of conduct:
Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.