

Prerequisite status: -	Unit Type: Theoretical	The number of units: 2	Name of the lesson: Hospitality and Rituals Planning
Type of additional practical training: Has it <input checked="" type="checkbox"/> does not have <input type="checkbox"/> Science travel <input checked="" type="checkbox"/> Laboratory <input type="checkbox"/> Workshop <input type="checkbox"/> , Seminar <input type="checkbox"/>		The number of hours: 32	Expert professor to teach: Geographer specializing in tourism
Goals: Acquaintance with the concepts, basics, and process of planning Rituals and hospitality in tourism			
Headlines 1- Defining the concepts of Rituals and hospitality in tourism 2- The place of Rituals and hospitality in the tourism industry: - accommodation, transportation, hospitality, event, tour, visa, - Rituals and rules and regulations of the destination society - Rituals and organizational culture and behavior 3- Ritual framework in tourism - Human resources and job skills - Adaptive rituals - Codes of conduct and ethics in rituals - Communication with the customer - Customer rights - Tourist satisfaction and loyalty 4- Hospitality framework in tourism - Admissions Management - Culture and spirit of nations - Service and product quality - Respect for customers and tourists - Responsibility and accountability - Tourist satisfaction and loyalty 5- Consumption patterns and consumer psychology 6- Standards, procedures, rules and regulations, rituals, and hospitality protocols 7- Legal standards in rituals and hospitality			

8- Evaluation of the perceived quality of services and products

9- A comparative study of rituals and hospitality experiences in the tourism and hotel industry (world and Iran)

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