

CATALOGUE OF TRAININGS FOR TOURISM HIGHER TECHNICAL DEGREES

HIGHER TECHNICIAN IN TOURISM
ACCOMMODATION MANAGEMENT



Barcelona School
of Tourism, Hospitality
and Gastronomy

**THROUGH
EXPERIENCES**

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HIGHER TECHNICIAN IN TOURISM ACCOMMODATION MANAGEMENT

PROFESSIONAL MODULE	HOURS	ECTS
MP01 Structure of the tourism market	99	7
MP02 Front desk and reservations	165	10
MP03 Floor and housekeeping management	99	8
MP04 Protocol and public relations	99	8
MP05 Tourist marketing	99	10
MP06 Event commercialization	66	5
MP07 Management of tourist accommodation	165	16
MP08 Human resources in accommodation	66	5
MP09 English	132	7
MP10 Second Foreign Language: French	132	7
MP11 Training and Career Counselling	66	5
MP12 Business and entrepreneurship	66	4
MP13 Tourist accommodation management project	297	5
MP14 AWP Apprenticeship in workplaces	383	22
MP15 Information Technologies	66	0

MP01 Structure of the tourism market

Hours: 99

ECTS: 8

The technician:

contextualizes the tourism sector, its historical evolution and the current situation, analysing the implications as a socio-economic activity. Identifies the different tourist typologies relating them to the demand and its foreseeable evolution. Analyses the tourist offer by characterizing the main components, as well as the intermediation and distribution channels. Characterizes the tourist demand by relating the different factors and elements that motivate it, as well as its current trends.

FU1: Contextualization of the tourism sector

FU2: Tourist typologies and trends

FU3: Tourism supply and demand

MP02 Front desk and reservations

Hours: 165

ECTS: 10

The technician:

supervises the front desk department analysing the organization according to the type of tourist establishment, the available staff, the type of clientele, the occupation and the profitability. Optimizes the occupancy of the establishment by characterizing it and applying different systems and types of reservations. Formalizes the previous and simultaneous operations at the entrance of the clients, analysing them and applying the associated tasks. Controls and provides the front desk service during the clients stay, analysing it and applying the operations derived from this phase. Controls the distinctive security systems of tourist accommodation

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establishments, relating the organizational structure and security contingencies with the applicable security elements and measures.

FU 1: organization of the front desk department.

UF 2: reserve management.

FU 3: front desk procedures.

UF 4: security systems.

MP03 Floor and housekeeping management

Hours: 99

ECTS: 8

The technician:

organizes the floor and housekeeping department justifying the planning according to the type of establishment, the available staff, the type of clientele, the occupation and the profitability. Organizes of the physical spaces of the floor areas and common or public areas. Laundry and linen: location and distribution in equipment plant, machines and furniture. Controls the products, materials and facilities of the housekeeping department, describing the replacement, storage, conservation and valuation processes. Reviews the status of the maintenance of facilities, machinery and equipment, justifying the systems and procedures for conservation and maintenance. Supervises the neatness and fine-tuning of accommodation units and common areas, characterizing the service provision processes. Supervises the decoration and setting of the accommodation area and common or public areas, characterizing the architectural styles, furniture, decorative elements, lighting and current trends. Controls the laundry and linen service, analysing and applying the operations derived from this subdepartment.

FU 1: housekeeping organization.

FU 2: management of facilities, facilities and resources.

FU 3: supervision of the accommodation area

FU 4: laundry and linen

MP04 Protocol and public relations

Hours: 99

ECTS: 8

The technician:

applies the institutional protocol analysing the different organizational systems and using the official protocol and precedence regulations. applies the business protocol describing the different elements of design and organization according to the nature, the type of event and the audience to whom it is aimed. Applies the social protocol identifying the forms according to the different social situations. Establishes communication with clients relating the techniques used with the type of user. Applies the foundation.

FU1: Institutional, business and social protocol

FU2: Communication and customer service

FU3: Public relations in the tourism field



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MP05 Tourist marketing

Hours: 99

ECTS: 10

The technician:

characterizes tourist marketing recognizing the basic elements that compose it. Interprets market segmentation and product and / or service positioning, recognizing quantitative and qualitative data. Recognizes the purchase decision process of consumers analysing their motivations and needs. Recognizes the purchase decision process of consumers analysing their motivations and needs. Identifies the elements of marketing recognizing the application to the tourism sector. Applies new technologies in tourism marketing analysing the applications and opportunities in the development of marketing policies. Characterizes the marketing plan relating it to the various types of companies and products or services.

FU1: Foundations of tourism marketing

FU2: Consumers of tourism products and services

FU3: Marketing-mix and new technologies

FU4: The marketing plan

MP06 Event commercialization

Hours: 66

ECTS: 5

The technician:

organizes event commercialization department justifying planning. Markets the offer of events, relating it to the characteristics of the establishment and to the demand. Plans different events relating management methods with their typology and objectives. Monitors events by analysing pre-established quality standards. Controls the effective closing of the event by analysing the financial management and the quality of the service provided.

FU 1: management of the department of conventions and events.

FU 2: planning, development and control of events.

MP07 Management of tourist accommodation

Hours: 165

ECTS: 16

The technician:

coordinates the accommodation area with the rest of the areas of the tourist establishment analysing the organizational structure. Determines the economic and financial profitability of minor business investment projects, characterizing and evaluating the different financing systems. Controls the economic exploitation of the departments under its supervision, recognizing and determining the structure of income and expenses. Controls the application of quality management systems, assessing the implication in a more efficient management of the tourist accommodation establishment. Coordinates the environmental management system characterizing the different environmental management systems.

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FU 1: coordination of the accommodation area.

FU 2: economic and financial profitability.

FU 3: economic exploitation.

FU 4: quality systems.

MP08 Human resources in accommodation

Hours: 66

ECTS: 5

The technician:

proposes the selection of staff characterizing the different professional profiles. Organizes human resources, analysing and applying the staff organization systems. Integrates dependent staff into the organizational structure of the tourist establishment, recognizing and applying personnel management tools. Manages dependent personnel, recognizing and implementing personnel management techniques.

FU 1: human resources selection.

FU 2: human resources planning.

FU 3: personnel management.

MP09 English

Hours: 132

ECTS: 7

The technician:

recognizes professional and everyday information contained in all types of oral speeches issued by any means of communication in standard language, accurately interpreting the content of the message. Interprets professional information contained in complex written texts, comprehensively analysing the contents. Emits clear and highly structured oral messages, analysing the content of the situation and adapting to the interlocutor's linguistic register. Prepares documents and reports for the professional field or daily life, using the appropriate records for each situation.

FU1: Technical English

MP10 Second foreign language: French

Hours: 132

ECTS: 7

The technician:

recognizes professional and everyday information contained in clear and simple oral speeches delivered in standard language, identifying the global content of the message. Interprets professional information contained in simple written texts, comprehensively analysing their contents. Emits simple, clear and highly structured oral messages, using the appropriate registers for each situation. Prepares simple texts in standard language related to the professional field or daily life, using the appropriate registers for each situation.

FU1: French

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MP11 Training and Career Counselling

Hours: 66

ECTS: 5

The technician:

selects employment opportunities, identifying the different insertion possibilities and life-long learning alternatives. Applies teamwork strategies, assessing effectiveness and efficiency to achieve the organization's objectives. Exercises the rights and fulfils the obligations derived from labour relations, recognizing them in the different employment contracts. Determines the protective action of the Social Security system against the different contingencies covered, identifying the different types of benefits. Evaluates the risks derived from professional activity, analysing working conditions and risk factors present in the work environment. Participates in the development of a risk prevention plan in a small company, identifying the responsibilities of all the agents involved. Applies individual and collective prevention and protection measures, analysing risk situations in the work environment of the higher technician in travel agencies and event management.

FU1: Labour integration

FU2: Prevention of occupational risk

MP12 Business and entrepreneurship

Hours: 66

ECTS:4

The technician:

recognizes the capacities associated with the entrepreneurial initiative, analysing the requirements derived from jobs and business activities. Defines the opportunity to create a micro-business, assessing the impact on performance around it and incorporating ethical values. Carries out activities for the constitution and start-up of a travel agency and event management micro-business, selecting the legal form and identifying the associated legal obligations. Carries out administrative and financial management activities for a travel agency and event management micro-business, identifying the main accounting and fiscal obligations and getting to know the documentation.

FU1: Enterprise and entrepreneurship

MP13 Tourist accommodation management project

Hours: 297.

ECTS: 5

The technician:

identifies the accommodation market, the different products, the economic and productive organization and the opportunities, relating them to the project to be implemented. Designs an accommodation project related to the competencies expressed in the title, analysing the economic and technological feasibility. Defines and plans the execution of the project detailing the different phases of its development and the associated documentation. Manages the project defining the monitoring and control procedure. Interprets professional information in

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English (technical manuals, instructions, product and / or service catalogues, technical articles, reports, regulations, among others), applying it to the most common professional activities.

MP14 AWP Apprenticeship in workplaces

Hours: 383

ECTS: 22

The technician:

identifies the structure, organization and working conditions of the company, centre or service, relating them to the activities carried out. Develops ethical and work attitudes typical of the professional activity in accordance with the characteristics of the job and the procedures established by the workplace. Carries out the reference training activities following protocols established by the work centre.

MP15 Information Technologies

Hours: 66

ECTS: 0

The technician:

understands the basic operation of a computer equipment and the information storage process and its measurement. Prepares documents describing and applying the basic options of word processors. Prepares calculation documents, describing and applying basic spreadsheet options. Produces digital information applying basic rules of composition and design.

FU1: Information Technologies