

Code-Course	062114 – Business Management for Tourism Accommodation				
Year	2nd	Credits	6 cr ECTS		
Thematic Area	Hospitality	Course Type	Basic subject	Training	
In-class hours	48 hours	Teacher-led learning hours	48 hours	Individual work hours	54 hours

BRIEF COURSE DESCRIPTION

This subject aims to offer a holistic vision of Operation Management in tourist accommodation establishments.

We will go from the definitions of basic concepts and elements of new organizational and operational structure of an establishment, to new emerging professional profiles, as well as the competences required by the companies in the sector.

Students will be able to study in depth, the operations management system of tourist accommodation companies, identify the basic functions of a manager and the different levels of management in this type of companies.

BASIC SKILLS

BS03 – Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections on important social, scientific and ethical issues.

GENERAL SKILLS

GS02- Have business vision.

GS056- Be customer-oriented.

SPECIFIC SKILLS

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

SS09- Understand and use information technology and information management systems in tourism.

SS10- Market tourism products, services, and projects.

SS17- Understand and implement quality standards in the processes of tourism service.



LEARNING OBJECTIVES

1. Understand the key concepts of tourism organizations, taking into account the dynamic and evolutionary nature of tourism with an innovative vision.
2. Develop projects for the design of tourism products and services.
3. Develop proposals for competitive strategies based on previous diagnoses.
4. Understand the importance of customer orientation in all decisions to be made in this matter.
5. Expand general knowledge about the hotel sector, within the scope of tourist accommodation companies.

ACADEMIC CONTENTS

Block 1

1. Operations and Procedures in the hotel industry.

Organizational chart in the hotel industry.

Rooms Area, F&B Area, Sales & Marketing,

Operating & Service departments.

2. Rooms Division Area

Departments: Front Desk, Concierge, Housekeeping, Laundry, Maintenance

Organizational Chart - professional profiles

Departmental duties and responsibilities

Standard Operational procedures

Interdepartmental relationship

Outsourcing companies

3. Commercial Area

Departments: Sales, Marketing, MICE, Reservations

Organizational Chart - Professional profiles

Departmental duties and responsibilities

Sales procedures

Interdepartmental relationship

4. Food and Beverage Area



Departments: Restaurant, Kitchen, Banquets Organizational Chart-

professional profiles Duties and responsibilities

Interdepartmental relationship

Basic service and set up options

Standard Operational procedures

Block 2:

1. Introduction to other accommodation offer
 - a. Typologies of hotel companies
 - b. Legal framework
2. Rural tourism accommodation
 - a. Typologies of rural tourism companies
 - b. Legal framework
 - c. Management models
3. Campsite accommodation
 - a. Typologies of campsite companies
 - b. Legal framework
 - c. Management models
4. Apartment and housing for tourist use accommodation
 - a. Typologies of companies
 - b. Legal framework
 - c. Management models
5. Other typologies of accommodation
 - a. "Second residences"
 - b. Seasonal rental
 - c. Home exchanges



LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Guided discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Assignments	Typology	Continuous	Single	Deadline
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HOTEL ESTABLISHMENTS				
Assignment 1	Individual	5 %	2.5%	Week 6
Assignment 2	Individual	5%	2.5%	Week 8
Assignment 3 Final Case Study. Delivery, in class presentation and coevaluation	Grupal	20 %	15 %	Week 11
NON HOTEL ESTABLISHMENT				
Assignment 1	Grupal	7.5 %		Week 4/5
Assignment 1 (AU)	Individual		5 %	Week 4/5
Assignment 2	Grupal	7.5 %		Week 8/9
Assignment 2 (AU)	Individual		5%	Week 8/9
Assignment 4	Individual	15%	10 %	Week 10-12
Individual Final Test	Individual	40%	60 %	
	TOTAL	100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by

the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

Establecimientos Hoteleros

Blasco, A. i Vives, R. (2014). *Fundamentos de la gestión de alojamientos y restauración*. Madrid: Síntesis.

Dorado, J. A. (2017). *Dirección de alojamientos turísticos*. Madrid: Síntesis.

González, L., Talón, P. y Rodríguez Antón (2016): *Fundamentos de Dirección hotelera*. Editorial Síntesis. Madrid.

Mesalles, L. (2010). *Hotel control: gestión económica práctica y análisis en un establecimiento de al.* Barcelona: Laertes.

Olmo, M^a. J. (2014). *Operativa y gestión del departamento de pisos*. Madrid: Síntesis.

Talón, P.; González, L. y Segovia, M. (2012): *Yield Revenue Management en el sector hotelero. Estrategias e implantación*. Delta Publicaciones. Madrid.

Talón, P., González, L. i Rodríguez, J. M. (2016). *Fundamentos de dirección hotelera (Volumen 1)*. Madrid: Síntesis.

Establecimientos extra-hoteleros:

Nitschke, H. (2010). *El Camping del futuro*. Servicios Turísticos Heinze Latzke. SA. Barcelona.

Pulido, J. (2008). *El turismo rural*. Editorial Síntesis Madrid.

Mediano, L. (2004). *La Gestión de marketing en el turismo rural*. Pearson Educación. Madrid.

García, B. (2003). *Marketing del turismo rural*. Pirámide. Madrid.

Martín, I. (2003). *Dirección y Gestión de Empresas del Sector Turístico*. Pirámide. Madrid

Mestres, J. (2003). *Técnicas de gestión y dirección hotelera*. Gestión 2000. Barcelona

González. L; Talón. P (2002). *Dirección Hotelera: Operaciones y procesos*. Síntesis. Madrid

Impacte del lloguer vacacional en el mercat de lloguer residencial de Barcelona. Ajuntament de Barcelona (2016).

Recursos bibliograficos de ampliación:

Casanueva, C; García del Junco, J; Caro, F.J. (2002). *Organización y gestión de empresas turísticas*. Pirámide. Madrid

Recursos en línea:

Camping profesional. Ediciones Peldaño SA. <https://campingprofesional.com/> (recuperat el 03 de setembre de 2019)

Observatorio de turismo rural. Gurpo de investigación sobre viajeros y alojamientos rurales. CETT; Escpadarural; Netquest. (Recuperat el 03 de setembre de 2019)

ADDENDUM

In the case that sanitary situation derived from pandemics requires so, the classes will be done in a virtual format and, consequently, the contents could be slightly changed, in order to adapt them to this new modality. Nevertheless, CETT guarantees the total integration of competences and results by the student, and will seamlessly apply pedagogic and methodology high-level standards, as defined in the plan of the present academic program.