



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

Academic year 2020/2021

Code-Course	064406 - International Hospitality Management		
Year	4º	Credits	3 cr ECTS
In-class hours	30 hours	Hours of individual work	45 hours
Thematic Area	Hospitality	Course Type	Core Subject

## BRIEF COURSE DESCRIPTION

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This subject will study different existing models in the international tourism sector; we will investigate the sector with a broad view into organizational management in order to learn how to provide both excellent service and memorable experiences which encourage loyalty in both to guests and employees.

This subject accepts the challenge of empowering students to develop the leadership skills acquired throughout their undergraduate course in an eminently international, multicultural and changing environment; such circumstances will enable students to adopt the most suitable decisions depending on the scenarios and the situations in the international context.

## BASIC SKILLS

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BS05- Students must develop the necessary learning skills to undertake further studies with a high grade of autonomy.

## GENERAL SKILLS

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GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.

GS09- Work in an international context.



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### SPECIFIC SKILLS

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

SS14- Identify and manage the internal aspects, functions, and operational processes of tourism business units.

SS16- Manage financial resources.

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

### LEARNING METHODOLOGY

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The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

### ASSESSMENT SYSTEM

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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.