



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	064412 - Design for Tourist Facilities		
Year	4º	Credits	3 cr ECTS
In-class hours	30 hours	Hours of individual work	45 hours
Thematic Area	Hospitality	Course Type	Optional Subject

BRIEF COURSE DESCRIPTION

This course will teach to design how the environments of hotel establishment so that they can create a unique and memorable experiences for users; design is studied from the point of view of the customer, the hotelier and the architect to contribute to the satisfaction of both staff and customer and contemporarily increase customer loyalty.

Different models and types of hotel will be studied, as well as new trends and their evolution, based on sustainability, technology-digitalization and well-being.

Students will be able to create their own professional proposal (lobby, room, spa center...) and participate actively by following the suggested activities.

BASIC SKILLS

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

GENERAL SKILLS

GS06- Be customer-oriented.

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

SPECIFIC SKILLS

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



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

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

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

LEARNING METHODOLOGY

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

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.