



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master in Hotel management and Hospitality

Code - Course	580011 – Customer experience management		
Course year	1	Credits	3 ECST
Thematic Area	Product management	Course type	Optional
In-class hours	21 hours	Hours of individual work	54 hores

BRIEF COURSE DESCRIPTION

Nowadays, hotels and catering companies invest a lot of money and time in developing services, looking for new ways to gain sustainable competitive advantages. Due to the fact that today more information is available, the clients companies addressed to have become experts and are more demanding. Therefore, customizing the product has become a key element to achieve excellence in service and hence optimize customers' satisfaction in order to gain their loyalty in the medium and long term.

Hotel companies have created new formulas to manage the customers experience in order to allow a greater differentiation in the market. Currently, concepts such as luxury management, service design, new technologies and service innovation have become an essential part of an increasing number of hotel's business strategy,

This course unit aims to give students the basic knowledge about the different management systems on which they should based their business decisions in order to achieve an optimal management of the services quality and the internal and external clients' satisfaction.

BASIC SKILLS

BS7- Students should be able to apply the gained knowledge and their problem-solving skills to new or less known environments within a wider cross-disciplinary related framework.

GENERAL SKILLS



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GS1- Business oriented.

GS3 - Have initiative and an entrepreneurial spirit.

SPECIFIC SKILLS

CE8 – Develop the digital skills needed to manage information in the area of business management.

ACADEMIC CONTENT

1. Customer experience management. Clientele analysis and needs meeting.
2. Guest experience as a differential value.
3. Hotel and restaurant quality management.

LEARNING METHODOLOGY

Oral presentations about the theoretical concepts linked to the different quality models. Students will see two practical cases where they will be able to relate theory with the sector's reality.

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.



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Evaluation systems	Continuous	Single
Tasks done by the student	60 %	40%
Final written exam	40 %	60 %

Review and Reassessment of the Course

The student has the right to review 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 reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

REFERENCES

VARIOS AUTORES. (2000). Guía para la Integración de los Sistemas de Gestión de Calidad, Medio Ambiente y Prevención de Riesgos Laborales. AEC y Novotec Consultores.

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UNE-EN-ISO 14001. (2004). Sistemas de Gestión Medioambiental. AENOR.

FROMAN, B. (1995). El Manual de la calidad: referencia básica en un sistema de gestión de la calidad.

MUÑOZ GONZÁLEZ, P. (2000). La Calidad en las Empresas a través de la ISO 9000. Aspectos Teóricos de Implantación Real en las Empresas.

MORGAN, M; LUGOSI, P, & Ritchie, B. (2010). The Tourism and Leisure Esperience. Chanel View Publications. Bristol. UK.

PUERTAS, X. (2007). Gestión del ocio en el ámbito turístico. Editorial Síntesis, Madrid.

TRIBE, J. (2010). Philosophical Issues in Tourism . Chanel View Publications. Bristol. UK.