

Subject Study guide “Hotel Management Related Topics”

1. IDENTIFICATION

- ✓ **Subject name:** Hotel Management related topics
- ✓ **Code:** 101234
- ✓ **Degree:** Bachelor's Degree in Tourism
- ✓ **Academic course:** 2018-19
- ✓ **Subject type:** Elective
- ✓ **ECTS Credits (hours):** 6 (150)
- ✓ **Teaching period:** 1st Semester
- ✓ **Teaching language:** English
- ✓ **Professor:** Deborah Carrer / Jordi Moguel, Coordination: A.Labastida
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2. PRESENTATION

The configuration of the worldwide current hotel sector has changed substantially in recent years to give service to a customer who requests personalized attention and adaptability to their current needs anywhere in the world.

The technologies that have made available to all distant destinations with new travel models, have led to significant changes in the different forms of management of hotel companies around the world and the search for new business strategies in terms of organization that allows them to expand.

Therefore, hotel groups have had to convey different paths for sales, operational, human resources, and legal management that allow them and facilitate the management of all their establishments located anywhere in the world without losing their identity.

3. EDUCATIONAL GOALS

At the end of the course the student must be able to:

1. Identify concepts and elements of the Sales Management (introduction, operative and strategy).
2. Analyse strategies. Planning processes. Feasibility and sustainability.
3. Relate internationalization and globalization.
4. Distinguish internationalization processes. Models and typologies. Cases analysis.

4. SKILLS AND LEARNING OUTCOMES

SPECIFIC COMPETENCES

CE7 - Identify and apply the elements that apply the activity of the hotel and restaurant sectors, their interaction with the environment, as well as their impact on the different business subsystems of the sector.

LEARNING OUTCOMES

CE7.8. Distinguish the function, nature and scope of marketing in the organization.

CE7.9. Set goals and plan, from a sales perspective.

CE7.10. Identify the processes that are part of the internationalization and corporate management of the organization.

CE8 - Define and apply the policy and management of human resources of companies in the hotel and restaurant sector.

LEARNING OUTCOMES

CE8.3. Identify the processes that shape the strategic direction of human resources in internationalized companies.

CE8.4 Analysis and conflict management strategies.

CE11 - Define and apply the direction and management of the different types of organizations in the hotel and restaurant sector.

LEARNING OUTCOMES

CE11.2. Apply concepts related to strategic, sales and financial management at national and international level.

CE23 - Demonstrate a wide knowledge of the organization and management of operations in the company, emphasizing applied management models and the application of quantitative and qualitative support techniques.

LEARNING OUTCOMES

CE23.6 Apply efficient business management models with the international activity of the company, as well as its corporate management.

CE33 - Develop and apply the policies of internationalization and sustainable growth in companies in the sector.

LEARNING OUTCOMES

CE33.1. Apply the models and typologies of existing internationalization processes in companies in the hotel and restaurant sector.

TRANSVERSAL COMPETENCES

- CT1. Develop a learning capacity autonomously
- CT4. Use communication techniques at all levels.
- CT6. Be able to search for relevant information efficiently.
- CT7. Plan, organize and coordinate team work creating synergies and knowing how to place oneself in the place of others negotiating and managing conflicts.
- CT11. Manage and organize time.
- CT12. Work as a team.
- CT13. Plan and manage activities based on quality and sustainability.
- CT14. Demonstrate customer service orientation and culture
- CT16. Analyse, synthesize and evaluate information

5. TOPIC AND CONTENT

The course is configured by three large sections for each of one of the different management / implementation areas of the hotel sector at an international level:

Operations and HR section

1. Presentation and Introduction to the Operations and Human Resources module. Evolution of international Hotel Groups over the last 10 years.
2. Functional structure of international hotel chains. Organizational chart and functions of the departments.
3. Operations Department and HR Department. Tools for customer satisfaction.
4. Loyalty programs (Internal Client & External Client). Corporate Social Responsibility
5. HR management. Company philosophy Promotion programs. Selection process. Orientation-Trainings.

Sales & Marketing section

1. Introduction
2. The commercial model in international hotel groups: analysis
 - PESTLE analysis
 - SWOT Analysis
 - Distribution
 - Positioning
3. Traditional marketing
 - Global Distribution Systems (GDS)
 - Travel agencies (AAVV)
 - Tour operators (TTOO)

- MICE, Groups
 - International Tourism Fairs
4. Online Sales
- Online Travel agencies (OTA)
 - Corporate website (SEO and SEM)
 - Metasearch engines
5. Management of the customer experience. Social networks and the world of Reviews
6. Communication Management

Legal section

1. Models of hotel operation in the implementation in other countries. Particular study of the hotel management and hotel franchise contract
2. Contracts related to accommodation

6. RECOMMENDED BIBLIOGRAPHY

Basic bibliography

- Rey Moreno, M. (2015). Dirección de marketing turístico, Ed: Pirámide (Capítulo 7, Distribución e intermediación turística)
- Rodríguez Antón, J.A, Alonso Almedia, M.^a del Mar (2014), Organización y dirección de empresas hoteleras, Ed: Síntesis
- Fernández Casado, A (2014). Manual práctico de dirección de hoteles, marketing y ventas online del siglo XXI
- Franch Fluxà, J. (2015). *Manual de contratación turística*. Barcelona: Atelier.
- Barba de Vega, J. y Calzada Conde, M.^a A. (2015), *Introducción al Derecho Privado del Turismo*. Cizur Menor: Aranzadi.
- Bercovitz Rodríguez-Cano, R. (Dir.) (2013), *Tratado de Contratos*, Vols. I a V. Valencia: Tirant lo Blanch.
- Barth, S.C. i Hayes, D.K. (2009). *Hospitality Law: Managing Legal Issues in the Hospitality Industry*. New Jersey: Wiley.
- Morris, K.L., Cournoyer, N.G i Marshall, A.G. (2008). *Hotel, Restaurant and Travel Law : A Preventive Approach*. New York: Delmar.

Other support material in digital format, as well as websites links will be posted at Campus Virtual.

7. TEACHING METHODOLOGY

The subject works based on three teaching-learning methodologies:

a) Methodology of the theoretical part of the subject:

On-site explanations in the classroom of the different modules that will be taught by a professional of the subject.

b) Methodology of the practical part of the subject:

Understanding and presentation (case by case) exercises and activities (individual or in team)

c) Methodology of the non-contact part of the subject (Virtual Campus):

The Virtual platform will use as a complement of information and means of communication.

TRAINING ACTIVITIES

Type	Activity	Hours	ECTS	LEARNING RESULTS
Lectures	Theoretical classes	62	2,5	CE7.8. / CE7.9. / CE7.10. /CE8.3. / CE8.4 / CE11.2./ CE23.6 / CE33.1.
	Public presentation of assignments	3	0,12	CE11.1., CE11.2., CT4
Advisory activities	Advisory sessions	15	0,6	CE7.8. / CE7.9. / CE7.10. /CE8.3. / CE8.4 / CE11.2./ CE23.6 / CE33.1.
Autonomous activities	Assignments	70	2,8	CE7.8. / CE7.9. / CE7.10. /CE8.3. / CE8.4 / CE11.2./ CE23.6 / CE33.1.

8. ASSESSMENT SYSTEMS

The evaluation system is organized in 4 modules with the same value in the configuration of the final grade. Thus, the global grade of the subject will be calculated by making the arithmetic mean of the four modules at a rate of 25% for each one, being an indispensable condition to be able to make the average in the four parts obtain at least a grade of 4.

THREE EVALUATION OPTIONS

A) CONTINUOUS EVALUATION:

The continuous evaluation of all the modules is organized with the performance of autonomous activities (practices, comprehension of texts, group and / or individual works, presentations in the classroom, consolidation tests, course work, etc.).

The teacher of each module will establish at the beginning of the course the list of activities to be carried out, dates and periodicity of the delivery, evaluations, etc. with the percentage of incidence on the final grade of all the contents subject to continuous evaluation.

ASSESSMENT ACTIVITIES

Activity	Weight	Hours	ECTS	LEARNING RESULTS
Operations & HRRR Activities	50%	30	1,2	CE7.10, CE8.3, CE8.4, CE23.6
Sales Activities	25%	15	0,6	CE7.8, CE7.9, CE7.10, CE11.2
Legal Activities	25%	15	0,6	CE11.2, CE33.1

Operations /HR / Sales Section

- Class Assistance: 20%
- Group case study: 40%
- Individual work: 30%
- Class participation: 10%

Legal Section

In order to pass the continuous assessment, students must submit a practical group work at the end of this module, which will be related to one of the aspects indicated in the syllabus. In this sense, during the class period, students:

- a. They will be guided by the teacher to supervise their work and resolve doubts and questions.
- b. They will have to carry out exercises related to the practical case and will participate actively in the class debates.

The mark of this module will be established at 100% according to the result obtained in carrying out the written work of a group nature mentioned above.

Students who do not pass the subject, through continuous assessment, will be evaluated by the single evaluation system, not taking into account any of the grades obtained.

B) UNIQUE EVALUATION: Final exam (all subject).

Set date and time, according to academic calendar, to the Official Center Programming (EUTDH).

There will be a single type of final exam, there being no difference between students who have not satisfactorily passed the continuous assessment and those who have not followed it.

C) RE-EVALUATION:

Set date and time, according to academic calendar, to the Official Center Programming (EUTDH).

Directed to the students that in the final evaluation have obtained a grade equal or superior to 3.5 and less than 5, they will be able to take the re-evaluation exam to be able to pass the subject. The maximum rating of this re-evaluation will not exceed 5 as the final grade.

9. PLANNING

WEEK	TOPIC	METHOD	HOURS
1	Operations & HR Topics	-Lecture -Exercises	3
2	Operations & HR Topics	-Lecture -Exercises	3
3	Operations & HR Topics	-Lecture -Exercises	3
4	Operations & HR Topics	-Lecture -Exercises	3
5	Operations & HR Topics	-Lecture -Exercises	3
6	Operations & HR Topics	-Lecture -Exercises	3
7	Legal	-Lecture -Exercises	3
8	Legal	-Lecture -Exercises	3
9	Legal	-Lecture -Exercises	3
10	Sales &Marketing Topics	-Lecture -Exercises	3
11	Sales &Marketing Topics	-Lecture -Exercises	3
12	Sales & Marketing Topics	-Lecture -Exercises	3

10. ENTREPRENEURSHIP AND INNOVATION

This subject should enhance the student's willingness to propose solutions to the problems raised (creativity) and know how to plan the actions so that the chosen solutions are carried out, defining and quantifying the necessary resources.

Creativity is related to the ability to generate viable new ideas that influence the way of doing business. It involves the acquisition of skills to create new products, services or procedures. It can be defined as the ability to approach situations in an original way within a specific context and respond satisfactorily.