Hotels and tourist accommodations management

Academic Year: (2019 / 2020) **Review date: 04-05-2020**

Department assigned to the subject: Business Administration Department

Coordinating teacher: MONTES SANCHO, MARIA JOSE

Type: Electives ECTS Credits : 6.0

Year : Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Operations and processes

OBJECTIVES

This course aims to introduce students to the principles of management of companies dedicated to housing. To achieve this goal students must acquire a range of knowledge, skills and attitudes.
As regards knowledge, at the end of the course the student will be able to:
- Know the different types of housing and different types of companies active in this field.
- Know the internal organization of the major departments.
- Know exactly the tools and operating procedures of the field of housing.
- Know and apply the models of quality management and environment in the field of housing.
- Understand and correctly apply the technologies of information and communication technology (TIC) in developing operational procedures.

As for specific skills, at the end of the course, students will be able to:
- Design in practice the organizational structure of lodging companies.
- Design in practice operating protocols of the various departments.
- Manage the sources of information to analyze the decisions proposed in the business plan.
- Using the tools of quantitative and qualitative methods to resolve the decisions proposed in the business plan.
- Analyze and interpret the results of the various alternatives proposed business plan.
- Make decisions about the business plan.
- Implement programs to improve environmental quality and housing companies.

In terms of general abilities or skills, the course will work:
- The ability to make decisions.
- The ability to work together.
- The ability to work with tools and new information and communication technologies (TICs).
- The ability to work under pressure.
- The ability to adapt to new situations.

As the student attitudes after completing the course should have:
- Initiative and entrepreneurial spirit.
- An enthusiastic attitude to solve problems and justify their actions.
- A collaborative approach that will allow other agents to obtain information and knowledge to make decisions.
- To have a commitment to ethical business.

DESCRIPTION OF CONTENTS: PROGRAMME

This course will study and analyze the key organizational aspects, the relevant departments and operational procedures of the housing. It will examine the concepts associated with quality models and environment that are specific to this field. Finally, it applies all the above points in developing the business plan.

1. Accommodation: Arrangements and business classification.
2. Structure and internal organization.
3. Department reception.
4. Department of floors and rooms.
5. Department of restoration.
6. Department of warehouse.

7. Housekeeping department.
8. Maintenance and Security Department.
9. The quality management and the environment.
10. Business Plan.

LEARNING ACTIVITIES AND METHODOLOGY

The knowledge and specific skills and attitudes will be acquired by students through lectures, business cases and the realization by students supervised activities.

The general skills will be worked on to provide supervised activities through team work.

The course will have the following development:
Students will receive three sets of teaching materials for the course:
1) Slides.
2) Business cases.
3) Supervised activities.

The lectures are intended to teach students the knowledge and skills necessary to develop the activities supervised. Discussion of business cases is intended that students learn and obtain conclusions from past experiences of companies. The preparation and discussion by group, working out on the date specified in the schedule. Supervised activities will be developed and delivered in a group on the date specified in the schedule.

ASSESSMENT SYSTEM

The evaluation system is as follows:
- The final exam will aim to verify the extent to which knowledge and skills to adapt to new situations have been acquired by the student and will account for 60% of the final grade.
- Supervised activities and business cases will work all the attitudes and skills identified and will account for 40% of the final grade.

% end-of-term-examination:	60
% of continuous assessment (assigments, laboratory, practicals…):	40

BASIC BIBLIOGRAPHY

- Blasco. A. 2006 Manual de gestión de producción de alojamiento y restauración., Síntesis..

- Cerra, J.; Dorado, J.A.; Estepa, D. & García P.E. 2001. Gestión de Producción de Alojamientos y restauración., Síntesis..

- Ismail, A. 2003. Operaciones y Procesos Hoteleros. Gestión del alojamiento., Paraninfo..

- Muñon, F. & Rodrigo, B. 2003. Dirección de Operaciones en alojamientos y restauración., Universitas Internacional..

- Talón, P. & Gomez, L. 2002. Dirección Hotelera. Operaciones y Procesos., Síntesis..