

Code - Course	063401 – Accommodation Management		
Thematic Area	Hotel management	Year	Third
Course Type	Optional (Hotel management)	Credits	6 cr. ECTS
In-class Hours	60 hours	Hours of Individual Work	90 hours

BRIEF COURSE DESCRIPTION

The strength of economy in the last few decades has been the base for the excellent performance of the hotel sector, turning it into one of the markets that have experienced the highest growth worldwide.

However, the significant increase in the number of hotels has given way to the development of a highly competitive market where differentiation and optimum resource management become the key factors to ensure success to any organization.

The hotel sector is currently engaged in deep transformations deriving from the social and technological changes of recent years. Such innovations will have an effect upon the management, service provision and the commercialization of the hotel product and even the new product proposals will also be affected.

In this situation, the hotel industry needs highly qualified professionals able to use analysis techniques and new technologies that allow them to meet and address successfully the challenges posed by the sector, and with the capacity to deploy management styles and models perfectly adapted to the needs of the hotel business.

This subject offers students the possibility to delve into the reality of managing a hotel business from every angle: economic and financial, commercial, operational and human resources. The development of a practical case study will give students the opportunity to put into practice the theoretical concepts learnt in the classroom by creating their own hotel product, including such steps as defining the business concept statement or carrying out the feasibility study, which will allow them to improve their command of the most common management tools in the hospitality industry.

This course is compulsory for the Hotel Management specialization in the Tourism degree and is a mandatory subject to progress in the chosen academic specialization.

BASIC SKILLS

BS02 – Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

GENERAL SKILLS

GS02- Have business vision.

GS06- Be customer-oriented.

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

GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.

SPECIFIC SKILLS

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.

SS16- Manage financial resources

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

ACADEMIC CONTENTS

1. Current trends in the hotel industry.
2. Revenue management in hotel businesses.
3. Key ratios for hotel management.
4. Hotel budgeting.
5. Management control.
6. Hotel management.

LEARNING METHODOLOGY

The teaching-learning methodology applied to this subject combines a number of key elements, which in a complementary way, help students achieve the skills and competencies specified above.

Listed below are the tools and elements used in a general way for the subject. However, this proposal does not exclude the use of other methodologies that may be considered necessary as well.

- Explanatory lessons
- Practical exercises

- Case studies
- Readings
- Field trips / Professional visits

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, semester-long assessment or a single assessment at the end of each semester.

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.

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.

Systems of Evaluation	Continuous	Single
Projects delivered by the student	20 %	40 %
Resolution of practical exercises	15 %	---
Partial written tests	15 %	---
Oral presentation	10 %	---
Individual Written Final Exam	40 %	60 %

Review and Reassessment of the Course

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

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