

Code - Course	<b>063403- Hotel Organization</b>		
Thematic Area	Hotel management	Year	Third
Course Type	Optional (Hotel management)	Credits	3 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	45 hours

#### BRIEF COURSE DESCRIPTION

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From ancient times to the present day, men have had the need of a place to sleep and eat while travelling away from home. Hotels, among other tourism accommodations, have met the most basic needs of their guests for centuries but the social, economic and cultural evolution over time have greatly influenced on their particular development.

This subject offers the students an introduction to the most usual operations and processes carried out in the different departments that constitute the tourism accommodation businesses and to the organizational and departmental structures adopted by the different types of hotel establishments.

The learning objectives will allow the students to identify the role of the stakeholders in the hotel activities, to know the operational logistics since the guests' arrival at the hotel until their check-out and to understand the importance of departmental interrelations to achieve any hotel business ultimate goal: customer satisfaction.

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

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

#### GENERAL SKILLS

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GS02- Have business vision.

CG06- Be customer-oriented

#### SPECIFIC SKILLS

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SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.

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

## ACADEMIC CONTENTS

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1. Operations and procedures in the hotel industry.
2. Accommodation area.
3. Food and beverage area.
4. Sales and marketing area.

## LEARNING METHODOLOGY

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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
- Guided discussion
- Practical exercises
- Problem-based learning

## ASSESSMENT SYSTEM

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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	30 %	30 %
Oral presentation	15 %	---
Simulations	15 %	---
Resolution of practical exercises	--	30 %
Individual Written Final Exam	40 %	40 %

### **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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