

Code - Course	064414 – International Hospitality Management		
Thematic Area	Hotel management	Year	Third/ Fourth
Course Type	Optional (Hotel management specialization)	Credits	3 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	45 hours

BRIEF COURSE DESCRIPTION

The world of Hospitality Management has undergone considerable changes in the last three decades mainly due to the important changes occurred in leisure and holiday travel together with the general increase of travel among different countries and regions. These changes have triggered the number of travel agencies which have modified their strategies and behavior.

The course *International Hospitality Management* will give the students the opportunity to learn how major hotel chains have formulated their own strategies in an increasingly globalized world and how they have adapted to new technologies.

The course focuses on the growth of hotel chains in the five key tourism regions in the world. It also analyzes the latest advances in global hospitality operations together with the contemporary management principles. Students will develop a critical view of the traditional theories and management practices and evaluate their appropriateness for the hospitality and tourism industries in a multicultural context.

The course is designed to raise greater awareness among students about the cultural factors influencing the strategies and the accomplishment of international organizations in the hospitality sector.

The course is part of the specialization in *International Hotel Management* for the degree in Hospitality Management.

GENERAL SKILLS

GS2- Have business vision.

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

GS9- Work in an international context

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.

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

ACADEMIC CONTENTS

1. A global insight of the hospitality industry.
2. Writing a persuasive Business Plan.
3. Strategic planning and international hospitality businesses.
4. International marketing.
5. Internationalization: Operational models. Entering new markets.
6. Budget versus Luxury.
7. New trends in hospitality.

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
- Guided discussion
- Practical exercises
- Field trips / professional visits
- Case studies

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	50 %	40 %
Individual Written Final Exam	40 %	60 %
Attendance and participation	10 %	---

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

Los eventos: funciones y tendencias • Autor: Varios • Editorial: Instituto de Estudios de Ocio. Universidad de Deusto • Año de Publicación: 2010 • Idioma: Castellano • Enlace: Unión de Editoriales Universitarias Españolas

La creatividad en eventos • Autor: Amparo Barriga Hidalgo • Editorial: Protocolo • Año de Publicación: 2010 • Idioma: Castellano • Enlace: Ediciones Protocolo

Manual de gestió d'esdeveniments • Autor: Mònika Jiménez Morales • Editorial: Eumo Editorial • Año de Publicación: 2007 • Idioma: Catalán • Enlace: Casa del Libro

Special events . • Autor: Joe Goldblatt • Editorial: Wiley • Año de Publicación: 2002 • Idioma: Inglés • Enlace: Amazon

MPI's Planning Guide: A Source for Meetings and Conventions • Editorial: MPI • Idioma: Inglés • Enlace: MPI

Manual práctico para organización de eventos: Técnicas de organización de actos • Autor: Carlos Fuente • Editorial: Protocolo • Año de Publicación: 2006 • Idioma: Castellano • Enlace: El Corte Inglés

Meeting Architecture • Autor: Maarten Vanneste • Editorial: Meeting Support Institute • Año de Publicación: 2008 • Idioma: Inglés • Enlace: MeetingArchitecture.com