

Code - Course	064415 – Alternative Accommodation Management: new trends in lodging		
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 main objective of this subject is to allow students to learn about other accommodation modalities beyond the hotel sector such as campsites, rural tourism establishments or tourist apartments and their particularities.

The subject aims at providing the students with the tools to know the legal framework applicable to these types of accommodation and also to be familiar with the current situation of each sector (characteristic features of the supply and the environment, analysis of the demand and its evolution, etc.).

GENERAL SKILLS

GS02- Have business vision.

GS06- Be customer-oriented.

SPECIFIC SKILLS

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

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

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. Introductory aspects of non-hotel accommodation.
2. Accommodation in rural tourism establishments.

3. Campsite accommodation.
4. Accommodation in tourist apartments.
5. Other types of non-hotel accommodation: second homes, vacation rentals, timesharing, home exchange

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
- Case studies
- Practical workshops

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	30 %	30 %
Individual Written Final Exam	40 %	40 %

Resolution of practical exercises	30 %	30 %
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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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