

Code - Course	<b>064426 – Experiential Space Design in the Catering Industry</b>		
Thematic Area	Restaurant 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

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The importance of the restaurant business in the tourism sector demands the acquisition of the necessary knowledge to understand the restaurant product. One of the factors that cannot be ignored today is the design of the restaurant space.

This course gives students the opportunity to learn, gain and practice the required skills to design a space in order to create a specific ambience that will enhance the experiential factor. Apart from working on the purely spatial aspects and space design, other issues like the food and drink offering as a tool that connects guests and space or choosing the most appropriate type of service to create a positive memorable experience will be worked on.

The course is part of the specialization in *International Hotel Management* for the degree in Hospitality Management and it is an important matter of study to progress in the different specializations.

### GENERAL SKILLS

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GS02- Have business vision.

GS06- 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.

SS08- Critically analyze, synthesize, and summarize the economic-financial information of tourism organizations.

SS15- Plan, organize, manage, and control different types of tourism organizations.

### ACADEMIC CONTENTS

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1. Space design.
2. Trends in spaces.

3. Intangible components and their impact.
4. Aspects of the product affecting the experiential factor.

### 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
- Group work
- Individual work
- Practical exercises
- Readings

### 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	45 %	40 %
Individual Written Final Exam	40 %	60 %
Attendance and participation in discussions and debates	15 %	---

**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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El Libro Blanco de la Línea Fría. La línea fría completa, organización de cocinas centrales, Bouëtard, Joel; Santos, José Juan. 2009

Diseño y gestión de cocinas: Manual de higiene alimentaria aplicada al sector de la restauración. Escrito por Luis Eduardo Montes Ortega, Irene Lloret Fernández, Miguel Angel López Fernández. Ediciones Diaz de Santos S.A.

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