

Hotel Management Innovation

Code: 104961
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	0

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: Yes
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: Yes

Other comments on languages

Grau de Turisme en Anglès

Teachers

Jordi Moguel Fernández
Deborah Carrer
Albert Labastida Noguera
Gerard Belenes Casas

External teachers

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Prerequisites

There are no prerequisites

Objectives and Contextualisation

The configuration of the worldwide current hotel sector has changed substantially in recent years to give service to a customer who requests personalized attention and adaptability to their current needs anywhere in the world.

The technologies that have made available to all distant destinations with new travel models, have led to significant changes in the different forms of management of hotel companies around the world and the search for new business strategies in terms of organization that allows them to expand.

Therefore, hotel groups have had to convey different paths for sales, operational, human resources, and legal management that allow them and facilitate the management of all their establishments located anywhere in the world without losing their identity.

At the end of the course the student must be able to:

1. Identify concepts and elements of the Sales Management (introduction, operative and strategy).
2. Analyse strategies. Planning processes. Feasibility and sustainability.
3. Relate internationalization and globalization.
4. Distinguish internationalization processes. Models and typologies. Cases analysis.

Competences

- Behave ethically and adapt to different intercultural contexts.
- Behave responsibly towards the environment.
- Critically interpret the context in which the tourism sector operates, from different perspectives deriving from theory, ideology and good practice.
- Demonstrate knowledge and understanding of the basic principles of tourism in all its dimensions and areas.
- Demonstrate knowledge of the functioning and evolution of different tourism models in order to choose the most suitable one and apply it in the current environment.
- Develop a capacity for independent learning.
- Display a customer service orientation.
- Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
- Identify the legal framework governing tourism activities and the entities that conduct them.
- Innovate in tourism: both in planning and commercialisation and in the management of organisations.
- Manage human resources in tourism organisations.
- Plan and manage activities on the basis of quality and sustainability.
- Plan, organise and coordinate a work team, creating synergies and showing empathy.
- Propose creative alternative solutions to problems arising in the field of tourism management, planning, businesses and products.
- Show initiative and an entrepreneurial approach to business creation and management in the tourism sector.
- Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Apply public and private law to the new tourism products and activities.
2. Apply the different management and planning tools that help to drive the development of the tourism sector.
3. Argue in favour of good practice and the newest trends and approaches in the face of the challenges posed by tourism development.
4. Behave ethically and adapt to different intercultural contexts.
5. Behave responsibly towards the environment.
6. Develop a capacity for independent learning.
7. Display a customer service orientation.
8. Extrapolate from studies and presentations of real cases in the tourism sector.
9. Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.

10. Identify the latest trends and best practice, in order to innovate in planning, management and commercialisation in tourism entities, products and organisations.
11. Identify the sources of new trends in the tourism sector.
12. Keep pace with the latest outstanding initiatives, projects and businesses in tourism as inspiration for maintaining an entrepreneurial spirit.
13. Manage human resources in tourism organisations.
14. Plan and manage activities on the basis of quality and sustainability.
15. Plan, organise and coordinate a work team, creating synergies and showing empathy.
16. Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
17. Use communication techniques at all levels.
18. Work in a team.

Content

The course is configured by three large sections for each of one of the different management / implementation areas of the hotel sector at an international level:

Operations and HR section

1. Presentation and Introduction to the Operations and Human Resources module. Evolution of international Hotel Groups over the last 10 years.
2. Functional structure of international hotel chains. Organizational chart and functions of the departments.
3. Operations Department and HR Department. Tools for customer satisfaction.
4. Loyalty programs (Internal Client & External Client). Corporate Social Responsibility
5. HR management. Company philosophy Promotion programs. Selection process. Orientation-Trainings.

Sales & Marketing section

1. Introduction
2. The commercial model in international hotel groups: analysis
 - PESTLE analysis
 - SWOT Analysis
 - Distribution
 - Positioning
3. Traditional marketing
 - Global Distribution Systems (GDS)
 - Travel agencies (AAVV)
 - Tour operators (TTOO)
 - MICE, Groups
 - International Tourism Fairs
4. Online Sales
 - Online Travel agencies (OTA)

- Corporate website (SEO and SEM)
- Metasearch engines

5. Management of the customer experience. Social networks and the world of Reviews

Legal section

1. Models of hotel operation in the implementation in other countries. Particular study of the hotel management and hotel franchise contract

Methodology

The subject works based on three teaching-learning methodologies:

- Methodology of the theoretical part of the subject: On-site explanations in the classroom of the different modules that will be taught by a professional of the subject.
- Methodology of the practical part of the subject: Understanding and presentation (case by case) exercises and activities (individual or in team)
- Methodology of the non-contact part of the subject (Virtual Campus): The Virtual platform will use as a complement of information and means of communication.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures / public presentation of assignments	65	2.6	1, 3, 8, 11, 10
Type: Supervised			
Tutoring	15	0.6	6, 14, 15, 16
Type: Autonomous			
Papers creation / Case estudis	10	0.4	1, 2, 3, 6, 12, 11, 10, 17, 18

Assessment

The evaluation system is organized in 4 modules with the same value in the configuration of the final grade. Thus, the global grade of the subject will be calculated by making the arithmetic mean of the four modules at a rate of 25% for each one, being an indispensable condition to be able to make the average in the four parts obtain at least a grade of 4.

THREE EVALUATION OPTIONS

A) CONTINUOUS EVALUATION:

The continuous evaluation of all the modules is organized with the performance of autonomous activities (practices, comprehension of texts, group and / or individual works, presentations in the classroom, consolidation tests, course work, etc.).

The teacher of each module will establish at the beginning of the course the list of activities to be carried out, dates and periodicity of the delivery, evaluations, etc. with the percentage of incidence on the final grade of all the contents subject to continuous evaluation.

Operations /HR Section

- Class Assistance: 20%
- Group case study: 40%
- Individual work: 30%
- Class participation: 10%

Sales & Marketing Section

- 50% Group exercise (maximum 3 people). Commercial analysis.
- 25% Participation / individual questions during the classes
- 25% Individual work. "Key Learning" acquired by the student

Legal Section

In order to pass the continuous assessment, students must submit a practical group work at the end of this module, which will be related to one of the aspects indicated in the syllabus. In this sense, during the class period, students:

- a. They will be guided by the teacher to supervise their work and resolve doubts and questions.
- b. They will have to carry out exercises related to the practical case and will participate actively in the class debates.

The mark of this module will be established at 100% according to the result obtained in carrying out the written work of a group nature mentioned above.

Students who do not pass the subject, through continuous assessment, will be evaluated by the single evaluation system, not taking into account any of the grades obtained.

A) UNIQUE EVALUATION: Final exam (all subject).

Set date and time, according to academic calendar, to the Official Center Programming (EUTDH).

There will be a single type of final exam, there being no difference between students who have not satisfactorily passed the continuous assessment and those who have not followed it.

B) RE-EVALUATION:

Set date and time, according to academic calendar, to the Official Center Programming (EUTDH).

Directed to the students that in the final evaluation have obtained a grade equal or superior to 3.5 and less than 5, they will be able to take the re-evaluation exam to be able to pass the subject. The maximum rating of this re-evaluation will not exceed 5 as the final grade.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Legal Section	25	15	0.6	1, 3, 5, 6, 12, 8, 17, 14, 18
Operations & RRHH Section	50	30	1.2	2, 3, 6, 12, 8, 13, 11, 17, 15, 7, 18
Sales & Marketing Section	25	15	0.6	2, 4, 6, 12, 8, 11, 10, 16, 9, 18

Bibliography

- Rey Moreno, M. (2015). Dirección de marketing turístico, Ed: Pirámide (Capítulo 7, Distribución e intermediación turística)
- Rodríguez Antón, J.A, Alonso Almedia, M.^a del Mar (2014), Organización y dirección de empresas hoteleras, Ed: Síntesis
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- Franch Fluxà, J. (2015). *Manual de contratación turística*. Barcelona: Atelier.
- Barba de Vega, J. y Calzada Conde, M.^a A. (2015), *Introducción al Derecho Privado del Turismo*. Cizur Menor: Aranzadi.
- Bercovitz Rodríguez-Cano, R. (Dir.) (2013), *Tratado de Contratos*, Vols. I a V. Valencia: Tirant lo Blanch.
- Barth, S.C. i Hayes, D.K. (2009). *Hospitality Law: Managing Legal Issues in the Hospitality Industry*. New Jersey: Wiley.
- Morris, K.L., Courmoyer, N.G i Marshall, A.G. (2008). *Hotel, Restaurant and Travel Law : A Preventive Approach*. New York: Delmar.

Other support material in digital format, as well as websites links will be posted at Campus Virtual.