Degree	Type	Year	Semester
2502904 Hotel Management	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: english (eng)

Some groups entirely in English: Yes

Some groups entirely in Catalan: No

Some groups entirely in Spanish: No

Teachers

Laia Canut Delgado

Prerequisites

There are no prerequisites

Objectives and Contextualisation

This course aims to provide students with the necessary skills to understand qualitative concepts and techniques in tourism industry, enabling them to analyse and evaluate quality management processes. Social and environmental aspects of tourism sector will also be approached in order to ensure companies with quality continuous improvement.

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

- To know the most relevant models of quality management
- Understand, apply and evaluate qualitative methods
- Identify social and environmental aspects of quality
- Evaluate and interpret quality management systems to contribute to business performance

Competences

- Define and apply the commercial objectives, strategies and policies in hotel and catering companies.
- Define and apply the management of different types of organisation in the hotel and catering sector.
- Demonstrate an understanding and apply the principles of scientific method in research in the hotel and catering sector.
- Demonstrate broad knowledge of the organisation and management of company operations, with emphasis on applied management models and the application of quantitative and qualitative techniques.

- Demonstrate ethical behaviour is social relations and the ability to adapt to different intercultural situations.
- Demonstrate knowledge and understanding of and apply standards of quality and sustainability in the process of offering accommodation and catering services.
- Demonstrate responsible behaviour towards the environmental, social and cultural surroundings.
- Develop a capacity for independent learning.
- Identify the legal framework that regulates hotel and catering activities, both those related to setting up companies and activities and those relating to the maintenance and normal operation of the premises.
- Manage and organise time.
- Plan and manage activities based on quality and sustainability.
- Work in teams.

Learning Outcomes

1. Apply commercial policies to hotel companies according to their different characteristics.
2. Apply knowledge of the organisation to the different activities related to the hotel and catering sector.
3. Apply management techniques and practices in the hotel sector and, in general, in catering.
4. Demonstrate ethical behaviour is social relations and the ability to adapt to different intercultural situations.
5. Demonstrate responsible behaviour towards the environmental, social and cultural surroundings.
6. Develop a capacity for independent learning.
7. Identify and apply the regulations governing hotel activities in their creation and setting up maintenance and ordinary operation.
8. Identify and develop the principles of sustainability and standards of quality in the hotel and catering industry.
9. Manage and organise time.
10. Plan and manage activities based on quality and sustainability.
11. Use research methods and techniques in the study of tourism and hotel management.
12. Work in teams.

Content

QUALITY CONCEPT

- Quality concept and objectives
- Business Excellence: EFQM Model
- Quality of service: SERVQUAL Model

CERTIFICATIONS

- Certifications: ISO 9001 (general), ISO 14001 (Environment)
- EMAS Certification
- Q Certification (Tourist Quality)

QUALITY AND ENVIRONMENTAL MANAGEMENT SYSTEM

- Business Commitment
- Environmental Management System SGMA
- Sustainability Reporting: Global Reporting Initiative GRI
- Social Quality Strategy: Corporate Social Responsibility
- Control registers of Quality and Environment
- Quality Management: "Total Quality Management" TQM

SERVICE PERFORMANCE

- Standardization of processes
- Customer satisfaction surveys

RESOURCE MANAGEMENT

- Human resources: human capital management and work environment

MEASUREMENT, ANALYSIS AND IMPROVEMENT

- Quality Control: Business Audits
- Qualitative business analysis in your virtual environment
- Evaluation tool: REDER scheme
- Evaluation of qualitative processes
- Continuous improvement tools (Ishikawa)

Methodology

- Participative content sessions
- Theoretical-practical classes in which concepts are worked in projects format.
- Problem solving and group practical cases with final exposition.
- Cooperative learning and individual learning to develop and present projects.
- Tutorials: individual or group work to solve doubts on specific concepts.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Project-related and presentation class	30	1.2	2, 1, 3, 5, 4, 6, 9, 7, 8, 10, 12, 11
Theoretical classes	18	0.72	2, 1, 3, 5, 4, 9, 7, 8, 11
Type: Supervised			
Mentoring	24	0.96	5, 4, 6, 9, 10, 12
Type: Autonomous			
Project-related and presentation class	20	0.8	2, 1, 3, 5, 4, 6, 9, 7, 8, 10, 12, 11
Self-Study	20	0.8	6, 9

Assessment

A) CONTINUOUS ASSESSMENT

The evaluation system consists of practical assignments/projects and a test:

*The projects and the exam must have a minimum score of 4 each to average between them.

B) FINAL EVALUATION: final exam (all course content)

Day and time established, according to academic calendar, to the Official Programming of the EUTDH Center. There will be only one type of final exam, with have no difference between students who have not passed the continuous assessment and those who have not followed the continuous assessment.

C) RE-EVALUATION

Students who, in final evaluation, have obtained a grade equal or greater than 3.5 and less than 5, may present themselves for re-evaluation exam. The maximum grade of this re-evaluation will not exceed 5 as final grade.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
A) Class assignments	20	9	0.36	2, 1, 3, 7, 8, 12, 11
B) Business Case 1	20	9	0.36	2, 1, 3, 5, 4, 6, 9, 7, 8, 10, 12, 11
C) Conference 1	10	6	0.24	2, 1, 3, 5, 4, 6, 9, 7, 8, 10, 12, 11
D) Conference 2	10	6	0.24	2, 1, 3, 5, 4, 6, 9, 7, 8, 10, 12, 11
E) Final Assignment	10	6	0.24	2, 1, 3, 5, 4, 6, 9, 7, 8, 10, 12, 11
F) Exam	30	2	0.08	2, 1, 3, 5, 4, 6, 9, 7, 8, 10, 11

Bibliography

Documents on Virtual Campus

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