

Tourism Topics

Code: 103757
ECTS Credits: 6

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

Name: Carme Ruiz Aguado
Email: Carmen.RuizA@uab.cat

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

Prerequisites

There are no prerequisites.

Objectives and Contextualisation

The course aims to equip the fourth year of the Degree in Hotel Management students with analytical and critical thinking about the excellence and the most suitable business practices to be implemented in the different types of tourism companies and independent professionals to differentiate themselves from competitors.

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

- Analyze the new technologies applied to tourism and know what would be the most appropriate to implement in each case.
- Teamwork.
- Develop an ability to learn independently.
- Ability to self-assess the knowledge acquired.
- Working with communication techniques and new technologies at all levels.
- Develop critical thinking.
- Be updated about current trends

Competences

- Analyse, summarise and evaluate information.
- Define and apply the commercial objectives, strategies and policies in hotel and catering companies.
- Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
- Demonstrate an orientation and culture of customer service.
- Demonstrate an understanding of the relationship and impact of management processes in hotel and catering companies.

- Demonstrate ethical behaviour is social relations and the ability to adapt to different intercultural situations.
- Demonstrate knowledge of the dynamic and evolutionary nature of the hotel and catering industry and the new leisure industry.
- Demonstrate responsible behaviour towards the environmental, social and cultural surroundings.
- Develop a capacity for independent learning.
- Develop and apply policies of internationalisation and sustainable growth in the companies in the sector.
- Draw up communication and promotion plans for companies in the hotel and catering sector, especially in the field of online business.
- Manage and organise time.
- Manage communication techniques at all levels.
- Plan and manage activities based on quality and sustainability.
- Work in teams.

Learning Outcomes

1. Analyse, summarise and evaluate information.
2. Apply commercial policies to hotel companies according to their different characteristics.
3. Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
4. Demonstrate an orientation and culture of customer service.
5. Demonstrate ethical behaviour is social relations and the ability to adapt to different intercultural situations.
6. Demonstrate knowledge of the dynamic and evolutionary character of the hotel and catering industry and the new leisure society.
7. Demonstrate responsible behaviour towards the environmental, social and cultural surroundings.
8. Develop a capacity for independent learning.
9. Identify and apply basic strategic elements in the internationalisation process of activities in the hotel sector.
10. Manage and organise time.
11. Manage communication techniques at all levels.
12. Plan and manage activities based on quality and sustainability.
13. Present and describe specific plans for promotion and commercialisation for companies in the hotel sector, especially in the field of online commercialisation.
14. Study specific and generic computer information systems and adapt them to hotel companies.
15. Work in teams.

Content

Unit 1: New trends, technologies and innovations in tourism sector

Unit 2: Travel blogs and travel bloggers

Unit 3: Revenue Management

Unit 4: Tourist packages design and creation

Methodology

The course operates on three methodologies of teaching and learning:

- a) Theoretical Methodology: face-master class explanations for to the different syllabus items that help the student to develop a practical methodology.
- b) Practice methodology: Research case studies to be shared and debated by students, test and learning operation of different technological tools explained in class.

c) Seminars, conferences and / or company visits held by professionals of tourism.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	20	0.8	2, 6, 14, 9, 13
Practical classes	7	0.28	1, 2, 4, 6, 7, 5, 3, 8, 14, 11, 10, 9, 12, 13, 15
Type: Supervised			
Tutoring	14	0.56	1, 2, 6, 8, 14, 9, 12, 13
Type: Autonomous			
Assignment preparation	30	1.2	1, 2, 5, 8, 11, 10, 13, 15
Exercises and practical cases resolution	32	1.28	1, 2, 6, 8, 14, 10, 9, 12, 13, 15
Study	32	1.28	1, 2, 6, 8, 14, 11, 10, 9, 13

Assessment

Continuous Assessment. The continuous assessment consists of the following system:

a) The performance of a written test to validate the knowledge work during all the practical activities, which will be worth 40% of final grade and that also will include the theoretical material exposed in class.

b) The performance of different practical activities in and outside the classroom that will be worth a 60% of the final grade (10% the activities of unit 1, and 2 and 20 % the activities of unit 3 and 4). In case of participating in a live project, this will count the total activities value (60% of the final grade). A correct formal presentation and an accurate elaboration will be valued.

Final exam. There will be a final exam with the entire contents of the course for students who have not passed the evaluation system referred in the previous point and for students with specific features (repeaters, mobile students, etc.) and that will worth the 100% of the final grade.

Exam resit. Those students with a final grade between 3,5 and 5 will have the chance to do another exam. The maximum final grade to be obtained is of a 5 over 10.

The evaluation of the course will be:

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Continuous assessment test	40% of final mark	3	0.12	1, 2, 6, 14, 11, 9, 13
Unit 1 practical activities	10% of final mark	3	0.12	1, 4, 6, 7, 5, 8, 11, 10, 9, 12, 15
Unit 2 practical activities	10% of final mark	3	0.12	1, 6, 5, 3, 8, 11, 10, 9, 12, 13, 15
Unit 3 practical activities	20% of final mark	3	0.12	1, 2, 6, 5, 3, 8, 14, 10, 9, 15

Bibliography

De Pablo Redondo, R. (2004). *Las nuevas tecnologías aplicadas al turismo*. Editorial Centro de Estudios Ramón Areces, Madrid.

Gretzel, U. & Xiang, Z. (2010). Role of social media in online travel information search. *Tourism management*, Vol. 31, p. 179-188.

Larsen, J., Urry, J. & Axhausen, K.W. (2006). Networks and tourism: Mobile Social Life. *Annals of Tourism Research*, Vol. 34, nº 1, pp. 244-262.

Mangold, W. G. & Faulds, D. J. (2009). Social Media: The new hybrid element of the promotion mix. *Business Horizons*, Vol. 52 (4), pp. 357-365.

Mauri, A.G.(2012). *Hotel revenue management: principles and practices*. Milano: Pearson.

Travaglini, A. et al. (2016). *Marketing digital turístico y estrategias de revenue management para el sector de la hostelería*. Barcelona: Marcombo.

Supporting material in digital format and web links offered on the Virtual Campus.

Webgraphy:

<http://www.tnooz.com/article/fifteen-of-the-best-social-media-campaigns-in-travel-so-far/>

<http://www.travelandleisure.com/smitty-2013>

<http://springnest.com/blog/social-media-travel-marketing/>

<http://www.tourism.australia.com/industry-advice/using-social-media.aspx>

<http://www.blogtrw.com/en/>

www.sitefinity.com

<http://www.discoverhongkong.com/eng/plan-your-trip/travel-kit/mobile-apps.jsp>