

Accommodation Management I

Code: 103727
ECTS Credits: 6

Degree	Type	Year	Semester
2502904 Hotel Management	OB	2	1

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Prerequisites

There are no prerequisites.

Objectives and Contextualisation

The subject Rooms Division Management I pretends to analyze the performance parameters of the department in order to teach to the students of the second course of the Degree in Hospitality Management how to manage the department in an effective way as well as to offer an extensive knowledge of it.

The subject describes the structure of the Rooms Division department and all its areas to manage, highlighting the organisational management of the different subdepartments that configure it, like reservations, front desk and concierge as well as the managing of its staff and the product to offer.

Splitting all these factors, the students learn how to manage and analyze the department results, to take decisions and look after the good operation of the accommodation area as a main activity in a hotel company (it generates the greater part of the revenues).

Once finalising the subject the students will must have to:

1. Know the Housekeeping division structure as well as the competences, skills and tasks of each one of the labour profiles that integrate it.
2. Realise one detailed analysis of the core processes of the department.
3. Familiarise with the management and implement effective management and control models.
4. Identify the different itineraries and communication channels with the rest of departments that configure a hotel.
5. Establish the own functions of the Housekeeping department.
6. Determine the different organisational structures of personal necessary that integrate the Housekeeping division.
7. Know how to mediate procedures and how to adapt them to the customer expectations, human capital particularities and the material resources available based on respect for diversity and plurality of ideas, people and situations.
8. Take decisions and design strategies for the development and improvement of the department.
9. Integrate fast and effectively in the workgroups of departmental work related with the rooms division area in different type of accommodation business.
10. Perform a modern departmental management, effective and customer oriented.

Competences

- Apply concepts related to the creation setting up, acquisition, maintenance and conservation of equipment in hotel and catering premises which are energy-sustainable and economically viable.
- Apply health and safety rules in the establishments of the hotel and catering sector.
- Apply knowledge in practice
- Demonstrate knowledge of the production system and operating procedures in the accommodation service.
- Develop a capacity for independent learning.
- Manage and organise time.
- Manage communication techniques at all levels.
- Work in teams.

Learning Outcomes

1. Analyse the structure of the sector.
2. Apply knowledge in practice.
3. Develop a capacity for independent learning.
4. Draw up small action plans for health and safety.
5. Identify health and safety systems in the hotel and catering sector.
6. Manage and organise time.
7. Manage communication techniques at all levels.
8. Structure the different phases of opening of establishments.
9. Understand the different accommodation products as the principal activity of overall hotel product.
10. Understand the essential steps for creating settings and promotion.
11. Understand the structure and management of the department as well as the competences and skills of the professional profiles which make up the area of accommodation.
12. Work in teams.

Content

1. RESERVATIONS

- 1.1 Concept of reservation. Generalities. The customer's cycle
- 1.2 Organisation and functions of the department
- 1.3 Prices and rates
- 1.4 Occupancy and frequency indexes
- 1.5 Types of reservation: individuals, groups, serials, confirmed, guaranteed, etc.
- 1.6 Contracting, conditions and rates applicable. Distribution channels.
- 1.7 Sale with variable prices: revenue management.
- 1.8 Types of vouchers
- 1.9 Commissions, discounts and net prices
- 1.10 Deposits and prepayments
- 1.11 Treatment of failed reservations
- 1.12 Interdepartmental coordination

2. RECEPTION

2.1 Functions depending on the working shifts

2.2 Front desk operations

2.3 Overbooking

2.4 Interdepartmental coordination

3. CONSIERGE DEPARTMENT

3. Functions and operative

Methodology

- Lectures: Exhibition of the theoretical content of the program in a clear way, systematic and organized by areas (the students will have at the virtual campus the basic subject's content). The teacher will encourage at all times class participation, to help them value the explanations, reflections and doubts. The learning will be reinforced with the projection of didactic videos and the articles and news reading.
- Sessions of practical classes. In these sessions the students will have to realise practical activities related with the theoretical contents exposed during the lectures.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	43	1.72	1, 9, 11, 10, 4, 8, 5
Problems solving	14	0.56	2, 9, 11, 7, 12
Type: Supervised			
Tutoring	12	0.48	1, 2, 9, 11, 10, 4, 3, 8, 7, 6, 5
Type: Autonomous			
Paper creation	34	1.36	1, 2, 9, 11, 10, 4, 3, 8, 7, 6, 5, 12
Study	40	1.6	1, 2, 9, 11, 10, 4, 3, 8, 7, 6, 5

Assessment

The evaluation of the subject will be:

Continuous evaluation. The continuous evaluation states of the following system:

- a) The realisation of activities that will count 15% of the final mark.
- b) The realisation of a compulsory work that will count 30% of the final mark.
- c) The realisation of two mid-term exams that will include all the content and that will cost 25% of the final mark each one of them.

Final evaluation. Final examination (all the content).

Day and hour established, according to academic calendar in the Official Programming of the Centre (EUTDH).

There will be a final examination with all the content of the subject for those students that have not surpassed the system of evaluation contemplated in the previous point and for those students with special characteristics (repeaters, students with mobility, etc.) and that will count 100% of the final mark.

Resit exam. Day and hour established, according to academic calendar in the Official Programming of the Centre (EUTDH).

Headed to the students that in the final evaluation have obtained a mark between 3,5 and 5. The qualification of this re-evaluation will not surpass the 5 as final mark.

Modality of examination to define by the subject's professor.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Compulsory paper	25% of final mark	2	0.08	1, 2, 9, 11, 10, 4, 3, 8, 7, 6, 5, 12
Mid-term exam 1	30% of final mark	2	0.08	1, 2, 9, 11, 10, 4, 3, 8, 7, 5
Mid-term exam 2	30% of final mark	2	0.08	1, 2, 9, 11, 10, 4, 3, 8, 7, 6, 5
Practical activities	15% of final mark	1	0.04	1, 2, 9, 11, 10, 4, 3, 8, 6, 5, 12

Bibliography

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Corral Mestas, Fernando. *Manual de recepción hotelera principios y técnicas* / Fernando Corral Mestas. Oviedo: Septem Ediciones, 2012. Print.

Gallego, Jesús Felipe. (2002). *Gestión de hoteles: una nueva visión*. Madrid: Paraninfo.

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morale. "Crece inversión en Reservas Hoteleras." Portafolio (2006): n. pag. Print.

Parrilla, Patricia. (2006). *Operaciones de Recepción. Gestione las tareas administrativas de recepción de forma eficaz*. Vigo: Ideas propias Editorial.

Talón, Pilar (2016). *Fundamentos de Dirección Hotelera*. Madrid: Editorial Síntesis.

Vaquero González, Juliana. *Recepción en alojamientos: recepción y atención al cliente. Manual / Juliana Vaquero González*. Madrid: Editorial CEP S.L., 2013. Print.

Vaquero González, Juliana. *Arreglo de habitaciones y zonas comunes en alojamientos: operaciones básicas de pisos en alojamientos. Manual / Juliana Vaquero González*. Madrid: Editorial CEP S.L., 2012. Print.

Villanueva López, Raúl. *Organización y prestación del servicio de recepción en alojamientos Raúl Villanueva López*. Antequera, Málaga: Innovación y Cualificación, 2012. Print.

Articles and news related to course content will be facilitated through the virtual campus.

Software

No specific software is necessary.