

Professional Placement

Code: 104969
ECTS Credits: 12

Degree	Type	Year	Semester
2500894 Tourism	OT	4	2

Contact

Name: María José Aguar Martínez
Email: mariajose.aguar@uab.cat

Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Other comments on languages

Algunes sessions es donaran en anglès segons els perfils dels assistents o els professionals atenent la sessió.

Teachers

Gemma Sagué Pla

Prerequisites

Optional subject part of the whole framework of coaching support offered throughout the grade to facilitate the design of the student's career objective. Work Placement II must be passed to request enrollment.

Objectives and Contextualisation

- To approach the student to the real labour market situation of the sector.
- To broaden and apply the theoretical knowledge on the various topics covered during the degree.
- To get the experience and the knowledge from a real professional environment.
- To facilitate the development of professional skills including team playing, managing emotional intelligence, conflict resolution, creativity and innovation, verbal and writing communication, etc.
- To meet all the requirements of the practical teaching programme of the degree.

Competences

- Apply the competences acquired to the placement workplace.
- Behave ethically and adapt to different intercultural contexts.
- Behave responsibly towards the 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.
- 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.
- Self-assess the knowledge acquired.
- Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
- Use ICT tools (reservations software, travel agency and hotel management packages, etc.) in tourism management, planning and products.
- Use communication techniques at all levels.

Learning Outcomes

1. Apply the competences acquired to the placement workplace.
2. Behave ethically and adapt to different intercultural contexts.
3. Behave responsibly towards the environment.
4. Develop a capacity for independent learning.
5. Display a customer service orientation.
6. Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
7. Manage human resources in tourism organisations.
8. Plan and manage activities on the basis of quality and sustainability.
9. Plan, organise and coordinate a work team, creating synergies and showing empathy.
10. Self-assess the knowledge acquired.
11. Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
12. Use communication techniques at all levels.
13. Use the software and other communication tools needed in professional practice.

Content

The practical training consists of 250 hours training in a company within the tourist sector. The content of this subject includes the internship period (250h), the memorandum report, the completion of the workshops and activities related to this subject, and the attendance to various events and in-class sessions organized during the year (50h) designed with the aim to assess the student on his/her career objectives. At the end of the internship period, the student will need to deliver the tutor performance assessment. The survey will be required too.

The practical training pursues the student to know the organization, operation and management of companies in the tourism sector, covering the guest attendance, the organization and promotion of tourist products or services, etc. If needed, the EUTDH will offer a wide range of partner companies that will collaborate to achieve these learning goals. To this extend we highlight the *Workshop-Trobada Empreses-Escola* that takes place in February each year, amongst the activities and events the student must complete and attend in order to pass the subject.

With a vision to promote our students to develop their management skills, as we do the previous academic course (Practiques Externes/Workplacement II), we also encourage them to act as consultants and develop an intrapreneurship project in any of the organizations where they performed their internship. In case of willing to further develop as consultants in the field, we foster internal synergies with other subjects so that the student has the appropriate resources within the academic program to develop his/her project management skills (i.e: Bachelor's Degree Final Project, Business Start-Up and Innovation, Management of Operations, Quality and Environment, Hotel Management, etc.).

Methodology

The course will be taught using three different teaching methodologies:

a) Learning by doing - practical training at a professional environment, duly monitored and tutored by an expert on the professional field.

b) Self-assessment and self-analysis tasks encouraged and supported by the University tutor/s (in case of synergies with other subjects) during the development period of the internship or consulting / intrapreneurship project.

c) Autonomous or group work after being in contact with industry professionals to better understand the business operations and the professional profiles that better match each role and type of company.

Additionally, the student will have to be adapted to the culture of the organization, its internal regulation and values while considering the tutor instructions and the EUTDH main rules.

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			
Practical training in companies	250	10	3, 2, 4, 7, 1, 12, 8, 9, 11, 10, 5, 6, 13
Type: Supervised			
Attendance events/activities classroom	10	0.4	3, 4, 12, 8, 9, 11, 10, 5
Tutoring	10	0.4	3, 2, 4, 7, 12, 8, 9, 11, 10, 5, 6
Type: Autonomous			
Internship Memorandum report	10	0.4	3, 4, 12, 8, 9, 6

Assessment

The assessment will include:

a) The company tutor assessment of the student's performance.

b) The Internship Memorandum elaborated by the student.

c) The ongoing assessment and evaluation of the student performance considers the attendance to classroom sessions and workshops, such as the opening session of the subject, individual interview with the academic tutor, and any other events organized by the EUTDH (i.e. Workshop-Trobada Empreses-Escola

In order to pass the subject, the student must get the minimum score of 5 either in the Internship Memorandum, the company tutor assessment and the in-class sessions.

- The Memorandum represents 50% of the final grade and the Tutor evaluation a 40%.
- The rest (10%) is linked to the sessions organized during the course.
- The student enrolled in this subject has the obligation to attend the working sessions (workshops and other familiarization sessions), as well as seminars, talks and external presentations organized by the institution.

The student enrolled in this subject has the obligation to attend the working sessions (workshops and other familiarization sessions), as well as seminars, talks and external presentations organized by the institution

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and participation events/activities classroom	10%	10	0.4	3, 2, 4, 7, 1, 12, 8, 9, 10, 6
Company tutor evaluation	40%	5	0.2	3, 2, 4, 7, 1, 12, 8, 9, 11, 10, 5, 6
Internship memorandum report	50%	5	0.2	3, 4, 1, 12, 8, 9, 11, 10, 6, 13

Bibliography

- Schultze, H (2019): Excellence wins: a no-nonsense guide to becoming the best in a world of compromise.
- Kinni, T. (Versió revisada 2011, Panorama): Disney y el arte del servicio al cliente.
- Curtin, S. (Jul. 2012): *Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary* (Anglès)
- Michelli J. (Jul. 2008): *The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company* (Anglès)
- El empoderamiento de las mujeres y el turismo: Informe OMT/ june 2022

Other materials in digital format and web references will be presented throughout the course via the Moodle classroom.

Software

-