UAB
Universitat Autònoma de Barcelona

2023/2024

Tourism Topics

Code: 103757
ECTS Credits: 6

Degree	Type	Year	Semester
2502904 Hotel Management	OT	4	2

Contact

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Teaching groups languages

To check the language/s of instruction, you must click on "Methodolody" section of the course guide.

Prerequisites

There are no prerequisites.

Objectives and Contextualisation

The course aims to equip the fourth-year students of the Bachelor in Hotel management with analytical and critical thinking about the current trends in tourism and the most suitable business practices to be implemented in the different types of tourism companies and independent professionals in order to differentiate themselves from competitors and increase their market quota.

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

- Analyze the new trends applied to tourism and know what would be the most appropriate to implement in each case.
- Teamwork based on respect for diversity and plurality of ideas, people and situations.
- 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.
- Keep updated about current trends in the tourism sector

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 then to hotel companies.
15. Work in teams.

Content

Unit 1: New trends in the tourism sector

Unit 2: Travel blogs and travel bloggers

Unit 3: Introduction to Revenue Management

Unit 4: Tourist packages design and creation

Unit 5: Technologies applied to tourism

Methodology

Teaching language: English

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.

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	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

The evaluation of the subject consists of two different assessment models:

Continuous evaluation. Continuous evaluation consists of the following system:

a) The completion of a test on the last day of class to validate the knowledge acquired through all the practical activities of the subject, which will count for 40% of the final grade and will also include the theoretical content covered in lectures.

b) The completion of various practical activities in the classroom and outside the classroom related to the theoretical content studied in class, which will count for 60% of the final grade (12% for activities in themes 1 and 2, 10% for activities in themes 3 and 5, and 16% for activities in theme 4). Proper formal presentation and careful execution will be assessed.

To participate in continuous evaluation, the completion of all practical activities of the subject is mandatory.

Final evaluation. The final evaluation will consist of the following assessments:

a) The completion of a dossier withactivities related to the 5 themes of the subject, which will count for 60% of the final grade (12% for activities in themes 1 and 2, 10% for activities in themes 3 and 5, and 16% for activities in theme 4).

b) The completion of an exam, which will count for 40% of the final grade.

"The re-evaluation of the subject through the final evaluation will follow the same process as for the rest of the students, and to participate in the re-evaluation, it will be necessary to have obtained a minimum grade of 3.5 in the set of evidence that constitutes the final evaluation."

Re-evaluation. Those students who have not passed the subject in the final evaluation session and have obtained a final grade higher than 3.5 will have the right to take the re-evaluation exam. The maximum grade that the student can achieve in this session is 5.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Continuous assessment test	40% of final mark	1	0.04	1, 2, 6, 14, 11, 9, 13
Unit 1 practical activities	12% of final mark	3	0.12	1, 4, 6, 7, 5, 8, 11, 10, 9, 12, 15
Unit 2 practical activities	12% of final mark	3	0.12	1, 6, 5, 3, 8, 11, 10, 9, 12, 13, 15
Unit 3 practical activities	10% of final mark	3	0.12	1, 2, 6, 5, 3, 8, 14, 10, 9, 15
Unit 4 practical activities	16% of final mark	3	0.12	1, 2, 4, 7, 5, 3, 8, 11, 10, 9, 12, 13, 15
Unit 5 activities	10% final mark	2	0.08	6, 7, 3, 8, 14, 11, 12, 13, 15

Bibliography

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Other supporting material (articles & news) will be facilitated through virtual campus

Software

The use of specific software is not necessary