

Degree	Type	Year
2502904 Hotel Management	OT	4

## Contact

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## Teaching groups languages

You can view this information at the [end](#) of this document.

## Prerequisites

There are no requirements

## Objectives and Contextualisation

After taking the course students will be able to know:

1. Distinguish between the concepts of production and servuction and its implications for tourism businesses.
2. Know how to manage customer participation in the creation of services
3. Know the main generators of conflict in the management of services
4. Know how to model systems able to avoid conflict
5. Know the main functions of the management systems of the customer relationship: Customer Relationship Management (CRM)
6. Model integration of CRM with the business model of the company.
7. Assess how the new technologies and multiculturalism can affect service management and customer care.
8. Modeling an organizational system capable of collecting customer information and personalize the services offered in a multicultural and technological world.
9. Know the main protocol branches and its international influence in the customer care.
10. Apply methodological instruments, reflective and critical analysis of a tourist company in relation to their performances service management and customer service.
11. Prove that has acquired communication skills verbal and written.
12. Correctly apply the computer program Power Point for exhibition discourse and argumentation.
13. Apply the basic functionality of tools related to the management and customer service.

## Competences

- Analyse, summarise and evaluate information.
- 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 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 leadership abilities in the management of human resources in hotel and catering companies.
- Develop a capacity for independent learning.
- 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. Apply management techniques and practices in the hotel sector and, in general, in catering.
4. Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
5. Demonstrate an orientation and culture of customer service.
6. Demonstrate leadership abilities in the management of human resources in hotel and catering companies.
7. Develop a capacity for independent learning.
8. Manage and organise time.
9. Manage communication techniques at all levels.
10. Plan and manage activities based on quality and sustainability.
11. Present and describe specific plans for promotion and commercialisation for companies in the hotel sector, especially in the field of online commercialisation.
12. Study specific and generic computer information systems and adapt them to hotel companies.
13. Work in teams.

## Content

1. Introduction to the unit Management of Customer Care and Service
2. Service nature and characteristics
3. Strategic service operations and quality management
4. The service concept: Servicescape
5. Quality, productivity and satisfaction
6. Capacity service management
7. Quality service management
8. Service delivery process: Blueprint
9. Internal marketing
10. Service failure and recovery

## 11. Technology applied to managing service in tourism and hospitality

### Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Case study resolution	14	0.56	1, 2, 3, 4, 5, 6, 8, 9, 10, 11, 12, 13
Lectures	14	0.56	1, 2, 3, 4, 5, 6, 8, 9, 10, 11, 12, 13
Public presentation of assignments	14	0.56	1, 2, 3, 4, 5, 6, 8, 9, 10, 11, 12, 13
Type: Supervised			
Tutorials	5	0.2	1, 2, 3, 4, 5, 6, 8, 9, 10
Type: Autonomous			
Case study resolution	32	1.28	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
Homework elaboration	36	1.44	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
Study	32	1.28	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13

The teaching methodology is based on continuous evaluation, combining theoretical content, practical in-class activities, research and analysis, presentations and reports. Assistance and participation in class during the semester will also be assessed.

#### Unit structure

Each session will be composed of:

- 1 hour theory
- 2 hours practice

#### Guest speakers

1 to 2 guest speakers' experts in the field, from the industry and/or the public administration.

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.

### Assessment

#### Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assessment 1 (group): Service report	20%	1	0.04	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13

Assessment 2 (group): Service delivery plan presentation	25%	1.5	0.06	2, 3, 4, 5, 6, 8, 9, 11, 12, 13
Assessment 3 (group): Service delivery report	40%	0	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
Attendance and participation	15%	0.5	0.02	1, 2, 3, 4, 5, 6, 8, 9, 10, 12, 13

The evaluation of this unit is continuous and is composed of three assessments of the same project (in small groups), and the participation and assistance in class.

To pass the continuous evaluation, students need to reach a minimum of 3.5 out of 10 in each of the three assessments. Otherwise, students will have to do the final evaluation at the end of the semester.

#### Final evaluation

The final evaluation will be composed of three parts:

Part 1: Quiz (15%)

Part 2: Short questions (30 %)

Part 3: Long questions (50%)

#### Re evaluation

The re-evaluation will be composed of three parts:

Part 1: Quiz (15%)

Part 2: Short questions (30 %)

Part 3: Long questions (50%)

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## Software

there isn't.

## Language list

Name	Group	Language	Semester	Turn
(TE) Theory	1	English	first semester	morning-mixed