UAB
Universitat Autònoma de Barcelona

Information Systems and Hotel Management

Code: 104963
ECTS Credits: 6

2024/2025

Degree	Type	Year
2500894 Tourism	OT	4

Contact

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Teachers

Daniel Blabia Girau

Teaching groups languages

You can view this information at the end of this document.

Prerequisites

THE SESSIONS ARE FUNDAMENTALLY PRACTICAL SO THERE ARE ENOUGH DELIVERABLES TO CHECK THE STUDENT'S PROGRESS. ASSISTANCE IS REQUIRED.

Given that the subject is a digital upgrade of the students it is important that they have a certain interest in the management tools and data analysis.

For following the the Business Intelligence sessions it requires a minimum excel knowledge.

The subject uses a hotel management simulator so that students manage a hotel equipment during the course. It is not an indispensable requirement but it is recommendable to have knowledge but above all wanting to learn the work of a hotel manager.

Objectives and Contextualisation

The course facilitates a series of fundamental computer tools for its development as future executives.

Teaching is based on very dynamic sessions by learning directly from the programs (REVENUE MANAGEMENT/CRM, Project, Tableau, business game, etc.) so attendance is almost essential to overcome the subject. It is difficult to demonstrate the learning of a program without attending regularly in class.

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

1. Master the decision-making process from the direction of an independent hotel establishment and real under conditions of competition.

2. Analyze the operating and economic results of a hotel establishment and consequently be capable of developing a business strategy.

3. Argue your business management decisions based on the data obtained from it Hotel Information System.

4. Know how to operate a hotel management program type REVENUE MANAGEMENT/CRM.

5. Learn how to create, budget and manage a project of any type that involves the Use of the material, human and economic resources at his charge.

6. Master the operation of project planning programs such as Microsoft Project and of others of free software.

7. Understand the operation of a hotel information system based on ERP software.

8. Understand the operation of some Business Intelligence ICTs such as Tableau for prey of directives decisions.

9. Know about the operation of some Customer Relationship Management (CRM) ICT tools such as SugarCRM for commercial management.

10. Develop a learning ability autonomously based on a real need.

11. Understand the operation of some ICT tools of the Revennue Management System.

12. Understand the operation of a Property Management System (PMS)

13. Develop a capacity for learning autonomously from a real need.

Competences

- Apply the concepts related to tourism products and businesses (economy and finance, human resources, commercial policy, markets, operations and strategy) in the different parts of the sector.
- Develop a capacity for independent learning.
- Display a customer service orientation.
- Use ICT tools (reservations software, travel agency and hotel management packages, etc.) in tourism management, planning and products.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Develop a capacity for independent learning.
2. Display a customer service orientation.
3. Identify and Single out the differential characteristics of the hotel and catering branch of the tourism sector.
4. Use communication techniques at all levels.
5. Use management software in the hotel and catering sub-sector.
6. Work in a team.

Content

THE FIRST DAY OF CLASS IS DECIDED WHICH ARE GOING TO BE THE PRIORITY TOPICS

PART I: INTRODUCTION

Topic 1. Information systems in global businesses

- Data, information and knowledge.
- The value chain of the information: administration of databases and information
- Types of information systems.
- ICT Infrastructure. Data centers and cloud computing.

Topic 2. Business processes and corporate management systems.

- The business processes.
- Business management systems: ERP, CRM and SCM.

Topic 3. Analysis of data and support for control and decision making.

- Business Intelligence and analytics.

PART II: REALIZATION

The following sessions present each of the elements that make up a hotel information system with the help of active management experts and consultants. Of this part II some of the subjects will not be done for lack of time.

Topic 4. REVENUE MANAGEMENT/CRM. By the teacher and Senior consultant of Hotelsdotcom.

- Software structure
- operational operation

Tema 5. COMERCIALITZACIÓ ONLINE I MARKETING DIGITAL. By the teacher and Senior Director of Sales Spain & Portugal a TravelClick, an Amadeus company

- Online hotel marketing
- Digital marketing, best practices

Topic 6. BI & Analytics.

- Big data and data analysis
- Introduction to the Tableau software

Topic 7. Customer relationship management

- Two-way communication with the client in the Hotel sector
- Introduction to SugarCRM software

Topic 8. Functionalities of a PMS. From the hand of the commercial director of PMS Mews. By the teacher and commercial director of Mews PMS.

Topic 9. Project management in the hotel sector

- Projects vs. Operations
- Planning projects with Microsoft project
- temporary planning
- economic planning
- Monitoring and control of projects

PART III: Business Game / Hotel simulation

Topic 10: Simulation with CESIM

- Introduction to the material and the decision making process
- Estrategic plans
- CESIM hotel simulation
- Management reports

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theorical sessions	40	1.6	1, 2, 3, 4, 5, 6
Work with diferent sofTware	20	0.8	1, 2, 3, 4, 5, 6
Type: Supervised			
Tutorials	6	0.24	1, 2, 3, 4, 5, 6
Type: Autonomous			
Elaboration of plans and reports	15	0.6	1, 2, 3, 4, 5, 6
Exercises	15	0.6	1, 2, 3, 4, 5, 6
Hospitality simulation	50	2	1, 2, 3, 4, 5, 6

The subject works based on three teaching-learning methodologies:

a) Methodology of the theoretical part of the subject:

Class-master class explanations regarding PART I of the program. They are a couple of sessions to understand the importance of an Information System in order to take the correct decisions beyond the day-to-day management of the hotel.

b) Methodology of the practical part of the subject:

Presentations by the teacher of the different programs and the resolution of exercises and creation of practical cases (individual or in team) by the students.
Special mention in the online part of the Simulation / Business Game since some of the decisions will be taken online, taking advantage of the fact that the platform itself has the option to do it simultaneously for all the components of the team.

c) Methodology of the non-attendance part of the subject (Virtual Campus and CESIM platform):

The Virtual Campus platform will be used as an information supplement to make the communications to the students and to share documents.

All the students will have access to the CESIM platform by which they will indicate the decisions to take each one of them regarding their hotel as well as the obtaining of the results of each round. The platform has An internal forum for each team that will be tutored by the teacher.

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

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
EXAM PART I	15%	1	0.04	1, 3, 4, 5
EXERCISES AND EXAM PART II	30%	1	0.04	1, 4, 5, 6
Hospitality simulation (business game)	50%	1	0.04	1, 2, 3, 4, 6
Hospitality simulation initial test	5%	1	0.04	1

The evaluation of the subject will be the following:
Continuous assessment: The subject may be exceeded as the subject advances. PART I of the subject is worth 15% of the final mark, PART II 45% and PART III 55%. Within each part
the evaluation will be as follows:
PART I TEST 100%
PART II: Delivery of exercises 100%.
PART III: 5% initial test, Strategic plan delivery 15%, simulation result 50%, management report 30%.
The student will have a continuous note of the tests corresponding to PARTS I, II and III that is superior to 5 may pass the subject.

Single evaluation: There will be a final exam with all the content of the subject for those students with special features that they have communicated so during the first week of the semester (repeaters, mobility students, etc.).
Recuperation: Students who have obtained a final grade between 3.5 and 4.9 have the right to submit to the call of re-evaluation. The final grade to be obtained in this call will not exceed 5.
Validation. If any student wants that if they validate the part of the Fidelio they will have to present a certificate of the company or have worked. The note that will be placed will be 5 and will make you average like any other.

Bibliography

WEBGRAPHY
https://www.sugarcrm.com/resources
https://www.tableau.com/learn

TUTORIALS
http://www.brighthubpm.com/software-reviews-tips/45402-step-by-step-tutorial-on-microsoft-projectgetting-started-in-twenty-minutes/
https://www.tutorialspoint.com/ms_project/index.htm

BIBLIOGRAPHY

Gemawat, Pankaj "Redefiniendo la Globalización". Ed. Deusto, 2007. ISBN: 978-84-234-2606-5

Hamel, G & Breen b. "The future of Management". Ed. Harvard Business School Press, 2007. ISBN: 1-4221-0250-5

Malone, Thomas W. "El futuro del Trabajo". Ed, Gestión 2000, 2004. ISBN: 84-8088-688-9

Applegate, Lynda M., et alt Estrategia y gestión de la información corporativa: Los retos de la gestión en una economía de red. 6a edició. Edit McGraw Hill. 2004

Other digital material offered through the Campus Virtual.

Software

In addition to the programs included in the Office package, the student will use an online hotel simulator, Tableau or POWER BI (in its free version) and the CLOUDBEDS' s PMS , also free.

Language list

Name	Group	Language	Semester	Turn
(TE) Theory	1	Spanish	second semester	morning-mixed
(TE) Theory	2	English	second semester	morning-mixed