

Professional Placement

Code: 104969
ECTS Credits: 12

2024/2025

Degree	Type	Year
2500894 Tourism	OT	4

Contact

Name: Maria Jose Aguar Martinez

Email: mariajose.aguar@uab.cat

Teachers

Gemma Sagué Pla

Teaching groups languages

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

Prerequisites

An optional subject for students, structured in the framework of the coaching support offered throughout the grade to facilitate the design of the student's career objective and their integration into the labour market. The *Work Placement II* subject must be passed to be eligible for an 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 internship in a company within the hospitality industry either from a national or international scope. The content of this subject includes the internship period (250h), the completion of the memorandum report and the attendance to the workshop, other events and activities organized during the year (50h) with the aim to assess the student on his/her career objectives.

It pursues the student to get to know the organization, operations, and management basics within the tourism industry (either from a national and/or an international scope). All areas of the business are considered: from guest services, management of departments *back of the house* and/or the operations and/or promotion of a specific product. If needed, the university will offer a wide range of partner companies that cooperate with us for the students to achieve their goals. To this extent, we highlight the *Workshop-Trobada Empreses-Escola* that takes place in February every year, amongst the activities and events that the student must attend in order to pass the subject.

As we do in the previous academic course (*Work Placement II*), with a view to promoting our students' development of their managerial skills, we also encourage them to act as consultants and develop an intrapreneurship project in any of the organizations where they perform their internship. In case of interest 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.).

Activities and Methodology

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

The course will be using three different teaching methodologies:

- Self-evaluation and self-awareness exercises to focus on the student's professional objectives.
- Autonomous work after being in contact with industry professionals, to better understand the business operations and the professional profiles that match each role and type of company within the hospitality industry.
- Learning by doing - practical training at the workplace, duly monitored and tutored by an expert in the field.

In addition, the student will have to adapt to the organization's culture and its values, its internal regulations, policies, and procedures as well as to consider the tutor instructions and the university main guidelines.

Language:

Grau de Turisme: Spanish

Bachelor's degree in Tourism: Main language will be English, while it will be adapted to the needs of each session.

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
Attendance and participation events/activities classroom	20%	10	0.4	1, 2, 3, 4, 6, 7, 8, 9, 10, 12
Company tutor evaluation	40%	5	0.2	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12
Internship memorandum report	40%	5	0.2	1, 3, 4, 6, 8, 9, 10, 11, 12, 13

This subject does not consider the single assessment system.

The evaluation consists of:

- a) The control and monitoring of student attendance at meetings, gatherings and events assigned by the center.
- b) The control and follow-up of the internship performance and the Tutor Evaluation report.
- c) Writing of the Internship Memo Report by the student.

A follow-up by the academic tutor with the student, and/or the company tutor during the internship period may be considered as an additional element.

- The student enrolled in this subject has the obligation to attend the sessions (workshops and other), as well as the seminars, talks and external presentations organized by the institution. For instance, the University-Company Meeting Workshop.
The student's attendance to the meetings, events and other sessions stipulated by the center has a value of 20% of the total grade.
- The Memo report will represent 40%.
- The Tutor Internship Evaluation tutor constitutes 40%.

The grade for the subject will be NOT EVALUABLE when the student attends less than half of the assessment activities and/or does not attend the final exam.

IMPORTANT: In order to pass the subject, the requirements for the three blocks mentioned above must be met. It is also necessary to underline that the student will have at his/her disposal the key dates of the course, which will act as exam dates for all purposes, and are decisive for the students to be eligible for a final evaluation at a later stage.

Bibliography

- Baer, J (2016). *Hug your haters to embrace complaints and keep your customers*
- Bungay, M. (2022). *How to begin: start doing something that matters*
- Brown, T. (2009) *Designers think BIG!* https://www.ted.com/talks/tim_brown_designers_think_big
- Covey, S. (2004). *The 7 habits of highly effective people: Powerful lessons in personal change*
- Curtin, S. (Jul. 2012). *Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary*
- Erikson, T. (2019). *Surrounded by Idiots: The Four Types of Human Behavior and How to Effectively Communicate with Each in Business (and in Life)*. St. Martin's Essentials.
- Hsieh, T. (2013). *Delivering happiness: a path to profits, passion and purpose.*
- Michelli J. (Jul. 2008). *The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company*
- Watkinson, M. (Feb. 2013). *The ten principles behind great customer experiences*

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

Software

-

Language list

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

PROVISIONAL