

Degree	Type	Year
Tourism	OT	4

Contact

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Teachers

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Teaching groups languages

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Prerequisites

There are no prerequisites

Objectives and Contextualisation

At the end of the subject students must be able to:

1. Know the structure of a restaurant business, as well as the skills and tasks of each component that makes up.
2. Manage and control the costs in a restaurant business in an effective way.
3. Be familiar with the managing and implant effective managing and control models.
4. Identify the information and working itinerary on the main functional and operational areas.
5. Prepare the student to prepare strategies and policies developed from the direction role.
6. Know to establish the necessary methods and adapt them to the client's expectations, the human capital special features and the available material resources.
7. Taking decisions to design strategies to the development and improvement of the restaurant business.

Competences

- Analyse quantitative and qualitative information on the economic dimension of the tourism sector and its companies: characteristics of the companies, evolving weight of the sector, market research, etc.

- 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.
- Behave ethically and adapt to different intercultural contexts.
- Behave responsibly towards the environment.
- Define and apply objectives, strategies and commercial policies in tourism businesses and entities.
- Demonstrate knowledge and understanding of the tourism phenomenon from the perspective of sustainability and quality management.
- Demonstrate knowledge of the functioning and evolution of different tourism models in order to choose the most suitable one and apply it in the current 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.
- Manage the concepts, instruments and functions related to the planning and commercialisation of tourist destinations, resources and spaces.
- Plan, organise and coordinate a work team, creating synergies and showing empathy.
- Propose creative alternative solutions to problems arising in the field of tourism management, planning, businesses and products.
- Show initiative and an entrepreneurial approach to business creation and management in the tourism sector.
- Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Analyse and diagnose the situation of a tourist destination, resource or space.
2. Analyse information obtained in the commercial research process.
3. Apply different tools to analyse human resources.
4. Apply market research and segmentation techniques to the analysis of information on the tourism sector.
5. Apply strategic marketing as a source of competitive advantage for tourism entities.
6. Apply the techniques of budgeting and strategic planning.
7. Behave ethically and adapt to different intercultural contexts.
8. Behave responsibly towards the environment.
9. Decide on the different elements that make up a marketing plan and draw up the plan.
10. Define commercial policies in tourism companies and products, based on segmentation and market research techniques.
11. Develop a capacity for independent learning.
12. Develop problem-solving skills in business.
13. Develop skills in leadership and conflict management.
14. Develop the skills needed to adapt to new business scenarios.
15. Discern the function, nature and scope of marketing in the organisation.
16. Display a customer service orientation.
17. Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
18. Identify and evaluate new business opportunities in the sector.
19. Identify policies on the environment and sustainability as a differential feature of the tourism sector.
20. Identify the interrelationship between tourism, quality and sustainability.
21. Identify the processes that make up the strategic management of human resources.
22. Identify the resources and capacities needed to develop new businesses.
23. Make judgements and choices in the area of human resources, establishing suitable channels for implementing and monitoring strategies in this area.
24. Manage human resources in tourism organisations.
25. Perform an internal and external analysis to diagnose a business's commercial situation.
26. Plan, organise and coordinate a work team, creating synergies and showing empathy.

27. Set objectives and make plans, from a commercial perspective.
28. Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
29. Use communication techniques at all levels.
30. Use quality management policies (ISO, EFQM, etc.) as a strategic element in companies in the tourism sector.
31. Work in a team.

Content

1. Society, alimentation and gastronomy: new type of restaurants:
 - a. Modern restauration.
 - b. Collective no commercial restauration.
 - c. Applicable legislation and agreements.
2. Restauration companies' models
 - a. Companies' classification.
 - b. New concepts of restauration companies and its managing.
3. Analytic process of restauration business and costs control (management)
 - a. Omnes principles.
 - b. Menu engineering.
4. Business model analysis
 - a. CANVAS managing.
5. Restauration companies marketing
 - a. The restaurant as a global product.
 - b. A restaurant value chain.
 - c. Commercialisation and communication.
 - d. Client attention techniques, selling orientation and its loyalty earning.
6. Quality managing of restauration companies:
 - a. Full Quality as a managing system.
 - b. Process managing.
 - c. Quality control systems applied to restauration.
 - d. HHRR and quality managing: intern and extern guest satisfaction

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Exercises	19	0.76	6, 13, 27, 19, 26
Master Class	32	1.28	1, 2, 11
Mentorig	9	0.36	
Type: Supervised			
Business case discussion (group)	40	1.6	3, 6, 13, 12, 27, 19, 16, 31
Type: Autonomous			
Business case (single)	18	0.72	11, 26, 16
Individual work	30	1.2	3, 13, 12, 11, 16

Teaching language: catalán

Master class sessions. Exposition of the theoretical content of the program clearly, systematic and organized by the teacher (students will have the basic syllabus at CAMPUS VIRTUAL). Student participation in the classroom will be encouraged at all times; Your contributions, reflections and doubts will be evaluated. Teaching will be reinforced with educational videos and reading articles related to the syllabus.

Practical exercises and case studies. Throughout the course, several practical exercises and case studies will be proposed, related to the subject. They will begin in the classroom and, if necessary, will be completed outside of class hours.

Visits: if an external visit is organized, attendance will be mandatory. The day, time and meeting point will be announced conveniently.

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.

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Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Business case discussions (individual & group)	30%	1	0.04	2, 3, 5, 4, 6, 9, 10, 12, 11, 30, 24, 22, 18, 26, 16, 31, 23
Exam	50%	1	0.04	1, 3, 6, 7, 8, 15, 30, 25, 27, 21, 20, 19, 29, 28, 16, 17
Participation and attendance	20%	0	0	13, 12, 14, 11, 15, 27, 21, 29

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Bibliography

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