UAB
Universitat Autònoma de Barcelona

Hotel Management Topics

Code: 103748
ECTS Credits: 6

2025/2026

Degree	Type	Year
Hotel Management	OT	4

Contact

Name: Beatriz Santolalla Garcia

Email: beatriz.santolalla@uab.cat

Prerequisites

There are no prerequisites.

Teaching groups languages

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

Objectives and Contextualisation

The objective of this subject is to ensure that students get a broader and practical knowledge about different types of existing hotel establishments (individual hotels, chains ...), mainly located in large cities, at the coast and the mountains. As well as other accommodation, companies and services related to catering. It also includes other topics related to the sector.

In addition to providing a global view of the facilities and services of the establishments mentioned, this course focuses on the knowledge of different management systems and hotel policy, both hotels and service companies related to catering, on the one hand, and On the other hand, increase the academic training of students, through small practical cases on current issues.

The total number of hours corresponds strictly to teaching hours in the classroom (seminars, lectures, case studies, where appropriate), different types visits such as service companies related to hotels, online tutorials (follow-up of the subject by the students), study, and the implementation of the final report as an individual evaluator.

At the end of the course, the student will be able to:

1. Establish the main tasks and responsibilities of the head of accommodation area of a hosting company.
2. Formulate relevant issues during small meetings.
3. Knowing the details, features and policies of leading hotel groups.
4. Identify different forms of hospitality management and marketing.
5. Differentiate between business hotels, vacation, city or mountain.
6. Knowledge of women's trajectories and roles with different ages and social situations in their professional work.

Competences

- Adapt to changes in technology as they occur.
- Demonstrate an orientation and culture of customer service.
- Demonstrate broad knowledge of the organisation and management of company operations, with emphasis on applied management models and the application of quantitative and qualitative techniques.
- Demonstrate knowledge of the basic principles of accommodation and catering in all their dimensions, departments, activities and areas in the context of the tourist sector.
- Develop a capacity for independent learning.
- Manage and organise time.
- Manage communication techniques at all levels.
- Work in teams.

Learning Outcomes

1. Adapt to changes in technology as they occur.
2. Demonstrate an orientation and culture of customer service.
3. Develop a capacity for independent learning.
4. Identify and evaluate the elements governing activity in the hotel and catering sector and their impact and interaction with the surrounding area.
5. Identify methods of qualitative and quantitative analysis in the different catering sectors and well as their impact and evolution.
6. Identify the different accommodation and catering companies and their basic structure.
7. Manage and organise time.
8. Manage communication techniques at all levels.
9. Understand the basic corresponding regulations.
10. Work in teams.

Content

This subject is structured into the following sections:

1. Seminars
2. Presentations by professionals of hospitality, catering sector and other sector companies etc.
3. Visits to different types of accommodation companies with different ways of management
4. Visits to service companies linked to the hotel sector
5. Practical Case Studies (where applicable)

Some of the planned activities (companies visits) will be carried out during a schedule that will take the whole morning or afternoon or and all day.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures (seminaris / conferences)	20	0.8	1, 2, 8, 4
Practice lectures (sector companies visits)	50	2	2, 8, 5, 4, 6
Type: Supervised			
Tutorials	10	0.4	3, 7

Type: Autonomous			
Follow up the subject	28	1.12	7, 5, 6
Practical papers solution	7	0.28	3, 9, 7, 5, 4, 10

Teaching Language: Catalan

The course will have four different learning dynamics:

a) <u>Visits to companies sector and other related service companies</u>:

To take part in a visit, the uniformity stipulated by the school is required.

- Visit the establishment's facilities to know the services offered to the guests. (30 to 45 minutes)
- Conference (2 hours) with the manager and / or other relevant positions in the company, about different ways of doing (management) regarding to:
  Establishment operations, competence position, commercial policy, type of client, organizational structure, department heads responsibilities and roles, control criteria, coordination and departmental communication, purchasing policy, etc.
  The director's vision about: human resources, costs, sales, profitability on issues related to property, matters directly managed by de director, etc.
- AOB.

b) Lectures (Seminars / Conferences):

- Students are expected to regularly access Campus Virtual where they will find the information published, to follow up each of the session.
- Lecturer session.

c) Practical papers resolution (If applicable):

- Group work: students should respond, explain and defend the different scenarios provided by the professor.
- Evaluation by a defense board designated for this purpose (if applicable, and regarding the topic).

d) Tutoring on line:

To follow up the course, students must weekly access to the Campus Virtual for having instructions / necessary visits information (programs, confirmations, web pages, documents,…).

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
Final rapport visits	50	25	1	1, 7, 5, 4
Practical cases studies	20	4	0.16	9, 6, 10

Visits: Preliminary work / participation	30	6	0.24	1, 2, 3, 9, 8, 7, 6

A) CONTINUOUS ASSESSMENT:

The evaluation has three elements:

1.- Final Rapport (individual) which should include:

- Short description of the visited establishments and services they offer.
- Specific characteristics of the establishments visited.
- Management systems and comparison.
- Conclusions and personal assessment of the establishments visited.
- General conclusions and personal view of the subject.

If it is necessary, a written exam may be conducted to validate the submitted report.

In this report, students should add the questionnaire (personal assessment), delivered by the professor at the end of the course (Virtual Campus).

2. - Explain and defend the different scenarios provided by the professor. Evaluation by a defense board designated for this purpose (If applicable).

3.- Uniformity, attendance, preparation, participation and contributions.

The final grade will be comprised of 50% of the report + 50% (20% + 30% practical cases preparation, participation and uniformity). In order to be evaluated, a minimum of attendance is required (mandatory at 80%).

B) SINGLE ASSESSMENT:

Final Examination (all the subject content) / Final Report (modality to be defined by the professor).

Day and time established in the academic calendar, as per the Official Center's Schedule (EUTDH).

C) REASSESSMENT:

Only for students thatin the final evaluation have obtained a mark over 3,5 and below 5. The maximum qualification to be obtained in this exam is 5 over 10.

Day and time established in the academic calendar, as per the Center Official exams schedule (EUTDH).

Examination method to be defined by the professor.

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.

Bibliography

1. - Delivered to the student by the invited professionals of sector (classroom / campus virtual) or along the establishments visits.

2. - Websites of visited establishments.

Software

There is no specific software.

Groups and Languages

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