UAB
Universitat Autònoma de Barcelona

Information and Management Systems in the Hotel Sector

Code: 103783
ECTS Credits: 6

2025/2026

Degree	Type	Year
Hotel Management	OT	4

Contact

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Teachers

Daniel Blabia Girau

(External) Joan Marim?n (business Intelligence)

(External) S?nia Molina (Eines digitals de comercialtzaci? hotelera)

Teaching groups languages

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

Prerequisites

Given that the subject is a digital upgrade of the students it is important that they have a certain interest in the ma

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.

Decision making in a hotel business is based on data analysis and therefore the main goal of this subject is to learn how to work with them.

Teaching is based on very dynamic sessions by learning directly from the programs (Fidelio, 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 beginning of the subject it is proposed to the students that they choose some contents of the subject and depending on their choice at the end of the subject 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 MANEGEMENT/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.

Competences

- Adapt to changes in technology as they occur.
- Analyse, summarise and evaluate information.
- Be able to self-evaluate knowledge acquired.
- 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.
- 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. Analyse, summarise and evaluate information.
3. Be able to self-evaluate knowledge acquired.
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. Develop and global and strategic view of management and commercialisation tools from internet to improve competition between the companies in the hotel and catering sector.
9. Manage and organise time.
10. Manage communication techniques at all levels.
11. Understand and apply new internet formulas for commercialisation and fidelity and apply them to the sale of products and services in the hotel and catering sector.
12. Work in teams.

Content

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/POWER BI

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			
Exercises	15	0.6	2, 11, 7
TEST IS	0.5	0.02	11
Theorical sessions	40	1.6	1, 2, 5, 8
Work with diferent software	20	0.8	1, 3
Type: Supervised			
Tutorials	5.5	0.22	10
Type: Autonomous			
Elaboration of plans and reports	15	0.6	2, 3
Hospitality simulation	50	2	2, 6, 5, 4, 7, 9, 3, 12

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
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
Case studies (individual or team) by the students.
Special mention in the online part of the Simulation / Business Game because some of the decisions are
they will take on an online basis, taking advantage of the fact that the platform itself has the option of doing so

simultaneously
all the components of the team.
c) Methodology of the non-attendance part of the subject (Virtual Campus and CESIM platform):
The platform of the Virtual Campus will be used as an information complement to do the
Communications to students and sharing documents.
All the students will have access to the CESIM platform by which they will indicate the decisions to take
each of them relative to your hotel as well as obtaining 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, 2, 3
Exercises and exam PART II	30%	1.5	0.06	1, 11, 8, 9, 3
Hospitality simulation (business game)	50%	1	0.04	2, 11, 6, 5, 4, 7, 10, 9, 12
Initial test Hospitality simulation	5%	0.5	0.02	2, 11

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 did'nt pass tge subject but have obtained a final grade iqual or superior at 3.5
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

Software

Ms project/Project libre

Office (Excel)

PMS Mews/HOTELBEDS (Free SaS)

Tableau/POWER BI (Free Sas)

Groups and Languages

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