

Professional Placement

Code: 104969
ECTS Credits: 12

2025/2026

| Degree | Type | Year |
|---------|------|------|
| Tourism | OT | 4 |

Contact

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Teachers

Gemma Sagué Pla

Teaching groups languages

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

Prerequisites

Elective subject included in the Bachelor's degree curriculum aimed at supporting the student's career goals and their entry into the job market. *Workplacement II* must have been passed in order to enroll.

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 communication techniques at all levels.
- Use ICT tools (reservations software, travel agency and hotel management packages, etc.) in tourism management, planning and products.

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

This subject consists of a 250-hour training placement in a company within the sector. It is preceded by mandatory attendance at training, guidance, and support sessions, and concludes with the submission of a practice report (50 hours). The objective is to ensure that students make the most of the professional experience, in line with their career goals and future entry into the job market.

The internships are mainly aimed at deepening knowledge of business management in the tourism and hospitality sector, both nationally and internationally. They include aspects such as customer service, operations, service management, and/or promotion. Any department within a tourism company can serve as a practical training center for students.

Enrolled students can choose from a wide network of partner companies that share the guiding principles and quality standards of the School's Professional Program. In this regard, students enrolled in this subject are required to register for and attend the activities organized during the Professionalization Week, including the University-Business Meeting Workshop, which the center organizes annually in February. Failure to attend may result in not passing the subject.

With the aim of fostering the development of management skills, as introduced in the previous year's subject (External Internships II), students are encouraged to take on a consultancy role and develop intrapreneurship projects within the organizations where they have previously interned. For those who wish to continue developing as consultants in the sector, the program promotes synergies with other subjects, ensuring that students have the academic resources needed to enhance their managerial competencies (e.g., Final Degree Project, Business Start-Up and Innovation, Operations Management, Quality and Environment, Hotel Management, etc.).

Activities and Methodology

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

The course will employ a variety of teaching methods:

- a) Experiential learning - Practical training in a professional environment, supervised and mentored by an expert in the field.
- b) Self-assessment tasks - Conducted in the classroom as part of the development of key professional competencies. Activities will include mock job interviews and negotiation exercises, contextualized within recruitment processes led by guest companies offering future career opportunities to students.
- c) Independent work - After engaging with industry professionals who will help students understand operational procedures and professional roles within the sector, students will be encouraged to work independently-supported by the academic tutor when needed-to define their career objectives post-graduation.

While in the internship, each student is expected to observe the organization's culture and values, and to adhere to the work and conduct standards established by the host establishment where the internship takes place. The internal regulations of the Center's internship program, as well as the instructions provided by the academic tutor, also apply.

IMPORTANT: The use of mobile phones, tablets, laptops, or any other digital device is strictly limited to the explicit instructions given by the tutor. Unauthorized use of these devices during the session may result in academic consequences in accordance with the institution's regulations.

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 | 2, 3, 4, 7, 1, 12, 8, 9, 10, 6 |
| Company tutor evaluation | 40% | 5 | 0.2 | 2, 3, 4, 7, 1, 12, 8, 9, 11, 10, 5, 6 |
| Internship memorandum report | 40% | 5 | 0.2 | 3, 4, 1, 12, 8, 9, 11, 10, 6, 13 |

Assessment: This subject does not offer a single final assessment option.

The evaluation is based on the following components:

a) Attendance and participation in meetings, workshops, seminars, events, and activities organized by the Center, including those held during the Professionalization Week (such as the University-Industry Workshop). This component accounts for 20% of the final grade.

b) Monitoring of the internship and the evaluation report completed by the company tutor, which must be submitted no later than the official exam date (see exam calendar). This component represents 40% of the final grade.

c) Internship report written by the student, also to be submitted no later than the official exam date. This report constitutes the remaining 40% of the final grade.

Additional follow-up by the academic tutor with the student and/or the company tutor may be considered during the internship period. The use of this support is encouraged, especially when facing challenges, as it promotes the development of key professional competencies.

The subject will be marked as Not Assessable if the student completes less than half of the assessment activities and/or does not attend the final exam.

Important:

- To pass the subject, students must pass all three components mentioned above.
- Students will be provided with the key course dates, which serve as official exam dates and are essential for eligibility for final evaluation.

Bibliography

- Erikson, T. (2021). *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.
- Guidara, W (2022) *Unreasonable Hospitality: The Remarkable Power of Giving People More Than They Expect*.
- Burgay, M (2022). *Cómo empezar: comienza a hacer cosas que importen*.
- Solomon, M (2019) *The Heart of Hospitality. Great Hotel and Restaurant Leaders Share Their Secrets*.
- Bariso, J. (2018). *EQ Applied: the real world guide to Emotional Intelligence*.
- Gardetti M.A. & Torres A.L (2016) *Sustainability in Hospitality. How hotels innovative are transforming the industry*.
- Baer, J (2016). *Hug your haters to embrace complaints and keep your customers*.
- Hsieh, T. (2013). *Delivering happiness: a path to profits, passion and purpose*.
- Watkinson, M. (Feb. 2013). *The ten principles behind great customer experiences*.
- Covey, S. (2014). *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*.
- Gilmore, J. & Pine, J. (2011): *The Experience Economy*, Updated Edition.
- Kinni, T. (Versió revisada 2011, Panorama) *Disney y el arte del servicio al cliente*.

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

Software

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Groups and Languages

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