UAB
Universitat Autònoma de Barcelona

Masters Dissertation

Code: 43416
ECTS Credits: 6

2025/2026

Degree	Type	Year
Hotel Management	OB	0

Contact

Name: Víctor Gimenez Garcia

Email: victor.gimenez@uab.cat

Teachers

Daniel Blabia Girau

Xavier Verge Mestre

Carlos Martinez Lizama

Sebastian Aparicio Rincon

Tatiana Lopez Orozco

Ane Elixabete Ripoll Zarraga

Ruben Ilzarbe Lopez

Teaching groups languages

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

Prerequisites

There are no prerequisites for taking this module

Objectives and Contextualisation

The Master's Final Project has a dedication of 6 ECTS and will consist of an individual project for the development of a hotel company plan or a research or business application project where the theoretical framework of the chosen theme is developed in depth and culminates with an application practical / empirical.

The objectives are:

- To allow the students to investigate a topic related to the hotel sector, where from the application of the scientific methodology they can solve some practical question and professional interest
- To evaluate the viability of a business plan in the hotel sector
- To use the workload of the TFM as well as the knowledge of a particular hotel establishment to do some consulting project.

Competences

- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Continue the learning process, to a large extent autonomously.
- Design and interpret control systems at specific organisational levels within hotel companies.
- Draw up hotel marketing plans together with their corresponding economic and financial plans.
- Establish a specific commercial strategy (pricing and quotas) for each of the hotel commercialisation channels.
- Focus on quality and corporate social responsibility in management.
- Formulate a strategy and its implementation in human-resource management.
- Formulate strategic plans on the basis of identification analysis variables significant environment capacities resources.
- Identify and combine indicators with which to prepare reports for decision-making.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Manage hotel chains with a view to integrating the different areas of business.
- Show expertise in advanced hotel management and in using its tools.
- Show possession of a holistic, integrating vision of the worldwide socioeconomic environment and take its impact into account in hotel management.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
- Use ICT in managing and analysing the activity, to make improvements and identify new business opportunities.
- Work in interdisciplinary teams.

Learning Outcomes

1. Apply advanced management tools to help identify the key factors for business success and achieve optimal efficacy in the organisation.
2. Apply context analysis techniques to a real case.
3. Apply the tools and techniques explored in the different subject areas to a real case.
4. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
5. Continue the learning process, to a large extent autonomously.
6. Define ICT requirements and perform the corresponding cost-benefit analysis for the real case studied in the master's dissertation.
7. Design a real ICT and information systems plan to support management and decision-making.
8. Develop a quality plan in keeping with the strategic objectives marked out for a real case.
9. Develop a real human resources plan aligned with the general strategic plan, quantifying its economic impact and including the management of talent and knowledge.
10. Draw up a commercialisation plan for a real case, together with its expected costs and its return for each sales channel considered in the company's marketing plan.
11. Draw up a real marketing plan that is consistent with the general strategic plan and its corresponding income statement.
12. Establish a real system of management indicators for the different levels and departments.
13. Identify and combine indicators with which to prepare reports for decision-making.
14. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
15. Make a real strategic plan, based on an external and internal analysis and on the identification of capacities and resources, to establish the strategic goals, the actions to be taken and the corresponding performance measures.

16. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
17. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
18. Work in interdisciplinary teams.

Content

The structure, as well as the content of the final project, will be supervised by the tutor assigned to each student in a way that suits the chosen theme and the availability of data.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Supervised			
Supervisor advice	10	0.4	3, 1, 2, 10, 11, 8, 9, 15, 6, 7, 12, 13, 16, 4, 14, 5, 17, 18
Type: Autonomous			
Final project work	140	5.6	3, 1, 2, 10, 11, 8, 9, 15, 6, 7, 12, 13, 16, 4, 14, 5, 17, 18

Teaching language: Spanish

The learning process is developed through:

- Completion of the Final Project individually following the structure agreed with the supervisor
- Continuous tutoring of the Final Projec, through face-to-face or virtual tutor-student meetings
- The Final Project must be defended publicly

In this course, the use of Artificial Intelligence (AI) technologies is not allowed in any of its phases. Any assignment containing AI-generated content will be considered a breach of academic integrity and may result in partial or full penalization of the activity's grade, or more severe sanctions in serious cases.

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
Committee assesment	70%	0	0	3, 1, 2, 10, 11, 8, 9, 15, 6, 7, 12, 13, 16, 4, 14, 5, 17
Supervisor report	30%	0	0	3, 1, 2, 10, 11, 8, 9, 15, 6, 7, 12, 13, 16, 4, 14, 5, 17, 18

This subject/module does not offer the option for comprehensive evaluation

At least four meetings must be carried out during the Final Project development process with the supervisor.

Bibliography

Each tutor will recommend it to facilitate the beginning of the work, but it must be provided and identified mainly by the student.

Software

Word, Excel

Groups and Languages

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