

Degree programme	Type	Course
Hotel Management	OB	4

Contact lecturer

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Group languages

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

Prerequisites

To get enrolled into this subject, must have been passed all the basic and compulsory subjects of the 1st year and it is ESSENTIAL be a creditor of at least two-thirds of the ECTS credits of the degree (that is, 160 ECTS credits).

Objectives

The Bachelor's Degree Final Project (DFP) is the culmination of a four-year learning process which reflects the competences acquired, as well as their application and development. It aims at evaluating the achievement and integrated consolidation of the specific and transversal competences associated with the formative program of the Bachelor Degree in Tourism. That's why, the main goal is to apply in an integrated manner the knowledge and skills acquired throughout the undergraduate studies, through an original and unpublished work.

The DFP includes two typologies: the Business Plan Project (PPE) and the Research Project (PR). The PPE consists of carrying out the process of creating a company or improving a exist product of the sector. Therefore, it should allow the development of a commercial strategy and should be of interest for tourist accommodation sector and catering areas. The PR develops, analyzes and research relevant aspects of the aforementioned sectors.

For the realization of the DFP, a tutor will be assigned who will be responsible for supervising / monitoring it.

The DFP will be done in pairs (2 students). However, the evaluation is going to be done individually.

Learning outcomes

1. Develop a capacity for independent learning.
2. Manage communication techniques at all levels.
3. Demonstrate responsible behaviour towards the environmental, social and cultural surroundings.
4. Manage and organise time.
5. Plan and manage activities based on quality and sustainability.
6. Demonstrate ethical behaviour is social relations and the ability to adapt to different intercultural situations.
7. Be able to search efficiently for the necessary information.
8. Analyse, summarise and evaluate information.

9. Take decision in situations of uncertainty, solve problems and be able to evaluate and forecast the consequences of them in the short-, medium- and long term, especially the most immediate ones.
10. Demonstrate an orientation and culture of customer service.
11. Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
12. Adapt to changes in technology as they occur.
13. Combine knowledge and skills from training to carry out an academic or professional project in the area of the hotel and catering sectors and the leisure sector in general.

Contents

Contents

It will consist of the completion of a Business Plan and/or Research Project related to the creation or improvement of a tourism project, product, or company, or the development of research tasks related to a specific aspect of the tourism industry.

It is recommended that all Final Degree Projects include an integrated sustainability component and address its three pillars: economic, social, and environmental. The 2030 Agenda and the Sustainable Development Goals (SDGs) should be taken into account. Students are encouraged to research or develop solutions that contribute to the specific targets and indicators of the 17 integrated and indivisible United Nations goals.

Additional attention should be given to gender equality, depending on the type of Degree Final Project (DFP):

- Research Project: as a specific line of research, for example, gender differences: barriers and opportunities in the tourism sector; or as a reflection on the different aspects of the gender perspective present in the chosen topic.
- Business Plan: the gender perspective must be integrated transversally into the ideation and development of tourism products or services, as well as into the business strategy, corporate culture, organisational model, and other relevant areas of the project.

A) Research Project

Topic 1: Introduction. Preparation of the Research Proposal, including the cross-cutting dimensions

- The aim of this part is for students, through immersion in the scientific method, to plan and design a research proposal as the basis for developing the Degree Final Project. This will involve: identifying the topic and providing an initial approach to the state of the art, justifying the research, defining the research questions and objectives, as well as conducting an initial review of existing methods and approaches, preparing a plan for how sustainability and the gender perspective are expected to be incorporated, and developing a work plan. At the end of this stage, students must submit a provisional research proposal through the delivery of a first draft of the introduction chapter, including the bibliographic references used to prepare the state of the art.

Topic 2: Analysis of the theoretical framework

- In the second part, the aim is for students to learn and apply techniques for searching academic and empirical information through reliable platforms and tools, and to develop knowledge of the key concepts related to their topic of study. At the end of the module, students will submit a theoretical framework chapter developed rigorously through the exploration of academic references related to the chosen research topic,

including the bibliography used. The submission will also include the updated introduction chapter with the relevant improvements.

Topic 3: Methodological proposal for the research

- Once the objectives of the previous topics have been achieved, students will develop a methodological proposal that includes a description of their case study, including general data that allow for its contextualisation and a justification of its selection. In addition, students will develop the methodology chapter, specifying and justifying the use of different data collection techniques and methods of analysis. This submission will also include the two previous chapters, duly updated.

Topic 4: Interpretation of results and reflection on the achievement of the objectives

- Based on the proposal submitted in the previous topic, students will develop one or more chapters, depending on the project, focused on the interpretation of the results obtained from the analysis of the data collected. This submission will also include a discussion of the results based on a logic of triangulation, both among different types of data and in relation to the academic literature analysed in the theoretical framework. Finally, a first draft of the conclusions chapter is expected, in which students reflect on how their work responds to the research objectives initially defined. Among the tasks to be carried out in this topic, students must complete the process of locating the data for processing and analysis, develop conclusions, compare them, apply the knowledge acquired to the problem addressed, and finalise a first draft of the Final Degree Project composed of all chapters submitted up to that point, duly updated.

Topic 5: Coherence of the work, limitations, proposals, and future lines of research

- This final partial submission must include well-structured final conclusions, with a review of how the objectives have or have not been achieved throughout the project, a critical reflection on the application of the cross-cutting dimensions, namely sustainability and the gender perspective, as well as a reflection on the limitations of the work and future lines of research. This submission must include the complete project, including the cover page, abstract, table of contents, bibliography, and appendices.

B) Practical Project or Business Plan

Topic 1: Introduction. Preparation of the Proposal

- The student must synthesise their business idea and business model. They must be able to define, structure, and justify a business idea as the basis for developing their Final Degree Project. This will involve responding to what the project will do, namely the need it addresses; formulating the value proposition by indicating whom it is aimed at, namely the target market segment; and describing how it will be implemented, namely the proposed solution. Likewise, the student must justify the economic and social relevance of the entrepreneurial project through an initial approach to the environment and sector in which the business idea is situated. At this initial stage, the cross-cutting dimensions will also be incorporated, establishing how the proposal integrates sustainability criteria and the gender perspective. At the end of this part, the student must submit an initial business plan proposal through the delivery of a first draft of the introduction chapter, including the sources used to support the business idea.

Topic 2: Analysis of the general and specific environment

- This topic focuses on where the new company or entrepreneurial project will operate, using various analytical tools studied throughout the Degree. In this second part, the aim is for the student to develop a rigorous analysis of the environment in which the company or entrepreneurial project will operate. To do so, the student must identify and analyse the factors of the general environment using tools such as PESTEL analysis, as well as study the specific environment through the analysis of competitors, the sector, and market dynamics. In addition, students must work with reliable and verified sources of information, both academic and professional, including sector reports, databases, and statistics, in order to gain an in-depth understanding of the context in which the business idea is situated. At the end of this module, the student will submit a rigorously developed environmental analysis chapter, incorporating the analytical tools used and the sources consulted. This submission will also include the updated introduction chapter with the relevant improvements.

Topic 3: Market analysis and marketing plan

- In this part, the student must describe and quantify the market segment or segments targeted by the project, comment on the positioning strategy, and establish a marketing plan that is coherent with the needs of the segment and with the environmental analysis carried out. Likewise, the business model will be developed, specifying how the company will create value and justifying the decisions made. In addition, the marketing plan will be developed, defining the positioning strategy and establishing product, price, distribution, and communication policies that are coherent with the analysis previously conducted. This submission will also include the updated previous chapters, ensuring the overall coherence of the project and the correct articulation between the environmental analysis, the market, and the business proposal.

Topic 4: Operations plan, organisation, and economic viability

- Based on the proposal developed in the previous topic, the student will elaborate the operational and organisational aspects of the project, as well as the analysis of its economic and financial viability. On the one hand, the student will develop the operations plan, which will include all decisions related to production or service provision. On the other hand, the student will define the organisational structure and the human resources required for the launch of the project, including professional profiles, roles, number of workers, and remuneration system. Finally, the student will prepare the economic and financial plan, including the initial financial statements, namely the balance sheet and income statement, the cash budget, depreciation and amortisation, and the economic forecasts at the end of the first financial year. Based on these data, the student will carry out an analysis of the project's viability, interpreting the results obtained. This submission will also include a critical assessment of the viability of the business and a complete first draft of the Final Degree Project, integrating all chapters developed up to that point.

Topic 5: Conclusions, limitations, proposals, and future alternatives

- This final part must include well-structured final conclusions, in which the student reflects on the degree to which the objectives established at the beginning of the project have been achieved and on the overall viability of the business idea. Likewise, a critical reflection on the application of the cross-cutting dimensions must be included, particularly in relation to sustainability and the gender perspective. The main limitations of the business plan must also be identified, as well as the risks associated with the project. Finally, the student will propose possible improvements, strategic alternatives, and future lines of business development, such as expansion into new markets or the incorporation of new products or services. This submission must include the complete project, including the cover page, abstract, table of contents, bibliography, and appendices.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
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Theoretical classes	24	0.96	2, 5, 10, 12, 13
Tutorials	45	1.8	1, 2, 3, 5, 6, 9, 10, 11, 12, 13
Personal study	211	8.44	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13

Methodology

- Lectures with an applied perspective
- Independent work with monitoring of progress
- Supervised tutorials
- Development of the business plan or research project
- Asynchronous course(s) prepared by the UAB Library Service

The topic of the Degree Final Project (DFP) will be established and confirmed by the Coordinator of the DFP subject from among the topics proposed by the students.

Each student will be assigned a tutor for the DFP.

The tutor's functions will be:

- Help define the characteristics of the DFP and its work plan.
- Guide the student in the development of the DFP.
- Support the student in achieving the learning objectives, provide guidance on the minimum requirements to be completed, and offer support in the completion of the DFP
- Monitor the DFP through periodic meetings and interviews with the student.
- Ensure compliance with the regulations of the DFP and the programme.
- Prepare assessment reports for the different submissions and assess whether the final submission may be authorised.
- Note: students will be informed, within the calendar established by the centre or degree programme, of the need to complete the evaluation surveys on teaching performance and the subject.

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	Weight	Hours	ECTS	Learning outcomes
In-person Sessions	5	15	0.6	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
Written work submission	80	0.5	0.02	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
Oral defence	15	4.5	0.18	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13

Assessment

The assessment system for this subject is organised into two main modules:

A) Training Module - in-person sessions (5%) This module assesses attendance and participation in:

- Orientation sessions and scheduled classes

- Mandatory asynchronous course(s) designed by the UAB Library Service. Submission deadline: the date of the 2nd partial submission.

B) Implementation Module (95%) This module includes both the written submissions and the oral defence of the Degree Final Project (DFP). The distribution is as follows:

- 80% - Assessment of the Written Project (by the tutor)

It is structured as follows:

- 1st partial submission (10%):
 - Business Plan (E): Form E1, introduction chapter (product, environmental analysis).
 - Research Project (R): Form R1, introduction chapter and research plan.
- 2nd partial submission (15%)
 - Business Plan (E): Form E2, sections on market and price, and updated introduction chapter.
 - Research Project (R): Form R2, theoretical framework chapter and introduction chapter with the updated state of the art.
- 3rd partial submission (15%)
 - Business Plan (E): Form E3, section on resources and updated previous submissions.
 - Research Project (R): Form R3, methodology chapter and updated previous submissions.
- 4th partial submission (20%)
 - Business Plan (E): Form E4, economic and financial viability chapter and updated previous submissions.
 - Research Project (R): Form R4, first draft of the DFP with all chapters, including results and conclusions.
- 40% - Final submission: Based on the quality of the submitted DFP and the student's engagement throughout the process.

The assessment criteria include:

- Creativity, originality, and relevance of the topic.
- Structure and coherence of the work.
- Writing, spelling, and style.
- Information sources and quality of the bibliography.
- Definition of the objectives and analysis of the theoretical or business context.
- Methodology, interpretation of results, and value proposition.
- Implementation of the cross-cutting dimensions, namely sustainability and the gender perspective.
- Conclusions and critical reflection in relation to the objectives.
- Student's work dynamics.

- 15% - Assessment of the Oral Defence (by the Assessment Panel) All students, regardless of the mark obtained for the written project, are required to defend their DFP before the Assessment Panel.

Conditions:

- Presentation time for students to explain the process, the decisions made, and their critical reflections on the topic addressed: 7 minutes.
- Optional visual support. Slides or other elements may be used, but they are not compulsory.
- After the presentation, the panel will ask questions to assess the authorship and understanding of the work by the students.

The assessment criteria for the defence include:

- Clarity of presentation, verbal and non-verbal language, and design of the visual content.
- Content, namely whether the presentation allows the process of developing the work, the methodological decisions, and the relationship between the conclusions or value proposition and the objectives to be easily understood.
- The ability to provide sound and well-argued answers, based on technical criteria and data from the students' own work, to the questions asked by the panel.
- Critical reflection on the work carried out, allowing the panel to verify that the students have mastered the topic addressed.

Final Degree Projects may be carried out in the Service-Learning (ApS) modality. In this case, the DFP has two tutors: an academic tutor and a tutor from the collaborating organisation. Each student signs an agreement with the organisation to define the framework of this collaboration.

The assessment of DFPs in the ApS modality includes, in addition to the previous criteria:

- An explanation of the ApS context: the organisation with which the student collaborates, the service it provides, and a description of the need that the ApS aims to address.
- Coherence between the identified need and the response provided.
- Critical reflection on the response provided and its impact, including degree of implementation, beneficiary group, dissemination of the results of the work in the local area, etc.

Defence and Submission Guidelines

- There will be a single official call for the submission and defence of the DFP. The exact date will be announced in the academic calendar.
- The final version of the DFP must be submitted to both the tutor and the coordinator in electronic format through Moodle before the established deadline.
- The Assessment Panel will be appointed by the Centre's Academic Management and will be solely responsible for assigning the final grade.
- If the student does not follow the guidelines, has not satisfactorily completed the partial submissions, or if there is insufficient evidence to verify authorship, the tutor may decide not to authorise the final submission of

the written project.

The assessment of the DFP is individual, even when the project is carried out in pairs.

This subject does not provide for single assessment.

According to the UAB academic regulations, Chapter II, Article 261, the Final Degree Project does not include the option of reassessment. Failing the DFP means that the student must enrol in the subject again in another academic year.

Use of AI

This subject allows restricted use of Artificial Intelligence (AI) technologies. In this subject, AI is exclusively an assistance tool, with responsible and conscious use authorised for tasks such as brainstorming, grammatical revision, or support in searching for bibliography and information sources. Its use as a content-generation tool is prohibited.

The student must clearly identify in which parts of the work authorised use of AI has been involved, specify the tools used, and include a critical reflection on how the use of this technology has influenced the process and the final outcome of the activity. Lack of transparency in the use of generative AI in this assessable activity will be considered a breach of academic integrity and may lead to a partial or total penalty in the mark awarded for the work, or to more serious sanctions in cases of greater severity.

In cases where the topic of the DFP is related to the design or analysis of AI tools, their use will be authorised within the framework of the empirical work, provided that the processes carried out are obligatorily described and critically reflected upon.

Bibliography

Each Degree's Final Degree Project (DFP) has its own specific bibliography depending on its topic. Nevertheless, below are some references that may be useful for the preparation of the project:

- Belmont Report. (1979). Ethical Principles and Guidelines for the Protection of Human Subjects of Research. National Commission for the Protection of Human Subjects of Biomedical and Behavioral Research. Recuperado de https://www.hhs.gov/ohrp/sites/default/files/the-belmont-report-508c_FINAL.pdf Centre d'Iniciatives Emprendedores Universitàries - UAB (CIEU) (s. d.). *Recursos bibliogràfics*. <https://webs.uab.cat/cieu/recursos-bibliografics/>
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- Eco, U. (2001). *Cómo se hace una tesis: Técnicas y procedimientos de estudio, investigación y escritura*. Gedisa.
- Enrique, A. M., & Barrio, E. (2018). *Guía para implementar el método de estudio de caso en proyectos de investigación. A Propuestas de investigación en áreas de vanguardia* (pp. 159-168). Editorial Tecnos. <https://ddd.uab.cat/record/196118>
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Software

There is no specific software.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TFG) Treball de fi de grau	1	Catalan/Spanish	annual	morning-mixed