



<b>Code - Course</b>	<b>062114 – Business Management for Tourism Accommodation</b>				
<b>Type</b>	Basic Training		<b>Year</b>	2 <sup>nd</sup>	
<b>Thematic Area</b>	Hospitality		<b>Credits</b>	6 ECTS	
<b>Teacher in charge of the course</b>			Núria Louzao		
<b>In-class</b>	60 hours	<b>Teacher-led</b>	40 hours	<b>Individual</b>	50 hours

## BRIEF COURSE DESCRIPTION

This subject aims to offer a holistic vision of Operation Management in tourist accommodation establishments.

We will go from the definitions of basic concepts and elements of new organizational and operational structure of an establishment, to new emerging professional profiles, as well as the competences required by the companies in the sector.

Students will be able to study in depth, the operations management system of tourist accommodation companies, identify the basic functions of a manager and the different levels of management in this type of companies.

## BASIC SKILLS

BS03- Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections on important social, scientific and ethical issues.

## GENERAL SKILLS

GS02- Have business vision.

GS06- Be customer-oriented.

## SPECIFIC SKILLS

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

SS09- Understand and use information technology and information management systems in tourism.

SS10- Market tourism products, services, and projects.



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SS17- Understand and implement quality standards in the processes of tourism service.

## LEARNING OBJECTIVES

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1. Understand the key concepts of tourism organizations, taking into account the dynamic and evolutionary nature of tourism with an innovative vision.
2. Develop projects for the design of tourism products and services.
3. Develop proposals for competitive strategies based on previous diagnoses.
4. Understand the importance of customer orientation in all decisions to be made in this matter.
5. Expand general knowledge about the hotel sector, within the scope of tourist accommodation companies.

## ACADEMIC CONTENTS

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### Block 1

1. Operations and Procedures in the hotel industry.  
Organizational chart in the hotel industry.  
Rooms Area, F&B Area, Sales & Marketing,  
Operating & Service departments.
2. Rooms Division Area  
Departments: Front Desk, Concierge, Housekeeping, Laundry,  
Maintenance Organizational Chart - professional profiles  
Departmental duties and responsibilities  
Standard Operational procedures  
Interdepartmental relationship  
Outsourcing companies
3. Commercial Area  
Departments: Sales, Marketing, MICE, Reservations  
Organizational Chart - Professional profiles  
Departmental duties and responsibilities  
Sales procedures  
Interdepartmental relationship
4. Food and Beverage Area  
Departments: Restaurant, Kitchen, Banquets Organizational Chart-  
professional profiles Duties and responsibilities  
Interdepartmental relationship  
Basic service and set up options  
Standard Operational procedures

### Block 2:

1. Introduction to other accommodation offer



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- a. Typologies of hotel companies
- b. Legal framework
2. Rural tourism accommodation
  - a. Typologies of rural tourism companies
  - b. Legal framework
  - c. Management models
3. Campsite accommodation
  - a. Typologies of campsite companies
  - b. Legal framework
  - c. Management models
4. Apartment and housing for tourist use accommodation
  - a. Typologies of companies
  - b. Legal framework
  - c. Management models
5. Other typologies of accommodation: Singular Accommodation
  - a. Definition and regulation
  - b. Normative (national and international) |

## LEARNING METHODOLOGY

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The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- [The evaluation activities are detailed in the following section ]

## ASSESSMENT SYSTEM

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The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

**Continuous Assessment:** the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

**Single Assessment:** for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process



is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activitats	Tipus	Continuada	Única	Setmana d'entrega
Activity EH 1	Individual	5%	4%	7th week
Activity EH 2	Individual	5%	4%	10th week
Activity EH 3	Group	20%	12%	13th week
Activity EEH 4	Group	15%	10%	9th week
Activity EEH 5	Group	15%	10%	14th week
Final exam	Individual	40%	60%	Exam week
<b>Total</b>		<b>100%</b>	<b>100%</b>	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

### **Revision and Reassessment of the Course**

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.



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## REFERENCES

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### **Establecimientos Hoteleros**

Blasco, A. i Vives, R. (2014). *Fundamentos de la gestión de alojamientos y restauración*. Madrid: Síntesis.

Dorado, J. A. (2017). *Dirección de alojamientos turísticos*. Madrid: Síntesis.

González, L., Talón, P. y Rodríguez Antón (2016): *Fundamentos de Dirección hotelera*. Editorial Síntesis. Madrid.

Mesalles, L. (2010). *Hotel control: gestión económica práctica y análisis en un establecimiento de al. Barcelona: Laertes*.

Olmo, M<sup>a</sup>. J. (2014). *Operativa y gestión del departamento de pisos*. Madrid: Síntesis.

Talón, P.; González, L. y Segovia, M. (2012): *Yield Revenue Management en el sector hotelero. Estrategias e implantación*. Delta Publicaciones. Madrid.

Talón, P., González, L. i Rodríguez, J. M. (2016). *Fundamentos de dirección hotelera (Volumen 1)*. Madrid: Síntesis.

### **Establecimientos extra-hoteleros:**

Nitschke, H. (2010). *El Camping del futuro*. Servicios Turísticos Heinze Latzke. SA. Barcelona.

Pulido, J. (2008). *El turismo rural*. Editorial Síntesis Madrid.

Mediano, L. (2004). *La Gestión de marketing en el turismo rural*. Pearson Educación. Madrid.

García, B. (2003). *Marketing del turismo rural*. Pirámide. Madrid.

Martín, I. (2003). *Dirección y Gestión de Empresas del Sector Turístico*. Pirámide. Madrid

Mestres, J. (2003). *Técnicas de gestión y dirección hotelera*. Gestión 2000. Barcelona

González, L.; Talón, P (2002). *Dirección Hotelera: Operaciones y procesos*. Síntesis. Madrid

Impacte del lloguer vacacional en el mercat de lloguer residencial de Barcelona. Ajuntament de Barcelona (2016).

### **Recursos bibliográficos de ampliación:**

Casanueva, C; García del Junco, J; Caro, F.J. (2002). *Organización y gestión de empresas turísticas*. Pirámide. Madrid

Recursos en línea:

Camping profesional. Ediciones Peldaño SA. <https://campingprofesional.com/> (recuperat el 03 de setembre de 2019)

Observatorio de turismo rural. Grupo de investigación sobre viajeros y alojamientos rurales. CETT; Escpadarural; Netquest. (Recuperat el 03 de setembre de 2019)