



<b>Code - Course</b>	<b>580006 – Hotel Design and Architecture</b>				
<b>Type</b>	Elective	<b>Credits</b>	3 ECTS		
<b>Thematic Area</b>	Hospitality Management				
<b>Professor in charge of the course</b>	Enrico Porfido				
<b>In-class</b>	21 hours	<b>Teacher-led</b>	29 hours	<b>Individual</b>	25 hours

## BRIEF COURSE DESCRIPTION

The hotel sector counts with an outstanding performance and has become one of the fastest growing markets worldwide. However, the increase in the number of hotels has caused this market to be highly competitive in which the optimal management of resources becomes a key factor to guarantee success.

Currently, the hotel industry is undergoing a deep transformation caused by the social and technologic changes of recent years. These innovations have a direct effect on new product proposals. Therefore, hotels require highly qualified professionals with in-depth knowledge of the different business fields in order to analyze and use proper technologies, which allow them to face up to the sector's new challenges successfully. They must also be able to apply management styles and models adapted to the hotel business needs.

This course unit will allow students to learn about a concrete product of the hotel more in detail; starting with the generic conceptualization of the product to the design and development of the concrete service. Therefore, students will gain knowledge on the importance of the hotels design and architecture in order to optimize the hotel business.

## LEARNING OUTCOMES

The learning process designed for this course allows students to achieve the following Subject Related Learning Outcomes:

M02H1- Plan operational processes in different areas of a hotel establishment through the creation of management indicators.

M02H2- Develop complementary products to the traditionally offered services in accommodation establishments, considering new market technologies as optimization tools for customer satisfaction.

M02C3- Define specifications in the projection of hotel spaces and equipment considering current legislation, market trends, and emerging customer needs.

Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TC01, TH01, TH03, TH04, TH05, TS03, TS04, TS05, TS08, TS09, TS10*. They are all available for consultation [in this link](#).



## ACADEMIC CONTENTS

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1. Hotels design.
  - 1.1. Basic criteria to understand current concepts of spaces
2. Hotel location. Importance of location in the hotel industry.
3. Program of facilities and calculation of a profitable design in an urban hotel
4. Hotel room design. Room types, surface, and functions. Presentation of National and International case studies.
5. Hotel areas and design criteria.
  - 5.1. Flow of persons
  - 5.2. Evaluation criteria between program and economic investments
6. Spaces and equipment according to different hotel typologies.
7. Design & Development of a new hotel project for emerging markets.
8. Interior design of hotel rooms
  - 8.1. Materials
  - 8.2. Technology
  - 8.3. Segmentation of tourists
9. Cases studies of hotel renovations
10. Hotel room design. Room types, surface, and functions. Presentation of National and International case studies.

## 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:

- Lectures
- Case studies
- Guided discussions
- Practical exercises



- Problem-based learning

## ASSESSMENT SYSTEM

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The assessment system measures the student's achievement of learning outcomes regarding the subject's learning outcomes and contents. Given the nature of this program, an essential part of the learning process is based on the active participation of the students during the sessions. For this reason, attending at least 80% of the sessions is considered mandatory. In each session, the student must sign the attendance control.

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 a minimum of 80% of the 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:

Activities	Type	Continuous	Single	Week deadline <sup>1</sup>
Final Exam	Individual	40%	60%	2 <sup>nd</sup> week
Hotel design project	Group	60%	40%	3 <sup>rd</sup> week
Total		100%	100%	

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 evidence that have been designed for the assessment of learning. The revision period is public and is available in the evaluation section of the subject, on the virtual campus. It is the duty of the student to read and

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<sup>1</sup> The week deadline is an estimation which may be subject to changes that may prompt modifications to the planning or context of the syllabus.



understand the review and reassessment processes of the subject. All requests for review must follow the established process in a timely manner. Any request for review outside the established process will not be considered estimated.

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 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.

## **COPY AND PLAGIARISM**

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Without prejudice to others that are considered appropriate and in accordance with current academic discipline regulations, irregularities committed by a student that may lead to a variation in the grade will be valued with a zero (0) mark. Evaluation activities classified in this way and by this procedure will not be reassessed or recovered. These irregularities include, among others:

- The total or partial copy of a practical activity, report or any other assessment activity.
- Letting others copy the test/work.
- Submit group work that has not been fully completed by group members.
- Present as your own those materials produced by a third party, even if they are translations or adaptations, and in general, works with non-original and exclusive elements of the student\*\*\*
- Have communication devices (such as mobile phones, smart watches, etc.) accessible during theory assessment tests - individual practices (exams).

\*\*\* Artificial intelligence is considered a third party

## **REFERENCES**

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