



Code - Course	721110 – The art of hospitality				
Type	Basic training			Year	1 st
Thematic Area	Introduction to the hotel industry		Credits	6 ECTS	
Professor in charge of the course			Nuria Louzao		
In-class	60 hours	Teacher-led	40 hours	Individual	50 hours

BRIEF COURSE DESCRIPTION

This course will provide students with insights into the structure and operations of a hotel, including the various departments and positions along with their respective tasks and responsibilities. The course covers key areas such as the front office, housekeeping, food and beverage, and maintenance, highlighting how each department contributes to the overall guest experience. Students will also learn the roles and responsibilities of different staff members, from management to entry-level positions, providing a clear understanding of processes and communication flow within a hotel. Additionally, the course covers the operational management of different departments, providing a holistic view of how a hotel functions and the importance of seamless coordination to ensure guest satisfaction.

It also provides students with a comprehensive understanding of essential hospitality concepts such as customer service and experience, complaints management, customer loyalty. Students will learn to develop critical skills for delivering high-quality service and creating memorable experiences for the guests. In today's competitive hospitality industry, the ability to offer exceptional customer service is crucial for success. This course will equip students with the knowledge and skills needed to manage guest interactions, handle complaints professionally, and enhance the overall customer experience.

This course also offers practical learning opportunities through role plays and observations at the Alimara University Hotel. By immersing themselves in real-world hospitality scenarios, students will have the chance to apply theoretical concepts in a practical setting, enhancing their interpersonal skills and gaining hands-on experience in guest interactions, complaint resolution, and service delivery.

LEARNING OUTCOMES

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

M03C1- Define the concept of the art of hospitality, including customer service and creating positive customer experiences.

M03C2- List the operational tasks and objectives of the different departments of a hotel company.



M03H3- Interpret consumer behavior for the effective management of complaints and claims, achieving customer satisfaction and loyalty.

M03S4- Create unique experiences for guests, integrating quality service in all areas of the hotel company.

Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TC01, TC07, TH03, TH04, TH09, TH11, TH12, TS01, TS06, TS16, TS17*. They are all available for consultation [in this link](#).

ACADEMIC CONTENTS

1. Typology of hotel companies

- 1.1 Typology of tourist accommodation
- 1.2 Legislation and hotel classification
- 1.3 Hotel management models, types, advantages and disadvantages

2. Organizational structure of a hotel company

- 2.1 Business elements
- 2.2 Theory of business objectives and strategies
- 2.3 Business and typology of organizational charts within a hotel

3. The main areas of hotel management. The different departments and hotel areas

3.1 Accommodation Area (organizational structure, tasks and functions, interdepartmental relationship and glossary)

- Reception department
- Concierge Department
- Guest Services Department
- Guest Relations Department
- Housekeeping and Laundry Department
- Maintenance department

3.2 Commercial Area (organizational structure, tasks and functions, interdepartmental relationship and glossary)

- Sales and Marketing Departments
- MICE Department
- Reservations department

3.3 Food & Beverage Area (organizational structure, tasks and functions, interdepartmental relationship and glossary)

- Restaurant, Room Service and Banquets Departments
- Kitchen and Purchasing Departments



4. Operations and Processes in the Hotel Industry

4.1 Accommodation Area (Reception, Concierge, Cleaning, Laundry, Maintenance)

- Basic tasks and responsibilities
- Operating procedures
- Interdepartmental relationship
- Outsourcing of services

4.2 Commercial Area (Sales, Marketing, MICE, Reservations)

- Basic tasks and responsibilities
- Operational and service procedures
- Interdepartmental relationship
- Outsourcing of services

4.3 Food & Beverage Area (Restaurant, Kitchen, Purchasing, Room Service, Banquets)

- Basic tasks and responsibilities
- Operating procedures
- Interdepartmental relationship
- Outsourcing of services

LEARNING METHODOLOGY

The learning methodologies related to this course include a wide window of different actions to set off its learning outcomes, which mean a development of different kinds of capacities referred to the learning of processes and attitudes applicability in the organization's environment.

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

- Lectures
- Case studies
- Discussions
- Practical exercises
- Project-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's learning outcomes 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:

Activities	Type	Continuous	Single	Week deadline ¹
Activity 1: Topics 1, 2, 3	Individual	10%	5	4 th week
Activity 2: Topics 1, 2, 3	Group	20%	15%	13 th week
Activity 3: Topic 4	Group	20%	20%	13 th week
In-class participation	Individual	10%	-	1 st to 13 th week
Final Exam	Individual	40%	60%	Exam 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.

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

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



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.

REFERENCES

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