

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Gastronomy
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Field of Knowledge:	Science
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Faculty/School:	Legal and Business Science
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Course:	INTERNATIONAL HOTELS AND EVENTS
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Type:	Optional
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ECTS credits:	6
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Year:	3
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Code:	1480
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Teaching period:	Sixth semester
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Area:	Hotel and restaurant administration
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Module:	Discipline
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Teaching type:	Classroom-based
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Language:	English
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Total number of student study hours:	150
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Teaching staff	E-mail
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## SUBJECT DESCRIPTION

This course focusses on understanding the structure, organization and operation of a hotel and its departments besides knowing the relations between them. The hotel industry, its figures, major players and main facts are also analyzed.

Furthermore event planning and organization make another keystone of the subject.

In both cases this knowledge must be conducive to facilitate strategic decision-making and management.

## GOAL

The aim of this course is that students understand the operation, structure, organization and responsibilities of the various departments of the hotel as a business unit and its key management clues. It also focuses on knowing and understanding the facts, figures and major players in the hotel sector and the process of international event planning.

The specific aims of the subject are:

Students must comprehend the importance of a responsible operation of the hotel in order for them to be able to manage efficiently under ethical principles and framed by social, environmental and economic sustainability values.

The student must understand the reality of the hotel industry and international events management deeply. This knowledge should enable him to infer future trends, take correct strategic decisions and generate competitive advantages in order to ensure the progress of their company and contribute to the development and improvement of society.

Students must know and appreciate the importance of teamwork and interdependence to successfully organize and manage hotels and arrange international events. Accordingly, the student must recognize the importance of collaboration, commitment and effort as keystones of management strategy and in general in all successful outcome of professional and personal issues.

All actors involved in the learning process should aim for students to attend class in a positive mood, always with goodwill to learn and ready to enjoy this training process, also understanding rather than memorizing and always looking for the practical application of the knowledge acquired. Participation of the students and dynamic classes are essential to accomplish this goal.

## PRIOR KNOWLEDGE

The student must know the fundamentals and structure of the tourism business. It's also essential for students to be familiar with a companies' organization, performance and operation - especially and specifically a service company – as well as the key management strategies of the different business areas: production, commercial management (marketing & sales), human resources and finance.

Specific subjects that should be studied previous to this subject are:

Introduction to the hotel and food sector.

Room management

F&B management

Quality management

The last three are studied simultaneously with this subject..

## COURSE SYLLABUS

### PART I – AN OVERVIEW OF THE NATIONAL AND INTERNATIONAL HOTEL INDUSTRY

#### UNIT 1. STRUCTURE AND CHARACTERISTICS OF THE NATIONAL AND INTERNATIONAL HOTEL MARKET

- 1.The fitting of the hotel industry in the hospitality macro-sector
2. Specific features of the hotel business
- 3.Characteristics of the hotel product
- 4.Figures and facts of the spanish hotel business
- 5.Figures and facts of the international hotel business
- 6.The new hotel product: a response to a new environment

### PART II – THE HOTEL BUSINESS

#### UNIT 2. HOTELS. KEY FACTS

- 1.Different alternatives of hotel 'tenency'
- 2.Classification of hotel establishments
- 3.Hotel lay out
- 4.Applicable regulation and normative

### UNIT 3 – THE OPERATION OF THE HOTEL (I)

1. Organizational design of the hotel. Organization chart and structure
2. Organizational design of the hotel chain
3. The hotel departments: relations between different areas of the hotel
4. Rooms department
5. Food & Beverage department

### UNIT 4 – THE OPERATION OF THE HOTEL (and II)

1. The commercial department
2. The human resources department
3. The finance department
4. The administration function
5. Quality Management
6. R+D+i
7. Environmental management

### UNIT 5 – POSITIONS AND RESPONSIBILITIES IN HOTELS

1. Job classification in hotels - Examples

### UNIT 6 – HOTEL MANAGEMENT

1. Hotel management responsibilities.
2. The hotel manager of the twenty-first century
3. Hotel managers' skills.
4. Hotel managers' responsibilities
5. Management and interpersonal skills for the hotel management
6. Control and assessment of hotel manager performance.

### UNIT 7 – CUSTOMER SERVICE AND COMPLAINT HANDLING

1. Customer Service. An introduction
2. Key elements of customer service
3. Complaint Handling
4. The specific meaning of productivity in the hotel industry

### UNIT 8 – AGENTS AND INTERMEDIARIES IN THE HOTEL BUSINESS

1. Characteristics of hotel intermediaries

### PART III – INTERNATIONAL EVENTS

#### UNIT 9 – In INTERNATIONAL EVENTS PLANIFICATION

1. Introduction to event management.
2. The MICE industry.
3. The event manager.
4. Types of events.
5. Planning the event.

## EDUCATION ACTIVITIES

Lectures: presentation of topics by the teacher. The active participation of students both spontaneously and upon request of the teacher will be promoted. Debate, critical attitude and exposure of different point of views will also be stimulated. The student must have the leading role in the learning process.

Case discussions and problem-solving class sessions: Students will be faced with practical exercises to be solved independently or in groups, both in class or as an out of class activity. The professor will preferably act as a guide or advisor in the case resolution processes and final project.

Tutorials: These consist of individual attention to students in order to review and clarify the issues presented in class and clarify any doubts that may arise. Tutorials objectives also include guiding students on all elements of the learning process.

Videos. Through videos and other audiovisual materials it's mainly intended to clarify concepts and help show new dimensions of certain issues. The audiovisual material should always complement the theoretical knowledge acquired during the course.

Article reading & discussion. To stay updated and knowing what's going in the "real world", it's essential to read on a daily basis latest news about the hospitality industry. Reading specialized magazines and generalist newspapers is a must in this course.

The activities held to ensure the best academic training are:  
**PARTICIPATORY LESSONS.**

COOPERATIVE WORK IN REDUCED GROUPS.  
 PROBLEM SOLVING LEARNING SYSTEMS.  
 TUTORIALS.  
 INVESTIGATION ABOUT THE AREAS STUDIED.

## DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
<p>Classes include expository sessions and lectures. Students will be stimulated to participate in the classroom expressing opinions, discussing issues and deepening on the studied topics. 40h</p> <p>Case discussions and problem-solving class sessions will be a keystone in this course, emphasizing in pupils' ability to solve individually or in groups the presented issues harnessing their creative capacity and critical thinking while applying theory on practical cases 6h</p> <p>Teamwork: Students will be stimulated to work in small teams to deepen knowledge on specific topics. 3h</p> <p>Personal &amp; team presentations. 3h</p> <p>Article discussion, extracted from professional magazines and newspapers. 3h</p> <p>Support audiovisual material to complement the theoretical content and / or show the practical application of these. 3h</p> <p>Exam tutorials. 2h</p>	<p>Teamwork &amp; Final Project: A broad group work will be requested related to any of the major subjects studied during the course. 20h</p> <p>Personal research and survey. 8h</p> <p>Theoretical and practical study: study of the programs' contents, both on a theoretical and practical basis. 55h</p> <p>Reading articles and lectures about the issues presented during the course is a fundamental part of the course in order to obtain an up-to-date view of what is going on the real world regarding the hospitality industry. 7h</p>

## SKILLS

### Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

### General Skills

To adopt a personal and institutional ethical commitment in the workplace.

To develop professional skills such as humility in the workplace, consistency in practice, tidiness and discipline, objective self-criticism and the spirit of achievement.

To recognise the importance of the social and environment elements of one's professional and business activity and of the need for a professional code of ethics.

To assume and be familiar with the principles of performing management duties at department, project and company level in the hotel and catering sectors.

To be able to apply the theory and knowledge acquired to real situations and practical actions.

To adopt an attitude of intellectual eagerness, scientific interest and the search for knowledge and truth in all professional and personal undertakings.

### Specific skills

To understand and know how to keep up to date on the current situation in the field of gastronomy: the needs, the market and the applications of the gastronomy, hotel and culinary arts sector.

To apply advanced management and career development techniques.

To always consider the customer as the *raison d'être* of the company.

To develop the ability and skill of valuing times and costs; the economy of expenses, the use of products and the design of hotel menus and services using financial criteria.

To be familiar with and know how to inter-relate all functional areas of the company.

### LEARNING RESULTS

Identify and analyze the structure and reality of the hotel industry and identify their key players.

Evaluate and interpret the trends of the hotel business arisen as a result of the new tourist reality.

Compare legal issues and main characteristics of hotels and business events units.

Interpret the roles, tools and responsibilities of the different departments of the hotel and define operational peculiarities of these establishments.

Connect and delineate the holistic operation of a hotel and be able to relate and integrate different areas and departments.

Identify the different roles and responsibilities in a hotel.

Design, judge and apply strategies and managing techniques in the different hotel areas directed towards the generation of competitive advantages and effective decision-making.

Experience the work carried out by the hotel manager; characteristics, responsibilities and obligations, and understand his work as a coordinator of the hotel's activity.

Analyze and value the facts and figures of international events management and organization.

Elaboration and design of plans on international events; managing adequate resources and specific marketing.

Judiciously and critically apply theory and knowledge acquired during the course to reality and practical actions.

Develop interest, 'hunger' for knowledge and critical thinking in current issues and trends in the tourism and hospitality industry.

### LEARNING APPRAISAL SYSTEM

The student will never be allowed to pass the subject just by being successful in one exam.

Students of first enrollment

The evaluation criteria and the comparative weight (expressed in percentages) of each criteria is as follows:

Written or oral tests, essays, short-answer or multiple choice exams: Final exam. 70%

Daily activities and exercises: Evaluation tests. 5%

Group work 15%

Attendance and participation in classroom activities 10%

Continuous evaluation is a keystone of the appraisal system. Students' assessment will be carried out on a daily basis and all activities carried out either in the classroom or as part of an out-of-class activity is liable of being evaluated.

Participation will only be assessed positively when, according to the professor, the contribution is relevant, appropriate and produces a positive impact in the class.

If the student enters for resit exams, the assessment criteria will solely be a written on-site exam and the course's final grade will be the one obtained by the student in this exam.

To succeed and pass the subject the student will need to get more than a 4 for both; theory and practice

Academic exemption or dispensation

The students that for a justified reason (health problems or any other important matter) and always with the agreement and the approval of the academic director cannot attend the programmed scheduled lessons will be marked just with the written theory exam and the practical work.

Papers presented at the request of the teacher: 30%

The final exam will be the same as for students in regular attendance: 70%

A student may obtain academic waiver in one or more subjects due to the following reasons: work, incompatibility of schedules, illness or other relevant issues, always prior request deemed by the 'Academic Coordination' office and always providing the documentation required for this purpose. Once granted the teachers concerned will be informed.

Students of second or subsequent enrollments.

The students of second or subsequent enrollments will have the two options mentioned before, it is mandatory to communicate the option chosen to the professor at the beginning of the semester. The student will not be able to pass the subject with just one assessment.

Extraordinary examinations.

In this case the assessment criteria applied will be the same as the two previous ones

Always remember the dates of the ordinary and extraordinary (resit) exams will be published on the web and can be consulted in the academic calendar.

## BIBLIOGRAPHY AND OTHER RESOURCES

### Basic

Bayón, F y Martín, I (2004). Operaciones y procesos de producción en el sector turístico. Ed. Síntesis.

Gallego, J.F (2002). Gestión de hoteles. Una nueva visión. Ed. Thomson. Madrid.

Casanueva, C. et al (2006). Organización y gestión de empresas turísticas. Ediciones Pirámide.

### Additional

Alonso, M, Barcos, L, Martín, J (2006). Gestión de la calidad de los procesos turísticos. Editorial Sintesis.

Cerra, J. et al (1999). Gestión de Producción de alojamientos y restauración. Ed. Síntesis

OTHER RESOURCES:

Monographs and articles. [www.hosteltur.com](http://www.hosteltur.com)

Aisa Hotels marketing plan.

Plan de Ordenación del Turismo en castilla-La Mancha (2005) – Tourism Draft Plan Castilla – La Mancha Documentation from “Instituto Nacional de Estadística” INE ([ww.ine.es](http://ww.ine.es))

Documentation “Instituto Estudios Turísticos” IET ([ww.iet.es](http://ww.iet.es))

Documentation “Instituto Tecnológico Hotelero” ITH ([ww.ith.es](http://ww.ith.es))

Documentation “Plan de Turismo español Horizonte 2020”

Wikipedia

De la Horra, Y (2007). Contenidos MBA en dirección y gestión de empresas hoteleras. CFE.

LLantada, J. Claves para entender las tendencias consolidadas y futuras en el marketing turístico en 2013.  
Hosteltur.com

Saez, A. et al (2006). Estructura económica del turismo. Ed. Síntesis