

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.

Concerning hotel management, this course will focus on acknowledging the secrets of a five-star customer service organization. Hence, in the first part of the subject, we will revise the hotel business market by introducing the last trends, and finally we will review the structure of the hotel industry, taking into account all hotel departments and

operations.

Regarding event planning, the subject aims that students understand and learn how to plan corporate events, fundraising galas, conventions, entertainment festivals, conferences or any other kind of special event. Therefore, in the second part of the subject, we will pay special attention to initial planning, budgeting, timing, location requirements, guest arrival, venue requirements, market segmentation, and food and beverage requirements.

GOAL

At the end of the course, students should identify hotel management as a business unit and understand the structure and responsibilities of the different departments, and know to plan an event. Therefore, this subject provides students with a solid grounding in the sector drawing together the main elements of hotel management and event planning in one course. It introduces real examples and case studies and employs a student-friendly explanation that encourages active learning

The specific aims of the subject are:

-Students must understand the relevance of responsible operation in order for them to be able to manage efficiently under ethical principles and framed by social, environmental and economic sustainability values

-Students must be aware of future trends so they can take correct strategic decisions and generate competitive advantages that 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 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

Skills and knowledge acquired during the previous courses, related to organizational management. Students must be familiar with a company's 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. Hotel industry

Chapter 1. Introduction to hotel management

1.1 International overview of the hotel industry

1.2 Current and future trends

1.3 Hotel structure and the Front Office Manager

Chapter 2. Managing hotel operations

2.1 Effective interdepartmental communications

2.2 Property management systems

2.3 Reservations

2.4 Yield management

PART II. Event planning

Chapter 3. Introduction to events

- 3.1 Definition, typologies and characteristics
- 3.2 Market for events: the demand
- 3.3 Event business: the supply and suppliers

Chapter 4. Event management: setting the planning

- 4.1 Making a start: feasibility, objectives & operational, financial and marketing planning
- 4.2 Financial and budget management
- 4.3 Event logistics and supplies
- 4.4 Event marketing: promotion, advertising and PR

Chapter 5. Risk & Project Management

- 5.1 Risk management and legalities
- 5.2 Event project management: setting up the event experience
- 5.3 Close-down: evaluation and legacies
- 5.4 Events trends that will shape the MICE industry

EDUCATION ACTIVITIES

The course will include different educational activities, which will be combined and will help evaluate the student performance:

- 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 audio-visual materials it's mainly intended to clarify concepts and help show new dimensions of certain issues. The audio-visual 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.
 - Research concerning the areas studied

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
<p>Master lecture classes (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 & team presentations. 3h</p> <p>Article discussion, extracted form 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 & 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 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

Recognizes the structure and reality of the hotel industry and identifies the key players.

Knows how to interpret the trends of the hotel business arisen as a result of the new tourist reality.

Acquires knowledge to understand the roles, tools and responsibilities of the different departments of the hotel.

Connects and describes the holistic operation of a hotel and is able to relate and integrate different areas and departments.

Identifies the different roles and responsibilities in a hotel.

Designs, judges and applies strategies and managing techniques for event management.

Learns about the 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.

Analyses and valuate the facts and figures of international events management and organization.

Elaborates and designs of plans on international events; managing adequate resources and specific marketing.

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

Develops interest, 'hunger' for knowledge and critical thinking in current issues and trends in the hospitality and events 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.

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.

-Papers presented at the request of the teacher: 30%

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

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

- Bardi, J. A. (2003). Hotel front office management. John Wiley & Sons (3rd edition), USA.
- Shone, A., and Parry, B. (2010). Successful event management. Cengage Learning (3rd edition), UK.
- Casanueva, C. et al (2006). Organización y gestión de empresas turísticas. Ediciones Pirámide.

Additional

- Allen, J. (2009). Event planning: the ultimate guide to successful meetings, corporate events, fundraising galas, conferences, conventions, incentives and other special events. John Wiley & Sons (2nd edition), USA.
- Holey, L. H. (2002). Event marketing: how to successfully promote events, festivals, conventions, and expositions. John Wiley & Sons, USA.
- Phillips, R. et al. (2010). Brains on fire: igniting powerful, sustainable, word of mouth movements. John Wiley & Sons, USA.
- Rutherford, D. G, and O'Fallon, M. J. (2007). Hotel management and operations. John Wiley & Sons (4th edition), USA.
- Saez, A. et al (2006). Estructura económica del turismo. Ed. Síntesis