

Teaching guide

IDENTIFICATION DETAILS

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

SUBJECT DESCRIPTION

Hotels and international events focuses on understanding the structure, organization and operation of a hotel and its departments and the relationships between them. The hotel industry is analyzed taking into account its figures, its protagonists and the most relevant facts. The planning and organization of events are another cornerstone of the course. In both cases, this knowledge should be conducive to strategic decision-making and management. As for hotel management, this course focuses on recognizing the key points of an establishment with five-star customer service. Hence, in the first part of the course, the hotel market is studied introducing the latest trends. Finally, the structure of the hotel industry is reviewed, taking into account all hotel departments and operations. Regarding event planning, the course aims for students to learn to plan corporate events, fundraising events, conventions, entertainment festivals, conferences or any other type of special event. Therefore, in the second part of the course, special attention is paid to initial planning, budget, timing, location requirements, guests, venue requirements, market segmentation, and food and beverage needs.

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.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours