Universitat de les Illes Balears

Syllabus

Subject

Subject / Group	20535 - Lodging Management / 42
Degree	Double Degree in Business Administration and Tourism - Fifth year Degree in Tourism - Fourth year
Credits	6
Period	2nd semester
Language of instruction	English

Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Gabriel Mayol Gelabert g.mayol-gelabert@uib.es	18:30	19:30	Monday	17/02/2020	28/07/2020	Despatx 8, Edifici Arxiduc Lluis Salvador (DEA) "cita prèvia per e-mail"

Context

This subject aims to provide students with a general vision about the ways to manage and organize a lodging company.

Lodging is one of the main parts in a tourist package and, consequently, one of the most important areas within the tourism industry of any region.

We will analyse both different types of tourist accommodations and the main models of lodging management. We will pay special attention to the most important business operating models of lodging companies: ownership, franchise, management and leasing.

We will also study the main internal organization, growth and development models of hotel chains; the opening and closing of properties and the use of new technologies into hotel management.

The language of instruction for this course will be English. Students taking this course will learn specific economic/tourism-related vocabulary and develop both their productive and receptive skills in English, and therefore acquire further knowledge of the English language

Requirements

This subject is recommended for students to have successfully completed the following courses:

20505 - Organizational Design and Human Capital
20515 - Tourism Operations Management

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20522 - Strategic management

Recommended

This subject is recommended for students to have successfully completed the following courses:

* 20505 - Organizational Design and Human Capital
* 20515 - Tourism Operations Management
* 20522 - Strategic management

Skills

Specific

* CE-7. Learning to gather, process, analyse and interpret information and to tackle tourism issues through the application of specific skills used by workers employed in different branches of tourism, including the appropriate use of information and communication technologies (ITC).
* CE-11. Demonstrating a command of a wide range of analytical and observational strategies, developed through usual research methods employed in different scientific fields during his/her academic training and consolidated in the workplace.
* CE-12. Applying knowledge, methods and techniques in the workplace that have been acquired during his/her undergraduate training and developing them with a high degree of responsibility, ethical commitment and capacity for integration in multidisciplinary teams.

Generic

* CG-2: Knowing how to apply technical and methodological knowledge to his/her work and doing so in a professional manner, integrating the different tourism-related subject areas that he/she has studied. Possessing the necessary skills and demonstrating them by putting forward and defending arguments and solving problems in relevant subject areas.
* CG-4: Being able to get across information, ideas, problems and solutions in any of the tourism-related subject areas to both a specialist and non-specialist public.
* CG-5: Having developed the necessary learning skills to undertake professional tasks and postgraduate tourism studies with a high degree of independence.

Basic

* You may consult the basic competencies students will have to achieve by the end of the degree at the following address: http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/

Content

Range of topics

Chapter 1. Introduction to the lodging industry.

Chapter 2. The Hotel management.

Chapter 3. The Front office department.

Chapter 4. The Housekeeping department.

Chapter 5. Food and Beverage Operations.

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Chapter 6. The Maintenance department.
Chapter 7. Human Resources department.
Chapter 8. Safety and Security.

Teaching methodology

This subject combine:

* Student' participation in class
* Magistral class
* Resolution of homeworks, exercices, cases
* Student' presentations
* Resolution of homeworks, exercices, cases

In-class work activities (2.4 credits, 60 hours)

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Student' participation in class	Large group (G)	Student' participation in class	15
Theory classes	Magistral class	Large group (G)	Magistral class	30
Practical classes	Student' presentations	Large group (G)	Resolution of homeworks, exercices, cases Student' presentations	15

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Aula Digital platform.

Distance education tasks (3.6 credits, 90 hours)

Modality	Name	Description	Hours
Individual self-study	Resolution of homeworks, exercices, cases	Resolution of homeworks, exercices, cases	90

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Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

Frau en elements d'avaluació

In accordance with article 33 of Regulation of academic studies, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

Student' participation in class

Modality	Theory classes
Technique	Observation techniques **(non-recoverable)**
Description	Student' participation in class
Assessment criteria	Student' Participation in class

Final grade percentage: 10%

Magistral class

Modality	Theory classes
Technique	Objective tests **(recoverable)**
Description	Magistral class
Assessment criteria	Final exam
	Minimun grade required: 4 points

Final grade percentage: 40%with a minimum grade of 4

Student' presentations

Modality	Practical classes
Technique	Objective tests **(non-recoverable)**
Description	Resolution of homeworks, exercices, cases Student' presentations
Assessment criteria	Presentations, resolution of homeworks, exercices, cases, etc ...

Final grade percentage: 25%

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Resolution of homeworks, exercices, cases

Modality	Individual self-study
Technique	Objective tests **(non-recoverable)**
Description	Resolution of homeworks, exercices, cases
Assessment criteria	Partial (midterm) exam

Final grade percentage: 25%

Resources, bibliography and additional documentation

Basic bibliography

Foundations of Lodging Management: Pearson New International Edition, 2/EDavid K. Hayes, Jack D. Ninemeier, Allisha A. Miller
ISBN-10: 1292026782 • ISBN-13: 9781292026787

Complementary bibliography

Bennis (2003). On becoming a leader.
Coltman (1997). Hospitality Management Accounting, 6th Edition.
Dopson, Hayes, Miller (2001). Food and Beverage Cost Control.
Eyster (1977). The negotiations and administration of hotel management contracts.
Hayes, Niemayer (2006). Hotel Operations Management.
Kasavana, Brooks (2009). Managing Front Office Operations.
Kotler, Bowen, Makens (2013). Marketing for Hospitality and Tourism.
Miller, Porter, Drummond (1998). Supervision in the hospitality industry.
Nebel (1991). Managing hotels effectively.
Pfeffer, Sutton (1999). The Knowing-Doing Gap.
Schmidgall (1997). Managerial Accounting, 4th Edition.
Welch (2001). Straight from the gut.
Welch (2005). Winning.
AH&LEI, Uniform System of Accounts for the Lodging Industry, 10th revised Edition.

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