1. BASIC INFORMATION

Course	Accommodation Management
Degree program	Grado en Dirección Internacional de Empresas de Turismo y Ocio
School	Social Sciences
Year	2nd
ECTS	6
Credit type	Mandatory
Language(s)	English
Delivery mode	Presential
Semester	S1
Academic year	2024/2025
Coordinating professor	José Manuel Cabello

2. PRESENTATION

The main objective of the subject of Tourist Accommodation is to provide the student with the necessary knowledge to be able to perform any management function of a tourist establishment, especially those related to the reception departments and flats. The subject will be taught in English and during the semester in which the subject will be executed, the following specific objectives will be achieved:

- Students will work with concepts related to tourism in the Canary Islands, its evolution, and the most outstanding impact indicators, in order to put the student in context and provide the main consulting tools to understand the tourism business.
- The concept of tourist accommodation, the classification and typology as well as the regulations in force will be analyzed. An analysis of the tourist offer of the Canary Islands will be carried out in order to understand the tourist accommodation market.
- The different departments of a tourist establishment will be analyzed, with special emphasis on the most common and most prominent for the development of the tourist accommodation business. The figure of the equipment manager will be analyzed, as well as the different products available to a hotel establishment in addition to the beds.
- Work with the concepts of tourism quality management, as well as environmental management in a tourist establishment, differentiating aspects of tourism competition.
- Analysis of the new tourist profile of the 21st century, its characteristics, needs, products and emerging services will be carried out. The importance of communication, conflict management and the analysis of the main satisfaction indicators will be worked on.
- The student will carry out a research project of potential tourism products or services or will work on the investigation of products or services that involve controversy in the tourism sector.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- CB1 - Students have demonstrated to possess and understand knowledge in an area of study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that imply knowledge coming from the vanguard of their field of study.
- CB2 - Students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.
- CB3 - Students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific, or ethical issues.
- CB4 - Students can transmit information, ideas, problems, and solutions to a specialized and nonspecialized public.
- CB5 - Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Cross-curricular competencies:
- CT03 - Ability to adapt to new situations: be able to assess and understand different positions, adapting their own approach as the situation requires.
- CT04 - Ability to analyze and synthesize: be able to decompose complex situations into their constituent parts; also evaluate other alternatives and perspectives to find optimal solutions. The synthesis seeks to reduce complexity in order to understand it better and / or solve problems.
- CT05 - Ability to apply knowledge to practice, to use the knowledge acquired in the academic field in situations as similar as possible to the reality of the profession for which they are being trained.
- CT11 - Planning and time management: Ability to establish objectives and choose the means to achieve those objectives using time and resources in an effective way.
- CT18 - Use of information and communication technologies (ICT): Ability to effectively use information and communication technologies as a tool for the search, processing, and storage of information, as well as for the development of communication skills.

Specific competencies:
- CE2 - Ability to understand and know the functional areas of the company and apply the different tools available in each of them (Finance, Accounting, HR, Marketing and Production), as well as to know the main relationships between them, in the field National and international.
- CE8 - Ability to master English professionally and have advanced knowledge of a second and third language.
- CE10 - Ability to understand the dynamic and THE nature evolution of the tourism and the new leisure society.
- CE11 - Ability to know the operating procedure of the accommodation and restoration field.

Learning outcomes:
- RA1. Understanding of quality standards, value creation criteria, positioning and contribution to the final price of each of the departments of a hotel.
- RA2. Ability to efficiently manage each of the departments that make up a hotel.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB1, CB2, CB3, CB4, CB5, CT03, CT04, CT05, CT11, CT18, CE2, CE8, CE10, CE11	RA1. Understanding of quality standards, value creation criteria, positioning and contribution to the final price of each of the departments of a hotel.

CB1, CB2, CB3, CB4, CB5, CT03, CT04, CT05, CT11, CT18, CE2, CE8, CE10, CE11	RA2. Ability to efficiently manage each of the departments that make up a hotel.

4. CONTENT

- The concept of a manager
- Leadership
- Communication
- Teamwork
- Decision making
- Motivation
- Emotional intelligence
- Interpersonal skills. Self-esteem and assertiveness
- Planning and time management
- Change management
- Conflict management. Negotiation.
- Evaluation of collaborators
- Multicultural management
- Management ethics and exemplarity

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:
- Case method. Best Practices
- Cooperative learning. Networking.
- Problem-based learning
- Project Based Learning
- Master class
- Simulation environments

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:
Campus-based mode:

Learning activity	Number of hours
Master Class	55
Asynchronous master class	7,5
Autonomous student work	37,5
Guided work (tutorials, learning follow-up learning)	12,5
Student group work (group work, research, research group work, research, search for information) information)	25

Other activities (external visits, conferences, etc.)	12,5
TOTAL	**150**

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Knowledge tests	40%
Works and reports	20 %
Oral presentation	30%
Practical exercises	10 %

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

In order to pass the subject, students must obtain a grade equal to or higher than 5.0 points in all the assessment systems established. If a student does not reach this mark in all the assessment systems, the student will have to attend the extraordinary call to pass the suspended parts.
To pass the subject in ordinary call, students must attend to at 50% of the lessons, unless they have a duly justified cause according to the corresponding educational regulations to justify their unattendance.
The evaluation will be continuous and individual, so class attendance is mandatory. All deliverable training activities must be delivered punctually on the scheduled date and through the established route, otherwise they will not be accepted for evaluation.
The campus guide of this course details the criteria and elements that compose and determine the final grade of the course.

7.2. Second exam period

To pass the course in the extraordinary call:
The student must complete all the activities not passed during the ordinary call. If a failed activity is not completed, the grade for that activity will be zero.
The requirements to pass the course, as well as the weights of the different evaluable activities, will be the same as in the ordinary exam.
Those students who do not pass the cooperative work in the ordinary call will have to carry out, in the extraordinary call, a new alternative work individually, of similar difficulty to the cooperative work.
Those students who do not pass the block of practical exercises in class, must submit a number (to be determined) of practical exercises that cover the main aspects covered in all the practical exercises.
The modification of dates of individual evaluation tests may only be requested if the criteria established by the European University of the Canary Islands are met.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Test 1	Fourth week October (25th October)
Test 2	Third week December (13th December)
Final Project	Third week January (17th January)
Project Pich	Third week January (17th January)
Practical Excercises	Third week January (17th January)

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The main reference work for this subject is:

- Wood, R.C. 2017: Hotel Accommodation Management. Routledge. Strathclyde.

The recommended Bibliography is:
- Bardi, J. A. 2003: Hotel Front Office Management. John Wiley & Sons, Inc. New Yersey.
- Cantero Lleo, M. 2011: Islas Canarias, ¿Líder Turístico?. Fundación Centro de Estudios Canarias. Tenerife.
- Dorado, J.A. 2017: Directorio de Alojamientos Turísticos. Editorial Síntesis. Madrid.
- Magdaleno Santana, G. 2013: Análisis de la madurez de las áreas turísticas en un destino. Universidad de La Laguna. Tenerife.

10. DIVERSITY MANAGEMENT UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.

3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11.   ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.