

## 1. OVERVIEW

<b>Course</b>	Accommodation Management
<b>Degree</b>	Bachelor's Degree in International Tourism and Leisure Companies Management
<b>School/Faculty</b>	Social Sciences
<b>Year</b>	2
<b>ECTS</b>	6
<b>Type</b>	Compulsory
<b>Language(s)</b>	English
<b>Study mode</b>	On-campus
<b>Semester</b>	S1

## 2. PRESENTATION

The main objective of the course 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 working at the reception. The subject will be taught in English. During the semester, 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 indicators of its impact, in order to put the student within the context and provide the main consulting tools to understand the tourism business.
- The concept of tourist accommodation, its classification and typology as well as the regulations within the sector will be analysed. An analysis of a touristic offer in the Canary Islands will be carried out in order to understand the tourist accommodation market.
- The different departments of a tourist establishment will be analysed, with special emphasis on the most common and most prominent for the development of the tourist accommodation business. The role of an equipment manager will be analysed, as well as the different products found within a hotel, e.g. beds.
- Work with tourism quality management concepts, as well as environmental management in a tourist establishment and different 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 investigate products or services that involve controversy in the tourism sector.

### 3. SKILLS AND LEARNING OUTCOMES

#### **Basic skills (CB, by their acronym in Spanish):**

- CB1 - Students demonstrate their ability to possess and understand knowledge in an area of study that starts in general secondary education, and supported by advanced textbooks, also includes some aspects that implies that their knowledge has come from their field of study.
- CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.
- CB3 - Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4 - Students can communicate information, ideas, problems and solutions to both expert and non-expert audiences.
- CB5 - Students have developed the learning skills necessary to undertake further study in a much more independent manner.

#### **Cross-curricular skills (CT, by their acronym in Spanish)**

- CT03 - Ability to adapt to new situations: to be able to assess and understand different positions, adapting their own approach as the situation requires.
- CT04 - Ability to analyse and synthesise: to be able to break down complex situations into their constituent parts; also evaluate other alternatives and perspectives to find the best solutions. The act of synthesising seeks to reduce complexity in order to understand tasks better and / or solve problems.
- CT05 - Ability to put knowledge into practice, using the skills acquired in the academic field in mock situations based faithfully on real life issues in the profession they are studying for.
- CT11 - Planning and time management: Ability to establish objectives and choose the right means to achieve these 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 researching, processing, and storing information, as well as for the development of communication skills.

#### **Specific skills (CE, by their acronym in Spanish):**

- 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 nationally and internationally.
- CE8 - Ability to master English professionally and have advanced knowledge of a second and third language.
- CE10 - Ability to understand the dynamic and natural evolution of tourism and leisure.
- CE11 - Ability to know the operating procedure in the field of accommodation and restoration.

#### **Learning outcomes (RA, by their acronym in Spanish):**

- RA1. To understand the specific characteristics of the tourism sector compared to other economic sectors.
- RA2. Ability to create value and comparative advantages from the exploitation of resources in the tourism sector.

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

Skills	Learning outcomes (RA, by their acronym in Spanish):
CB1, CB2, CB3, CB4, CB5, CT03, CT04, CT05, CT11, CT18, CE2, CE8, CE10, CE11	RA1. To understand the specific characteristics of the tourism sector compared to other economic sectors.
CB1, CB2, CB3, CB4, CB5, CT03, CT04, CT05, CT11, CT18, CE2, CE8, CE10, CE11	RA2. Ability to create value and comparative advantages from the exploitation of resources in the tourism sector.

## 4. CONTENT

- Context of tourism and its evolution in the Canary Islands
- Tourist Profile in the Canary Islands
- Management of Tourist Accommodation
- Hotel Environmental Quality Management

## 5. TEACHING-LEARNING METHODS

The types of teaching-learning methodologies used are indicated below:

- Case methods Practical methods
- Collaborative learning Networking
- Problem-based learning
- Project Based Learning
- Lectures.
- Mock scenarios

## 6. LEARNING ACTIVITIES

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

**On campus:**

Learning activity	Number of hours
Class attendance and active participation	62.5
Guided work (tutoring, feedback)	12.5
Independent working	50
Student group work	25
<b>TOTAL</b>	<b>150</b>

## 7. ASSESSMENT

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

### On campus:

Assessment system	Weighting
Knowledge tests	40%
Assignments and reports	30%
Oral presentation	15%
Practical exercises	15%

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

## 8. BIBLIOGRAPHY

The set texts for this subject are:

- 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 Jersey.
- 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.