

DEGREE: **DEGREE IN TOURISM**

1. GENERAL DETAILS OF THE SUBJECT

Name: **OPERATION MANAGEMENT IN TOURISM ORGANIZATIONS I**

Level: 2º

Term: 1º

Type: Basic

Compulsory
Theoretical credits: 2

Elective subject
Practical credits: 4

Credits(LRU / ECTS): 6

Year: 2009

Lecturer: M^a Ángeles González Cobreros

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2. DESCRIPTION

This subject tries to give the student a wide understanding on the hotel front desk operations based on the flow of the guest's experience: through reservation, arrival, registration, service purchasing, departure, billing, and recordkeeping. The entire rooms division will be covered thoroughly, and linked to other hospitality functions, related industries, and the broader economy.

3. SITUATION

PREVIOUS KNOWLEDGE AND SKILLS:

Not need

4. SKILLS

- Demonstrate capacity for analysis and synthesis.
- Demonstrate application of theory to practice.
- Demonstrate information literacy skills.
- Demonstrate effective written, oral, and visual communication skills and sensitivities.
- Demonstrate effective critical thinking /problem solving skills.
- Demonstrate life-long learning ability.
- Demonstrate information/technology abilities.
- Demonstrate ability to act in freedom and responsibility.
- Demonstrate leadership qualities.
- Demonstrate effective citizenship skills.
- Demonstrate reflexive attitude in the exercise of his future work activity in careers related to hotel management.
- Demonstrate capacity building of co-operative teamwork and interpersonal relations skills.
- Know how to effectively identify and communicate their understanding of hotel planning and management.

5. OBJECTIVES

- Offers students an intuitive understanding based on the familiar flow of the hotel guest's experience.

- Gives students broad insight into all aspects of the industry. Covers the entire rooms division (not just the front office), placing it in the context of the entire industry; addresses many important topics other books ignore, such as corporate housing, destination elevators, and trade advertising contracts.
- Covers all the hospitality trends students need to understand.
- Promotes critical thinking while connecting theory to the day-to-day realities of the hospitality industry.
- Helps students understand the industry's interdependence with other industries..
- Clearly explains all the industry terminology students need to master.
- Helps students anticipate how economic changes will affect their careers, and prepare appropriately
- Helps students understand how globalization is impacting lodging, so they can serve global clientele and pursue opportunities with global firms or in locations outside the U.S.
- Helps students understand new options for hotel financing, and participate in pursuing those funding sources
- Explains the industry's increasing focus on green practices and the environment–presenting “green” best practices wherever appropriate
- Introduces students to the latest strategies for increasing hotel profitability

6. METHODOLOGY AND TEACHING TECHNIQUES

METHODOLOGY

The learning methodology will be based on the pedagogical principles of active and collaborative learning. So students will be actors of their own learning process in which the teacher's role will be more dynamic and director of transmitter of knowledge. However, in class sessions will alternate with lectures and practical sessions and exhibition of students, work from case studies, text analysis, information research, preparing presentations, paper presentations, etc.

For a deeper student immersion in the front-office management Millenium PMS software will be used.

TEACHING TECHNIQUES

- Master class and discussion
 Tutorial session
 Practical lessons
 Visits and trips
 Reading test
 Others: _____

7. LIST OF TOPICS

PART I: OVERVIEW OF THE HOTEL INDUSTRY

1. The Traditional Hotel Industry
2. The Modern Hotel Industry
3. The Structures of the Hotel Industry
4. Effective Interdepartmental Communications

PART II: FRONT OFFICE MANAGEMENT

5. Property Management System
6. Individual Reservations and Group Reservations

PART III: GUEST SERVICE AND RATE STRUCTURES

7. Managing Guest Services
8. Arrival, Registration, Assignment and Rooming
9. Revenue Management

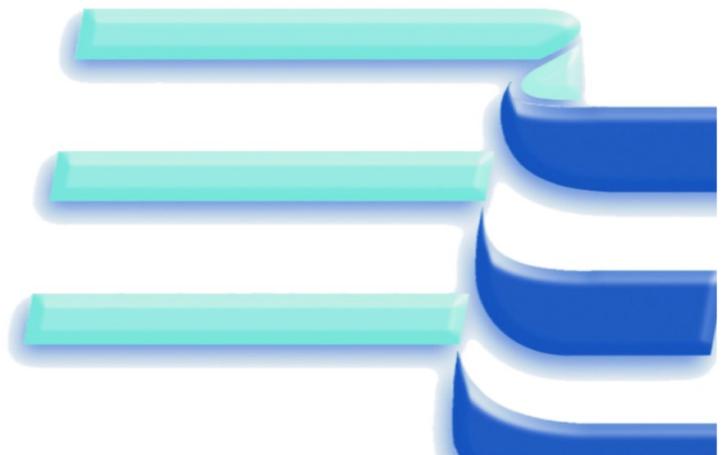
PART IV: MANAGING HOSPITALITY

10. MANAGING THE DELIVERY OF HOSPITALITY

8. REFERENCES

Check-in Check-Out: Managing Hotel Operations, 9/E Gary K. Vallen, J. Vallen
Millenium Hotel Software
Hotel front office management, James A. Bardi, Ed.D., CHA, CHE

9. ASSESSMENT CRITERIA



The evaluation system will be continuous, that is, learning will be controlled during the teaching/learning process and not only at the end of it. We understand the evaluation process as an opportunity to expand the student's learning, so it will be structured in such a way that the students will take "learning" advantage out of the evaluation. Final evaluation will consider:

Attendance & Participation	Regular attendance (80% minimum) and participation in class discussions is the minimum expectation. Class participation will be assessed on the basis of engagement with readings, involvement in discussion and class facilitation. Students will share responsibility for directing discussion of readings.
Assignments. Individual & Team work. (20%)	In class / out class assignments both individual and in pairs or teams. The class will be divided into teams that will take turns in presenting and explaining the main arguments of the day's readings to the entire class.
Team work. (60%)	Team project.
In-class Tests (20%)	Knowledge and understanding. They might be considered for the final assessment.

For those students who are not able to assist regularly to classes the evaluation criteria will include:

Assignments (25%)	Team/Individual project.
Final Project (25%)	Individual project.
Final Exam (50%)	Contents of texts and assignments.

10. TEACHING ACTIVITIES

ECTS	
Lessons (6 * 10)	60
Students' work (6 * 15)	90
TOTAL (6 * 25)	150

	Theoretical sessions		Practical sessions		Activity			Exams		N°
	Lessons	Students' work	Lessons	Students' work	N°	Lessons	Students' work	Lessons	Students' work	
Week1	2	2	2	2						1
Week2	2	2	2	2						1
Week3	1	2	2	2						2
Week4	2	2	2	2						2
Week5	1	2	2	2		2	8			3
Week6	2	2	2	2						4
Week7	1	2	2	2						5
Week8	2	2	2	2						5
Week9	1	2	2	2		2	6			6
Week10	2	2	2	2						6
Week11	1	2	1	2						7
Week12	2	2	2	2		2	6			8

Week13	1	2	2	2						9
Week14	2	2	1	2		2	2			10
Week15	1	2	1	2		2	8			10
Week16										
Week17										
Week18										
Week19										
Week20										
Total hours	(A) 23	(B) 30	(C) 27	(D) 30		(E) 10	(F) 30	(G)	(H)	TOTAL 150

Organization	
Theoretical and practical lessons (A)+(C)	
Activities developed in the class (E)	50,0
Exams and test (G)	10,0
Attendance	60
Study (theory and practice) (B)+(D)	
Preparation of the activities (F)	60,0
Studyforexams (H)	30,0
Students' work	90
TOTAL (STUDENTS' WORK)	150