

Course Unit	Hotel Management		Field of study	Tourism	
Bachelor in	Tourism		School	School of Public Management, Communication and Tourism	
Academic Year	2021/2022	Year of study	2	Level	1-2
Type	Semestral	Semester	2	ECTS credits	6.0
Code	9254-532-2203-00-21				
Workload (hours)	162	Contact hours	T -	TP 60	PL -
			TC -	S -	E -
			OT -	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Antonio Luis Gomes Goncalves

#### Learning outcomes and competences

- At the end of the course unit the learner is expected to be able to:
1. Recognize the particular structure, operation and management of hotels.
  2. Characterize hotel departments.
  3. Learn about the main management indicators and accounting in hotel sector.
  4. Understand the process and problematic of investment and financing in the hotel sector.
  5. Learn about special features of human resources management in hotel sector.
  6. Identify the requirements of quality management in the hotel sector.
  7. To understand the importance of the environment management plan in the hotel sector.

#### Prerequisites

Before the course unit the learner is expected to be able to:  
Not apply.

#### Course contents

1 - Introductory Concepts 2 - Relationships between Travel Agencies and Hotel Units. 3 - Organization of services of a hotel. 4 - Hospitality Management. 5 - Accounting. 6 - Promotion and Sales. 7 - Environmental Policy. 8 - Training in Hospitality. 9 - Relationships in Hospitality. 10 - Analysis of a Hotel Project.

#### Course contents (extended version)

1. Introductory concepts – The hotel
  - The various services of the hotel
  - Modern forms hosting
  - Restaurants, pubs and entertainment establishments
2. Relationship between travel agencies and hotel units.
  - Reservations and cancellations.
  - Allotment.
  - Commissions, vouchers and transfers.
  - Tourist circuits.
3. Services organization of a hotel.
  - Service personnel and reception.
  - Billing service, and concierge floors.
  - Restaurant, room service, bar and bursar.
  - Laundry services, general control and city ledgerl.
4. Hospitality management.
  - Direction and management.
  - Personnel management and internal control.
  - Analysis of results.
5. Accounting.
  - Accounting organization.
6. Promotion and sales.
  - Positioning
  - Sales
7. Environmental policy.
  - Ecological awareness and environmental responsibility.
8. Training in hospitality.
  - Education based on excellence and quality.
9. Relations in hospitality.
  - Human relations.
10. Analysis of a design of a hotel.
11. Property Management System Newhotel Cloud Suite - Introduction and main concepts

#### Recommended reading

1. Marques, J. A. (2007). Introdução à Hotelaria. Porto: Livraria Civilização Editora. ISBN 978-972-26-2554-8
2. Quintas, M. A. (2006). Organização e Gestão Hoteleira. Lisboa: Euro-Tom Lda. ISBN 972-99958-0-X
3. Costa, R. (2012). Introdução à Gestão Hoteleira (4ª ed. ). Lisboa: Lidel -Edições Técnicas Lda. ISBN 978-972-757-860-3
4. Costa, R. , & Sousa, T. (2015). Gestão Comercial e Hoteleira. Lisboa: Lidel -Edições Técnicas Lda. ISBN 978-972-757-957-0
5. Confederation of Tourism and Hospitality. (2009). Introduction to Business Operations Study Guide. London: BPP Learning Media Ltd ISBN 9780 7517 7793 2

#### Teaching and learning methods

Tutorial sessions with explanation method; active techniques. Newhotel Software Cloud Suite.

#### Assessment methods

1. Distributive evaluation - (Regular) (Final, Supplementary)
  - Intermediate Written Test - 75%
  - Practical Work - 25% (Practical work in classes)
2. Mobility Students - (Regular) (Final)
  - Practical Work - 100%

**Assessment methods**

3. Distributive evaluation Working Students - (Regular, Student Worker) (Final, Supplementary)
  - Final Written Exam - 75%
  - Development Topics - 25%
4. Final exam - (Regular, Student Worker) (Special)
  - Final Written Exam - 100%

**Language of instruction**

1. Portuguese
2. Portuguese, with additional English support for foreign students.

**Electronic validation**

Antonio Luis Gomes Goncalves	Catarina Antónia Martins	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
21-07-2022	21-07-2022	22-07-2022	22-07-2022