

|                  |                                  |               |                |                                     |      |
|------------------|----------------------------------|---------------|----------------|-------------------------------------|------|
| Course Unit      | Introduction to Hotel Operations |               | Field of study | Hospitality and Catering            |      |
| Bachelor in      | Hospitality Management           |               | School         | School of Hospitality and Wellbeing |      |
| Academic Year    | 2023/2024                        | Year of study | 1              | Level                               | 1-1  |
| Type             | Semestral                        | Semester      | 1              | ECTS credits                        | 6.0  |
| Code             | 9076-806-1104-00-23              |               |                |                                     |      |
| 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) Anderson Gomes de Souza

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand the scope of hotel operations and understand the general framework of the hotel industry in tourism activity.
2. Mastering the theoretical concepts and practical applications related to the performance of functions of general anagement, operational management and control of hotel units.
3. Understand and use the available information in the current management of a hotel unit.
4. Evaluate the performance and results of a hotel unit.
5. Know the products associated with the hotel business that goes beyond the accommodation and food services, such as spa services, golf, sports, business or gaming, among others.

### Prerequisites

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

### Course contents

History and general framework of the hotel industry. The hotel. Introduction to asset management. Budgeting process and responsibilities within the structure. Framework of hospitality in the tourism activity system.

### Course contents (extended version)

1. History and general framework of the hotel industry.
  - The hotel industry: historical and current perspective.
  - Chain hotels vs independent hotels.
  - Characterisation of the hotel offer.
  - Types of accommodation and means of accommodation.
  - Customer cycle and A&B cycle.
  - The human factor in hospitality.
2. The hotel.
  - The different components of the hotel product.
  - Vision, mission, objectives and strategies.
  - Hotel management and general coordination between the various departments.
3. Introduction to asset management.
  - The responsibility of the hotel manager.
  - Types of affiliation and advantages and disadvantages for each owner and chain.
4. Budgeting process and responsibilities within the structure.
  - The budget management and KPI (Key Performance Indicators).
5. Framework of hospitality in the tourism activity system.
  - The tourist activity system.
  - Relationship between hotels and tourism destinations.

### Recommended reading

1. Costa, R. (2012). Introdução à Gestão Hoteleira (4ª ed.). Lidel.
2. Hayes, D., Numemeier, J., & Miller, A. (2016). Hotel Operations Management (3rd. ed.). Pearson.
3. Rutherford, D. & O'Fallon, M. (2010). Hotel Management and Operations (5th ed.). Wiley.
4. Szende, P., Dalton, A.M., & Yoo, M. (2021). Operations Management in the Hospitality Industry. Emerald Publishing.
5. Walker, J., & Walker, J. (2019). Introduction to Hospitality (8th ed.). Pearson.

### Teaching and learning methods

A participative teaching methodology will be used, highlighting expository and active methods, using case studies and simulated practice in the spaces allocated to pedagogical practice in hotel settings. Students will be asked to participate actively in the classes and tasks proposed by the teacher, individually or in a group, as reinforcement of learning.

### Assessment methods

1. Option 1 - (Regular, Student Worker) (Final, Supplementary)
  - Presentations - 50%
  - Case Studies - 50%
2. Option 2 - (Student Worker) (Final, Supplementary)
  - Case Studies - 100%
3. Option 3 - (Regular, Student Worker) (Special)
  - Final Written Exam - 100%

### Language of instruction

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

| Electronic validation   |                                      |                            |
|-------------------------|--------------------------------------|----------------------------|
| Anderson Gomes de Souza | Alcina Maria Almeida Rodrigues Nunes | Maria José Gonçalves Alves |
| 27-10-2023              | 05-12-2023                           | 08-12-2023                 |

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