Universitat de les Illes Balears

Teaching guide

Subject identification

Subject	20535 - Lodging Management
Credits	2.4 de presencials (60 hours) 3.6 de no presencials (90 hours) 6 de totals (150 hours).
Group	Group 42, 2S, GTUR (Campus Extens)
Teaching period	Second semester
Teaching language	English

Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Montserrat Jaén Mercadal montserrat.jaen@uib.es	19:30	20:30	Friday	16/09/2016	30/06/2017	Despatx 9 Arx. Lluis Salvador (cita previa)

Contextualisation

This subject aims to provide students with a general vision about the ways to manage and organize a lodging company.

Lodging is one of the main parts in a tourist package and, consequently, one of the most important areas within the tourism industry of any region.

We will analyse both different types of tourist accommodations and the main models of lodging management. We will pay special attention to the most important business operating models of lodging companies: ownership, franchise, management and leasing.

We will also study the main internal organization, growth and development models of hotel chains; the opening and closing of properties and the use of new technologies into hotel management.

Requirements

Recommendable

It is recommended for students to have successfully completed the following courses:

* 20505 - Organizational Design and Human Capital
* 20515 - Tourism Operations Management
* 20522 - Strategic management

Skills

Date of publication: 21/07/2016

Document automatically generated at 1304:22 of 29/06/2017

Teaching guide

Specific

* CE-7. Learning to gather, process, analyse and interpret information and to tackle tourism issues through the application of specific skills used by workers employed in different branches of tourism, including the appropriate use of information and communication technologies (ITC)..
* CE-11. Demonstrating a command of a wide range of analytical and observational strategies, developed through usual research methods employed in different scientific fields during his/her academic training and consolidated in the workplace..
* CE-12. Applying knowledge, methods and techniques in the workplace that have been acquired during his/her undergraduate training and developing them with a high degree of responsibility, ethical commitment and capacity for integration in multidisciplinary teams..

Generic

* CG-2: Knowing how to apply technical and methodological knowledge to his/her work and doing so in a professional manner, integrating the different tourism-related subject areas that he/she has studied. Possessing the necessary skills and demonstrating them by putting forward and defending arguments and solving problems in relevant subject areas..
* CG-4: Being able to get across information, ideas, problems and solutions in any of the tourism-related subject areas to both a specialist and non-specialist public..
* CG-5: Having developed the necessary learning skills to undertake professional tasks and postgraduate tourism studies with a high degree of independence..

Basic

* You may consult the basic competencies students will have to achieve by the end of the degree at the following address: http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/

Content

Theme content

Chapter 1. 1. Introduction to the accommodation industry.

Chapter 2. 2. The structure of the hotel industry.

Chapter 3. 3. Guest service in the hotel industry.

Chapter 4. 4. Managing Lodging Operations.

Chapter 5. 5. Staffing the Lodging Operation.

Chapter 6. 6. The Front Office Department.

Chapter 7. 7. The Sales and Marketing Department.

Chapter 8. 8. The Housekeeping Department.

Chapter 9. 9. The Maintenance Department.

Chapter 10. 10. Food and Beverage Operations in limited service hotels.

Chapter 11. 11. Food and Beverage Operations in full service hotels.

Chapter 12. 12. The Accounting Department.

Chapter 13. 13. Safety and Security.

Chapter 14. 14. Careers in the Lodging Industry.

Date of publication: 21/07/2016

Document automatically generated at 1304:22 of 29/06/2017

Universitat de les Illes Balears

Teaching guide

Teaching methodology

In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes		Large group (G)	Student' participation in class	0
Theory classes		Large group (G)	Magistral class	30
Practical classes		Large group (G)	Resolution of homeworks, exercices, cases	30
			Student' presentations	

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

Distance education work activities

Modality	Name	Description	Hours
Individual self-study		Resolution of homeworks, exercices, cases	90

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

Theory classes

Modality	Theory classes
Technique	Observation techniques **(non-retrievable)**
Description	Student' participation in class
Assessment criteria	Student' Participation in class

Final grade percentage: 10%

Document automatically generated at 1304:22 of 29/06/2017

Universitat
de les Illes Balears

Teaching guide

Theory classes

Modality	Theory classes
Technique	Objective tests **(retrievable)**
Description	Magistral class
Assessment criteria	Final exam
	Minimun grade required: 4 points

Final grade percentage: 40% with minimum grade 4

Practical classes

Modality	Practical classes
Technique	Objective tests **(non-retrievable)**
Description	Resolution of homeworks, exercices, cases Student' presentations
Assessment criteria	Presentations, resolution of homeworks, exercices, cases, etc ...

Final grade percentage: 25%

Individual self-study

Modality	Individual self-study
Technique	Objective tests **(non-retrievable)**
Description	Resolution of homeworks, exercices, cases
Assessment criteria	Partial (midterm) exam

Final grade percentage: 25%

Resources, bibliography and additional documentation

Basic bibliography

Foundations of Lodging Management: Pearson New International Edition, 2/EDavid K. Hayes, Jack D. Ninemeier, Allisha A. Miller
ISBN-10: 1292026782 • ISBN-13: 9781292026787

Complementary bibliography

Bennis (2003). On becoming a leader.
Coltman (1997). Hospitality Management Accounting, 6th Edition.
Dopson, Hayes, Miller (2001). Food and Beverage Cost Control.
Eyster (1977). The negotiations and administration of hotel management contracts.
Hayes, Niemayer (2006). Hotel Operations Management.
Kasavana, Brooks (2009). Managing Front Office Operations.
Kotler, Bowen, Makens (2013). Marketing for Hospitality and Tourism.
Miller, Porter, Drummond (1998). Supervision in the hospitality industry.
Nebel (1991). Managing hotels effectively.
Pfeffer, Sutton (1999). The Knowing-Doing Gap.
Schmidgall (1997). Managerial Accounting, 4th Edition.
Welch (2001). Straight from the gut.

Document automatically generated at 1304:22 of 29/06/2017

Academic year	2016-17
Subject	20535 - Lodging Management
Group	Group 42, 2S, GTUR
Teaching guide	B
Language	English

Teaching guide

Welch (2005). Winning.
AH&LEI, Uniform System of Accounts for the Lodging Industry, 10th revised Edition.

Document automatically generated at 1304:22 of 29/06/2017