

29144 - Company and Accommodations Services Organisation

Información del Plan Docente

Academic Year	2017/18
Faculty / School	177 - Escuela Universitaria de Turismo
Degree	445 - Degree in Tourism
ECTS	3.0
Year	4
Semester	Second semester
Subject Type	Optional
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

The learning process that is designed for this subject is based on the following:

Methodology

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- Participatory exhibition Class.
- Individual and / or group activities.
- Work Practical.
- Exam.

5.2.Learning tasks

The program that the student is offered to help you achieve the expected results includes the following activities ...

Related activities and competences

- Class attendance and presentation of group work.
- Workshop - Group work, solving practical cases.
- Written knowledge and theoretical and practical study test.

5.3.Syllabus

PROGRAM

- The hospitality companies. Concept and types. Characteristics of each.
- Organization and management of different types of tourist accommodation: hotels, apartments, apartments, cottages. Development of operation in each and departments.
- Maintenance of facilities and equipment in hosting companies.

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- Operations of production processes in the department of hotel kitchen and restaurant.
- Maintenance of facilities and equipment in the kitchen and restoration department.

5.4.Course planning and calendar

Schedule sessions and presentation of works

The subject is taught in the second semester of the course and timing will be provided by the University.

Delivery dates of work and activities of the portfolio will be communicated in class and through the Moodle platform

5.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

BB	Dorado, J.A.. Manual de recepción y atención al cliente / Dorado J.A. y Cerra, J.. - 1994 Madrid: Síntesis
BB	Figuerola Palomo, Manuel. Economía para la gestión de las empresas turísticas. Vol. 2, (Producción y comercialización) / Manuel Figuerola Palomo Madrid : Editorial Centro de Estudios Ramón Areces, D.L. 1995
BB	Navarro Ureña, Antonio. Recepción hotelera y atención al cliente.. Madrid: Ediciones Paraninfo, 2008
BC	González Cobreros, María de los Angeles. Fundamentos teóricos y gestión práctica de las agencias de viaje. - 1998 Madrid: Síntesis
BC	Sánchez Feito, J.M. Procesos de servicio en restauración . 2000 Madrid: Síntesis