

Updated On	2024/02/19																															
Curricular Year / Period	2023/24 / S2																															
Course	Tourism																															
Curricular Unit	Hospitality Management																															
Language(s) of Instruction	Português																															
ECTS/tempo de trabalho (horas)	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2">ECTS</th> <th rowspan="2">Total</th> <th colspan="9">Horas de contacto semestral</th> </tr> <tr> <th>T</th> <th>TP</th> <th>PL</th> <th>S</th> <th>TC</th> <th>E</th> <th>O</th> <th>OT</th> <th>EC</th> </tr> </thead> <tbody> <tr> <td>6</td> <td>150</td> <td>0</td> <td>60</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>15</td> <td>0</td> </tr> </tbody> </table> <p>T - Theoretical; TP - Theoretical and practical; LP - Laboratory Practice; S - Seminar; TG - Tutorial guidance; FW - Fieldwork; T - Training; ; EC - Clinical teaching; O* - Other hours typified as Clinical Training under the Directive 77/453/EEC of June 27, adapted by Directive 2005/36/EC.</p>	ECTS	Total	Horas de contacto semestral									T	TP	PL	S	TC	E	O	OT	EC	6	150	0	60	0	0	0	0	0	15	0
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		T	TP	PL	S	TC	E	O	OT	EC																						
6	150	0	60	0	0	0	0	0	15	0																						
Teacher in charge (GDPR consent) <small>[complete name, email]</small>	João Pedro Vaz Pinheiro Estevão / joao.estevao@ipportalegre.pt																															
Prerequisites <small>[Curricular Units that must precede and specific entry competences]</small>	Not applicable.																															
Learning outcomes <small>[Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]</small>	<p>Understand the role of hospitality in tourism; Know the main functions of a hotel unit; Understand the importance of the tourist animation and the organization of events in the loyalty and capture of clients for a hotel unit; Develop the ability to interpret and use the most relevant techniques in hotel management; Contact a specific management and reservation software for the hotel industry; Raise awareness of the importance of marketing and quality management in a hotel unit; Understand the importance of human resources in the proper functioning of a hotel unit. Know how to set the price of hotel accommodation; Know how to calculate and interpret Hotel Unit Management indicators; Know the fundamental concepts of Hotel Management.</p>																															
Sustainable Development Goals																																
Syllabus	<ol style="list-style-type: none"> 1. General Concepts <ol style="list-style-type: none"> 1.1. Origin of the hotel activity 1.2. The relevance of tourism hotels 1.3.Types of hotels 1.4.The hotel industry in the world and in Portugal 2. Legal Framework 3.Hotel Structure <ol style="list-style-type: none"> 3.1.Organization of a hotel 3.2.Operational departments 4.The Role of Marketing in Hospitality 5.The management of human resources in hotels 6.Quality in management and services 7.The importance of the tourist animation and organization of events in the hotel industry. 8.Reservation management programs <ol style="list-style-type: none"> 8.1. Front Office Organization 8.2. Front Office operations, tasks, and functions. 																															
Teaching methodologies (including assessment) <small>[Specify the types of assessment and the weights and evaluation criteria]</small>	<p>1 - Teaching methodologies</p> <p>The curricular organization of the curricular unit (UC) of Hotel Management includes theoretical-practical classes (60H) and tutorials (15 hours). Theoretical classes will take on a more expository nature, in order to disseminate some basic scientific knowledge. There will be reserved spaces for discussion, critical reflection on the themes of the</p>																															

	<p>program or others associated with it. The practical classes will be used for the analysis of case studies, sharing of experiences and practical exercises, based on hotel management software. The tutorial orientation classes focus on clarifying doubts, encouraging dialogue, group dynamics and the insertion of acquired knowledge. The UC will consider study visits.</p> <p>2 - Assessment by frequency The UC approval is obtained with a minimum grade of 10 values, resulting from the following evaluation parameters: 1 Individual test of knowledge assessment: 60%; Group work: 35%, Participation and commitment in class: 5%.</p> <p>3 - Evaluation by Exam Exam: 100%</p> <p>2 - Period assessment Written evaluation test (60%) Group work (35%) Participation and attendance (5%)</p> <p>3 - Examination assessment Exam: 100%</p>
Bibliography	<p>1 - Main Bibliography</p> <p>Abranja, N., Almeida, E.A. & Almeida, M. (2020). Gestão Hoteleira. O produto, o serviço e as técnicas. Lisboa: Lidel.</p> <p>Abranja, N., Almeida, M. & Almeida, E.A. (2019). Gestão do Alojamento, Receção e Housekeeping. Lisboa: Lidel.</p> <p>Barrows, C., & Powers, T. (2009). Introduction Management In The Hospitality Industry (9ª Ed.). New Jersey: John Willey & Sons.</p> <p>Costa, R. (2012). Introdução à Gestão Hoteleira. Lisboa: Lidel.</p> <p>Kotler, P.; Bowen, J. (2009). Marketing for Hospitality & Tourism (5ª Ed.) New Jersey: Prentice Hall.</p> <p>Mill, R. (2008). Resorts Management and Operations (2ª Ed.). New Jersey: John Willey & Sons.</p> <p>Quintas, M. A. (2006). Organização e Gestão Hoteleira. Volumes I, II e III. Lisboa: Oteltur.</p> <p>Rutherford, D. (2012). Hotel Management and Operations (5ª Ed.). New York: Van Nostrand Reinhold.</p> <p>Marques, J. A. (2003). Introdução à hotelaria. EDUSC.</p> <p>Medlik, S. & Ingram H. (2002). Introdução à hotelaria. Gerenciamento e Serviços (4ªEd.). Rio de Janeiro: Elsevier/Campus.</p> <p>Vallen, G. K. & Vallen, J. (2008). Check-in Check-out (8ª Ed.). New York: Prentice Hall.</p> <p>2 - Complementary Bibliography</p> <p>Ennis, P. & Tatlock, L. (2007). Practicing Hospitality The Joy of Serving Others. Illinois: Crossway Books</p> <p>Ismail, A. (2004). Hospedagem Front Office e Governança. Thomson.</p> <p>Mata, A. (2003). Front Office Operação e Gestão. Lisboa: Prefácio.</p> <p>Mill, R. (2008). Resorts Management and Operations (2ª Ed.). New Jersey: John Willey & Sons.</p> <p>Morrison, A. (1989). Hospitality and Travel Marketing. New York: Delman Publishers.</p> <p>Vieira, A. L.; Costa, C.; Castro, M.L. (2004). Fidelização Lucrativa de Clientes: Uma Perspectiva Relacional de Gestão Hoteleira. Revista Portuguesa de Marketing, nº 16, pp. 45-53.</p>
Special Situations <small>[Students with special status]</small>	<p>1 - Period assessment - Students with special status Assessment elements will be tailored to the needs of students with special status. The appreciation of the evaluation parameters will be identical to that of the other students.</p> <p>2 - Examination assessment - Students with special status In times of scheduled examination.</p>