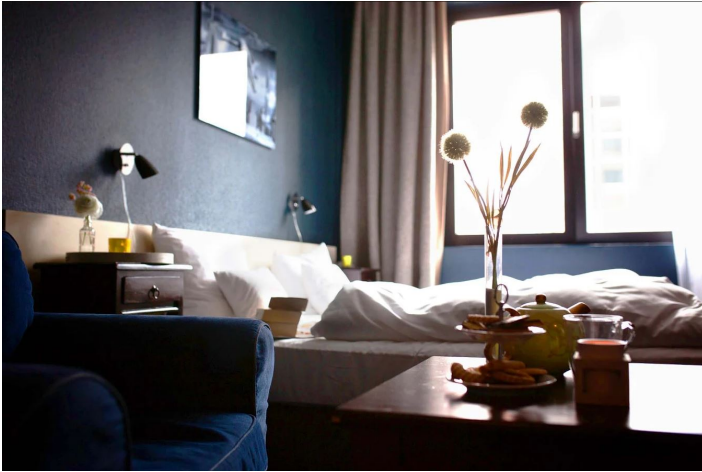


Hospitality & Tourism Accommodation Management (october)



12th Edition
Code: 180517
Typology: Master's Degree
Credits: 60.00
Language: English
Initial date: 22/10/2018
Last session face-to-face session: 20/06/2019
End date: 30/09/2019

Schedule: Monday to Thursday from 5 pm to 9 pm

Place of completion: Escola Universitària de Turisme Euroaula (Barcelona)

Spaces: 25

Prices and discounts

Price: 6.170 €

Reasons for doing the course

This Master's Degree focuses on boosting a professional career as hotel managers, area managers or entrepreneurs, by acquiring the necessary knowledge for decision-making in the different tourist accommodation areas, where hotel planning and management work is required. Focused on acquiring technical knowledge for decision making in the tourist accommodation sector, the Master's student will assimilate in a practical way the skills and the necessary strategic skills for the management of a hotel. Also, will acquire the main competencies to develop leadership capacity to lead teams and be the financial manager of hotel establishments.

Presentation

This Master aims to develop students' career as directors, area managers or entrepreneurs, enabling them to acquire the knowledge and skills necessary for decision-making in the tourism accommodation sector. Within the tourism and hospitality sector, a knowledge of hotel planning and management is essential.

Targets

- Acquire the technical knowledge required for key decision-making in the tourism accommodation sector.
- Assimilate the skills and strategic vision required for managing hotels.
- Learn in depth about the core tools used in Revenue Management and e-Commerce.
- Develop the ability to lead teams and manage finances in hotel establishments.

Professional outings

Hotel Director, Hotel Sub-Director, Tourism Consultant, Entrepreneur

Admission requirements

- Official University Degree
- If the official Degree is not from Spain, it will be necessary to translate and legalize it.
- In case of not having an official Degree, a document must be submitted with the last studies.
- Copy of your passport / DNI (ID)
- Motivation letter
- Current curriculum vitae

Syllabus

Strategic Management in a Global Business Environment, business ethics & sustainability

Understand the business tourism market and the professional organization of events as well as its main business strategies and models. We will also work on applications of concepts of ethics for business and sustainability.

Corporate Finance and Management Accounting

Identify, use and interpret various techniques of administration and financial management of companies.

Systems and Operations

Business sectors and contexts have also evolved and, as a result, information systems and different technologies have achieved a broader focus, not only in the productive industries of the products they were born but also in the service industries and cooperation platforms where the business world is currently evolving.

Human Resources Management and Leadership and Teamworking Skills

This module focuses on how to apply managerial skills and teamwork techniques, as well as being able to identify and know in a general and basic way strategies, policies, management systems and tools related to sustainability and corporate social responsibility, especially, applied to the tourist, hotel and event market.

Principals of Online Marketing & Online Reputation

This module examines the strategies of digital marketing, the considerations of implementation and execution of the B2B and B2C brands and provides a detailed understanding of all the digital channels and platforms used in the Tourism Industry. At the end of the class, students will receive a healthy, comprehensive knowledge and experience on how to develop an integrated digital marketing strategy, from formulation to implementation.

Management Communication & Customer Experience Skills

In this subject, we will study the interaction between clients, brands and companies. To achieve the best delivery of the customer experience, each department of an organization must align during the process of designing and delivering customer experience

strategies.

Competitive Strategies in the Hospitality Industry

The different business models within the tourism accommodation sector and the development of a business strategy in this sector are the object of study of this module as well as the execution of the strategy.

Properties Development and Planning New Ventures

This subject analyzes whether the panification of the business facilitates the development of new acquisitions in the tourism sector, and in this case, what is the best strategy to follow and which variables must be taken into account for the viability of the project.

Marketing Management for Services

Students will understand topics such as the analysis of the latest trends that affect the industry and the most effective ways to attract customers for the different tourist accommodations. Different concepts related to sales, marketing, management and consumer behavior will be worked on.

Managing Resources in Hospitality

One of the fastest growing economic sectors, the tourism and hotel industry around the world, employs more than 10 million people. People are clearly a central resource for the efficient operation of the industry. This subject focuses on the management of services and quality as key areas that link human resources management to other areas of management, providing strong interconnections with marketing, finance and product development.

E-Commerce & Revenue Management

Revenue Management is becoming a generalized process in the tourism industry, such as hotels, airlines, travel agencies, tour operators, cruises. The main objective of the module is to know the concepts of Revenue Management and its strategies. There are also other goals: to set price strategies to maximize income from income (room revenues and total income).

Entrepreneurship and Innovation for the Hospitality Industry

This subject is intended to promote entrepreneurship, innovation and the competitive strategy of the tourism company and the creation of companies and services in the tourism, hotel and gastronomy sector in the international arena.

Master's Degree Final Project

The final project is conceived as an original professional project consisting of a systematic and detailed plan that responds to the specific challenges of the content proposed by the participating tourism companies, based on the approach of a real situation. In the preparation and development of the final project, students will have to take into account in an integrated way the main contents addressed in all the modules of the curriculum of the present Master, and develop a comprehensive project on the organization of an event professional from a real case.

Qualification

Master in Hospitality & Tourism Accommodation Management of the University of Girona

* Does not include shipping rates of qualification document.

Evaluation system

The general evaluation criteria of each module are the following:

Class attendance by the student is necessary because otherwise the student will not be able to follow the programming efficiently. Active participation in class is necessary by the student to achieve the skills that will be acquired with the resolution of practical cases, exercises, etc., and formulating questions of interest, which allow the teacher to add value in their explanations. Completion of individual case studies and search for information. Conducting practical cases in groups, and assessing team coordination with the same objective. Carry out partial written tests and a final exam. Use of the knowledge of each one of the module in the project of the Business Plan.

The scaling ladder is as follows:

- From points 1 through 4 it has a score of 25%
- Point 5 has a score of 50%
- Point 6 has a score of 25%

PRACTICAL WORKS

Students must do a practical job for each of the Master's module. The date of presentation of each one of them is the final date of each module (see table "Timetable and calendar").

FINAL WORK (MANDATORY OBLIGATORY)

The final Master project is the creation of a professional event, where the student must propose the creation of the same in smaller or larger size. The work must be presented before a court consisting of three professors of the program, who are responsible for conducting the evaluation.

ASSISTANCE

Minimum 80% attendance

Teaching table

Management

Coordination

Teaching staff

Marc Alemany

Professor at the University of Girona and Universitat Oberta de Catalunya, graduated in communication sciences from Ramon Llull University and Postgraduate Diploma in Marketing at Pompeu Fabra University.

Jordi Bou

Director of Revenue at Cotton House Hotel, Graduate in Business Administration and Management from the Universitat Autònoma de Barcelona and Pompeu Fabra in 2002.

Stanislas Helou

Experienced Market Manager with a proven history of working in the luxury hospitality industry. Customer Satisfaction Expert, with a degree in Hospitality and Marketing Management from the "Glon Institute of Higher Education" in Switzerland.

Fran Marce

Director of the Hotel Acta Mimic in Acta hotels and Licensed in Business Administration by the Ramon Llull University.

Josep Miracle

Master in Business Administration (MBA), ESADE, 2003.

Bogdan Petrescu

Marketing Director at Prime Property Croatia. Graduate in Strategy, Marketing and Investment from the University of Tourism & Hospitality Industry and the Ecole Polytechnique - Free University of Bruxelles in 2001.

Ignacio Ruiz

Senior Marketing Director of Grupo Planeta. Degree in ADE at Esade (Barcelona) and in economics at the University of Bocconi (Milan).

Aleix Salvadó

Executive Development Director at Captiva Sports, graduate in Management at IESE and in Business at ESADE.

Maurici Segú

Graduate in Business Administration and Management and MBA from ESADE, 2004. Creator of the company “New Art”.

*The management team reserves all rights to make changes if any teacher can't teach a subject, always ensuring the same quality and professional category levels.

Promoting entities

Fundació UdG: Innovació i Formació



Start course: 22/10/2018

Last session face-to-face session: 20/06/2019

End course: 30/09/2019

Date closing assessment report: 14/10/2019

Calendar

Date	Place	Start of morning	End of morning	Start of afternoon	End of afternoon
22/10/2018				17:00	21:00
23/10/2018				17:00	21:00
24/10/2018				17:00	21:00
25/10/2018				17:00	21:00
29/10/2018				17:00	21:00
30/10/2018				17:00	21:00
31/10/2018				17:00	21:00
5/11/2018				17:00	21:00
6/11/2018				17:00	21:00
7/11/2018				17:00	21:00
8/11/2018				17:00	21:00
12/11/2018				17:00	21:00
13/11/2018				17:00	21:00
14/11/2018				17:00	21:00
15/11/2018				17:00	21:00
19/11/2018				17:00	21:00
20/11/2018				17:00	21:00
21/11/2018				17:00	21:00
22/11/2018				17:00	21:00
26/11/2018				17:00	21:00
27/11/2018				17:00	21:00
28/11/2018				17:00	21:00
29/11/2018				17:00	21:00
3/12/2018				17:00	21:00
4/12/2018				17:00	21:00
10/12/2018				17:00	21:00
11/12/2018				17:00	21:00
12/12/2018				17:00	21:00
13/12/2018				17:00	21:00
19/12/2018				17:00	21:00
8/1/2019				17:00	21:00
9/1/2019				17:00	21:00
10/1/2019				17:00	21:00
14/1/2019				17:00	21:00
15/1/2019				17:00	21:00
16/1/2019				17:00	21:00
17/1/2019				17:00	21:00
21/1/2019				17:00	21:00
22/1/2019				17:00	21:00
24/1/2019				17:00	21:00
28/1/2019				17:00	21:00
29/1/2019				17:00	21:00
30/1/2019				17:00	21:00
31/1/2019				17:00	21:00
4/2/2019				17:00	21:00
5/2/2019				17:00	21:00
6/2/2019				17:00	21:00

7/2/2019	17:00	21:00
11/2/2019	17:00	21:00
12/2/2019	17:00	21:00
13/2/2019	17:00	21:00
14/2/2019	17:00	21:00
18/2/2019	17:00	21:00
19/2/2019	17:00	21:00
20/2/2019	17:00	21:00
21/2/2019	17:00	21:00
25/2/2019	17:00	21:00
26/2/2019	17:00	21:00
27/2/2019	17:00	21:00
28/2/2019	17:00	21:00
4/3/2019	17:00	21:00
5/3/2019	17:00	21:00
6/3/2019	17:00	21:00
7/3/2019	17:00	21:00
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18/3/2019	17:00	21:00
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21/3/2019	17:00	21:00
25/3/2019	17:00	21:00
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2/4/2019	17:00	21:00
4/4/2019	17:00	21:00
9/4/2019	17:00	21:00
11/4/2019	17:00	21:00
25/4/2019	17:00	21:00
2/5/2019	17:00	21:00
9/5/2019	17:00	21:00
16/5/2019	17:00	21:00
23/5/2019	17:00	21:00
30/5/2019	17:00	21:00
6/6/2019	17:00	21:00
13/6/2019	17:00	21:00
20/6/2019	17:00	21:00