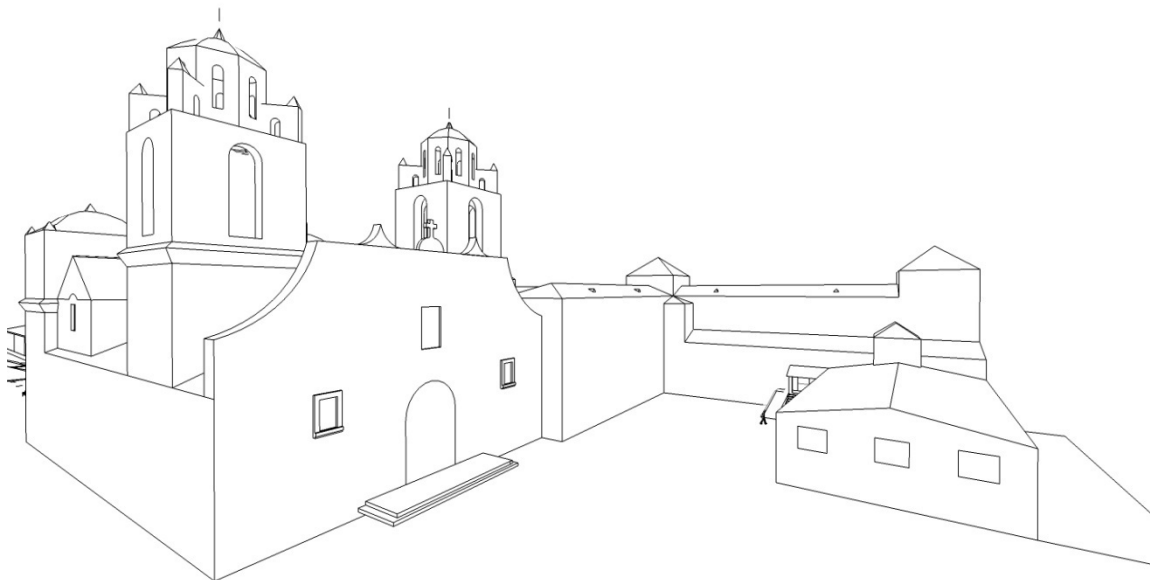




# Teaching Guide 2017-2018

Hospitality analysis, description and main trends. New business models

Master in Hospitality Management



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## Hospitality analysis, description and main trends.

Module: The hospitality industry

Course: Hospitality analysis, description and main trends

Modality: On campus

Number of ECTS: 3

Time: 1st

Lecturer: Nick Montgomery and PhD Margarita Capdepón

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Module, course lecturer/Coordinator: PhD Margarita Capdepón.

## Course description

The hospitality and tourism industry is the largest and fastest growing industry groupings in the world.

"In recent years, tourism has proven to be a strong and fruitful strand of economic activity with a great capacity to contribute to the global economic recovery as it generates billions of dollars in exports and creates millions of jobs. This has happened in destinations around the world, but particularly in Europe which is striving to consolidate its escape from one of the worst economic periods of its history", said Taleb Rifai, UNWTO Secretary-General, at the opening of the Global Tourism Forum in Madrid Spain.

In addition the travel and tourism industry is a sector that provides 9,4% of employment, generating 277 million jobs around the world, and is expected to grow over 3,9% per year in the next decade, (according to Oxford Economics). This data indicates that the tourism sector is vital and strategic for the global economy, thus increasing the demand for qualified professionals who are adapted to the reality of new productive structures based on the constant management of business transformation, as can be seen in the hospitality industry.

The tourism sector and, in particular, the hotel business is one that generates the highest rate of employment worldwide. The hospitality industry is closely related to other key sub-sectors of the development of tourist regions; catering, events, entertainment, wellness, sport, golf courses, among others, thus impacting majorly on labour supply.

The Master's in Hospitality Management offered by UCAM, an Affiliated Member of the World Tourism Organization (UNWTO), is an essential step in the honing in of professional skills and a giant leap in the modernization of tourism management, hereby improving the competitiveness of tourist companies and popular tourist destinations.

In this module we will go over the history of the hospitality industry as far back as during the Ancient Times right up to today. Various possible career paths and ladders will be discussed as well as the key characteristics of the hospitality industry.

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Key topics include your self-assessment and your suitability to this fascinating industry as well as current trends in the industry. New and innovative business models in hospitality and tourism will be explored and finally an in depth perspective of the customer service culture which makes up such an integral and important part of the hospitality industry.

## Previous requirements

None

## Course objectives

1. Know the essential keys of tourism system.
2. Explore new and innovative business models in hospitality and tourism.
3. Understand the perspective of the customer service culture as an integral and important part of the hospitality industry.

## Competences and learning outcomes

### General Competences

- **G1:** Acquire the ability to manage and run hotels and restoration integrated in the current work scenery.
- **G2:** Acquire advanced knowledge to answer the demands of the hotel market.
- **G3:** Develop abilities to promote and manage and continuous change. Promote abilities key to improve management and business competition.
- **G4:** Go deep in the knowledge of the different areas of hotel corporations within a global focus.

### Specific Competences

- **E.1** – Integrate and know how to apply the procedures of the management and running of hotel corporations and restoration: geographic, economic, social, cultural, legal, political and managerial.
- **E.2** –Acquire, understand and know how to apply the operational procedure in the field of accommodation and restoration.

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## Methodology

	Hours	Contact hours	Independent study work
Lectures and seminars	13.5	22.5 (30%)	
Tutorials	4.5		
Assessment in class	4.5		
Personal study	23.62		52.5 (70%)
Assignments and papers	13.13		
Research	15.75		
<b>TOTAL</b>	<b>75</b>	<b>22.5</b>	<b>52.5</b>

## Syllabus

### Theoretical classes

#### **UNIT 1: Hospitality analysis, description and main trends**

I. Hospitality Analysis, Description and Main Trends II. The Hotel Business and Product Life Cycle III. The Service Culture IV. Group Presentations.

#### **UNIT 2. New business models**

I. Some basic tourism principles. II. Tourism demand. III. Tourism supply. IV. New business models.

#### **UNIT 3: The customer service culture**

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### Case study analysis

Case study unit 1 (group presentation): Hyatt Hotels Corporation, Hilton Worldwide, InterContinental Hotels Group, Accor Hotels, Wyndham Worldwide

Case study unit 2: Be Mate.

## Relation to other disciplines of the study program

All subjects are interrelated.

## Assessment system

June Call:

- **Individual work:** 70% of total grade
- **Attendance and participation:** 30% of total grade

September Call:

- **Individual work:** 70% of total grade
- **Attendance and participation:** 30% of total grade

## Bibliographic references

### Basis Bibliography

Cooper, C., Fletcher, J. Fyall, A., Gilbert, D. & Wanhill, S. (2007). *Tourism. Principles and practice*. 4th Edition. Elsevier. 1997.

John R. Walker (2015). *Introduction to Hospitality Management*, 5<sup>th</sup> Edition. Pearson Education Limited

Richard Templar (2011). *The Rules of Management*. 2<sup>nd</sup> Edition. Pearson Education Limited

### Recommended Reading

Roy C. Wood . *Hospitality Management* . Prentice Hall.  
 Michael J. O'Fallen/Denney J. Rutherford. *Hotel Management and Operations*, 5th Edition

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## Webs related

- ✓ [www.unwto.com](http://www.unwto.com)
- ✓ [ww.wttc.com](http://ww.wttc.com)
- ✓ [www.hospitalitynet.org](http://www.hospitalitynet.org)
- ✓ [www.ehotelier.com](http://www.ehotelier.com)
- ✓ [www.hotelmarketing.com](http://www.hotelmarketing.com)
- ✓ [www.customerservicezone.com](http://www.customerservicezone.com)
- ✓ [www.restaurant-hospitality.com](http://www.restaurant-hospitality.com)
- ✓ [www.hostemur.es](http://www.hostemur.es)
- ✓ [www.hostetur.com](http://www.hostetur.com)
- ✓ [www.arumgroup.es](http://www.arumgroup.es)
- ✓ [www.opentable.com](http://www.opentable.com)
- ✓ [www.fecemd.org](http://www.fecemd.org)
- ✓ [www.dircom.org](http://www.dircom.org)
- ✓ [www.aui.es](http://www.aui.es)
- ✓ [www.acrwebsite.org](http://www.acrwebsite.org)
- ✓ [www.ama.org](http://www.ama.org)
- ✓ [www.afe.es](http://www.afe.es)
- ✓ [www.aimc.es](http://www.aimc.es)
- ✓ [www.agep.es](http://www.agep.es)
- ✓ [www.agemdi.org](http://www.agemdi.org)
- ✓ [www.aedemo.es](http://www.aedemo.es)
- ✓ [www.aece.org](http://www.aece.org)
- ✓ [www.aeap.es](http://www.aeap.es)
- ✓ [www.anunciantes.com](http://www.anunciantes.com)
- ✓ [www.adecec.com](http://www.adecec.com)
- ✓ [www.ams-web.org](http://www.ams-web.org)
- ✓ [www.agenciasdemedios.com](http://www.agenciasdemedios.com)
- ✓ [www.aap.es](http://www.aap.es)

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✓ [www.interbrand.com](http://www.interbrand.com)

✓ [www.aemark.es](http://www.aemark.es)

## **Study recommendations**

There are not study recommendations.

## **Instructional materials**

Not needed.