

<i>Course</i>	Hotel Management / Tourism and Leisure		<i>Academic year</i>	2020/2021	
<i>Subject</i>	Accommodation Management		<i>ECTS</i>	4	
<i>Type of course</i>	Required				
<i>Year</i>	2nd	<i>Semester</i>	1st semester		<i>Student Workload:</i>
<i>Professor(s)</i>	Romeu M. S. Lopes (PhD) romeu_lopes@ipg.pt		<i>Total</i>	108	<i>Contact</i> 45
<i>Area/Group</i> <i>Coordinator</i>	Romeu M. S. Lopes (PhD) romeu_lopes@ipg.pt				

Planned

## 1. LEARNING OBJECTIVES LEARNING OBJECTIVES

The curricular unit aims to give knowledge in order to manage the accommodation department, in hotels or accommodation units. It is intended that students learn theoretical and practical knowledge of working methods and techniques, which allow them to promote quality service, customer satisfaction and loyalty. At the end, the student must, with supervision, be able to participate, organize and plan the different tasks of the department or operational area.

## 2. PROGRAMME

### I. Customer relationship

- Business vs. Leisure
- Special needs
- Intermediaries
- Complaint Management

### II. Reservations and back office

- Reservations department
- Computer systems
- Online booking centers
- Occupancy planning
- Commercial contracts
- Group management
- Guest feedback management

### III. Performance indicators

- Revenue management
- Occupancy rate
- Revenue per guest
- REVPAR
- ARR
- Payroll to revenue

#### **IV. Housekeeping**

- Room status
- Room cleaning
- Minibar management
- Timetables and work shifts
- Outsourcing
- Laundry and laundry

#### **V. Security Management**

- Risks and incidents
- Prevention and way of acting
- Control and management (keys, passwords)
- Training, safety and maintenance plans

### **3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES**


The aim, presented in all points of the syllabus, is to transmit theoretical and practical knowledge, methods and working techniques related to the management and provision of accommodation services. It is also highlighted the practical component and the holistic vision needed to achieve different goals in this global context. At the end, the student should be able to independently develop their activity in the accommodation department, namely by planning, managing and controlling different tasks and procedures related with the accommodation services.

### **4. MAIN BIBLIOGRAPHY**

- Abranja, N. ; Almeida, M.; Almeida, A. (2019). Gestão do Alojamento, Receção e Housekeeping, Lidel.
- Costa, R. (2012). Introdução à Gestão Hoteleira. 4ª Ed. Lisboa: Lidel.
- Cunha, L.; Abrantes, A. (2013). Introdução ao Turismo. Lisboa: Lidel.
- Decreto-Lei n.º 39/2008, de 7 de março. Diário da República, 1ª Série, N.º48, pp. 1440-1456 (regime jurídico da instalação, exploração e funcionamento dos empreendimentos turísticos).
- Declaração de Retificação n.º 49/2015, de 2 de novembro de 2015. Diário da República, 1ª Série, N.º214, pp. 9359-9367 (sistema de classificação dos empreendimentos turísticos).
- itBase SA. (2003 - 2010). Manual de utilizador do InovGuest.
- Walker, J. R (2004). Introduction to Hospitality Management. New Jersey: Pearson Education.

### **5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)**

Continuous Assessment: In each of the assessment instruments used, the student will have to obtain a minimum grade of 7.5. The result of the evaluation at each moment will be expressed on a scale from 0 to 20 values and will reflect the average of the student's performance in the following components:

	<b>SUBJECT DESCRIPTION</b>	<b>MODELO PED.014.02</b>
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- Theoretical and practical attendance – 80%
- Practical group work – 20%

Final Assessment: In the Final Assessment, none of the continuous assessment instruments indicated above will be considered for the final grade.

- Practical Theoretical Examination - 100%

## 6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

In order to achieve the proposed objectives, the methodology in the curricular unit is based on theoretical and practical training principles, with a focus on sharing, analyzing and studying real cases. Whenever possible, interaction and brainstorming will be promoted.

## 7. ATTENDANCE

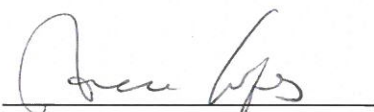
Although attendance is not mandatory, it is a key component for the success of the teaching/learning process. As such, it will be the student's responsibility to manage attendance, punctuality, and participation in the learning process.

## 8. CONTACTS AND OFFICE HOURS

Email: Romeu\_Lopes@ipg.pt (238 320 800) - Thursday - 10:00-01:00PM and 2:30-3:30PM

Seia, 15<sup>th</sup> March 2021

Professor Name:



Area/Group Coordinator:

