

POLI ESCOLA SUPERIOR TURISMO HOTELARIA TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.014.03
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<i>course</i>	HOTEL MANAGEMENT/TOURISM AND LEISURE					
<i>Subject</i>	ACCOMMODATION MANAGEMENT					
<i>Academic year</i>	2023/2024	<i>Curricular year</i>	2nd	<i>Study period</i>	1st semester	
<i>Type of subject</i>	Compulsory	<i>Student workload (H)</i>	Total: 108	Contact: 45	<i>ECTS</i>	4
<i>Professor(s)</i>	Ricardo Jorge da Costa Guerra					
<input checked="" type="checkbox"/> <i>Area/Group Coordinator</i> <input type="checkbox"/> <i>Head of Department</i>	<i>(select)</i>		Gonçalo Poeta Fernandes			

PLANNED SUBJECT DESCRIPTION
1. LEARNING OBJECTIVES

The Accommodation Management curricular unit aims to contribute to the training of students in the management of the accommodation department, in hotel companies and tourist accommodation. Students are expected to acquire theoretical and practical knowledge of working methods and techniques, enabling them to promote quality service and customer satisfaction and loyalty. In the end, the student should, with supervision, be able to participate, organize and plan the various tasks inherent in the provision of services in this department or operational area.

With this UC, it is intended to:

1. Understand the relevance of the accommodation area for the overall performance of hotel units;
2. Understand the organizational structure and functioning of the housing department;
3. Foster an excellent relationship with customers and intermediaries, and understand their specificities;
4. Characterize the back-office department (reservations) and all its operating mechanisms;
5. Optimize the reservations department based on performance indicators;
6. Characterize the floors and laundry/clothing department and all its operating mechanisms;
7. Optimize the management of the floors and laundry/clothing department;

2. PROGRAMME
1 - Accommodation in the tourist phenomenon

- 1.1 The panorama of hotels and accommodation in Portugal
- 1.2 Specific characteristics of hotel companies
- 1.3 The importance of accommodation management in the performance of the hotel unit
- 1.4 Functional organization of the accommodation department

2 – The relationship with the customer

- 2.1 Concept of hospitality
- 2.2 The guest cycle
- 2.3 Intermediary customers
- 2.4 Guests with special needs

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2.5 The concept of CRM – customer loyalty and service quality

2.6 Management of guest complaints

3 – Management of reservations and back office

3.1 Occupation planning

3.2 Computer programs/systems

3.3 Reservations (counter, telephone, email, online, via intermediaries)

3.4 Cancellation of reservations

3.5 Room changes, upgrades and downgrades

3.6 Allotment, release and stop sales

3.7 Overbooking and no-show

3.8 Roomlist, update and control of room status

3.9 Commercial contracts

3.10 Group management

4 - Department of accommodation performance indicators

4.1 Revenue management

4.2 The room/bed occupancy rate

4.3 The average length of stay

4.4 The average room price (ARR)

4.5 Revenue per available room (REVPAR)

5- Housekeeping and laundry service management

5.1 The organization and management of the floor service: hierarchy and functions

5.2 Schedules

5.3 Temporary work or outsourcing

5.4 Cleaning and preparation of rooms and public areas

5.5 Laundry and clothing room

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The syllabus contents were defined according to the objectives to be achieved and skills to be acquired:

Chapter 1: 1. Understand the relevance of the accommodation area for the overall performance of hotel units; 2. Understand the organizational structure and functioning of the housing department;

Chap.2: 3. Foster an excellent relationship with customers and intermediaries, and understand their specificities;

Cap. 3: 4. Characterize the back-office department (reservations) and all its operating mechanisms;

Cap. 4: 5. Optimize the reservations department based on performance indicators;

Cap. 5: 6. Characterize the floors and laundry/clothing department and all its operating mechanisms; 7. Optimize the management of the floors and laundry/ clothing department;

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At all points of the syllabus, an attempt is made to transmit theoretical and practical knowledge, methods and work techniques linked to the management and provision of accommodation services. At the same time, it highlights the importance of professionalism, know-how, know-how and know-how, in the technical, operational, relational and instrumental domain, in an integrated and systemic way.

In the end, the student should be able to develop his activity in the accommodation department independently, namely in the planning and organization of tasks, as well as in the management and control of the operations and procedures inherent in the provision of the service.

The following matrix corresponds between the objectives and the contents:

Programme vs. Objectives	I	II	III	IV	V
1	x				
2	x				
3		x			
4			x		
5				x	
6					x
7					x

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).
- Quintas, M. (2006). Organização e Gestão Hoteleira, Oteltur.
- Santos, L. et al (2016) Contabilidade da Gestão Hoteleira. Cacém. ATF-Edições Técnicas
- Walker, J. R (2004). Introduction to Hospitality Management. New Jersey: Pearson Education.

Websites:

- Turismo de Portugal <http://www.turismodeportugal.pt/>
- Travel BI Turismo de Portugal <https://travelbi.turismodeportugal.pt/>
- INE Portugal <https://www.ine.pt/>
- Registo Nacional de Turismo <https://registos.turismodeportugal.pt/>
- World Tourism Organization <https://www.unwto.org/>

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5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The teaching methodology is based on the expository component complemented with active techniques. The following are used: debate, group work, case studies and resolution of practical exercises.

Continuous Assessment consists of a written assessment test (of a theoretical-practical nature) and a practical assignment. The student's final classification is obtained through the following weighting: 70% of the assessment test grade and 30% of the practical work grade. Approval in the curricular unit implies a minimum grade of 7 in any of the evaluation methods.

Assessment by Final Exam consists of a written assessment test, of a theoretical-practical nature, which determines the student's final classification.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

For each component of the syllabus there is an exposition of concepts as well as a debate and study of concrete examples of the application of the theory. In some syllabus practical exercises are solved. In this way, students' reflection and critical spirit are promoted in order to obtain the specific knowledge required for professional performance in this area. Carrying out work allows the development of skills and the practical application of the knowledge learned.

In addition, it is intended to develop students' personal skills through reflection on the various theoretical components and their application in their know-how, know-how, know-how and know-how, so that these future professionals come to perform their role in collaboration with the other individuals in the organization. The form of evaluation allows assessing the level of knowledge of the students, ensuring that they have knowledge about all the syllabus contents.

In order to achieve the proposed objectives, whenever possible, interaction and debate of ideas and the application of the role play technique will be promoted, with the teacher being responsible for reinforcing learning and coordinating the various actions and tasks of simulating the operational technique and professional. In this way, it is intended to put into practice the knowledge learned, in order to promote a service of excellence and customer loyalty.

7. ATTENDANCE

In the continuous assessment of each student, a minimum of 2/3 of the classes taught and the tutorial orientation sessions were required for attendance. Such a condition does not apply only to students with worker-student status.

8. CONTACTS AND ATTENDANCE

The teacher will be available at ESTH's personal office B23, according to the schedule established and approved by the ESTH Board for student assistance and via email (ricardoguerra@ipg.pt).

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DATE

17 de fevereiro de 2024

SIGNATURE

Professor

(signature)