



UNIVERSIDADE LUSÍADA
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Course Unit Program
Accommodation Management

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Accommodation Management (V2130)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

1st Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora MARIA MANUELA MARTINS SARAIVA SARMENTO COELHO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Fundamentals of accommodation management from the strategic, quality, sustainability, and current operation perspectives.

15. Specific Objectives

The aim is analysing the management activity of a hotel unit in the tourist destination where it is located and analyse partnerships and complementarities with other economic agents.

Analyse the entire decision-making process that ends with the creation and management of a hotel unit.

Give a strategic vision of the hotel business and highlight the existing interconnection between the different management horizons (medium, long, and short term).

Manage quality, efficiency and sustainability.

16. Skills to be acquired

Ability to address issues inherent to the management and organization of a hotel unit.

Acquisition of a set of knowledge in the following areas: sustainability; ethics and responsibility; entrepreneurship; strategy; management control; innovation; marketing and yield management; financial and uniform system of accounting; operations.

17. Teaching Methodology



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Expository method interspersed with periods of questions and answers and brainstorming in living room.

Contact with business reality and its work tools.

Execution of works on the subject that provoke research and reflection on the existing reality and on what they would do if they were responsible for a hotel unit.

Tutorial monitoring of students throughout the semester.

18. Course Unit Program



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Chapter 1: Hotel management

Introduction to hospitality

Importance of hotel activity

Characteristics of hotel services

Classification/categories of tourism enterprises

Operational departments of a hotel

Franchise and referral groups

Offer of different types of rooms

Meals

Tours

Most used acronyms in the hospitality industry

Organizational chart of a hotel

Hotel system

Reception

Food and beverage

Sales and marketing

Accounting

Maintenance and security

General management

Hotel service

Specific objectives of a hotel

Events in the hospitality industry

Leisure

Accommodation manual

Rules of conduct and hygiene and clothing rules

Governance conduct reports

Registration of forgotten objects

Maintenance

Complaints ? how to deal with them.

Commandments of good hospitality

Key characteristics of the hospitality professional

Chapter 2: Quality and sustainability of tourist accommodation

Some definitions of quality

Main features of the services

moment of truth

Model of the 5 gaps ? SERVQUAL

Approaches to customer service quality

Standard NP ISO 8402 (1997)

Costs of detecting failure in launching a new product

Perceived service quality.

Hospitality product characteristics based on contact and experience.

Types of quality that influence the tourist accommodation industry.



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Historical synopsis of the concept of quality
process quality
process control
quality costs
Techniques for quality improvement
Ishikawa or cause-and-effect diagram
Total quality management
customer satisfaction
Types of customers according to Albrecht and Bradford
7 deadly sins of service
Customer satisfaction regarding the attributes of the good/service
Implications of customer satisfaction
Dimensions of service quality according to the LODGSERV model
Dimensions of service quality according to the SERVQUAL model
Sustainability and service quality strategic plan
Determining key characteristics that contribute to customer satisfaction.
Service quality information system
Methods for evaluating the degree of customer satisfaction.
quality certification
Maslow's hierarchy of needs
Leadership
Human resource management
Evaluation of quality results
Service quality improvement
Quality warranty
Implementation of total quality management in the hospitality industry
Clarification of doubts. Examples. Mini case studies

Chapter 3: Ownership, brand and types of management contracts in hospitality
Ownership, branding and management concepts in hospitality
Hotel management property types
Independent hotels
Hotels associated with a hotel chain.
Lease or lease agreement
Management contracts
Franchise or franchising agreements
Brand in hotel units or hotel chains
Accor hotels hotel group brands
Branding and marketing in hospitality

Chapter 4: Room sale agreements, prices, and reservation management
Revenue management
Occupancy rate



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Average daily rate
Revenue per available room
Gross operating profit per available room
Markup
Price in hotels
Factors to consider in determining the price in the hotel industry.
Hotel price lists
Reservation management
Distribution and distribution contracts
Contracts of travel agencies and tour operators with the hotel industry.

19. Assessment Methods

This CU follows the General Evaluation Regime of Lusíada University.
2 tests and 1 individual work with report, presentation, and discussion.

20. Didactic Resources

Suggested bibliography.
Articles nominated by the chair regent.
Texts prepared by the chair regent.
Practical exercises.
Visit to a hotel.

21. Sustainability Objectives

The decision making must be based on the sustainability axes: economic, social and environmental.
Economic: adopt measures aimed at increasing their efficiency to generate jobs and remunerate the invested capital.
Social: respect human rights, promote equal opportunities, acting fairly with their employees and stakeholders.
Environmental: focus their efforts on conserving and managing natural resources, as well as protecting the landscape and the surrounding environment.

22. Keywords

Hotel management
Accommodation Management
Hotel Operations Management
Quality and sustainability



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23. Main Bibliography

Author(s): Rodrigues Costa & Teresa Sousa
Title: Gestão Comercial Hoteleira
Edition: 1ª Year: 2015
Local: Lisboa
Publisher: Lidel

Author(s): Manuela Sarmento
Title: Fundamentos de Gestão do Alojamento (Não publicado)
Edition: Year: 2022
Local: Lisboa
Publisher: Não publicado

Author(s): Manuela Sarmento
Title: Gestão pela Qualidade Total na Indústria do Alojamento Turístico
Edition: 1ª Year: 2003
Local: Lisboa
Publisher: Texto Editora

24. Complementary Bibliography

Author(s): Bob Brotherton e Roy C. Wood (ed.)
Title: The SAGE Handbook of Hospitality Management
Edition: 1ª Year: 2008
Local: London
Publisher: Sage

Author(s): J. Albano Marques
Title: Manual de Hotelaria. Políticas e Procedimentos
Edition: 1ª Year: 2007
Local: Lisboa
Publisher: Civilização Editora



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Autor / Author	Prof. Doutora MARIA MANUELA MARTINS SARAIVA SARMENTO COELHO
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