UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Accommodation Management

Academic Year 2025/2026

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 TATIANA BALTAZAR FAZENDA

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

- Understand the functional structure of a tourist accommodation (reception, housekeeping, F&B, maintenance);
- Organize, coordinate and manage operations in tourist accommodation units;
- Apply quality control tools, operational costs and maximize revenue;
- Develop strategic and innovation plans for the growth and differentiation of accommodation in the hotel sector;
- Recruit, train and lead work teams in the accommodation.

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17. Teaching Methodology

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

1. The relationship between tourism and hotels;
2. The importance of hotel activity;
3. Characteristics of hotel services;
4. Categories and types of tourist enterprises - tourist accommodation and local accommodation;
5. Statistical data;
6. Organic and relational structure of hotel establishments;
7. Procedures and work methods in the hotel industry;
8. Accommodation management - customization, partnerships, functionality, HR, sustainability and technology;
9. Accommodation management - strategic planning and management;
10. Accommodation management - Financial control and management;
11. Revenue Management in the hotel industry;
12. Accommodation management - Quality, maintenance, security and accessibility;
13. 7 Deadly Sins of Service;
14. Customer satisfaction regarding the attributes of the good/service;
15. Implications of customer satisfaction;
16. Accommodation management - management, human resources and teams;
17. Marketing and sales in hotels;
18. Management of the product and service of a tourist accommodation;
19. The implementation of new products and services;
20. Marketing and communication in tourist accommodation;
21. Management of the product and service of a tourist accommodation;
22. The implementation of new products and services;
23. Accommodation - front-office, back office and housekeeping;
24. The food & beverage (F&B) product;
25. Price in hotels;
26. Factors to be considered in hotel pricing;
27. Price lists in hotels;
28. Reservation management;
29. Contracts between travel agencies and tour operators with hotels;

19. Assessment Methods

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Fundamental Elements of Evaluation:
-Group work;
-2 Intermediate tests;

Supporting elements for continuous evaluation:
-Small individual and group work carried out in class;
-Observation of the following behavior indicators:
a) Participation and adherence
b) Attendance and punctuality
c) Cooperation and interaction with classmates and teacher
d) Initiative for research
e) Motivation for self-discovery

20. Didactic Resources

Multimedia video projector; PC with office environment software; Copies of exercises and case studies; films and multimedia material.

21. Sustainability Objectives

1º-SDG 8 Decent Work and Economic Growth: Creation and management of employment in the hotel sector.
2º-SDG 11 Sustainable Cities and Communities: Integration of tourist accommodation into sustainable urban planning; Combating mass tourism and encouraging local tourism.
3º-SDG 12 Sustainable Production and Consumption: Reducing waste (water, energy, food, disposable products).
4º-SDG 13 Climate Action: Energy efficiency and environmental management.

22. Keywords

Operational Management;
Financial Management;
Revenue Management;
Human Resources Management;

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23. Main Bibliography

Author(s): Nuno Abranja, Mafalda Almeida, Anabela Elias Almeida
Title: Gestão Hoteleira - O Produto, o Serviço e as Técnicas
Edition: Year: 2020
Local:
Publisher: Lidel

Author(s): Nuno Abranja , Mafalda Almeida e Anabela Elias Almeida
Title: Gestão do Alojamento, Receção e Housekeeping
Edition: Year: 2019
Local:
Publisher: Lidel

Author(s): Rodrigues Costa e Teresa Sousa
Title: Gestão Comercial Hoteleira
Edition: Year: 2015
Local:
Publisher: Lidel

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24. Complementary Bibliography

Author(s): Nuno Abranja e Carlos Magalhães
Title: Gestão de Agências de Viagens e Turismo
Edition: 2ª Year: 2018
Local:
Publisher: Lidel

Author(s):
Title:
Edition: Year:
Local:
Publisher:

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'GESTÃO DO ALOJAMENTO': Academic Year 2025/2026
Autor / Author	Prof. Doutora TATIANA BALTAZAR FAZENDA
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0

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