INTRODUCTION

This seminar analyzes the Hotel and Resort Business while providing an overview to the Rooms, Food & Beverage and Meeting areas. 3, 4 and 5-star hotels are taken as examples of the lodging industry.

AIMS

Aims
To see, understand and to learn the reality of the Hotel & Resort Business. The main objective of the course is to get students acquainted with the operational areas by presentations, article studies, class discussions and visits.

The course is intended to support the student in:
- Gaining an insight into independent and chain managed hotels operational departments.
- Identifying the factors to be taken into account when making operational choices.
- Exploring the relationship between levels of customer service and resources.
- Managing the Meetings in-house process.

METHODOLOGY

We will follow a progressive approach from the most general to the most specific structures. The course combines presentations, visits and case studies.

Articles and Case studies: require reading and individual preparation prior to class. They provide foundation knowledge, to facilitate discussion and understanding of the case studies & materials presented in class.

Visits: Before the visit there will be an explanation about the hotel we are going to visit and participants must read press-releases, reviews or other information about the hotels and be ready for asking questions.
Professional look and business attire is also required for the visits.

EVALUATION

The students evaluation will be based on active class participation, individual work and group work. Final grade will be the result of:
30% - Participation in class which includes the following elements; Attitude, quality of discussion and contribution to the debate in class of case studies.
15% - Preparation of visits to hotels.
55% - Final examination and/or final paperwork.

Student must pass the final examination in order to pass the subject

BIBLIOGRAPHY
