

## **TOURISM HOUSING AND ENTERPRISE MANAGEMENT**

Degree in Touristic Activities Management

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Code: 15818

Main Scientific Area: Planning, organization and management in tourism

Lecturer: Abílio da Cunha Vilaça

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

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### **Objectives**

The unit of Tourism Housing and Enterprise Management aims to: - To provide scientific principles for the management of accommodation and tourist facilities, considering the essential hotel production in order to produce the goods and services provided by a hotel unit. - To deal with topics such as technological trends in the hotel industry, innovation and technology in the service of hotel production. - Understand the production and flow management, financial and human aspects, the organization of the different components of the hotel service (Kitchen, Bar, Refrigeration, Laundry and Wardrobe, Storage in Hospitality). - Plan and control hotel production. - Identify the main equipment and its characteristics. - To understand the Physical and Ergonomic Fundamental characteristics, the Energy Sources, Environment and Ecology in Hotel Units and Hotel Layout solutions

### **Learning Outcomes**

- Diagnose and resolve production of the hotel management problems - Identify and Develop management systems for the hotel production - Identify the constraints of a production system in hospitality - Implement corrections in the management of the hotel production - Apply the knowledge on optimizing existing production systems - Select and use methods and techniques of production management for problem solving - Ability to implement new layouts Hospitality Services Production - Promote ergonomics, protection of Environment, Air Quality, and Ecology in a hotel unit

### **Course Contents**

Chapter I - Accommodation Management 1. The Accommodation. concepts, technical characteristics and trends 1.2.The Accommodation and Tourism 1.3.Typology and Characterization of Accommodation 1.4.A Capacity of an accommodation unit 1.5.Hotel Occupancy Rate 1.6.The business potential of a housing unit 1.7, Evolution of the Hotel Industry 1.8.Forces of Progress of the Hotel Industry 1.9.New General Principles of Hotel Management 1.10.Organization of Housing 1.11.Innovation, Technology and Hotel Production 7/17 1 1.12.Regulation and Operating Conditions 2. Introduction to Hotel Production Management 2.1. Evolution of Hotel Competitiveness 2.2. Context of the New Hotel Production Management 2.3. Hotel Production and Flow Management 2.4. Hotel Production Management and the Financial Aspect 2.5. Hotel Production Management and the Human Aspect 3. Diagram of the Circuits of Customers, Personnel and Goods of a Hotel 3.1. Fundamental Organization of a Hotel 3.2. Kitchen Organization Chart 3.3. Organogram of the Pantry and Refrigerating Installations 3.4. Bar Organization Chart 3.5. Laundry and Rouparia Organization Chart 4. Storage Facilities in Hospitality 4.1. Crockery and Glassware Warehouse 4.2. Warehouse Stationery 4.3. Warehouse Cleaning Products 4.4. Office Warehouse 4.5. Warehouse Furniture 4.6. Clothes Warehouse 4.7. Food and Beverage Warehouse 4.7.1. Commissary 4.7.2. Pantry 5. The Hotel Production System 5.1. Functional Organs 5.2. Production sector 5.3. Instruments of Planning in Hotel Production 5.4. Control of Production in Food and Beverages 8/17 1 5.5. Bar Production Control 5.6. Room-Service

Production 5.7. Laundry Production and Wardrobe 6. Production Equipment and Hotel Facilities 6.1. Basic Physical and Ergonomic Characteristics 6.2. Facilities and regulation 6.3. The Equipment and its Use 6.4. Laundry and Equipment 6.4.1. Washing Machines 6.4.2. Cars 6.4.3. Drying machines 6.4.4. Machine to Pass 6.4.5. Complementary Equipment 6.5 Kitchen and Equipment 6.5.1. Preparation Equipment 6.5.2. Equipment of transformation 6.5.3 Cold Storage Equipment in Hospitality 6.5.4. A Ventilation Kitchens 6.6. HVAC system 6.6.1. A Hotel Air Conditioning 6.6.2. Ventilation and Air Quality 6.7. A Hotel Lighting 6.8. Water in Hospitality and Catering 6.9. The Elevators 6.10. Sources of Energy, Environment and Ecology in Hotel Units 6.10.1.0. Typologies of Hotel Energy 6.10.2. A Electricity in Hospitality 6.10.3. O Gas in Hospitality 9/17 1 6.10.4. Diesel and Cisterns 6.11. Hotel Layout Solutions 6.11.1. Restaurant / Laundry 6.11.2. Food Room 6.11.3. Bar and Surrounding Area 6.11.4. Reception and Waiting Rooms 6.11.5. Gardens and Recreation Areas 6.11.6. Other Complementary Services 6.12. Maintenance of Building and Equipment Chapter II - Organization of Tourist Enterprises 1. Company Concept 2. Classification of Tourist Enterprises 3. The quality of tourism companies 4. A Pool 5. The Gymnasiums 6. The SPA's 7. The Golf Courses, characteristics and specificities 8. Theme Parks 9. Offer of Tourist Products Chapter III - Management of Tourist Enterprises 1. Economic-financial plan 2. Management of Events 3. Team management 4. Customer Loyalty 5. Managing Dissatisfaction and Complaints

### **Recommended Bibliography**

Abranja, Nuno. Almeida, Mafalda. Almeida, Anabela Elias (2019), GESTÃO DO ALOJAMENTO, RECEÇÃO E HOUSEKEEPING, Edições LIDEL

Ghosal, S. (2011). Hotel Engineering. Oxford University Press. Marques, J. A. (2014). Manual de Hotelaria, Editora Civilização, Lisboa. Ai Quintas, M. (2006), Organização e Gestão Hoteleira, Editora Oteltur, Lisboa. Decreto-Lei n.º 65/97, de 31 de Março, Decreto-Lei n.º 317/97 de 25 de Novembro

### **Learning and Teaching Methods**

The program contents are in line with the new trends in the management of housing production and the products and services that comprise it, as well as national regulations and European regulations. The Pools, Spas, and Golf Courses have specific regulations that must be respected by the promoters of tourist developments. The UC seeks to prepare students for the specific knowledge of the techniques and methods of housing management and tourism enterprises in a sustainable business perspective and compliant with the regulations required.

### **Assessment Methods**

2 Tests corresponding to 80% of the assessment 1 job corresponds to 20% of the assessment Minimum score of 8 points to perform the following test.