

**COURSE INSTRUCTOR**

Duarte Pimentel  
Docente Teste 1

**SHORT BIOGRAPHY**

Duarte holds a Master's in Tourism and a Hospitality Management degree from Estoril Higher Institute for Tourism and Hotel Studies. He holds a postgraduate degree in Marketing Management from ISEG, the Strategic Hotel Management course from Cornell University and has a Catering and Hospitality Specialist degree. Visiting lecturer at NovaSBE since 2021, has been teaching for many years at ESHTE, Europeia University, Católica Porto Business School and other institutions in the field areas of Hospitality Marketing, Hotel Operations and Revenue Management. He has over 20 years professional experience, namely as a Hotel Consultant, Director of Marketing and E-business at Pousadas de Portugal, also other management positions at Pestana H&R, Tivoli, Hotel da Lapa and Hotéis Sopete.

Consultor em Gestão Hoteleira com mais de 20 anos de experiência profissional em cargos de gestão, nomeadamente Diretor de Marketing e Revenue nas Pousadas de Portugal, também nos Pestana Hotels & Resorts, Herdade da Cortesia, Hotéis Tivoli, Lapa Palace e Hotéis Sopete. Mestre em Turismo e Licenciatura em Gestão de Hotelaria pela ESHTE - Instituto Superior de Turismo e Hotelaria do Estoril. Pós-Graduação em Marketing Management pelo ISEG, Pós-Graduação em Gestão Estratégica Hoteleira pela Cornell University e Título de Especialista em Hotelaria e Restauração. Cerca de 18 anos de experiência de ensino em Sales & Marketing, Operações Hoteleiras, Revenue Management e outras áreas colaborando em instituições como a ESHTE, Universidade Europeia, Católica Porto Business School, ISEG e recentemente na NovaSBE.

**INSTITUTIONAL EMAIL**

duarte.pimentel@novasbe.pt

**OFFICE HOURS**

by appointment

por marcação prévia

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Scientific Area/Área Científica:	Gestão		
Frequency/Periodicidade:	Semestral		
Number of Contact Hours/ Número Horas Contacto:			
(T) Teóricas/Theoretical:	0000:00	(TP) Teórico-Práticas/Theoretical-Practical:	0036:00
(P) Práticas/Practical:	0000:00	(OT) Orientação Tutorial/Tutorial Orientation:	0010:00
(PL) Práticas Laboratoriais/Practical Labs:	0000:00	(S) Seminário/Seminar:	0000:00
Horas Dedicadas/Dedicated Hours:	0150:00		
Total Horas/Total Hours:	0196:00		

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**PREREQUISITE(S) / PRÉ-REQUISITO(S)**

NA

**COURSE UNIT AIMS**

Using the focal point of hospitality management, the student learns to understand, analyze and apply the principles and best practices of hotel operations management.

**COURSE UNIT CONTENT**

1. Hospitality Operations Environment
  - 1.1. Key concepts and trends
  - 1.2. Different types of hotel operations & concepts
  - 1.3. A Conceptual Framework of the Hotel General Manager's Job
2. Best practices in specific areas of hospitality operations
  - 2.1. Front Office
  - 2.2. Housekeeping
  - 2.3. F&B services
  - 2.4. Culinary
  - 2.5. Beverages
  - 2.6. Maintenance
3. Analyze and redesign existing concepts of hospitality by using the models and considering the current practices.
4. Design and deliver new hospitality concepts, which adds value to the new generation of customers and investors.

**LEARNING OBJECTIVES**

**A. Knowledge and Understanding**

Develop and collectively agree on a theoretical frame of reference

Comprehend and can explain the current practices in hospitality operations, namely the most relevant areas such as front office, housekeeping, food & beverage and maintenance

Redesign hospitality and its operations from a guest and productivity perspective

Design and deliver new hospitality concepts, which adds value to the new generation of customers and investors

**B. Subject-Specific Skills**

Develop skills in hospitality related business sciences and techniques in identification, problem solving and developing strategic and operational plans for hospitality management

**C. General Skills**

Develop presentation and team working skills

Strengthen project management skills

### **DEMONSTRATION OF THE COHERENCE OF THE SYLLABUS WITH COURSE UNIT AIMS**

The course starts with an introduction of the hospitality operations approaching key concepts to understand the hotel business model, organization and trends.

A second part addresses the hospitality operations best practices, providing specific content related to the most relevant areas such as front office, housekeeping, food & beverage and maintenance.

The third part includes case studies in order to confirm the key concepts and field work in a real hotel with a hotel manager to analyze a specific operations model and apply critical thinking

Finally, students will be able to develop creative hospitality business concepts both product/service to improve the Novasbe campus experience for students, academic staff, visitors and others

### **TEACHING AND LEARNING METHODS**

The course covers the main topics outlined above, through the combination of learning

techniques, taking into consideration different learning styles. Lectures are used to provide a solid

theoretical background. Case studies (paper and videos) are used to bring the theoretical concepts to life and enhance comprehension through discussion. Hotel operations experts will add consistency and real world experience, also creating networking opportunities. Finally, direct application of the theory with field work assignments.

### **DEMONSTRATION OF THE COHERENCE OF THE TEACHING METHODS WITH COURSE LEARNING OBJECTIVES**

Theoretical classes will approach the hospitality operations key concepts to understand the hotel business model, organization and trends.

The participation of hospitality operations experts will give a glance of the best practices, providing specific content related to the most relevant areas.

Case studies are fundamental to confirm and apply key concepts in class and field work gives students the chance to visit a hotel and interview a hotel manager to analyze a specific operations model and apply critical thinking

Finally, students will be able to develop creative hospitality business concepts both product/service to improve the Novasbe campus experience for students, academic staff, visitors and others, applying key concepts of hospitality operations

### **DEMONSTRAÇÃO DA COERÊNCIA DAS METODOLOGIAS DE ENSINO COM OS OBJETIVOS DE APRENDIZAGEM DA UNIDADE CURRICULAR [PT]**

### **ASSESSMENT**

Evaluation will consist of:

1. Field work about a specific hotel (group assignment) (30%)
2. Development of product/service at Novasbe campus (group project) (30%)
3. Exam (40%)

Grading scale in this course is 0-20. The general rules of NOVA SBE regarding academic dishonesty apply.

## **BIBLIOGRAPHY**

Hayes, D., Ninemeier, J. & Miller, A. (2017). Hotel operations management. Boston: Pearson

Denney G. Rutherford, Michael J. O'Fallon (2011), Hotel management & operations 5th Editions. JOHN WILEY & SONS, INC.

Wood, R. (2017). Hotel accommodation management. Abingdon, Oxon New York, NY: Routledge is an imprint of the Taylor & Francis Group, an Informa Business.

Any additional reading materials for this course will be available through Moodle.

## **ADDITIONAL INFORMATION**

### **Course Impact Relation**

Throughout the teaching period, the course challenges students to reflect, discuss and deepen understanding on SDG 8, namely by exploring the principles and best practices of hotel operations management, as well as designing and delivering new value-adding hospitality concepts. This understanding is evaluated through the assessment forms.

