

Doc. 300.1.2

Date: Date.

## Higher Education Institution's Response

- **Higher Education Institution:**

Name

City Unity College

- **Town: Nicosia**

- **Programme of study  
Name (Duration, ECTS, Cycle)**

**In Greek:**

Διεθνής Διαχείριση Ξενοδοχείων και Τουρισμού (4 έτη, 255 ECTS,  
Πτυχίο)

**In English:**

International Tourism and Hospitality Management (4 years, 255  
ECTS, Bachelor)

- **Language(s) of instruction: Greek and English**

- **Programme's status: Currently Operating**

- **Concentrations (if any):**

**In Greek:** Concentrations

**In English:** Concentrations



**The present document has been prepared within the framework of the authority and competencies of the Cyprus Agency of Quality Assurance and Accreditation in Higher Education, according to the provisions of the “Quality Assurance and Accreditation of Higher Education and the Establishment and Operation of an Agency on Related Matters Laws” of 2015 to 2021 [L.136(I)/2015 – L.132(I)/2021].**

## A. Guidelines on content and structure of the report

- *The Higher Education Institution (HEI) based on the External Evaluation Committee's (EEC's) evaluation report (Doc.300.1.1 or 300.1.1/1 or 300.1.1/2 or 300.1.1/3 or 300.1.1/4) must justify whether actions have been taken in improving the quality of the programme of study in each assessment area. The answers' documentation should be brief and accurate and supported by the relevant documentation. Referral to annexes should be made only when necessary.*
- *In particular, under each assessment area and by using the 2<sup>nd</sup> column of each table, the HEI must respond on the following:*
  - *the areas of improvement and recommendations of the EEC*
  - *the conclusions and final remarks noted by the EEC*
- *The institution should respond to the EEC comments, in the designated area next each comment. The comments of the EEC should be copied from the EEC report **without any interference** in the content.*
- *In case of annexes, those should be attached and sent on separate document(s). Each document should be in \*.pdf format and named as annex1, annex2, etc.*

## 1. Study programme and study programme's design and development (ESG 1.1, 1.2, 1.7, 1.8, 1.9)

Areas of improvement and recommendations by EEC	Actions Taken by the Institution
<p><b>1.2 Design, approval, on-going monitoring and review</b> Options of a <b>final year project/</b> dissertation or an additional 2 electives/ language courses are offered to students. The limited elective courses available does not enable students' specialization flexibility.</p> <p>As the programme is <b>franchised with Cardiff Metropolitan University (UK)</b>, the EEC members are assured of wider quality assurance processes. Programme Intended Learning Outcomes (PILOs) do not explicitly include International Tourism perspectives.</p>	<p>Following the EEC's comments and suggestions, the Institution has revised the structure of the offered programme and has made the final year/dissertation compulsory for all students.</p> <p>Additionally, all the Learning Outcomes (LO's) have been harmonized with the programme's ILO's and have been updated following Bloom's taxonomy as well as the EQF's guidelines. <b>(the revised syllabi are herewith attached).</b></p> <p>It is pointed out that the programme is NOT offered under a franchise agreement with the Cardiff Metropolitan University. The Institution is offering other franchised programmes (all accredited by the CYQAA). This was emphasized emphatically both in the original application and in the presentation to the EEC during the accreditation event.</p>
<p><b>1.3 Public information</b> Public information is limited, for example the number of courses per semester is presented but not the <b>content and the requirements of every course</b>, a necessary information to the prospective students.</p> <p>Internal regulations of the College are presented online, on the college's website. While the registration requirements are available, there is no link to the <b>application form</b>.</p>	<p>The Institution points out that an application form is available on our website <b>(see link; <a href="https://cityu.ac.cy/request-information/">https://cityu.ac.cy/request-information/</a>)</b> Interested applicants can apply either using the above application form and/or chat with us, email us, call or visit us. Additionally, an application form is available at each and every programme of studies on our website.</p> <p>Furthermore, it is pointed out the content of each course offered is available in our Prospectus which is annually updated as per the CYQAA and Ministry of Education requirement and is available on the website <b>(see link: <a href="https://cityu.ac.cy/3d-flip-book/prospectus-2023-2024/">https://cityu.ac.cy/3d-flip-book/prospectus-2023-2024/</a>)</b></p> <p>The Institution has uploaded the QA Policy, in compliance with the EEC's comments. <b>(see link: <a href="https://cityu.ac.cy/the-college/quality-assurance/">https://cityu.ac.cy/the-college/quality-assurance/</a>)</b></p>



**The QA policy** should be presented on the college's website in order to illustrate the college's adherence to the required quality and regulatory frameworks.

## 2 Student – centred learning, teaching and assessment (ESG 1.3)

Areas of improvement and recommendations <b>by EEC</b>	Actions Taken by the Institution
<p><b>2.2. Practical training</b></p> <p>The EEC members commends the college for including three periods of <b>compulsory internships</b> for all students on the programme. This supports the Cyprus tourism and hospitality industry’s internship initiatives. The students are monitored through the practical programme, but the students do not appear to be assessed via a <b>written report</b>, or assignment to evaluate their ability to incorporate theory to practice and vice versa. Therefore, the assessment of the ILOs is not achieved. The students appear to be well-paid during their internship, although there were suggestions to broaden their job functions during the internship by rotations throughout different departments.</p> <p>The practical component of the programme could be further enhanced by inviting <b>guest speakers</b> from the tourism and hospitality industry.</p>	<p>The Institution points out that each student taking part in the compulsory internships, does keep a log book in which what he/she does during this period is recorded and verified by both the supervisory lecturer/instructor, as well as the employer’s representative (<b>a copy of such a log book is herewith attached</b>).</p> <p>Rotation in the employers’ various departments is unfortunately not always practically possible, not because the Institution wouldn’t prefer it, but because the employers, being in most cases 5 star hotels, have a rigid work schedule; nevertheless, we will do our best where possible to adopt this practice.</p> <p>Guest speakers are already invited in various courses; Between 2019 and 2023, 26 guest speakers have been invited and participated in lectures at City Unity College. Please see section 3 point 2 for a list of the lecturers.</p>

### 3 Teaching staff (ESG 1.5)

Areas of improvement and recommendations by EEC	Actions Taken by the Institution
<p><b>Areas of improvement and recommendations</b></p> <p>Provide enhanced support/<b>mentorship</b> for currently less research-active faculty.</p> <p>Invite relevant industry practitioners as <b>guest speakers</b> on a regular basis for the programme.</p> <p>Formulate a research strategy at college level for all teaching staff to be engaged in <b>research informed teaching</b>.</p> <p>Encourage <b>students to engage in research</b> that informs practice through internships, and involvement with teaching staff and practitioners.</p> <p>Encourage teaching staff to actively participate in <b>Erasmus+ exchange</b>.</p>	<p>1) Less active and less experienced faculty receive support in their efforts to become more active. They are invited to participate regularly in research workshops and discussions, where we form teams to work on research projects / articles / conferences etc. Research is produced as a result of these discussions, with teams from the College with experienced and less experienced researchers working together, for example:          Garanti, Z., Violaris, J., Berjozkina, G., &amp; Katemliadis, I. (2022). 7 Rebranding Destinations for Sustainable Tourism Recovery Post COVID-19 Crisis. COVID-19 and the Tourism Industry: Sustainability, Resilience and New Directions. Furthermore, everyone has an equal right to obtain teaching hour reduction to work on the research projects. Less experienced researchers are also invited to participate in Erasmus+ research projects as researchers.</p> <p>2) Guest speakers are invited to participate in classes, discussions and conferences that are organized by the College. For example, in January 30, 2024 CityU hosted an Erasmus+ project dissemination conference on Sustainable Hospitality Digitalization Toolkit. Two keynote speakers from the Hospitality industry, and 5 guest speakers presented their speeches. Further, In years 2019-2023, we have received 26 visiting lecturers from 8 countries that have given guest lectures in the College. Indicatively, some of them were Dr. Jevgenija Dehtjare, Julija Mironova, Anda Zvaigzne, and Aļona Klodāne, from Latvia; Arkadiusz Malkowski, Rafał Mazur, and Piotr Nowaczyk from Poland; Prof. Mr. Maneesh Ketkar, Prof. Mr. Guruprasad Muthuseshan, Dr. Pranjali Madhur and Prof. Mr. Inderpal Singh from India; Dr. Niveen Mohamed Youssef El-Saghier and Dr. Ahmed Elsamadicy from Egypt; Dr. Roudaina Fayad and Dr. Bassem El Kaissi from Lebanon.</p> <p>3) The Research Policy is formulated and attached.</p> <p>4) Students are encouraged to actively take part in research activities, participate in student conferences, and other activities. For example, our partner university in Latvia (Latvia University of Life Sciences and Technologies) organize yearly student conference Students on Their Way to Science, where CityU students take place. Further, in October 2023 CityU students took part in a Learners workshop and Dissemination conference as part of the KA2 Erasmus+ project “Sustainable Hospitality Digitalisation Toolkit” (project No. 2021-1-</p>

	<p>LV01-KA220-VET-000033140), co-funded by the European Union. Students are always encouraged to participate in Erasmus mobilities. Up to now, 11 students have taken part in Erasmus mobilities and especially in Erasmus internships, to gain work experience abroad.</p> <p>5) Regarding outgoing staff mobility, since 2018, we have had 30 outgoing Erasmus+ staff mobilities realized, both for training and teaching assignments. The majority of them, was organized during the academic year 2022-2023, in Europe and abroad. We already have another 5 outgoing mobilities planned for the first half of 2024.</p>
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#### 4 Student admission, progression, recognition and certification (ESG 1.4)

Areas of improvement and recommendations <b>by EEC</b>	Actions Taken by the Institution
<p><b>4.1 Student admission, processes and criteria</b> .... however, during the site visit, the need and awareness of an <b>inclusion culture</b> could be enhanced.</p>	<p>The Institution is adopting an inclusion culture and this is contained in our Students' handbook (<b>available on the CYQAA Cloud</b>)</p>

## 5 Learning resources and student support (ESG 1.6)

Areas of improvement and recommendations by EEC	Actions Taken by the Institution
<b>5.2 Physical resources</b> There appears to be a lack of <b>study areas in the library</b> with limited opening hours for students	It is clarified in this respect that at the library there exists a dedicated study area and that the library opening hours are extended during midterm and final exams periods.
<b>Areas for improvement</b> Introduction to <b>workshops</b> on basic conversational Greek language and culture. Not credit bearing.	The Institution in compliance with this suggestion is introducing as from the Spring 2024 semester not- credit-bearing workshops for any students interested to enhance their Greek language and culture knowledge; these will be offered additional to the two Greek language courses contained in the programme of study.



**6 Additional for doctoral programmes NOT APPLICABLE**  
(ALL ESG)

Areas of improvement and recommendations <b>by EEC</b>	Actions Taken by the Institution	For Official Use ONLY
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**7. Eligibility (Joint programme) NOT APPLICABLE**  
 (ALL ESG)

Areas of improvement and recommendations <b>by EEC</b>	Actions Taken by the Institution	For Official Use ONLY
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## B. Conclusions and final remarks

Conclusions and final remarks by EEC	Actions Taken by the Institution
<p><b>Conclusions and final remarks</b></p> <p>Programme <b>Intended Learning Outcomes</b> do not explicitly include International Tourism perspectives. Implementation of comprehensive and integrated Programme Intended Learning Outcomes, with appropriate linkages from programme level to course level, down to assessment regimes.</p> <p>The <b>final year dissertation</b> should be mandatory for all students.</p> <p><b>Public information</b> is limited, for example the number of courses per semester is presented but not the content and the requirements of every course. This is necessary information for prospective students.</p> <p>Enhance the documentation and practice <b>of non-discriminatory policy</b>.</p> <p>The formal establishment of an <b>External Advisory Committee</b> consisting of industry members.</p> <p>The formal establishment of an <b>Alumni Association</b>, in order to foster alumni engagement in the students' learning journey.</p> <p>Provide enhanced <b>support/mentorship</b> for currently less research-active faculty.</p> <p>Invite relevant industry practitioners as <b>guest speakers</b> on a regular basis for the programme.</p>	<p>All these conclusions and final remarks have been addressed by the College and are now in place</p> <p>Relevant explanations and supporting documents are provided in the previous sections.</p> <p>It is important to note that the External Advisory Committee as requested by the EEC is already up and running. Please see attached documents on the setup and the people who participate in the EAC.</p> <p>Non Discriminatory Policy and Policy for Students with Disabilities as well as the Alumni Handbook are attached.</p> <p>All other recommendations have been answered in previous sections.</p>



Encourage students to engage with the **Erasmus+** opportunity.

Introduce **workshops on basic conversational Greek language** and culture. Not credit bearing.

Extend **opening hours of the library** and study areas.



### C. Higher Education Institution academic representatives

<i>Name</i>	<i>Position</i>	<i>Signature</i>
Charis Kyriakou	Quality Assurance Officer (Chair of the Internal Quality Committee)	
Constantinos Charlambous	Academic Director	
Ioannis Violaris	Academic Programmes' Director	
Eleni Kalli	Director of Administration	
Chrysostomi Maria Kyrillou	Business Department Head	
Galina Berjoskina	Acting Hospitality Department Head	

**Date:** 6.3.2024

