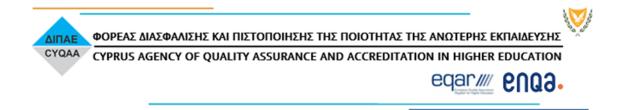
ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗ CYQAA CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION eqar//// enga. Doc. 300.1.2 **Higher Education** Institution's Response Date: 6/8/2020 **Higher Education Institution:** • **CDA College** Town: Limassol Programme of study Name (Duration, ECTS, Cycle) In Greek: Διοίκηση Τουριστικών Επιχειρήσεων (2 Έτη, Συν Ένα Προαιρετικό - Προπαρασκευαστικό Έτος, Δίπλωμα) In English: Travel & Tourism Administration (2 Years, Plus an Optional Foundation Year, Diploma) Language(s) of instruction: English Programme's status: Currently Operating

> KYΠPIAKH ΔHMOKPATIA REPUBLIC OF CYPRUS

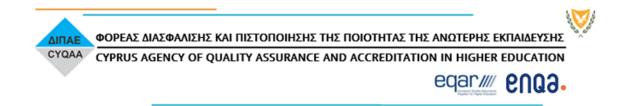


The present document has been prepared within the framework of the authority and competencies of the Cyprus Agency of Quality Assurance and Accreditation in Higher Education, according to the provisions of the "Quality Assurance and Accreditation of Higher Education and the Establishment and Operation of an Agency on Related Matters Laws of 2015 to 2019" [N. 136 (I)/2015 to N. 35(I)/2019].



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) must justify whether actions have been taken in improving the quality of the programme of study in each assessment area.
- In particular, under each assessment area, the HEI must respond on, <u>without changing</u> <u>the format of the report</u>:
 - the findings, strengths, areas of improvement and recommendations of the EEC
 - the deficiencies noted under the quality indicators (criteria)
 - the conclusions and final remarks noted by the EEC
- The HEI's response must follow below the EEC's comments, which must be copied from the external evaluation report (Doc. 300.1.1).
- In case of annexes, those should be attached and sent on a separate document.



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

Findings

This evaluation is based on the application document submitted by the College and our video conference meetings with the various teams. The Diploma programme in Travel and Tourism Administration targets Cypriots and international (predominantly from India) students with a Secondary School Leaving Certificate or equivalent, aiming to develop a career in the travel and tourism sectors or to progress on to further studies. The programme is positioned as an opportunity for students to prepare for employment and development in Travel and Tourism industries, by equipping students with a range of skills and knowledge.

During the evaluation meeting, the Internal Evaluation Committee of the College provided an overview of the institution in general and an insight into the quality assurance practice for the programme under evaluation. The committee indicates that a College Quality Assurance Mechanisms document has been drawn up and adhered to. The EEC panel was informed that the College has to comply with the law in the submission of a Internal Quality Assurance report every 3 years. It appears that the allocation of teaching is organised efficiently based on widely accepted ECTS-related workload standards. The three students interviewed were satisfied with the College's overall provision. An effective administrative structure supports the competent delivery of student welfare.

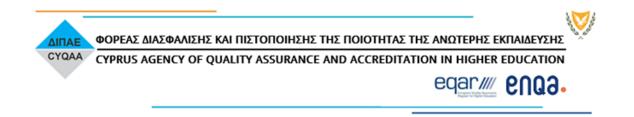
There is relevant Travel and Tourism expertise in the teaching team for the programme and appears to have sufficient research output for a vocational programme. It is also evident that several members of staff are Travel and Tourism practitioners with relevant experience. Some members of the teaching team have a good insight of the Tourism and Hospitality industry and they are involved in the industry and other related activities.

From an internal point of view, the College's Internal (Educational) Quality Assurance mechanism has been documented to a satisfactory degree. An internal quality committee meets three times a year to discuss and resolve quality assurance issues. Processes for identifying academic fraud appear to be documented in the College's Quality Assurance policies.

The study programme could be updated with developments in the industry, as its current content and learning objectives do not always align well with each other. Networking with local travel and leisure companies are in place to provide students with employment opportunities.

The documentation provides comprehensive guidance to the programme proposed. The programme follows a traditional and mainstream approach to teaching Travel and Tourism. It offers a portfolio of practical skills and administrative learning with modules in the field of Travel and Tourism. There are twenty-two (22) compulsory modules accounting for 112 ECTS and a choice of language electives (Russian or Greek) in the first two terms, adding up to 8 ECTS.

The three (3) students interviewed by the EEC were long-term residents of Cyprus (specifically Greece, Russia and Sri Lanka) and had expressed their satisfaction from the academic delivery and support services of the College in general.



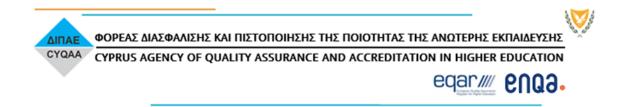
This programme of study is currently accredited and was last reviewed in 2014. Information in relation to the programme is currently available on the College's website https://www.cdacollege.com/tta the programme; the EEC feels that such opportunities for experiential learning must be sustained and extended.

Strengths

- 1. The College has a comprehensive Education Quality Assurance Mechanism document reflecting its internal quality assurance practices.
- 2. The Diploma in Travel and Tourism Administration includes essential academic and application based modules to help students prepare for the real world.
- 3. The teaching team has a wealth of relevant travel and tourism experience that could be better highlighted in the programme's promotional literature.
- 4. Active collaborations with the local travel trade and a well-organised field trip to Malta (as revealed by a student in the meeting) facilitates the enrichment of the programme; the EEC feels that such opportunities for experiential learning must be sustained and extended.

Areas of improvement and recommendations - Minor changes are recommended:

- 1. In accordance to the above 'Public Information' standard 1.3, the following information could be made more readily accessible (published) on the College website: (i) selection criteria, (ii) teaching, learning and assessment procedures, (iii) pass rates and (iv) graduate employment information. These information could have been presented in a PDF link titled 'Analytical Structure Program of Study', however, it is currently a dead link. It has been further noted that the College's Alumni web page was last updated in 2018.
- 2. To augment the Internal Quality Assurance policy as mandated by the Ministry of Education, the EEC recommends that minutes of Quality Committee meetings are filed for scrutiny and monitoring purposes.
- 3. To reconsider some of the subject titles to better reflect current trends and demands. For example, Travel Geography, Tourism Information Systems, General Travel Knowledge, Tours and 'their' planning. Key contemporary terminologies relevant to the sector should be included: 'sustainability', 'tour/travel experience', 'tour/ travel design', 'tour/travel dynamics' etc.
- 4. Curriculum content for Tourism Information Systems must be a lot more contextualised. Marketing for Tourism as a subject should include the consideration of technology in its curriculum.
- 5. While there are ample subjects that assess students' writing skills, the EEC recommends that referencing skills and academic writing should be integrated within one of these subjects.

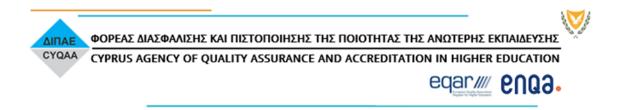


Response of the Higher Education Institution (HEI)

1. According to the EEC's findings above, the program of study has many strengths and some minor weaknesses in the 1st section Study programme and study programme's design and development. As per the 'Public Information' standard 1.3, the .pdf file Analytical Structure Program of Study' is already updated and published on our website containing all the required information such as: i) selection criteria, (ii) teaching, learning and assessment procedures, (iii) pass rates and short description of the modules. https://www.cdacollege.com/files/Travel%20and%20Tourism%20Admin.pdf

Additionally, the College's Alumni web page has already been updated and it now includes additional information such as graduate employment information, (Alumni records which refer to personal information of our graduates are not published but kept in our files due to personal data protection policy) Students life, Graduation events etc. <u>https://www.cdacollege.com/</u>

- 2. Moreover, as per the Internal Quality Assurance policy the Internal Quality Committee meets three times a year and also when there is an accreditation/evaluation of a program of study and also when there is a necessity such as the introduction of a new program of study or the modification of an existing program of study. The College always keeps/files the minutes of all the meetings for scrutiny and monitoring. Minutes of the IQC can be provided if requested.
- 3. Based on the External Evaluation Committee's (EEC's) evaluation report the following changes have been made on some modules to better reflect current trends and demands:
 - a. ANNEX 1: TOU101 Travel Geography updated and renamed to TOU101 Destination Geography.
 - b. ANNEX 2: TOU103 General Travel Knowledge renamed into TOU103 Tourism Business.
 - c. ANNEX 3: TOU203 Tours and their Planning updated and renamed to TOU203 Tours Package Design.
- 4. The content of the following courses have been updated and renamed:
 - a. ANNEX 4: INF101 Tourism Information Systems updated and renamed to INF101 Tourism Operation Systems. It is amended to fit the suggestions of the EEC for a more contextualised content
 - b. ANNEX 5: TOU 202 Marketing Travel & Tours updated adding the developments of technology.
- 5. Concerning the subjects that assess "writing skills". There are two modules: ENG102 Travel Writing and ENG201 Commercial Correspondence. We strongly insist that both modules are needed because each module has different learning outcomes. Moreover, both modules have been further updated.
 - a) ANNEX 6: The module ENG102 Travel Writing focuses on applying certain techniques of travel reporting to produce stories that engage the reader and sell a destination.



- b) ANNEX 7: Whereas the ENG201 Commercial Correspondence. The purpose of this course is to teach students the principles of effective communication and to apply those principles in determining and creating appropriate commercial communications.
- 6. Finally, the comments of the EEC are very positive and the 1st section **Study programme** and study programme's design and development is evaluated as Compliant.

	select what is appropriate for each of the ng sub-areas: Sub-area	Non-compliant/ Partially Compliant/Compliant
1	Policy for quality assurance	Compliant
1.2	Design, approval, on-going monitoring and review	Compliant
1.3	Public information	Compliant
1.4	Information management	Compliant



2. Teaching, learning and student assessment (ESG 1.3)

Findings

During the EEC's Zoom meeting there was an obvious spirit of teamwork and collegiality among the staff team. They have been working in the College for many years which assure the EEC they informally discuss the classes and are aware of the content of each other's teaching.

Internal monitoring of the programme is done through the Internal College Quality Assurance Committee (cf. p. 332- 340- 6687 CDA Nicosia report) by department (cf. p. 342 – 6687 CDA-Nicosia report) which ensures that teaching & resources on the programme is adequate and appropriate. Additionally, the teaching team meets periodically per semester to discuss the teaching and learning experiences of students.

The 2-year programme equips the students with the digital competencies in several ways:

- Through the virtual learning environment of Moodle,
- the computer labs with recent hardware,
- analogue and virtual library
- modules on professional tools for travel & tourism such as Amadeus or Sabre.

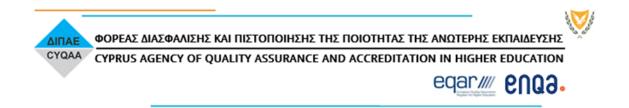
Even though Research is not a requirement for a two-year diploma programme, some of the lecturers are involved in it and a newsletter is published once a year with the lecturers 'publications.

Strengths

- 1. Moodle is provided in English for this programme. Learning materials are made available to students via this highly efficient platform and was enhanced recently during the lockdown period of the COVID -19.
- 2. Professional practice interaction is supported by the tourism and travel industry partnership with the College. This is a strength given that many of the lecturers have also a solid experience in the field. Collaborations with the local industry associations are essential to the programme giving opportunities for potential engagements were also mentioned during the evaluation meeting.

Areas of improvement and recommendations - Minor changes are recommended.

- 1. Many teaching staff have also an experience in the Air Transport Industry which is an asset for the college, therefore the EEC suggests that the curricula should include a module or a course on Interaction between tourism and air transport.
- 2. The EEC recommends that the learning programme will be updated in the way of reducing the number of Air fare courses from 4 to 2 and "replaced" those with new courses such as Air Transport and Tourism interfaces and a course on E.tourism.
- 3. A short profile of the teaching and staff team should be implemented on the college website and on the course packages when applicable.



Response of the Higher Education Institution (HEI)

- 1. According to the EEC's findings above2nd section **Teaching, learning and student assessment**, the program of study has many strengths. We are very content by the EEC'S comment on our staff's teamwork spirit. This is the spirit we want to cultivate through our organization. We are also gratified with our staff and by the professionalism they have shown during the lockdown and in particular with the induction of online classes during the pandemic. Moreover, as per the EEC's suggestion since many of our teaching staff have also an experience in the Air Transport Industry which is an asset for the college, a new course has been inserted entitled "TOU 209 Airlines Services in Tourism" (ANNEX 8).
- 2. The EEC suggests a module on E-Tourism as well. This course requires the analysis, design, implementation and application of IT and e-commerce solutions in the travel and tourism industry and in our opinion, a module of this level would not be appropriate for our two-year vocational program. We anticipate that the new and innovative syllabus of the revised TOU203 Tourism Operation Systems as an alternative would be more beneficial to the students considering the level of their study and the status of the program.
- 3. On the College Website there is already a short profile referring to the qualifications of the College's Internal Quality Committee, Departmental Quality Committees and the Teaching staff. In the section "About us": <u>https://www.cdacollege.com/</u>
- 4. As per EEC's suggestion, the Air fare courses are updated and reduced from 4 to 3 as follows:
 - I. ANNEX 9: AFT101 Air Fares & Ticketing I
 - II. ANNEX 10: AFT102 Air Fares & Ticketing II
 - III. ANNEX 11: AFT201 Air Fares & Ticketing Practice
- 5. ANNEX 12: Revised Structure of the program
- 6. Finally, the comments of the EEC are very positive and the 2nd section **Teaching**, **learning and student assessment** is evaluated as Compliant.

	se select what is appropriate for each of the	Non-compliant/
10110	wing sub-areas: Sub-area	Partially Compliant/Compliant
2.1	Process of teaching and learning and student- centred teaching methodology	Compliant
2.2	Practical training	Compliant
2.3	Student assessment	Compliant



3. Teaching Staff

(ESG 1.5)

Findings

Findings for 3.1. Teaching staff recruitment and development

• In the evaluated program, CDA ensures the competence of their teaching staff.

• Within CDA's evaluated program, fair, transparent and clear processes for the recruitment and development of the teaching staff are set up.

• Teaching staff and teaching qualifications are in most cases adequate to achieve the objectives and planned learning outcomes of the study programme, and to ensure quality and sustainability of the teaching and learning. We found only one case that needs to be addressed - the course Tourism Geography needs to be taught by a trained geographer

• The teaching staff is regularly engaged in professional and teaching-skills training and development.

- Innovation in teaching methods and the use of new technologies is encouraged.
- Recognised visiting lecturers occasionally participate in teaching the study programme.

Findings for 3.2. Teaching staff number and status

Based on the documentation provided by the College, fourteen (14) members of staff are involved in teaching the programme's modules; ten (10) work on a full-time basis delivering 107 periods per week (i.e. 74.31% out of the total 144), while the other four (4) work on a part-time basis delivering 37 periods per week (i.e. 25.70% out of the total 144). As a result, the requirement for special (i.e. part-time) teaching staff to teach less than 30% of the curriculum (in periods per week) is met. Based on the documentation provided by the College, almost all of the members of the teaching staff hold Masters degrees and Bachelors' degrees, and a limited number also hold a Doctorate degree (PhD or DBA). It is worth pointing out that one of the academic staff members holds a Diploma and is working on a full-time basis.

- The number of the teaching staff is adequate to support the programme of study.
- The teaching staff status (rank, full/part time) is appropriate to offer a quality programme of study.
- Visiting staff number does not exceed the number of the permanent staff.

Findings for 3.3. Synergies of teaching and research

• Only limited staff collaboration in the field of research within the CDA and with partners outside (practitioners in their fields, employers, and staff members at other HEIs in Cyprus or abroad).

- Scholarly activity to strengthen the link between education and research is encouraged.
- Most of the teaching staff publications are limited to a in-house Journal which is not double blind and peer reviewed.

• Being a diploma programme, teaching staff are not required to engage in research. If they do, it is based on their own initiative.

Strengths

- 1. Almost all teaching staff have strong industry background and experience, thus, can bring their own professional experience to class and share it with students
- 2. The majority of teaching staff has at least a Master degree and managerial experience. (It appears that only one instructor from the Nicosia branch holds a diploma certificate only).



3. The teaching staff meets at least once a year to exchange and discuss suggested improvements in course curricula.

Areas of improvement and recommendations

- 1. The teaching staff should be encouraged to expose itself individually to similar programs operating overseas through the Erasmus + programs, through exchange, teaching and short-term workshops
- 2. The college management is advised to develop an incentive mechanism for teaching staff that invest in ameliorating its teaching capabilities and performances.
- 3. The college is advised to re-distribute teaching staff among the different branches in order to reduce commuting time. Doing so will enhance branch identification, branch commitment and more academic exchange with the students.

Response of the Higher Education Institution (HEI)

According to the EEC's findings above, the program of study has many strengths in the 3rd section **Teaching Staff.** Concerning the CDA College's Erasmus + programs, through exchange, teaching and short-term workshops in the years 2015 – 2019. CDA College has 25 agreements with other foreign universities. This Erasmus period it has been an excellent year for the College, we had an increase number of students' mobilities. CDA College had a number of professors from all over Europe visiting for teaching and training at CDA College.

Here below are the CDA Instructors and Students visited foreign Universities:

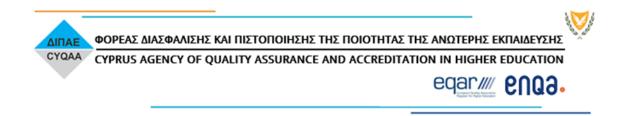
- 23 CDA Instructors as visiting professors and
- 30 CDA Students participating in foreign universities lectures
- Additionally many administrative members used the Erasmus + program

Here below are the Foreign instructors and students visited CDA College:

- 120 foreign instructors visited CDA College the last 4 years as visiting professors.
- 150 foreign students from France, Lithuania, Poland, Romania, Hungary and Portugal participating in CDA College lectures.

The Erasmus office of CDA College expecting better results and more success next year due to several programs that we applied, we hope that all will be accepted.

CDA College - Erasmus Office Dr. Stelios Georgiou - Erasmus Coordinator Officers: Dr. (c) Tonia Georgiou Mrs Stella Michaelidou Dr. Valentina Christodoulou Mrs Katerina Ioannou Mrs Karolina Kyprianou – Dissemination officer



- 2. CDA College recognizes that faculty development is to its advantage, as well as to the advantage of its faculty. Therefore the College management has already developed an incentive mechanism for teaching staff to ameliorate its teaching capabilities and performance. It is therefore ready to make commitments, financial and otherwise, in support faculty development through the following incentive mechanisms:
 - a) Organize special seminars tailored towards the improvement of teaching skills for old/new faculty;
 - b) Provide material and teaching aids to facilitate better classroom teaching;
 - c) Encourage faculty to attend appropriate local seminars and workshops.
 - d) Provide the faculty with the opportunity to continue to stay along with the developments in their area of expertise
 - e) Attendance at local relevant conferences, seminars, lectures, symposia is encouraged and strongly recommended.
 - f) Reasonable time off will be provided.
 - g) The College will subsidize all participation fees for any of the above including any travel, board and lodging expenses.
 - h) Provide the faculty with the opportunity to improve their academic qualifications through actions such as: Post-graduate degree (MBA) is offered for free to our College to faculty wishing to attend such programs.
 - i) To provide the faculty with the opportunity to engage in research and contribute to the advancement of knowledge in their areas
 - j) The College encourages and supports its faculty members to gain national and international recognition for excellence in their areas of expertise.
 - k) Faculty members engaged in research supported by a research grant will call for fewer teaching hours than their colleagues so that they can devote time to research.
 - I) The College will support faculty members who become active members of professional organizations and who present lectures of the latest developments in their field of study.
 - m) The College will continue to establish links with the business community and international educational institutions.
 - n) The College will encourage faculty members exchanges with other local or international educational institutions.
 - o) CDA College has the official ERASMUS Charter since 2013.
- 3. As it concerns of reducing commuting time. There are only two (2) lecturers teaching in two campuses. The College in order to keep the full/time employment of its teaching staff provide some teaching hours to the nearest campus for the benefit of its teaching staff. That is why these two lecturers teach in two campuses and the commuting time between Nicosia and Larnaca campuses is insignificant because it's only a 25 minutes' drive which is very little time. Additionally, the teaching program is set so as to teach only at one campus each day so there is no commuting time. Through this policy the College keeps the teaching staff full time, they have more benefits, they are happy so they increase their performance.

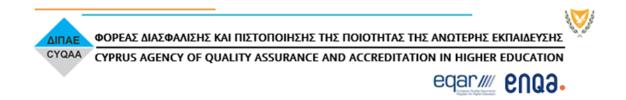


4. Lastly the comments of the EEC are very positive and the 3rd section **Teaching Staff** is evaluated as Compliant.

Please select what is appropriate for each of the following sub-areas: Sub-area

- **3** Teaching staff recruitment and development
- **3.2** Teaching staff number and status
- **3.3** Synergies of teaching and research

Non-compliant/ Partially Compliant/Compliant Compliant Compliant Compliant



4. Students

(ESG 1.4, 1.6, 1.7)

Findings

A short description of the situation in the Higher Education Institution (HEI), based on elements from the application for external evaluation and on findings from the onsite visit.

• The College has enrolled both Cypriots and international students in the Diploma programme in Travel and Tourism administration. The objectives set by the College are well communicated for the students' academic progress, counselling, mobility, etc.

• One (1) of the students interviewed by the EEC was a Sri Lankan enrolled in the Travel and Tourism Administration programme; she expressed her satisfaction from the academic delivery and support services of the College. Although, the other two students interviewed by the EEC were enrolled in the Bachelor degree programme, they both expressed their satisfaction from the academic delivery, the support services of the College, and the fact that their expectations about the College meet their standards and needs (the EEC notes that two out of the three students are not enrolled on the programme evaluated and hence could not be specific and reflect on the pros and cons of the evaluated programme).

Strengths

A list of strengths, e.g. examples of good practices, achievements, innovative solutions etc.

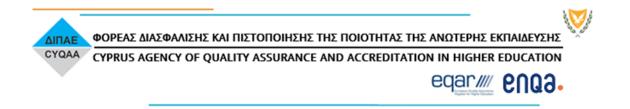
- 1. The College has extensive experience in managing different academic and professional programmes. Moreover, the number of students has increased over the last few years and the College is adapting accordingly (recruitment of new academic staff etc.).
- 2. The admission requirements for the study programme are clearly communicated to potential applicants.
- 3. The students' prior preparation/education background is assessed for both Cypriot and international students.
- 4. The College provides students with personalized counselling and other services, especially in the case of international students.
- 5. The College organizes an educational trip to strengthen the employability prospects of its students.
- 6. Personalized assistance is offered to students such as securing accommodation, suggestions for placement, etc.

Areas of improvement and recommendations

A list of problem areas to be dealt with, followed by or linked to the recommendations of how to improve the situation.

The EEC would like to make the following minor recommendations/changes:

1. It is essential for the College to ensure a fair recognition of its qualification. This includes periods of study and prior learning, formal and informal learning to ensure student progress and promote international mobility. Also, the EEC recommends some changes to be implemented in the titles of some courses in order to adapt to today's data (e.g. Geography of Tourism, Experience & Design, Air Transport & Tourism Interfaces, etc.)



- As the College seems to be attracting predominantly international (non-EU) students, it is recommended to consider alternative programmes beyond the Erasmus mobility (such as the US Study Abroad). This should provide more opportunities for international (i.e. non-EU) students as well.
- 3. It was revealed to the panel during our meeting that students who do not meet the minimum TOEFL/IELTS requirement for entry will be admitted onto the one year foundation programme. It is however unclear what the assessment criteria and grade-to-be-achieved prior to admission onto the evaluated programme. This must be clarified in your documentation.

Response of the Higher Education Institution (HEI)

1. According to the EEC's findings above, the program of study has many strengths in the 4th section **Students**. The College strongly ensures fair recognition of its qualification where it includes period of study, admission criteria, ECTS system. The College is also aware about the ECVET system, formal and informal learning so as to ensure student progress through the student transfer of credits.

Moreover, CDA College continuously encourages and promotes international mobility promoting recognition of its qualification. That is why the college has established 25 agreements with other foreign universities to enhance faculty, students and administrative international mobility through exchange, teaching and short-term workshops.

Here below are the CDA Instructors and Students visited foreign Universities:

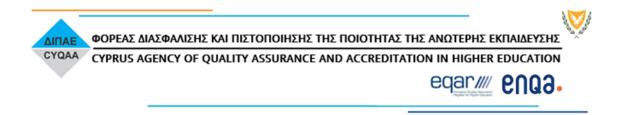
- 23 CDA Instructors as visiting professors and
- 30 CDA Students participating in foreign universities lectures
- Additionally many administrative members used the Erasmus + program

Here below are the foreign instructors and students visited CDA College:

- 120 foreign instructors visited CDA College the last 4 years as visiting professors.
- 150 foreign students from France, Lithuania, Poland, Romania, Hungary and Portugal participating in CDA College lectures.

Furthermore in promoting the program recognition, the program of study is accredited by the CYQAA and the Diploma is recognized in Cyprus and internationally. The program of study is also recognized through:

- Graduation ceremony
- Diploma recognized/accredited by the CY.Q.A.A agency and abroad
- Scholarship for the best students
- Financial support
- Letter of recognition
- Official Academic Transcript
- Europass Diploma Supplement
- Highly recognized by the Travel & Tourism organizations & tourism industry



- The addition of some new courses and the changes on some titles as per the EEC's suggestions will further reinforce its recognition in the travel industry.
- 2. As per the EEC's suggestion, in order to attract more international students, the College will also consider alternative programs beyond the Erasmus mobility, to also appoint to US Study Abroad this will provide more opportunities for international students. USA Study Abroad, within the U.S. Department of State's Bureau of Educational and Cultural Affairs, is pleased to announce the grant recipients of its 2019 Capacity Building Program for U.S. Undergraduate Study Abroad small grants competition.

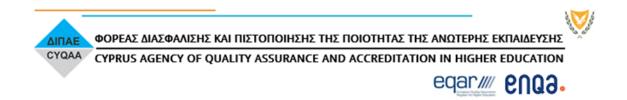
By establishing and maintaining strong international partnerships, U.S. higher education institutions can offer their students affordable study abroad options that easily fit in to their degree requirements. This is why USA Study Abroad is dedicated to helping U.S. higher education institutions build partnerships with their foreign colleagues. These grants have allowed U.S. higher education institutions to build new partnerships and expand current ones to offer study abroad programming to more diverse students in more diverse destinations.

- 3. One year Foundation course Students who do not provide sufficient proof of English are registered to the Foundation Course of the program. There is also a Placement Test and according to their results they are placed either in Level 1 or Level 2 of the English Foundation Course. There are clear criteria for the students registered in the foundation program. The assessment criteria of the foundation courses are 50% coursework and 50% final examination and the passing mark 50%.
- 4. The comments of the EEC are very positive and the 4th section **Students** is evaluated as Compliant.

Please select what is appropriate for each of the following sub-areas: Sub-area

- 4 Student admission, processes and criteria
- 4.2 Student progression
- **4.3** Student recognition
- 4.4 Student certification

Non-compliant/ Partially Compliant/Compliant Compliant Compliant Compliant Compliant



5. Resources

(ESG 1.6)

Findings

A short description of the situation in the Higher Education Institution (HEI), based on elements from the application for external evaluation and on findings from the onsite visit.

This evaluation is based on the application document submitted by the College, video conference meetings with the various teams and videos of the branches.

The Nicosia campus provides adequate and accessible resources for the delivery of the Diploma in Travel and Tourism Administration programme. The teaching and learning facilities, teaching aids and equipment are adequate and student-friendly and appear to be compliant with the requirements of people with reduced mobility. Human resources are also satisfactory from both an academic and administration point of view.

The EEC notes that the College adopted the Moodle platform for teaching and learning purposes. The teaching team has integrated many of the platform's interactivity functions eg The "Blue Button". This appeared to have been carried out effectively, particularly in light of the Covid19 pandemic. The Head of Programme has also indicated that the students are trained with the Global Distribution System (GDS) – Amadeus

Strengths

- 1. The various branches of the college are all equipped with the necessary means to deal with multi dimensional student needs
- 2. There appears to be a robust student support system in place as the PR Directors of each branch are responsible for the oversight of student welfare, alumni arrangements, local students admissions and disability students' assistance.
- 3. The College invested in simulation Air Fare Systems such as Amadeus GDS or Sabre which is relevant for such a 2-year Diploma to enhance teaching and student experience

Areas of improvement and recommendations

1. The College informed the EEC that the student to computer ratio is currently 1:1, ideally the EEC recommends 1.2 PC: 1 student for contingency reasons. Based on the documentation supplied by the CDA management (60 PCs in 2 labs with 150 Diploma TTA students) the EEC could not determine the actual ratio of PCs and student numbers, therefore the EEC urge the management to look into the matter and ensure that at any moment in time, there is no shortage of PCs for students.

Response of the Higher Education Institution (HEI)

According to the EEC's findings above, the program of study has many strengths in the 5th section **Resources**. The College reassures the EEC that there is no shortage of PCs. At the College there are three (3) labs with a total of 60 PCs. The programme of Travel & Tourism administration has 150 registered students in the 4 semesters. As already mentioned on the report submitted to the EEC the proposed intake number of students is 20 students per semester. Additionally, the courses that require the usage of a computer



lab are: Semester A in the course "Tourism Information Systems" and in Semesters C & D in the courses "Air Fares & Ticketing Practice I & II". This means that only three courses require the usage of computer labs and definitely the computer labs are not used simultaneously. Moreover, special arrangements are made on the time schedules so as not to have a clash and there is only one class in the IT lab. Therefore the student to computer ratio is currently 1:2, since only 30 PCs are used per class.

2. The comments of the EEC are very positive and the 5th section **Resources** is evaluated as Compliant.

Please select what is appropriate for each of the following sub-areas: Subarea

Non-compliant/ Partially Compliant/Compliant

- 5 Teaching and Learning resources Con5.2 Physical resources Con
- 5.2 Physical resources
- **5.3** Human support resources
- **5.4** Student support

Compliant Compliant Compliant Compliant



6. Additional for distance learning programmes (ALL ESG)

N/A



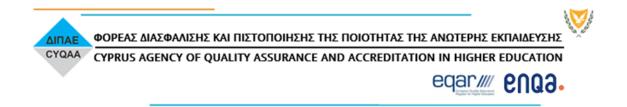
7. Additional for doctoral programmes (ALL ESG)

N/A



8. Additional for joint programmes (ALL ESG)

N/A



B. Conclusions and final remarks

Please provide constructive conclusions and final remarks which may form the basis upon which improvements of the quality of the programme of study under review may be achieved, with emphasis on the correspondence with the EQF.

Generally, the EEC is satisfied with the programme, staff performance, and the physical aspects of the campus. Please bear in mind that the EEC was not actually visiting the premises due to COVID-19 constraint, therefore our comments and recommendations are based only on virtual tours, virtual meetings with the academic, administrative staff, students and others. Being quite an old programme means that CDA has accumulated a lot of experience in running it.

The EEC was also highly satisfied with the level of skills of the academic and administrative staff. Although we managed to detect some drawbacks and weaknesses in the programme, these are considered by the EEC as minor ones and can be easily fixed (all are clearly discussed within the document). We have managed to exchange with the management and the staff team on most of those issues, indicating our recommendations on what and how to improve the College program's performance.

The EEC concludes that the programme evaluated is largely compliant with the required standards within each of the five core foundations discussed in this report. The EEC is of the opinion that its recommendations are minor and feasible in order to enhance both student experience and the quality of the programme.

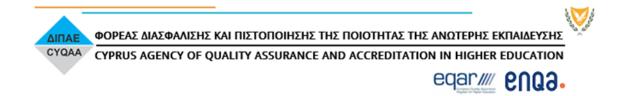
Response of the Higher Education Institution (HEI)

The External Evaluation Committee (EEC) rated all modules of the program very positively and the College has already taken the appropriate measures by immediately implementing all the minor weaknesses.

There is full compliance to all the weaknesses raised by the EEC. In the above program, the College applies high quality criteria and is constantly upgraded in accordance with the regulations of the Agency for Quality Assurance and Certification of Higher Education (CY.Q.A.A).

As can be seen from our response, we have already taken immediate action and adopt the EEC's suggestions and recommendations for further improvement of the program.

CDA College will strengthen its position in the education market by further highlighting the strengths of the College and the curriculum. The College firmly believes that the program "Travel & Tourism Administration, 2 Years Plus on Optional Foundation Year, Diploma" has a lot to offer to the Higher Education and to the vital sector of Tourism. We once again point out the very positive evaluation of the program by the EEC which was largely compatible / compliant with the required standards and the full compliance and implementation of all the minor weaknesses raised by the EEC. Finally, as per the EEC's comments, they were highly satisfied with the level of skills of the academic and administrative staff and we look forward to your positive response.



C. Higher Education Institution academic representatives

Name	Position	Signature
Dr. Pantelis Ioannou	General Director	
Dr. Nikos Rodosthenous	Director of Research Centre «Aristotelis»	
Dr. Pavlos Panayi	Head of ICT Department	
Mr. Efstathios Michael	Director of C.D.A. College Pafos	
Mrs. Athina Kolinatri	Director of International Affairs	
Mrs. Katerina Kyriakidou	Director of C.D.A. College Nicosia	
		<u> </u>

Date: 6/8/2020

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ANNEX 1 – Destination Geography

Course Title	Destination Geography					
Course Code	TOU101					
Course Type	Compulsory					
Level	Diploma					
Year / Semester	1 st Year A	Semester				
Teacher's Name	Susan Elfv	ing				
ECTS	6	Lectures / wee	k	3	Laboratories / week	
Course Purpose and Objectives	The aim of this module is to provide students with geographic knowledge on tourist destinations in the context of their physical, environmental, cultural, economic, historic, and political features and relate these to the tourism appeal of the destinations. Further, they will be able to recognise continents, countries and cities on the map, identify the IATA 3-letter codes and calculate time differences.			tal, cultural, the tourism continents,		
Learning Outcomes	 Identify countries and their physical features and tourist attractions. Recognise continents, oceans, countries their capitals on the map. Calculate time differences based on time zones and GTM. Examine tourist destination developments in the geographical regions. 					
Prerequisites	None	F	Requi	ired		
Course Content	Weeks	Learning Outcome	es ano	d Content of t	he Course	
	1	Introduction to Trave Oceans, and Review				A Areas,
	2	Calculate Time diffe GMT, The 24-hour of Calculate Time diffe Daylight Saving Time Date Line	clock erence	system, Time : es		rnational
	3	Examine North Ame in Anglo North Ame		Physical geog	raphy of North Amer	rica. Tourism
	4	Examine Central and the Caribbean Sea. Physical geography of Central America. Tourism in Central America.				
	5	Examine South Ame Tourism in South Ar			raphy of South Ame	erica.

СУДАА

ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ

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	6	Examine Europe. Physical geography of Europe. Tourism in Western Europe.
	7	Examine Europe. Tourism in Eastern Europe. Tourism in the Southern European Countries.
	8	Mid-Term Exam
	9	Examine Africa. Physical geography of north Africa and sub-Saharan Africa. Tourism in Africa.
	10	Examine Middle East. Physical geography of Middle East. Tourism in Middle East countries
	11	Examine Asia. Physical geography of Asia. Tourism in Asia.
	12	Examine Australia and the Pacific Islands. Physical geography of Oceania. Tourism in Oceania.
	13	Emerging and future Travel Geographies
	14	Revision - Preparation for Final Exam
Teaching Methodology	exercises,	presentations, videos, problem and case studies discussion, articles discussion, independent and private study, preparation of eldwork and group work.
Bibliography	Required	Textbooks
	Title Author(s) Publisher Edition Pbl. Year ISBN	Worldwide Destinations: the geography of Travel & Tourism B. Boniface, C. Cooper, R. Cooper Routledge 7 th 2016 9781138901810
	Textbooks	s, References, Other Bibliography
	Title Author(s) Publisher Edition Pbl. Year ISBN	World Regional Geography: global patterns, local lines B. Boniface, C. Cooper, R. Cooper W.H Freeman 7 th 2017 9781319048044
	Title Author(s) Publisher Edition Pbl. Year ISBN	International Travel and Tourism Training Program. Air Fares and Ticketing I IATA IATA 5.16 2018

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	Title Author(s) Publisher Edition Publ. Year ISBN	Tourism Geography, Critical Understanding of Place, Space and Experience Stephen Williams, Alan A. Lew Routledge 3 rd edition 2015 9780415854436
	Title Author(s) Publisher Edition Publ. Year ISBN	
	Academic Jo	ournals
	Tourism, Tou	rism Research, Tourism Management, Current Issues in rism Analysis, Tourism Recreations Research, Tourism Journal of Sustainable Tourism, Journal of Transport
Assessment	40% coursew	ork and 60% final examination. Passing Mark: 50%
Language	English	

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ANNEX 2 Tourism Business

Course Title	Tourism Business				
Course Code	TOU103				
Course Type	Compulsor	y			
Level	Diploma				
Year / Semester of Study	1 st Year B S	Semester			
Lecturer's Name	Antonis Ant	toniou			
ECTS	6	Lectures / week	3	Labs / week	
Course's Aim and Objective	The studen sectors.	t will review the structu	ire of the tou	rism industry and it	s different
Learning Outcomes	 Gain in depth knowledge on the Travel and Tourism industry Understand the hospitality sector Examine transportation by air, water and land Review tourism formalities Point out the importance of tour operating in the Travel and Tourism Industry Recognize the importance of retailing tourism Identify additional services provided in the Travel and Tourism Industry 				
Prerequisites	None				
Course Syllabus	Weeks	Learning Outcomes an	d Course Co	ntent	
	1	Explain the structure and industry: the tourism cha organizations; integratio	ain of distribution	on; common interest	
	2	Explain the structure and industry: Tourist destina tourism, spa tourism; vis tourism, retail shopping,	tions: coastal t sitor attractions	ourism, urban touris : cultural tourism, rel	m, rural
	3	Analyse the hospitality s the structure of the acco accommodation facilities environmental issues.	mmodation se	ctor; the nature of de	emand for



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	4	Examine tourist transport by air: the airline business; the organization
		of air transport; air transport regulations; deregulation of air transport;
		the economics of airline operation; the marketing of air services.
	5	Examine tourist transport by water: the ocean liners; cruising; ferry
		services; coastal and inland waterways tourism; seagoing pleasure
		craft.
	6	Examine tourist transport on land: the role of the railway in tourism;
		coach travel; the private car; cycling and tourism; tourists on tour.
	7	Review Tourism Formalities: passports, visas, health certificates, etc.
	8	Mid-Term Exam
	9	Recognize the importance of tour operating: the role of the tour
		operator; the specialized roles of tour operators; tour operating within
		the European Union; the nature of tour operating.
	10	Recognize the importance of tour operating: Planning marketing and
		operating package tours; the tour brochure; pricing the package tour;
		the reservation system.
	11	Value retailing tourism: the role of travel agents; setting up and
		running a travel agency.
	12	Value retailing tourism: Travel agents' skills and competencies;
		profitability of travel agents; the impact of computer technology.
	13	Identify Ancillary tourism services: Services to the tourist; services to
		the supplier; marketing services; technical services.
	14	Revision-Preparation for Final Exam
Methodology		presentations, videos, exercises, articles discussion, independent
		e study, preparation of projects, fieldwork and group work.
Bibliography	Title	Textbooks The Business of Tourism
		J Christopher Holloway, Claire Humphreys
	Author(s) Publisher	Pearson
	Edition	10th
	Pbl. Year	2016
	ISBN	978-1-292-06324-9
	Toythook	a References Other Ribliggraphy
	Title	s, References, Other Bibliography
		Operations Management in the Travel Industry
	Author(s)	Peter Robinson, Paul Fallon, Harry Cameron, John Crotts
	Publisher	Cabi
	Edition	2 nd
	Pbl. Year	2016
	ISBN	9781780646107
		Taurian Drivin Inc. 0. D
	Title	Tourism Principles & Practices

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	Author(s) Publisher Edition Publ. Year ISBN	John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill Pearson 5th 2013 978-0-273-75827-3
	Tourism, To	ournals ourism Research, Tourism Management, Current Issues in urism Analysis, Tourism Recreations Research, Tourism Journal of Sustainable Tourism
Evaluation	40% coursew	ork and 60% final examination. Passing Mark: 50%
Language	English	

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ANNEX 3 Tours Package Design

Course Title	Tours Package Design				
Course Code	TOU203				
Course Type	Compulsory				
Level	Diploma				
Year / Semester of Study	2 nd Year A S	emester			
Lecturer's Name	Antonis Anto	oniou			
ECTS	6	Lectures / week	3	Labs / week	
Course's Aim and Objective	types of trav	The course is designed to help students produce package tours for different types of travellers and determine the skills for creating packages of different needs and requirements Packages are the most important tourism product since they serve the biggest percentage of travellers.			
Learning Outcomes	 Examine the work of the tour operator and the products that can be produced Prepare contract accommodation, flights and how to cost, reserve and create documentation in order to put together the end product which is the package Distinguish between types of travel since these will conclude to different routes on making the package Predict the different needs of the various customers Create the appropriate tour packages to satisfy these needs. 				
Prerequisites	None				
Course Syllabus	Week sLearning Outcomes and Content of the Course1The tour Operator: Who is a tour operator. Important Types of Tour Operators. The chain of distribution. The relationship of the tour operator and travel agent. The work of the tour operator.2The tour Operator's products: The various types of tours and their definitions. Components of the tour. Transport, Accommodation, Itineraries, Sightseeing, Meals.3The tour Operator's products: Putting the package together The Four Steps of Tour Development: Planning, Negotiations, Costing, Use of brochures and promotion. Reservation and documentation		the their on, The sting,		
	3 The Fou Use	e tour Operator's produ ur Steps of Tour Develo	cts: Putting the opment: Plannii notion. Reserv	ng, Negotiations, Co	sting,



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	4	Putting the packages together: Accommodation products: Airport, All-suites, Boutique hotels, Conference centers, Convention centers, Extended-stay, Limited service, Motels, Resorts, Spas. Negotiation with hotels.		
	5	Putting the packages together: Flights. Negotiating with Airlines. Tour Managers and Air Travel. Putting the packages together: Other transportation and services: Car rentals, Ferry services, Railways, Attractions, Dining and Tours, Travel insurance, Cruise.		
	6	Costing, Reservation and Documentation – examine the costing process: exercises. Fixed costs, variable costs		
	7	Costing, Reservation and Documentation – examine the reservation process, tour participation estimation		
	8	Mid-Term Exam		
	9	Individual packages - Practical Exercises		
	10	Custom made package Practical Exercises Pre packaged tours Practical Exercises		
	11	Guided tours Practical Exercises		
		Hosted tours Practical Exercises		
	12	Group Packages Practical Exercises Specialization Tours Practical Exercises		
	13	Business Trips: define and explain business and Incentive travel. Budget, planning, follow up. Practical Exercises		
	14	Revision-Preparation for Final Exam		
Methodology	Lectures, presentations, articles discussion, independent and private preparation of projects, fieldwork and group work. Preparation for mic and final examinations			
Bibliography	Required TextbooksTitleTravel Business and MoreAuthor(s)Entrepreneur Press & R. MintzerPublisherEntrepreneur PressEdition2 nd Publ. Year2012ISBN978159918110			
	Textbooks, References, Other Bibliography Books			

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	Title Tours, Senior Author(s) Publisher Edition Publ. Year ISBN	R. Mintzer Enterpreneur Press 2nd
	Title Author(s) Publisher Edition Publ. Year ISBN	Home Based Travel Agent K. Monaghan Intrepid Traveler reprinted ed. 2006 1887140611
	Title Author(s) Publisher Edition Publ. Year ISBN	
	Academic Jo	ournals
	Tourism, Tou Recreations Hospitality R Management,	burism Research, Tourism Management, Current Issues in urism Analysis, Services Research in Tourism, Tourism Research, , Journal of Sustainable Tourism, Tourism in esearch, International Journal of Contemporary Hospitality International Journal of Hospitality and Tourism Administration, sure Research.
Evaluation	40% coursew	ork and 60% final examination. Passing Mark: 50%
Language	English	

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ANNEX 4 Tourism Operation System

Course Title	Tourism Operation System									
Course Code	INF101									
Course Type	Compulsory									
Level	Diploma									
Year / Semester of Study	1 st Year B Semester									
Lecturer's Name	Theodoros Christophides									
ECTS	4	Lectures / week	3	Labs / week						
Course's Aim and Objective	This course is designed to provide students with an awareness of the functions of the information system technology in the tourism industry. Students will address practical issues involved in agency automations, including online reservations systems, e-marketing, digital marketing and the impact of social media in tourism industry. They will also demonstrate their knowledge and design a website for a hotel.									
Learning Outcomes	 Identify the basic hardware devices , software application as well as networking devices. Explain the importance of ecommerce in travel industry and define ways to protect from computer threats Design a promotion flyer / brochure in Publisher for a hotel or travel agency and learn the methods for e-marketing Identify the role of digital marketing and social media today and be able to show some digital marketing examples Demonstrate their knowledge and design a hotel website through Kompozer Understand the role of CRM , Online Reservation Systems and Restaurant Management Systems in the Hospitality Industry Define the importance of Cloud Computing today 									
Prerequisites	None									
Course Syllabus		earning Outcomes an								
	 Introduction to Computer Essentials Explain the role of Information Systems in Business Today Identify the major computer types Be able to understand the terms hardware and software Recognize the basic input and output devices and the basic softwares 									



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2	Computer networking & E commerce				
	Understand the importance of Internet in Travel Industry				
	Recognize the basic devices for networking				
	Underline the Importance of E-Commerce				
	List the types of E-Commerce				
	Point some examples of online shops				
3	IT Security in Travel Industry				
	 Understand the importance of Security in Travel Agency 				
	 Define the types of computer threats (hackers, 				
	 Identify the ways of computer and software protection 				
4	E- Marketing (Theory)				
	Learn the importance of E-Marketing				
	Learn methods to make promotions online				
5	 E- Marketing (Practical) Create brochure and other advertisements for hotel and airlines 				
	Create menus and other promotions flyers using Microsoft Publisher				
6	Digital Markating and Social Madia				
6	Digital Marketing and Social Media				
	Explain the role of digital marketing for travel industry				
	Understand the use of social media as a part of digital marketing				
	Describe how users share travel experiences on social media the user and Trip advisor				
	through Facebook, Twitter, Instagram and Trip advisor				
	Underline how Email Marketing work				
	 Banner Advertiments (Google Adwords, Pay per Click and Social Media Ads) 				
7	Mid-Term Exam				
8	Website Importance (Theory)				
	 Explain the importance of a website for hotels and airlines 				
	Explain the role of user experience in the design of a website				
	 Identify the basic tips on how to make a website attractive for 				
	hospitality				
	• Describe the steps to create a website (Web Hosting, Domain etc)				
	 Basic knowledge in HTML and Kompozer Software 				
9	Website Importance (Practical)				
	 Demonstrate their knowledge and design a small hotel website 				
	using Kompozer Software				
	Be able to report any ways to make their website more user-friendly				
10	CRM – Customer Relationship Management				
	 Learn the basics in Customer Relationship Management 				
	Discover the role of technology in customer data collection				
	Explain how hospitality is using CRM				
11	Reservation and Online Booking System for Hospitalily				
	Compare the accomodation and airlines reservation systems				
	(Booking.com, Expedia etc)				
	Explain how Online Booking works for attractions and excursions				

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	12 Restaurant Management System					
	 Demonstrate how a restaurant reservation system works Explain the term Point Of Sales System (POS) and Online Ordering System Kitchen Order Management and Table Reservation Management Restaurant Marketing Management and Employee Management Software Restaurant Finance and Accounting Software 13 Cloud Computing for Storage Demonstrate how cloud computing works Check some cloud computing examples (Dropbox, Google Drive) Cloud Computing as a Web Hosting 					
Methodology	Lectures, presentations, practical exerices, articles discussion, independent and private study, preparation of projects, fieldwork and group work. Preparation for mid-term and final examinations					
Bibliography	Required Textbooks					
	TitleTourism Information TechnologyAuthor(s)P. Benckendorff, P. J. Sheldon, D. FesenmaierPublisherCABIEdition2ndPubl. Year2014ISBN9781780641850					
	Textbooks, References, Other Bibliography					
	TitleStrategic Marketing in Tourism ServicesAuthor(s)Rodoula H. Tsiotsou, Ronald E. GoldsmithPublisherEmeraldEdition1 st ed.Publ. Year2012ISBN9781780520704					
	TitleE-Tourism, Information Technology for Strategic Tourism ManagementAuthor(s)D. BuhalisPublisherPrentice HallEdition1stPubl. Year2006ISBN0582357403					
Evaluation	40% coursework and 60% final examination. Passing mark: 50%					
Language	English					

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ANNEX 5 – Marketing Travel & Tours

Course Title	Marketing Travel & Tours							
Course Code	TOU202							
Course Type	Compulsory							
Level	Diploma							
Year / Semester of Study	2 nd Year A Semester							
Lecturer's Name	Theocharis Katranis							
ECTS	5		Lectures / week	3	Labs / week			
Course's Aim and Objective	The course highlights the importance of marketing in the global marketplace of the travel and tourism industry. The course will focus on examples with travel and tourism companies since marketing for this industry has its own challenges. It will also identify the linkage of technology with marketing in the travel and tourism industry							
Learning Outcomes	 Use the Marketing Mix for the benefit of his/her organization Formulate a marketing research that will help in the formation of new, improved or more effective strategy and tactics to reach the organization's goals Identify the tools of marketing as far as promotion is concerned Explain the impact of technology in tourism marketing 							
Prerequisites	NONE							
Course Syllabus	Week s 1 2 3 3 4	 Learning Outcomes and Content of the Course Examine Marketing in Travel and Tourism. The meaning of Marketing in Travel and Tourism. The special characteristics of the travel and tourism industry. Factors influencing demand for tourism. Explain the Marketing Mix in Travel and Tourism: Marketing Mix for tourism services. Marketing mix defined: the original four Ps. The four Ps and the four Cs. Marketing mix in context of the marketing system. Explain the Marketing Mix in Travel and Tourism: Market segmentation for travel and tourism markets. Segmentation defined. Methods used to segment markets. Explain the Marketing Mix in Travel and Tourism: Product formulation in tourism. Components of the tourism products. Explain the Marketing Mix in Travel and Tourism: Price. The role of price in the marketing mix. Manipulating price to manage demand. Characteristics of tourism services that influence pricing. The role of price in strategy and tactics. Influences on price- setting. 						

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		Plan strategy and tactics for Travel and Tourism Marketing:				
		Marketing Research Defined. Categories/methods of marketing research.				
		Researching customer satisfaction and value for money.				
		Plan strategy and tactics for Travel and Tourism Marketing: Marketing Strategy. Marketing tactics. Planning Marketing Campaigns:				
		budgeting and measuring performance.				
		budgeting and measuring performance.				
	7	Mid-Term Exam				
	8	Use the Principal Marketing tools in Travel and Tourism:				
		Advertising defined. The basic purpose of advertising. The advertising				
		process. The role of advertising agencies. Public relations in travel and				
		tourism. The basic purpose of public relations.				
		Use the Principal Marketing tools in Travel and Tourism:				
		Sales promotion defined. Targets for sales promotion. Marketing				
		objectives attainable by sales promotion. Planning and evaluating effective sales promotions.				
		Use the Principal Marketing tools in Travel and Tourism:				
		Merchandising and personal selling. Brochures, other print and electronic				
		information. Distribution Channels. Direct Marketing.				
		Apply marketing in the Travel and Tourism Industry. Marketing countries				
		as tourist destinations. Marketing visitor attractions. Marketing passenger				
		and transport. Apply marketing in the Travel and Tourism Industry.				
		Marketing Accommodation. Marketing Inclusive Tours and Product				
		Packages				
		Explain the impact of technology on Tourism Marketing. The role of digital marketing and online relationship quality, customer profiling, database				
		marketing. Evaluating tourism promotion web sites				
		Revision-Preparation for the Final Exam				
Mathadalaw	Lectures,	presentations, articles discussion, independent and private study,				
Methodology	preparation of projects, fieldwork and group work. Preparation for mid-term					
	and final e	examinations				
Bibliography	Required	Textbooks				
ыыюугарту						
	Title	Marketing for Hospitality and Tourism				
	Author(s)					
	Publisher					
	Edition	7 th ed				
	Publ. Yea					
	ISBN	978-0134151922				
	Textbook	s, References, Other Bibliography				
	Title	Principles of Marketing				
	Author(s)					
	Publisher	Pearson				
	Edition	16 th ed.				
	Publ. Yea					
	ISBN	9781292092485				
	Title	Strategic Marketing in Tourism Services				
	Author(s)	Rodoula H. Tsiotsou, Ronald E. Goldsmith				
		Rodoula H. Tsiotsou, Ronald E. Goldsmith				

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	Publ. Year ISBN	2012 9781780520704
	Title Author(s) Publisher Edition Publ. Year ISBN	Tourism Principles & Practices John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill Pearson 5th 2013 978-0-273-75827-3
	Title Author(s) Publisher Edition Publ. Year ISBN	1 st ed.
Evaluation	40% coursew	ork and 60% final examination. Passing Mark: 50%
Language	English	

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ANNEX 6 Travel Writing

Course Title	Travel Writing						
Course Code	ENG 102						
Course Type	Compulso	ſy					
Level	Diploma						
Year / Semester of Study	1 st Year B	Semester					
Lecturer's Name	Dr. Savvi A	Antoniou					
ECTS	4	Lectures / week	3	Labs / week			
Course's Aim and Objective		e focuses on applying c ories that engage the re			rting to		
Learning Outcomes	 Examine narrative, fictional and literary devices used in travel writing Examine and practice various information gathering strategies Recognize the importance of ethics of representation. Develop stories from their own travel experience Prepare a substantial travel narrative of their own Identify how blogs and vlogs work and their importance in engaging viewers Outline Academic types of writing Apply correctly referencing skills 						
Prerequisites	None	None					
Course Syllabus	Weeks Learning Outcomes and Content of the Course 1 Introduction to Travel Writing Discover the Myths of travel writing. Examine the Types of travel writing. Identify where to find travel writing. 2 Introduction to Travel Writing Examine Angles and Timeliness. Target an audience. Select destinations. Recognize the importance of craft. 3 Types of Articles -Explore of various types of travel articles-destination, roundups, advice, historical, features. Length. Point of view.						
		Anatomy of an Article - Ex body, kicker. Anatomy of a					

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		parts-sense of place, context, people, practical information, facts, opinion. Select Titles.
	5	Travel Memoir/Essay - Define Travel memoir and essay. Choose subjects, Structure of memoir/essay, Write memoir/essay.
	6	Guidebooks: Explain The needs of guidebooksExploration of various types of guidebooks. Examine the process of writing Guidebooks-How to get hired to write a guidebook. Revision for Midterm Examination
	7	Mid-Term Exam
	8	Academic Writing: Descriptive Essay (purely descriptive assignment include: 'identify', 'report', 'record', 'summarize' and 'define'. Use the senses. Specificity. Develop techniques for creativity. Find the right words.
	9	Academic Writing: Critical type of writing - Examples of critical writing assignments include a critique of a journal article, or a literature review that identifies the strengths and weaknesses of existing research. The kinds of instructions for critical writing include: 'critique', 'debate', 'disagree' and 'evaluate'.
	10	Research: Explore various research resources. Examine the rules of "borrowing" research. Research through people. Analyse the research process Referencing Skills: Why Do We Cite and Reference? Referencing Styles, what is Plagiarism? What Needs to be Recorded? (Author/s, Date of Publication, Title of Piece, Publisher Information, Page numbers, URL and Date Accessed)
	11	The Business -Identify Places to publish. Examine How to target editors and publications (travel magazines, brochures)
	12	Blogs and Vlogs: presentation of experiences/stories through blogs or vlogs, engage viewers through blogs or vlogs
	13	Presentations
	14	Revision Preparation for Final Exam
Methodology		, presentations, videos, exercises, articles discussion, independent ate study, preparation of projects, fieldwork and group work.
Bibliography	Required 1. T Author(s Publishe Edition Publ. Ye ISBN) Don George r Lonely Planet Global Limited 1 st

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	Textbooks, F	References, Other Bibliography
	1. Title	The travel writer's handbook: how to write and sell your own travel experiences
	Author(s) Publisher Edition	Jacqueline Harmon Butler, Louise Purwing Zabel Agate Publishing 1 st
	Publ. Year ISBN	•
	2. Title Author(s) Publisher Edition Publ. Year ISBN	The Cambridge Introduction to Travel Writing Tim Youngs Cambridge University Press 1 st 2013 9780521697392
	3. Title Author(s) Publisher Edition Publ. Year ISBN 4. https:/	Travel Business and More Entrepreneur Press & R. Mintzer Entrepreneur Press 2 nd 2012 978159918110 /www.skillsyouneed.com/learn/academic-referencing.html
Evaluation	40% coursew	ork and 60% final examination. Passing Mark: 50%
Language	English	

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ANNEX 7 Commercial Correspondence

Course Title	Commercial Correspondence					
Course Code	ENG 20	ENG 201				
Course Type	Compuls	sory				
Level	Diploma					
Year / Semester of Study	2 nd Year	A Se	mester			
Lecturer's Name	Dr. Savv	vi Anto	oniou			
ECTS	4		Lectures / week	3	Labs / week	
Course's Aim and Objective	commun	icatio	f this course is to teac n and to apply those p mmercial communica	orinciples in de		
Learning Outcomes	• L	Jse sj	formal corresponder peaking and listening raphic aids effective	g techniques	efficiently	
Prerequisites	None					
Course Syllabus	Week	Lear	ming Outcomes and	Content of the	e Course	
	2	1 Review basic grammar, punctuation, capitalization, number usage, spelling, and word division. Evaluate listening skills and learn and apply effective listening techniques. Discuss and apply effective oral communication skills (i.e., telephoning, teleconferencing, informal and formal talk). Apply effective writing style in business situations. Discuss and use electronic means of communication. Observe and evaluate nonverbal language.				



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3	Determine and use proper psychological approach in writing situations. Use direct approach for good and neutral news messages. Use indirect approach for negative news messages. Use persuasive approach for unusual, non-routine requests and sales messages.
4	Complete employment communications. Evaluate personal skills and qualities. Research specific jobs to determine requirements, working conditions, pay, etc. Design and prepare a data sheet (résumé). Prepare a letter of application. Discuss and complete an employment application. Discuss and plan interviewing techniques and attend mock interviews (responses to interview questions, legality of questions, dress, grooming, etc.).
5	Write Routine Letters Routine Responses Personnel Evaluation Adjustment Grants
6	 Write Indirectly for Bad News and Persuasion Students are introduced to techniques of indirect writing to be used to convey bad news or to persuade. 1. Refused Requests 2. Adjustment Refusals 3. Credit Refusals Persuasive Requests
7	Mid-Term Exam
8	 Apply Writing to Specific Situations: 1. Persuasion in Sales Letters 2. Collection Letters 3. Strategy in Job Application 4. News Releases
9	Identify the Fundamentals of Report Writing: The range of business reports from informal to formal, internal to external will be discussed. 1. Basics of Report Writing 2. Short Reports 3. Longer Reports
10	 Examine the Standard and Physical Aspects of Communication: 1. Graphic Aids to Communication Students learn how to use graphic aids effectively in their written work. 2. Correctness of Communication: Here students learn how to use the accepted standards of English grammar and punctuation in written Business Communication.
11	Develop Spoken Communication and Listening Skills: Students learn how to communicate orally in business using speaking and listening techniques. The significance of physical appearance, posture, facial expressions, gestures, and voice quality are explained.
12	Develop Spoken Communication and Listening Skills: Audience analysis, the several techniques for conducting and participating in meetings as well as good interviewing and listening techniques are explored.



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		Recent developments and contemporary issues pertaining to the subject-matter of the course.					
	13	Presentations					
	14	Revision for final examinations					
Methodology	and priv	s, presentations, videos, exercises, articles discussion, independent ate study, preparation of projects, fieldwork and group work.					
Bibliography	1. 1 Author(s Publishe Edition Publ. Ye ISBN Business https://o Textboo 1. 1 Author(s Publishe Edition Publ. Ye ISBN	 McGraw Hill 11th 2013 9781259095658 Communication for Success - ISBN: 978-1-946135-05-6; open.lib.umn.edu/businesscommunication/ Dks, References, Other Bibliography Fitle Excellence in Business Communication S) Thill & Bovee er Pearson 11th ear 2014 978-0133544176 					
Evaluation	40% cou	ursework and 60% final examination. Passing Mark: 50%					
Language	English						



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ANNEX 8 – Airline Services in Tourism

Course Title	Airline Ser	vices In Tourism				
Course Code	TOU209	TOU209				
Course Type	Compulsor	ý				
Level	Diploma					
Year / Semester of Study	2 nd Year B	Semester				
Lecturer's Name	Susan Elfvi	ng				
ECTS	5	Lectures / week	3	Labs / week		
Course's Aim and Objective	The course introduces the student to the basics of the airline operations. Areas of study include airline economics, planning, safety and security, the airport, act and technology and how these areas work together to create and maintain the airline industry. In addition, key terminology and definitions are emphasized along with current events which are shaping the future of the industry.					
Learning Outcomes	 Comprehend the global airline industry along with the international and regulatory environment. Identify the basics of airline operations in relation to economics, flight operations, information technologies and HR. Examine the important of safety and security approaches and procedures. Outline the generic elements of ATC system. Relate the airline industry to environmental impacts. 					
Prerequisites	None					
Course Syllabus	1 T • • • • • • • •	he Global Airline Indus Deregulation and Lik Industry Evolution Industry Terminolog he International Institut The Chicago Conver Freedoms of the Air Airline Privatisation a The Unified EU Marl The Role of Airline A Verview of Airline Ecor Airline Operation Co Recent Trends in Air	atry peralisation W y and Definition tional and Re- ntion and Internation ket and Other Alliances nomics, Marko sts and Produ	/orldwide ons gulatory Environmo onal Economic Reg Major Developme ets and Demand	julation	

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	4 5 6	 The Airline Planning Process Fleet Planning Route Planning Airline Schedule Development The Future: Integrated Airline Planning Airline Flight Operations Flight Crew Regulation and Training Flight Crew Scheduling Flight Crew Activities during a Typical Flight Labor Relations and Human Resource in the Airline Industry.
	0	 HR at airlines (hiring, training, performance etc.)
	7	Aviation Safety and SecurityApproaches to Safety MeasurementsSecurity Procedures
	8	Mid-term Examination
	9	 The Airport Physical Characteristics, Terminals, Formalities, Capacity, Delays and Demand Management
	10	 Air Traffic Control The Generic Elements of an ATC System Future ATC Systems
	11	 Air Transport and the Environment Environmental Impacts (Noise, Air Quality) Impact of Aviation on Climate
	12	 Information Technology in Airline Operations, Distribution and Passenger Processing Information Technology in Airline Planning and Operations Airline Distribution Systems Distribution Costs and e-Commerce Developments Innovations in Passenger Processing
	13	 Critical Issues and Prospects for the Global Airline Industry Looking Ahead: Critical Challenges for the Global Airline Industry
	14	Revision-Preparation for Final Exam
Methodology	preparat and final	, presentations, articles discussion, independent and private study, ion of projects, fieldwork and group work. Preparation for mid-term examinations
Bibliography	Require Title Author(s Publishe Edition Pbl. Yea ISBN	r Wiley 2 nd

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	lextbooks, R	Textbooks, References, Other Bibliography			
	Title Author(s) Publisher Edition Pbl. Year ISBN	Airline Operations: a practical guide. P. J. Bruce, Y. Gao and J.M.C King Taylor & Francis Ltd. 1 st 2017 9781472478177			
	Title Author(s) Publisher Edition Pbl. Year ISBN	Fundamentals of Aviation Operations. G. Meijer Routledge 1st 2020 9780367332396			
	Academic Journals				
	Tourism, Tour	ourism Research, Tourism Management, Current Issues in rism Analysis, Tourism Studies, Tourism Recreations Research, graphies, Journal of Sustainable Tourism			
Evaluation	40% coursew	ork and 60% final examination. Passing mark: 50%			
Language	English				

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ANNEX 9 – Air Fares & Ticketing I

Course Title	Air Fares & Ticketing I						
Course Code	AFT101						
Course Type	Compulso	ry					
Level	Diploma						
Year / Semester of Study	1 st Year, A	Semester					
Lecturer's Name	Susan Elfv	<i>v</i> ing					
ECTS	6	Lectures / week	3	Labs / week			
Course's Aim and Objective	in the Avia	lle introduces studer tion sector that is a s of the fare constru-	cornerstone of t	ourism. It also exar	nines the		
Learning Outcomes Prerequisites	 Define terminologies used in Air Fares and Ticketing. Examine IATA Global Indicators and types of journeys. Describe the content of the PAT (Passenger Air Tariff) and explain the importance of it in ticketing. Examine the basic elements of IATA fares regulations. Construct the initial steps of the IATA/UFTAA One Way Fare Construction Formula. 						
Course Syllabus	Weeks	Weeks Learning Outcomes and Content of the Course					
	 Introduction to Air Fares and Ticketing: Recognize the importance of a comprehensive data reference such as the Passenger Air Tariff editions. Use the Passenger Air Tariff General Rules to decode and encode city/carrier/country names and check general rules. Introduction to essential terms. IATA Geography and Global Indicators: Define the IATA Areas and subareas. TC Map. Traffic Conference Areas (TC1, TC2 & TC3). Global Indicators. Identify Global Indicators by Traffic Conference Area. WH, EH, AT, PA, AP, TS, PN, RU, FE, SA. Two Country Codes. 						
	4	Analyse the type ar IATA Global Indicat	d direction of ro				

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6	 Pricing Unit: Journey concept and Journey anatomy. (Origin, Destination, Stopovers, Non-stopover etc.). Journey vs Pricing unit. (OW, RT, CT, OPEN JAW). Fare Selection: IATA fares vs Carrier fares. Class of service. Fare basis code. Carrier fare basis code. Analyse Fare Rules (SC100, SC101). FTC (Fare Type Code). Selection of carrier fare owner (Identify and Compare).
7	 Currency Related Terms: Neutral Unit of Construction (NUC). Specified Routings: Description and Specified Routing table. Finding a marching description. Integrating specified routings in the formula. PAT carrier routings.
8	Mid Term Exam
9	 One Way Through Fare Construction: IATA OW fare construction formula – examine the steps and application. Identify the Fare Construction Points (FCP). Quote the Neutral Unit of Construction (NUC). Identify the Rule code (RULE).
10	 One Way Through Fare Construction: Maximum Permitted Mileage (MPM). Identify the maximum distance in air miles allowed. Importance of MPM. Selecting MPM using the Global Indicators (GI). Ticketed Point Mileage (TPM). Establish the TPM for a routing. Add TPMs. Compare the total TPM to MPM. Ticketed Point Mileage (TPM). Add up the TPMs and compare the sum with the MPM.
11	 Add up the TPMs and compare the sum with the MPM. One Way Through Fare Construction: Extra Mileage Allowance (EMA). When is the EMA calculated? EMA Table layout How to look for an EMA Ticketing Codes
12	 One Way Through Fare Construction: Excess Mileage Surcharge (EMS). When is the EMS calculated? EMS formula.

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	 Mileage system in Nutshell. (Using the EMS surcharge percentage (%) table). The effect of the EMS on the published fare. 					
	 13 One Way Through Fare Construction: Higher Intermediate Point (HIP). Application. Validating HIP Candidates Compare and Check direct fare component from origin to destination to HIP. Replacing the unit origin-destination NUC with HIP fare. EMS on HIP. One Way Through Fare Construction: Applicable Fare (AF). FCP/NUC as AF. HIP/NUC as AF. EMS and AF. 					
	Revision-Preparation for the Final Exam.					
Methodology	Lectures, presentations, videos, exercises, independent and private study, and group work.					
Bibliography	Required TextbooksTitleInternational Travel and Tourism Training Program. Air Fares and Ticketing IAuthor(s)IATAPublisherIATAEdition5.16Pbl. Year2018ISBN					
	Textbooks, References, Other Bibliography Academic Journals Annals of Tourism Research, Tourism Management, Current Issues in Tourism, Tourism Analysis, Tourism Recreations Research, Tourism Geographies, Journal of Sustainable Tourism, Journal of Transport Geography					
Evaluation	40% coursework and 60% final examination. Passing Mark: 50%					
Language	English					

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ANNEX 10 – Air Fares & Ticketing II

Course Title	Air Fares	& Ticketing II				
Course Code	AFT 102					
Course Type	Compulso	ГУ				
Level	Diploma					
Year / Semester of Study	1 st Year B	Semester				
Lecturer's Name	Susan Elfv	ring				
ECTS	6	Lectures / w	eek	3	Labs / week	
Course's Aim and Objective	Combined with AFT101, this module enables students to complete the construction of the OW IATA/UFTAA Fare Construction and further apply the formula on RT/CT journeys by illustrating both types in a linear fare calculation format. In addition, the application of limitations on indirect travel, rules on infant and children fares and the importance of credit card payments are introduced.					
Learning Outcomes	 Apply the Backhaul Check formula on One Way Journey. Construct the steps of the IATA/UFTAA Round Trip/Circle Trip Fare Construction Formula. Understand the Linear Fare Calculation of Electronic Tickets. Recognise limitations of Indirect Travel. Interpret rules of infant and children normal fares. Recognise the types of credit card payment. 					
Prerequisites	AFT 101					
Course Syllabus	Weeks	Learning Outco	mes ar	d Content of	the Course	
	1	 One Way Through Fare Construction: Check (CHECK). Backhaul Check (BHC). When to the construct the BHC. Backhaul Formula. Backhaul Plus Up (P). Comparison between BHC and AF. Total Fare (TOTAL). Calculate the total ticket amount. Choose between options: FCP NUC or HIP NUC. EMS on TOTAL. Plus Up (P) on TOTAL. 				
	2	Currency Rules	S:			

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	Currency related terms.
	 Establishing Local Currency fares.
	 Neutral Unit of Construction (NUC).
	IATA Rates of Exchange (IROE).
	• IROE entry.
	Rounding Rules.
3	One Way Through Fare Construction:
	 IATA Rates of Exchange (IROE).
	 Selecting the appropriate Rate of Exchange using the IATA
	IROE Table.
	Showing the IROE.
	 Local Currency Fare (LCF).
	 Convert the TOTAL NUC into LCF.
	 Showing raw LCF.
	•
	Rounding LCF.
	 Using the appropriate decimal units and local currency alpha code.
4	alpha code. Round Trip/Circle Trip Through Fare Construction:
4	
	Difference between RT and CT. Selecting a Fare Breakhoint
	Selecting a Fare Breakpoint.
	Fare level and direction.
	IATA RT/CT fare construction formula – examine the steps and
	application.
	FCP: establish the Fare Construction Points for each fare
	component.
	NUC/RULE: identify the Neutral Unit of Construction for
	each fare component.
5	Round Trip/Circle Trip Through Fare Construction:
	IATA RT/CT fare construction formula – examine the steps and
	application.
	MPM: obtain the Maximum Permitted Mileage for each fare appropriate
	component.
	TPM: calculate the Ticketed Point Mileage for each fare approacht
	component.
	EMA: establish the Extra Mileage Allowance for each fare appropriate
	component.
	EMS: compute the Excess Mileage Surplus for each fare
	component.
6	Round Trip/Circle Trip Through Fare Construction:
	IATA RT/CT fare construction formula – examine the steps and
	application.
	HIP/RULE: attain the HIP and RULE for each fare
	component.
	AF: construct the Applicable fare for each fare component
	• SUBTTL: determine the Sub-Total by adding the AF of the
	two fare components.
7	Round Trip/Circle Trip Through Fare Construction:
	IATA RT/CT fare construction formula – examine the steps and
	application.

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		 CHECK – CTM CHECK (Circle Trip Minimum Check) Determine the CTM fare for Circle Trips. Application. CTM Formula. Plus up (P) Round Trip/Circle Trip Through Fare Construction: TOTAL: calculate the Total (SUBTTL vs SUBTTL + P). IROE: define the IATA Rate of Exchange. LCF: calculate the total price of the RT/CT fare in Local Currency Fare
	8	Mid-term Exam
	9	 Linear Fare Calculation Guidelines. E-Ticket (ET). Interpret the standard format. Spacing Rules for Linear Fare Calculation. Breakdown of linear fare calculation (OW and RT).
	10	 Single Segment Surcharge (Q) Description of a Q Surcharge Carrier Surcharges Analysing Q Provisions Ticketing Entry for a Single Segment
	11	Limitations on Indirect Travel General Limitations The Limitations of Indirect Travel
	12	 Children and Infant Fares Accompanied Minors Paragraph 19 of the Fare Rule Unaccompanied Minors Paragraph 19 on Unaccompanied Minors
	13	International Payment Credit Cards Define Common Credit Card Terms Identify Commercial Credit Card Brands and Codes Employ Credit Card Security Features Prevent Credit Card Fraud
	14	Revision Preparation for Final Exam
Methodology	work.	resentations, videos, exercises, independent and private study, and group
Bibliography	and Ticketir Author(s) Publisher Edition 5.1 Pbl. Year ISBN	ernational Travel and Tourism Training Program. Air Fares ng I IATA IATA 6 2018
Evaluation	40% course	ework and 60% final examination. Passing Mark: 50%
Language	English	



ANNEX 11 – Air Fares & Ticketing Practice

Course Title	Air Fares &	Ticketing Practice				
Course Code	AFT 201					
Course Type	Compulsory					
Level	Diploma					
Year / Semester of Study	2 nd Year A S	emester				
Lecturer's Name	Susan Elfvin	g				
ECTS	5	Lectures / week	3	Labs / week		
Course's Aim and Objective	construction practical met ETKT, EMD environment	The course aims to complete the fare calculation procedure by computing the construction of mixed class fares and special fares. In addition, it uses practical methods with examples and exercises to cover the topics of TFC's, ETKT, EMD and BSP. Furthermore, students are introduced to a simulating environment to apply the basic functions of CRS.				
Learning Outcomes	 Examine and calculate Mixed Class Fares. Understand and apply the rules and conditions of Special Fares. Recognise the elements of electronic tickets (ETKT). Identify when to use the Electronic Miscellaneous Documents (EMD's). Practice the basic functions of a CRS. 					
Prerequisites	AFT102					
Course Syllabus	Weeks Le	arning Outcomes a	d Content of th	ne Course		
	CF	 Signing in and out Encode and decode cities and airports Display a PNR Similar name lists Redisplay PNR PNR subfields 				

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2	Mixed Class Fares (OW).
	Higher Class Through Fare Method.
	 Calculate the journey based on the higher-class fare.
	Compare Standard Class Differential LCF with Higher Class
	Through Fare.
	CRS: Timetables, availability, schedules, access types
	Timetable displays
	Return timetables
	Basic flight availability
	 Availability from a timetable
	 Schedule displays
	Flight information
	Availability access levels
	Return availability
	Availability change entries
3	Mixed Class Fares (OW).
	Standard Class Differential Method for Consecutive Sectors
	using the mileage system. Three-step fare construction.
	CRS: Building a PNR
	 Booking seats on non-stop and direct flights
	Booking seats on connections
	Enter basic name elements
	 Enter name elements with PTCs
	Enter contact elements
	Enter a ticketing element
	Enter a received-from element
	End PNR
	Priority waitlist
	Open segments
	ARNK segments
	Practice building a PNR – Build and end a complete PNR
4	Mixed Class Fares (RT).
	 Each component in entirely different class.
	CRS: General remark, OSI elements, SSR elements
	Mailing address element
	Billing address element
	Frequent flyer element
	General Remark Element
	OSI Element
	SSR Element
5	Special Fares
	 Special Fares vs. Normal Fares
	Common Restrictions for Special Fares
	• Types of Special Fares. Conditions and Restrictions. Fare
	Basis.



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	Examine the General Rules and Standard Conditions – SC100
	 CRS: Cancelling and changing PNR elements Cancelling mandatory elements Change ticketing and phone elements Update name elements Cancelling optional PNR elements Changing address and general remark elements Changing OSI elements Changing SSR elements Rebooking itinerary segments Split a PNR in six steps
6	 Special Fares Validity Conditions: Minimum & Maximum stay requirements Periods of Application Stopovers and Transfers CRS: Advance seating requests
	 Basic seating request Seating requests with area preference Seating requests with passenger type Entering a seat wish Seat map from availability Request specific seats Specific seat wish Modify seating elements
7	 Taxes, Fees and Charges (T.F.C) Interpreting TFC Provisions Types of TFCs TFC Collection and Conversion Ticketing Entries for Taxes/Fees/Charges
	 CRS: Cars Car encode and decode Single company car location lists Car location lists for a specific area Vehicle type codes Multi-company availability Multi-company availability with a return date
	 Booking a car Single company availability Single company availability from a PNR Car availability options Car terms from availability Car terms from segment Specific parts of car terms
8	Mid Term Exam
9	Billing and Settlement Plan (BSP)Aims of the BSP

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	BSP Background
	Advantages of BSP to Travel Agent
	BSP Agent/Airlines Relations
	CRS: Hotels
	Introduction to booking hotels
	Hotel encode and decode
	Hotel location lists
	Multi-property hotel availability
	Single property availability
	Selling hotel rooms Specific extension of hetel features
	 Specific categories of hotel features Other hotel features entries
	 Other notel features entries Hotel pricing displays
	 Hotel sell options
	 Add to or change hotel segments
	 Delete from hotel segments
	Cancel hotel segments
10	Billing and Settlement Plan (BSP)
	Standard Traffic Documents (STDs)
	• BSPLink
	Commissions and Service Fees
	Follow BSP Operations and Procedures in the Sale of
	Electronic Ticketing
	CRS: Fare displays and rules. Pricing itineraries.
	Fare displays
	Fare displays for a specific carrier/specific dates/specific fare
	type
	Fare display with taxes
	Changing fare displays
	Fare notes/Displaying specific categories of fare notes Maying to a gingle pageager pricing display
	 Moving to a single passenger pricing display Best buy pricing
	 Stored pricing Displaying a TST from a list
	 Form of payment
11	Ticketing – Electronic tickets – (ETKT)
	Electronic Ticket Record: description / analysis of data
	elements in an electronic ticket record.
	Acronyms, codes, symbols etc. Review linear fare breakdown.
	Participants in the Electronic Ticket process.
	Handling of an Electronic Ticket by a travel agent.
	CRS: Queues
	Introduction to queues
	Taking queue counts
	Queue placement
	Option element
	Accessing a queue Demoving a DND from queue
	Removing a PNR from queue
	Placing a PNR on the delay queue



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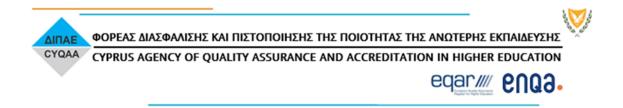
	Queue task: changing segment status Queue task: schedule changes Queue task: confirmation queue Queue task: waitlist assurance Queue task: consolidator fares
	 12 Ticketing - Electronic tickets (ETKT) Define what is EMD. Identify the participants in the EMD process. Explain when an EMD can be issued. Show the two types of EMD.
	CRS Issuing E-Tickets and EMDs Electronic ticketing Issuing electronic tickets Interline electronic tickets Ticketing with consolidator fares Other ticketing arrangements - PTA and TOD Voiding tickets Ancillary services and EMDs Pricing and ancillary service Issuing an EMD Standalone EMDs
	 13 CRS: Functions and Tools Calculator and currency functions. Minimum connect times (MCT). Help system and AIS (Using the Help system, using the AIS) Timatic (Timatic help, Entry requirements from a PNR, Health information from a PNR, Timatic rules) Timaticweb (Passport, Visa, & Health Info, Country Information, Terms & Definitions and City & Country Codes)
Methodology	14 Revision – Preparation for Final Exam Lectures, presentations, videos, exercises, practical exercises, simulation, independent and private study and group work.
Bibliography	Required Textbooks Title International Travel and Tourism Training Program. Air Fares and Ticketing I Author(s) IATA Publisher IATA Edition 5.16 Pbl. Year 2018 ISBN

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	Textbooks, References, Other Bibliography Academic Journals
	Training Manual – Amadeus Selling PlatformAuthor(s)Amadeus s.a.sPublisherAmadeus Educational Systems and ServicesEdition9.1Pbl. Year2019ISBN
Evaluation	40% coursework and 60% final examination. Passing Mark: 50%
Language	English



ANNEX 12 – Revised Structure of Travel & Tourism Administration

		(2 Years, P	Plus an Optional	Foundation	Year, Diplo			
A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
			A' Se	mester				
1.	Theory	Destination Geography	TOU101	3	50	14	42	6
2.	Theory	Introduction To Tourism	TOU102	3	50	14	42	6
3.	Theory	Air Fares & Ticketing I	AFT101	3	50	14	42	6
4.	Theory	Travel Writing	ENG102	3	50	14	42	4
5.	Theory	Basic Accounting Principles	ACC101	3	50	14	42	4
		One of two						
6.	Theory	Greek I	LAN101	3	50	14	42	4
	Theory	Russian I	LAN102	3	50	14	42	4
	1		B' Se	mester	I	1	11	
1.	Theory	Tourism Operation Systems	INF101	3	50	14	42	4
2.	Theory	Air Fares & Ticketing II	AFT102	3	50	14	42	6
3.	Theory	Tourism Business	TOU103	3	50	14	42	6
4.	Theory	Tourism Sociology	SOC101	3	50	14	42	6

Travel & Tourism Administration (2 Years, Plus an Optional Foundation Year, Diplon

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5.	Theory	Statistics	STA101	3	50	14	42	4
		One of two						
6.	Theory	Greek II	LAN103	3	50	14	42	4
	Theory	Russian II	LAN104	3	50	14	42	4
			C' Se	emester				
1.	Theory	Air Fares & Ticketing Practice	AFT201	3	50	14	42	5
2.	Theory	Marketing Travel & Tours	TOU202	3	50	14	42	5
3.	Theory	Tours Package Design	TOU203	3	50	14	42	6
4.	Theory	Commercial Correspondence	ENG201	3	50	14	42	4
5.	Theory	Special Interest Tourism	TOU204	3	50	14	42	5
6.	Theory	Travel & Tourism Law	TOU201	3	50	14	42	5
			D' Se	emester				
1.	Theory	Airline Services in Tourism	TOU209	3	50	14	42	5
2.	Theory	Tourism Planning & Development	TOU205	3	50	14	42	6
3.	Theory	Supervision In The T/T Industry	TOU207	3	50	14	42	5
4.	Theory	Customer Service For Travel & Tourism Operations	TOU206	3	50	14	42	5
5.	Theory	Entrepreneurship In The T/T Industry	TOU208	3	50	14	42	5
6.	Theory	Business Ethics	SOC201	3	50	14	42	4