Doc. 300.1.2

Date: 6/8/2020

Higher Education Institution's Response

- **Higher Education Institution:**
  CDA College

- **Town:** Pafos

- **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

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 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.

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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. https://www.cdacollege.com/

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.

Please select what is appropriate for each of the following 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": https://www.cdacollege.com/

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.

Please select what is appropriate for each of the following sub-areas: Sub-area	*Non-compliant/ 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)

1. 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 ín 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.
l) 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

Non-compliant/ Partially Compliant/Compliant

3	Teaching staff recruitment and development	Compliant
3.2	Teaching staff number and status	Compliant
3.3	Synergies of teaching and research	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.)
2. 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.

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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	*Non-compliant/ Partially Compliant/Compliant*
4 Student admission, processes and criteria	Compliant
4.2 Student progression	Compliant
4.3 Student recognition	Compliant
4.4 Student certification	Compliant

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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)

1. 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

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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: Sub-area	*Non-compliant/ Partially Compliant/Compliant*
5 Teaching and Learning resources	Compliant
5.2 Physical resources	Compliant
5.3 Human support resources	Compliant
5.4 Student support	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	

Date: 06/8/2020

ANNEX 1 – Destination Geography

Course Title	**Destination Geography**				
Course Code	**TOU101**				
Course Type	Compulsory				
Level	Diploma				
Year / Semester	1st Year A Semester				
Teacher's Name	Olga Thoma				
ECTS	6	Lectures / week	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.				
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		Required		

Course Content	Weeks	Learning Outcomes and Content of the Course
	1	Introduction to Travel Geography: Identify Continents, IATA Areas, Oceans, and Review Climatic conditions
	2	Calculate Time differences GMT, The 24-hour clock system, Time zones Calculate Time differences Daylight Saving Time, Time difference from city to city, International Date Line
	3	Examine North America. Physical geography of North America. Tourism in Anglo North America.
	4	Examine Central and the Caribbean Sea. Physical geography of Central America. Tourism in Central America.
	5	Examine South America. Physical geography of South America. Tourism in South America.
	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		Lectures, presentations, videos, problem and case studies discussion, exercises, articles discussion, independent and private study, preparation of projects, fieldwork and group work.
Bibliography		**Required Textbooks**

Required Textbooks

Title	Worldwide Destinations: the geography of Travel & Tourism
Author(s)	B. Boniface, C. Cooper, R. Cooper
Publisher	Routledge
Edition	7th
Pbl. Year	2016
ISBN	9781138901810

Textbooks, References, Other Bibliography

Title	World Regional Geography: global patterns, local lines
Author(s)	B. Boniface, C. Cooper, R. Cooper
Publisher	W.H Freeman
Edition	7th
Pbl. Year	2017
ISBN	9781319048044

Title	International Travel and Tourism Training Program. Air Fares and Ticketing I
Author(s)	IATA
Publisher	IATA
Edition	5.16
Pbl. Year	2018
ISBN	

Title	Tourism Geography, Critical Understanding of Place, Space and Experience
Author(s)	Stephen Williams, Alan A. Lew
Publisher	Routledge

<table>
<tr><td rowspan="5"></td><td>Edition</td><td>3rd edition</td></tr>
</table>

	Edition	3rd edition
	Publ. Year	2015
	ISBN	9780415854436
	Title	The Geography of Tourism & Recreation: Environment, place and space
	Author(s)	C. Michael Hall, Stephen J. Page
	Publisher	Routledge
	Edition	3rd edition
	Publ. Year	2010 Reprinted
	ISBN	978041533561
	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	
Assessment	40% coursework and 60% final examination. Passing Mark: 50%	
Language	English	

ANNEX 2 Tourism Business

Course Title	**Tourism Business**				
Course Code	**TOU103**				
Course Type	Compulsory				
Level	Diploma				
Year / Semester of Study	1st Year B Semester				
Lecturer's Name	Olga Thoma				
ECTS	6	Lectures / week	3	Labs / week	
Course's Aim and Objective	The student will review the structure of the tourism industry and its different sectors.				
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 and Course Content
	1	Explain the structure and organization of the travel and tourism industry: the tourism chain of distribution; common interest organizations; integration in the tourism industry.
	2	Explain the structure and organization of the travel and tourism industry: Tourist destinations: coastal tourism, urban tourism, rural tourism, spa tourism; visitor attractions: cultural tourism, religious tourism, retail shopping, other site attractions, events.
	3	Analyse the hospitality sector: accommodation and catering services; the structure of the accommodation sector; the nature of demand for accommodation facilities; the distribution of accommodation; environmental issues.
	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	Lectures, presentations, videos, exercises, articles discussion, independent and private study, preparation of projects, fieldwork and group work.	
Bibliography	**Required Textbooks** Title The Business of Tourism Author(s) J Christopher Holloway, Claire Humphreys Publisher Pearson Edition 10th Pbl. Year 2016 ISBN 978-1-292-06324-9 **Textbooks, References, Other Bibliography** Title Operations Management in the Travel Industry Author(s) Peter Robinson, Paul Fallon, Harry Cameron, John Crotts Publisher Cabi Edition 2nd Pbl. Year 2016 ISBN 9781780646107 Title Tourism Principles & Practices Author(s) John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill Publisher Pearson Edition 5th Publ. Year 2013 ISBN 978-0-273-75827-3	

	Academic Journals Annals of Tourism Research, Tourism Management, Current Issues in Tourism, Tourism Analysis, Tourism Recreations Research, Tourism Geographies, Journal of Sustainable Tourism
Evaluation	40% coursework and 60% final examination. Passing Mark: 50%
Language	English

ANNEX 3 Tours Package Design

Course Title	**Tours Package Design**				
Course Code	**TOU203**				
Course Type	Compulsory				
Level	Diploma				
Year / Semester of Study	2nd Year A Semester				
Lecturer's Name	Olga Thoma				
ECTS	6	Lectures / week	3	Labs / week	
Course's Aim and Objective	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	Weeks	Learning Outcomes and Content of the Course
	1	The 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.
	2	The tour Operator's products: The various types of tours and their definitions. Components of the tour. Transport, Accommodation, Itineraries, Sightseeing, Meals.
	3	The 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 Selecting Tour Components.
	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 study, preparation of projects, fieldwork and group work. Preparation for mid-term and final examinations
Bibliography		**Required Textbooks** Title Travel Business and More Author(s) Entrepreneur Press & R. Mintzer Publisher Entrepreneur Press Edition 2nd Publ. Year 2012 ISBN 978159918110 **Textbooks, References, Other Bibliography** **Books** Title Start Your Own Travel Business: Cruises, Adventure Travel, Tours, Senior Travel Author(s) R. Mintzer Publisher Enterpreneur Press

	Edition	2nd
	Publ. Year	2012
	ISBN	978-1599184333
	Title	Home Based Travel Agent
	Author(s)	K. Monaghan
	Publisher	Intrepid Traveler
	Edition	reprinted ed.
	Publ. Year	2006
	ISBN	1887140611
	Title	Start and Run a Tour Guiding Business
	Author(s)	B. Braidwood, S. Boyce, R. Cropp
	Publisher	Thomson
	Edition	1st ed.
	Publ. Year	2000
	ISBN	9781551802848
	Academic Journals	
	Annals of Tourism Research, Tourism Management, Current Issues in Tourism, Tourism Analysis, Services Research in Tourism, Tourism Recreations Research, , Journal of Sustainable Tourism, Tourism in Hospitality Research, International Journal of Contemporary Hospitality Management, International Journal of Hospitality and Tourism Administration, Annals of Leisure Research.	
Evaluation	40% coursework and 60% final examination. Passing Mark: 50%	
Language	English	

Course Title	**Tourism Operation System**				
Course Code	**INF101**				
Course Type	Compulsory				
Level	Diploma				
Year / Semester of Study	1st Year B Semester				
Lecturer's Name	Olga Pelekanou				
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	**Weeks**	**Learning Outcomes and Content of the Course**			
	1	**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			

	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 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 through Facebook, Twitter,Instagram and Trip advisor • Underline how Email Marketing work • Banner Advertments (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 (Museums etc) • Car Rental & Activities • Terms & Conditions

	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
	14	**Revision**
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** Title Tourism Information Technology Author(s) P. Benckendorff, P. J. Sheldon, D. Fesenmaier Publisher CABI Edition 2nd Publ. Year 2014 ISBN 9781780641850 **Textbooks, References, Other Bibliography** Title Strategic Marketing in Tourism Services Author(s) Rodoula H. Tsiotsou, Ronald E. Goldsmith Publisher Emerald Edition 1 st ed. Publ. Year 2012 ISBN 9781780520704 Title E-Tourism, Information Technology for Strategic Tourism Management Author(s) D. Buhalis Publisher Prentice Hall Edition 1st Publ. Year 2006 ISBN 0582357403
Evaluation		40% coursework and 60% final examination. Passing mark: 50%
Language		English

ANNEX 5 – Marketing Travel & Tours

Course Title	**Marketing Travel & Tours**				
Course Code	**TOU202**				
Course Type	Compulsory				
Level	Diploma				
Year / Semester of Study	2nd Year A Semester				
Lecturer's Name	Dr. Amvrosios Prodromou				
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	Weeks	Learning Outcomes and Content of the Course
	1	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.
	2	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.
	3	Explain the Marketing Mix in Travel and Tourism: Market segmentation for travel and tourism markets. Segmentation defined. Methods used to segment markets.
	3	Explain the Marketing Mix in Travel and Tourism: Product formulation in tourism. Components of the tourism products.
	4	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.
	5	Plan strategy and tactics for Travel and Tourism Marketing: Marketing Research Defined. Categories/methods of marketing research.

		Researching customer satisfaction and value for money.
	6	Plan strategy and tactics for Travel and Tourism Marketing: Marketing Strategy. Marketing tactics. Planning Marketing Campaigns: 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.
	9	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.
	10	Use the Principal Marketing tools in Travel and Tourism: Merchandising and personal selling. Brochures, other print and electronic information. Distribution Channels. Direct Marketing.
	11	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
	12	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
	13	Revision-Preparation for the Final Exam
Methodology		Lectures, presentations, articles discussion, independent and private study, preparation of projects, fieldwork and group work. Preparation for mid-term and final examinations
Bibliography		**Required Textbooks**

Bibliography

Required Textbooks

Title	Marketing for Hospitality and Tourism
Author(s)	P. Kotler, J. T. Bowen, J.C. Makens, S. Baloglu
Publisher	Pearson
Edition	7th ed
Publ. Year	2016
ISBN	978-0134151922

Textbooks, References, Other Bibliography

Title	Principles of Marketing
Author(s)	P. Kotler
Publisher	Pearson
Edition	16th ed.
Publ. Year	2016
ISBN	9781292092485

Title	Strategic Marketing in Tourism Services
Author(s)	Rodoula H. Tsiotsou, Ronald E. Goldsmith
Publisher	Emerald
Edition	1st ed.
Publ. Year	2012

	ISBN 9781780520704 Title Tourism Principles & Practices Author(s) John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill Publisher Pearson Edition 5th Publ. Year 2013 ISBN 978-0-273-75827-3 Title Marketing and Managing Tourism Destinations Author(s) Alastair M. Morrison Publisher Routledge Edition 1st ed. Publ. Year 2013 ISBN 978-0-67250-4
Evaluation	40% coursework and 60% final examination. Passing Mark: 50%
Language	English

ANNEX 6 Travel Writing

Course Title	**Travel Writing**				
Course Code	**ENG 102**				
Course Type	Compulsory				
Level	Diploma				
Year / Semester of Study	1st Year B Semester				
Lecturer's Name	Dr. Valentina Christodolou				
ECTS	4	Lectures / week	3	Labs / week	
Course's Aim and Objective	The course focuses on applying certain techniques of travel reporting to produce stories that engage the reader and sell a destination.				
Learning Outcomes	• Read and discuss classic travel pieces • 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				

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.
	4	Anatomy of an Article - Examine Basic article structure-lead, nut graf, body, kicker. Anatomy of an Article - Identify and examine the Working 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 guidebooks. ---Exploration of various types of guidebooks. Examine the process of writing Guidebooks-How to get hired to write a guidebook. Revision for Mid-term 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	Lectures, presentations, videos, exercises, articles discussion, independent and private study, preparation of projects, fieldwork and group work.	
Bibliography	**Required Textbooks** 1. Title How to be a travel writer Author(s) Don George Publisher Lonely Planet Global Limited Edition 1st Publ. Year 2017 ISBN 9781787010000 **Textbooks, References, Other Bibliography** 1. Title The travel writer's handbook: how to write and sell your own travel experiences Author(s) Jacqueline Harmon Butler, Louise Purwing Zabel Publisher Agate Publishing Edition 1st Publ. Year 2012 ISBN 9781572847002	

	2. Title — The Cambridge Introduction to Travel Writing Author(s) — Tim Youngs Publisher — Cambridge University Press Edition — 1st Publ. Year — 2013 ISBN — 9780521697392 3. Title — Travel Business and More Author(s) — Entrepreneur Press & R. Mintzer Publisher — Entrepreneur Press Edition — 2nd Publ. Year — 2012 ISBN — 978159918110 4. https://www.skillsyouneed.com/learn/academic-referencing.html
Evaluation	40% coursework and 60% final examination. Passing Mark: 50%
Language	English

ΔΙΠΑΕ
CYQAA
ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
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ANNEX 7 Commercial Correspondence

Course Title	**Commercial Correspondence**
Course Code	**ENG 201**
Course Type	Compulsory
Level	Diploma
Year / Semester of Study	2nd Year A Semester
Lecturer's Name	Dr. Valentina Christodoulou

ECTS	4	Lectures / week	3	Labs / week	

Course's Aim and Objective	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.
Learning Outcomes	- Write formal correspondence effectively - Use speaking and listening techniques efficiently - Use graphic aids effectively in their written work
Prerequisites	None

Course Syllabus	Week	Learning Outcomes and Content of the Course
	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.
	2	Learn and apply effective written communication techniques. Choose language, style, and format appropriate to message's purpose and audience. Apply the six C's (courtesy, conciseness, completeness, correctness, concreteness, and clarity) in business communications. Effectively proofread work for mailability and effectiveness. Type letters and memos in acceptable formats. Compose various types of business letters and simple interoffice memorandums, including a short memo report. Complete tests over principles of business communications.
	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 1. Routine Responses 2. Personnel Evaluation 3. 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. Recent developments and contemporary issues pertaining to the subject-matter of the course.
	13	Presentations
	14	Revision for final examinations
Methodology		Lectures, presentations, videos, exercises, articles discussion, independent and private study, preparation of projects, fieldwork and group work.

Bibliography	**Required Textbooks**
	   1. Title Business and Administrative Communication
	Author(s) Kitty O. Locker
	Publisher McGraw Hill
	Edition 11th
	Publ. Year 2013
	ISBN 9781259095658
	
	Business Communication for Success - ISBN: 978-1-946135-05-6; https://open.lib.umn.edu/businesscommunication/
	
	Textbooks, References, Other Bibliography
	   1. Title Excellence in Business Communication
	Author(s) Thill & Bovee
	Publisher Pearson
	Edition 11th
	Publ. Year 2014
	ISBN 978-0133544176

Evaluation	40% coursework and 60% final examination. Passing Mark: 50%
Language	English

ANNEX 8 – Airline Services in Tourism

Course Title	**Airline Services In Tourism**				
Course Code	**TOU209**				
Course Type	Compulsory				
Level	Diploma				
Year / Semester of Study	2nd Year B Semester				
Lecturer's Name	Olga Thoma				
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	Week	Learning Outcomes and Content of the Course
	1	The Global Airline Industry • Deregulation and Liberalisation Worldwide • Industry Evolution • Industry Terminology and Definitions
	2	The International Institutional and Regulatory Environment • The Chicago Convention • Freedoms of the Air • Airline Privatisation and International Economic Regulation • The Unified EU Market and Other Major Developments • The Role of Airline Alliances
	3	Overview of Airline Economics, Markets and Demand • Airline Operation Costs and Productivity • Recent Trends in Airline Pricing

	4	The Airline Planning Process • Fleet Planning • Route Planning • Airline Schedule Development • The Future: Integrated Airline Planning
	5	Airline Flight Operations • Flight Crew Regulation and Training • Flight Crew Scheduling • Flight Crew Activities during a Typical Flight
	6	Labor Relations and Human Resource in the Airline Industry. • HR at airlines (hiring, training, performance etc.)
	7	Aviation Safety and Security • Approaches to Safety Measurements • Security 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		Lectures, presentations, articles discussion, independent and private study, preparation of projects, fieldwork and group work. Preparation for mid-term and final examinations
Bibliography		**Required Textbooks** Title The Global Airline Industry. Author(s) P. Belobaba, A. Odoni and C. Barnhart Publisher Wiley Edition 2nd Pbl. Year 2015 ISBN 9781118881170 **Textbooks, References, Other Bibliography** Title Airline Operations: a practical guide.

	Author(s)	P. J. Bruce, Y. Gao and J.M.C King
	Publisher	Taylor & Francis Ltd.
	Edition	1st
	Pbl. Year	2017
	ISBN	9781472478177
	Title	Fundamentals of Aviation Operations.
	Author(s)	G. Meijer
	Publisher	Routledge
	Edition	1st
	Pbl. Year	2020
	ISBN	9780367332396
	Academic Journals	
	Annals of Tourism Research, Tourism Management, Current Issues in Tourism, Tourism Analysis, Tourism Studies, Tourism Recreations Research, Tourism Geographies, Journal of Sustainable Tourism	
Evaluation	40% coursework and 60% final examination. Passing mark: 50%	
Language	English	

ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
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ANNEX 9 – Air Fares & Ticketing I

Course Title	**Air Fares & Ticketing I**				
Course Code	**AFT101**				
Course Type	Compulsory				
Level	Diploma				
Year / Semester of Study	1st Year, A Semester				
Lecturer's Name	Izampela Kappa				
ECTS	6	Lectures / week	3	Labs / week	
Course's Aim and Objective	This module introduces students the vital role Air Fares and Ticketing plays in the Aviation sector that is a cornerstone of tourism. It also examines the initial steps of the fare construction ticketing formula for OW journeys.				
Learning Outcomes	- 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.				
Prerequisites	None				

Course Syllabus	Weeks	Learning Outcomes and Content of the Course
	1	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.
	2	IATA Geography and Global Indicators: - Define the IATA Areas and subareas. TC Map. - Traffic Conference Areas (TC1, TC2 & TC3). Global Indicators.
	3	Identify Global Indicators by Traffic Conference Area. - WH, EH, AT, PA, AP, TS, PN, RU, FE, SA. - Two Country Codes.
	4	Analyse the type and direction of routing to match to the correct IATA Global Indicator WH, EH, AT, PA, AP, TS, PN, RU, FE, SA
	5	Pricing Unit: Journey concept and Journey anatomy. (Origin, Destination, Stopovers, Non-stopover etc.).

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		• Journey vs Pricing unit. (OW, RT, CT, OPEN JAW).
	6	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	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. • 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.
	14	Revision-Preparation for the Final Exam.
Methodology	Lectures, presentations, videos, exercises, 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 **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	

ANNEX 10 – Air Fares & Ticketing II

Course Title	**Air Fares & Ticketing II**				
Course Code	**AFT 102**				
Course Type	Compulsory				
Level	Diploma				
Year / Semester of Study	1st Year B Semester				
Lecturer's Name	Izampela Kappa				
ECTS	6	Lectures / week	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 Outcomes and Content of the Course**			
	1	Review: One Way Through Fare Construction (FCP-HIP). 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: • 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	Round Trip/Circle Trip Through Fare Construction: • Difference between RT and CT. • 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 component. • TPM: calculate the Ticketed Point Mileage for each fare component. • EMA: establish the Extra Mileage Allowance for each fare 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. • 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	Lectures, presentations, videos, exercises, 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	
Evaluation	40% coursework 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	2nd Year A Semester
Lecturer's Name	Izampela Kappa
ECTS	5	Lectures / week	3	Labs / week	
Course's Aim and Objective	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	Learning Outcomes and Content of the Course
	1	Mixed Class Fares (OW). • Reasons for having Mixed Class journeys. • Standard Class Differential Method. OW with a single sector flown on a higher class. Three-step fare construction. CRS: Introduction, signing in and out, encode and decode. Displaying a PNR • Introduction to CRS (Computer Reservation Systems) • Signing in and out • Encode and decode cities and airports • Display a PNR • Similar name lists • Redisplay PNR • PNR subfields • PNR history • Record locator return
	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. • Examine the General Rules and Standard Conditions – SC100

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		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 • 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 categories of hotel features • Other hotel 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 • 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 • Removing a PNR from queue • Placing a PNR on the delay queue • 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)
	14	Revision – Preparation for Final Exam

Methodology	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 **Textbooks, References, Other Bibliography** **Academic Journals** Training Manual – Amadeus Selling Platform Author(s) Amadeus s.a.s Publisher Amadeus Educational Systems and Services Edition 9.1 Pbl. Year 2019 ISBN
Evaluation	40% coursework and 60% final examination. Passing Mark: 50%
Language	English

ANNEX 12 – Revised Structure of Travel & Tourism Administration

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

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' Semester				
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
				B' Semester				
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
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

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		C' Semester						
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' Semester						
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