



**ΠΑΡΑΤΗΡΗΣΕΙΣ  
ΣΤΗΝ ΕΚΘΕΣΗ ΤΗΣ ΕΠΙΤΡΟΠΗΣ ΕΞΩΤΕΡΙΚΗΣ  
ΑΞΙΟΛΟΓΗΣΗΣ ΑΝΑΦΟΡΙΚΑ  
ΜΕ ΤΟ ΠΡΟΓΡΑΜΜΑ ΣΠΟΥΔΩΝ**

**“TRAVEL AND TOURISM  
MANAGEMENT (3 YEARS/180 ECTS  
HIGHER DIPLOMA)”**

**ΣΕΠΤΕΜΒΡΙΟΣ 2018**

## ΠΙΝΑΚΑΣ ΠΕΡΙΕΧΟΜΕΝΩΝ

	Θέμα	Σελίδα
1.	Παρατηρήσεις KES College στην Έκθεση της ΕΕΑ	3
2.	Παράρτημα “1” – Νέα, τροποποιημένη δομή Προγράμματος	35
3.	Παράρτημα “2”- Δομή Προγράμματος, όπως εξετάστηκε από την ΕΕΑ	39
4.	Παράρτημα “3”- Αναλυτικά προγράμματα μαθημάτων Προγράμματος	42
5.	Παράρτημα “4”- Βιογραφικό Σημείωμα και αντίγραφα καταληκτικών τίτλων της Δρ Ρωξάνας Μιχαηλίδου	159
6.	Παράρτημα “5”- Ημερολόγιο εξωδιδακτικών δραστηριοτήτων Προγράμματος	169
7.	Διδακτικό Προσωπικό, μαθήματα και περίοδοι διδασκαλίας στο τροποποιημένο Πρόγραμμα Σπουδών	171

**ΠΑΡΑΤΗΡΗΣΕΙΣ ΤΟΥ ΚΕΣ COLLEGE ΣΤΗΝ ΕΚΘΕΣΗ ΤΗΣ ΕΠΙΤΡΟΠΗΣ ΕΞΩΤΕΡΙΚΗΣ ΑΞΙΟΛΟΓΗΣΗΣ ΑΝΑΦΟΡΙΚΑ ΜΕ ΤΟ ΠΡΟΓΡΑΜΜΑ ΣΠΟΥΔΩΝ “ TRAVEL AND TOURISM MANAGEMENT (3 YEARS/180 ECTS HIGHER DIPLOMA)”**

**ΕΥΡΗΜΑΤΑ ΕΠΙΤΡΟΠΗΣ ΕΞΩΤΕΡΙΚΗΣ ΑΞΙΟΛΟΓΗΣΗΣ**

(βλέπετε σελίδα 6 της Έκθεσης)

**1. ΑΠΟΤΕΛΕΣΜΑΤΙΚΟΤΗΤΑ ΔΙΔΑΚΤΙΚΟΥ ΕΡΓΟΥ – ΔΙΑΘΕΣΙΜΟΙ ΠΟΡΟΙ**

- 1.1 *Teaching staff seemed enthusiastic about teaching their students. There is some travel and tourism expertise in the team but very limited research output in highly respected travel and tourism journals. It is also evident that only few members of staff are travel and tourism academic specialists and have relevant background studies.*

**Ενέργειες KES College**

Έχει προσληφθεί άτομο με προσόντα στον τομέα Travel and Tourism και διδακτορικό τίτλο (Δρ Μιχαηλίδου Ρωξάνα, βλέπετε πιο κάτω). Η κυρία Μιχαηλίδου θα εμπλακεί στις εργασίες του νεοσύστατου Ερευνητικού Κέντρου του ΚΕΣ College και θα καλύψει σταδιακά και με διάφορους τρόπους αδυναμίες οι οποίες αναφέρονται πιο πάνω.

- 1.2 *Some members of the teaching team may lack the necessary updated insight of the travel and tourism industry; nonetheless, they seem to be somehow involved in industry related activities. The teaching staff were not fully involved in the preparation of module documentation and learning outcomes..*

**Ενέργειες KES College**

Όπως θα διαπιστωθεί πιο κάτω, ο αριθμός των γενικής φύσεως μαθημάτων έχει μειωθεί σημαντικά και ταυτόχρονα αυξήθηκε ο αριθμός των μαθημάτων της ειδικότητας, ενώ την ίδια ώρα τα γενικά μαθήματα εμπλουτίστηκαν με προσεγγίσεις από την ειδικότητα Travel and Tourism. Αυτό έχει ως συνέπεια να αυξηθεί ο αριθμός των μελών του διδακτικού προσωπικού με ειδικότητα Travel and Tourism, τα οποία είναι άμεσα σχετικά με το αντικείμενο σπουδών και οι υπόλοιποι διδάσκοντες στο Πρόγραμμα ως ομάδα, να σχετίζονται πιο άμεσα με το αντικείμενο του Προγράμματος.

Επίσης, αποτελεί πάγια πολιτική του Κολλεγίου, το διδακτικό προσωπικό να εμπλέκεται πλήρως στην ετοιμασία των αναλυτικών προγραμμάτων των μαθημάτων και αυτό ισχύει απόλυτα και για το παρόν Πρόγραμμα. Θεωρούμε ότι το συμπέρασμα της ΕΕΑ για το αντίθετο, οφείλεται στο γεγονός ότι δεν έγινε δυστυχώς κατορθωτό να είναι παρόντα κατά την επίσκεψη της Επιτροπής Εξωτερικής Αξιολόγησης στο Κολλέγιο, κάποια στελέχη του Προγράμματος, πχ. η κυρία Άντρια Χατζησυλλή).

Ας σημειωθεί επίσης, ότι η αίτηση για αξιολόγηση του Προγράμματος ετοιμάστηκε το φθινόπωρο του 2016 και κατατέθηκε στο Φορέα ΔΙ.Π.Α.Ε. τον Ιανουάριο του 2017, και ότι παρήλθε σημαντικός χρόνος μέχρι να εξεταστεί. Αυτό είχε ως συνέπεια κάποια νέα μέλη του διδακτικού προσωπικού να απάντησαν με τρόπο, ο οποίος ενδεχομένως να έχει δημιουργήσει λανθασμένες εντυπώσεις.

## 2. ΠΡΟΓΡΑΜΜΑ ΣΠΟΥΔΩΝ ΚΑΙ ΤΙΤΛΟΙ ΣΠΟΥΔΩΝ

- 2.1 *To be awarded their degree, students need to have successfully completed 42 modules, i.e. 36 compulsory and 6 (six) electives. The total number of elective modules offered is 17 (seventeen) – the College reports them as 21 but we found evidence of double counting as the same elective modules are occasionally offered in different semesters. In other words, a total of 36+17=53 modules are offered. There are sixteen (16) specialised travel and tourism related modules (including Final Project I and Final Project II); two (2) specialised food related modules, while the rest, i.e. 53-16-2=35 are generic. Out of these 35 modules, eight (8) modules are related to languages (i.e. Greek for international students, French, Russian and German); nineteen (19) are predominantly business and/or social sciences related; three (3) are Cyprus and EU politics/economics related; and rather worryingly five (5) are predominantly practical skills related.*

### Ενέργειες KES College

Ακολουθήσαμε **όλες** τις υποδείξεις της ΕΕΑ και επιφέραμε σημαντικές αλλαγές στη δομή του Προγράμματος, οι οποίες θα παρουσιαστούν αναλυτικά σε διάφορα σημεία πιο κάτω, όταν θα απαντούμε για κάθε ένα συγκεκριμένο θέμα. Η τροποποιημένη, νέα δομή του Προγράμματος φαίνεται στο Παράρτημα “1”, ενώ στο Παράρτημα “2” φαίνεται η δομή του Προγράμματος η οποία εξετάστηκε από την ΕΕΑ.

Συνοπτικά, η πιο πάνω κατάσταση έχει διαφοροποιηθεί ως ακολούθως:

- Για να αποφοιτήσουν οι φοιτητές πρέπει να συμπληρώσουν, όπως και προηγουμένως, 42 μαθήματα, 36 υποχρεωτικά 6 μαθήματα επιλογής
- Ο συνολικός αριθμός των προσφερόμενων μαθημάτων επιλογής είναι 16
- Προσφέρονται συνολικά 52 μαθήματα από τα οποία:
  - ο **25 είναι εξειδικευμένα και εκσυγχρονισμένα στο θέμα Travel and Tourism** (προηγουμένως ήταν 16)
  - ο 27 γενικής φύσεως μαθήματα (πχ. με χαρακτήρα Business, γλωσσικά και άλλα)
  - ο Ακολουθώντας τις υποδείξεις της ΕΕΑ, έχουν καταργηθεί όλα τα μαθήματα τα οποία έχουν χαρακτηριστεί ως μαθήματα πρακτικών δεξιοτήτων και έχουν αντικατασταθεί με μαθήματα του τομέα Travel and Tourism

- 2.2 *The programme follows a traditional, mainstream and to some extent uninspiring and unimaginative approach to teaching travel and tourism. The programme offers a portfolio of theoretical business and management knowledge with modules in the areas of travel and tourism. The programme offers several modules with limited attempt to customize and contextualize learning to the students interested in travel and tourism*

### **Ενέργειες KES College**

Όπως θα αναφερθεί πιο κάτω, ιδιαίτερα στην απάντησή μας στην παράγραφο 9.7, τα μαθήματα με γενικό χαρακτήρα, όπως αυτά με χαρακτήρα Business, έχουν εμπλουτιστεί με περιεχόμενο από τον τομέα Travel and Tourism, ώστε να βοηθηθούν τους φοιτητές να εμπεδώσουν τις νέες γνώσεις στη διάσταση του αντικειμένου το οποίο σπουδάζουν

- 2.3 *The generic business modules do not include literature relevant to travel and tourism. Most textbooks suggested for all modules are at least ten (10) years old and travel and tourism academic journal articles are not included in the module outlines. Programme structure issues need to be considered too, as discussed later in this evaluation report.*

### **Ενέργειες KES College**

- α) Όπως μπορεί να διαπιστωθεί από το Παράρτημα “3”, όπου παρουσιάζονται τα αναλυτικά προγράμματα των μαθημάτων, έχει γίνει γενική ανανέωση της βιβλιογραφίας με την προσθήκη νέων εκδόσεων σε όλα τα μαθήματα. Έχουν προστεθεί συνολικά 91 νέα βιβλία πρόσφατων εκδόσεων. Έχει επίσης εξασφαλιστεί συνδρομή σε ένα επιπρόσθετο περιοδικό (Journal of Tourism and Hospitality Management – εκδότης American Research Institute for Policy Development) καθώς και πρόσβαση σε 15 ελεύθερα online περιοδικά και 28 κατάλληλες ιστοσελίδες.
- β) Στα γενικά μαθήματα με χαρακτήρα Business έχει προστεθεί βιβλιογραφία σχετική με Travel and Tourism.
- 2.4 *There is room for improvement on the structure of the degree by contextualizing generic modules and increasing the number of travel and tourism related modules, which are relevant to the contemporary travel and tourism environment. There is in general a logical sequence of modules in terms of content, although the academic value of practical skills modules (ECTS-wise) such as “Communication Skills” and “Computer Basics I”, “Quality Customer Service”, “IT Web Page Design” and “Business Communication” is questionable. The generic modules on geography, anthropology, economics and business also fail to acknowledge the specific requirements of travel and tourism, and they remain very broad. There is also limited innovation in this programme and a failure to acknowledge contemporary sectoral and macroeconomic challenges. As such, and in contrast to what is advocated in the motto of KES College (semper vigilans - always alert), the Higher Diploma programme would not prepare graduates adequately to excel in an increasingly challenging global travel and tourism environment at the time of graduation.*

### **Ενέργειες KES College**

- α) Όπως έχει αναφερθεί στην παράγραφο 2.2. πιο πάνω και όπως μπορεί να διαπιστωθεί από τα αναλυτικά προγράμματα των μαθημάτων στο Παράρτημα “3”, το περιεχόμενο των γενικής φύσεως μαθημάτων έχει εμπλουτιστεί κατάλληλα με πιο σαφή προσέγγιση στο αντικείμενο σπουδών Travel and Tourism.
- β) Όπως επίσης αναφέρεται στην παράγραφο 2.1 πιο πάνω και όπως μπορεί να διαπιστωθεί από τη νέα τροποποιημένη δομή του Προγράμματος στο Παράρτημα “1”, τα μαθήματα που έχουν άμεση με τον τομέα Travel and Tourism έχουν αυξηθεί από 16 σε 25 και ακολουθούν τις σύγχρονες τάσεις και πρακτικές στον τομέα αυτό.

- γ) Τα πέντε αναφερόμενα μαθήματα, τα οποία όπως υποδεικνύει η ΕΕΑ διδάσκουν Πρακτικές Δεξιότητες, όπως για παράδειγμα τα μαθήματα “Communication Skills”, “Computer Basics I” κ.ά., έχουν καταργηθεί και αντικαταστάθηκαν με μαθήματα του τομέα Travel and Tourism.
- δ) Όπως θα παρουσιαστεί πιο κάτω στην παράγραφο 7.1, το κάθε ένα από τα γενικής φύσεως μαθήματα “Geography and Anthropology of Tourism” και “Introduction to Social Science (Sociology and Psychology)”, έχει περιοριστεί μόνο σε ένα από τα δύο αρχικά θέματα (δηλαδή Γεωγραφία για το πρώτο μάθημα και Κοινωνιολογία για το δεύτερο μάθημα), ώστε να περιοριστεί το εύρος τους και να γίνει εμβάθυνση στο θέμα που επιλέγηκε, με προσανατολισμό στον τομέα Travel and Tourism.
- ε) Όπως θα παρουσιαστεί πιο κάτω στην παράγραφο 7.1, το μάθημα “Introduction to Economics I (Microeconomics)” τροποποιήθηκε ώστε να είναι περισσότερο στοχευμένο προς τον τομέα Travel and Tourism και μετονομάστηκε σε “Principles of Microeconomics”.
- στ) Δεν θα διαφωνήσουμε στο ότι οι υποδείξεις της ΕΕΑ βελτιώνουν το υπό αξιολόγηση πρόγραμμα. Η προσήλωσή μας όμως στις μακροχρόνιες αξίες του Κολλεγίου μας (από το 1971) και η αποφασιστικότητά μας να είμαστε συνεπείς με το σύνθημά μας “semper vigilans – πάντα σε εγρήγορση”, μας καθοδηγεί ώστε να είμαστε πάντα σε εγρήγορση και να προσπαθούμε για την καλύτερη δυνατή ποιότητα στα προγράμματά μας με κάθε τίμημα. Μέσα σε αυτό το πλαίσιο, έχουμε εκσυγχρονίσει το Πρόγραμμα σύμφωνα με τις υποδείξεις της ΕΕΑ και είμαστε πεπεισμένοι οι απόφοιτοί μας θα είναι σε θέση να ανταπεξέλθουν με επιτυχία στις απαιτήσεις της αγοράς εργασίας στον τομέα των ταξιδιών και τουρισμού

2.5 *Assessment is traditional - there is apparently a mid-term exam, a final exam and a coursework for each module. Class attendance and participation is also evaluated. As the degree is on management, it is advised that presentation skills should be explicitly evaluated and assessed as much as possible*

#### **Ενέργειες KES College**

Ένα από τα κριτήρια αξιολόγησης στα αναλυτικά προγράμματα των μαθημάτων, αφορά την ετοιμασία εργασιών από τους φοιτητές. Ανάλογα με το μάθημα, οι εργασίες μπορούν να παρουσιάζονται από τους φοιτητές στην τάξη. Το Κολλέγιο, έχει δώσει οδηγίες στους διδάσκοντες του Προγράμματος, ώστε από το νέο ακαδημαϊκό εξάμηνο να αξιολογούν τις δεξιότητες παρουσίασης των φοιτητών ενώπιον των συμφοιτητών τους, ως μέρος της αξιολόγησης των εργασιών τους.

2.6 *The college team indicated that they are active in the Erasmus+ programme for staff and student mobility. The inspected student welfare facilities were also ample and modern and Erasmus+ programme signposting was evident. Interestingly, though, the interviewed students were not aware of the opportunities offered by the Erasmus+ programme.*

#### **Ενέργειες KES College**

Η πολιτική του Κολλεγίου είναι να ενημερώνει όλους ανεξαιρέτως τους φοιτητές για τις δυνατότητες που προσφέρει το Πρόγραμμα Erasmus+. Εντούτοις, φοιτητές από Τρίτες Χώρες, όπως μπορούν να είναι φοιτητές του παρόντος Προγράμματος, συναντούν

σοβαρά προβλήματα με τη θεώρηση διαβατηρίων τους όταν επιθυμούν να ταξιδέψουν σε Ευρωπαϊκές Χώρες και ως εκ τούτου δεν επιδεικνύουν ενδιαφέρον για το Πρόγραμμα Erasmus+.

- 2.7 *The curriculum offers two compulsory, thirteen (13) weeks placement periods (after the second and after the fourth semester) for students capitalising on the fact that Cyprus is in the epicentre of the Mediterranean tourism sector. Nonetheless, these placements are not ECTS credit-bearing despite students being required to keep a detailed logbook and submit a report; this may have negative repercussions for the incentivisation of students to excel in their placement.*

### **Ενέργειες KES College**

Στο τροποποιημένο Πρόγραμμα Σπουδών η δομή του οποίου παρουσιάζεται στο Παράρτημα “1”, η Πρακτική άσκηση έχει μεν τα ίδια χαρακτηριστικά όπως και προηγουμένως, προσφέρεται όμως μέσω δύο μαθημάτων, των “PRCT104 Practical Training I” στο 2<sup>ο</sup> εξάμηνο και “PRCT212 Practical Training II” στο 4<sup>ο</sup> εξάμηνο. Κάθε ένα από τα μαθήματα αυτά **πιστώνεται με 5 ECTS**. Τα αναλυτικά προγράμματα των πιο πάνω μαθημάτων περιλαμβάνονται στο Παράρτημα “3” με αύξοντες αριθμούς 14 και 34 αντίστοιχα.

## **3. ΕΡΕΥΝΗΤΙΚΟ ΕΡΓΟ ΚΑΙ ΣΥΝΕΡΓΕΙΑ ΜΕ ΤΗ ΔΙΔΑΣΚΑΛΙΑ**

- 3.1 *The main programme documentation does not refer to the research policies and activities implemented by the College and its members of staff encouraging excellent research. Nonetheless, during the visit at KES College, the EEC members were provided with additional information on the recent efforts undertaken by the college to stimulate research. In particular, under the coordination of Dr Dimitrios Sarris, KES College initiated the necessary legal procedures to establish a Research Centre earlier in 2018 offering financial and other incentives to all members of its staff to apply for internally funded research projects of primarily applied nature.*

### **Ενέργειες KES College**

Το Πρόγραμμα είναι Τριετές, επιπέδου Ανώτερου Διπλώματος και έχει επαγγελματικό χαρακτήρα. Ως εκ τούτου, η σημασία την οποία έχει η έρευνα σε ένα τέτοιο πρόγραμμα δεν μπορεί να είναι η ίδια, όπως σε ένα πρόγραμμα επιπέδου Πτυχίου.

Παρά το γεγονός αυτό, το Κολλέγιο έχει προχωρήσει στις αρχές του 2018 στη δημιουργία του Ερευνητικού Κέντρου “KES College Research Centre” το οποίο ασχολείται με εφαρμοσμένη έρευνα σχετική με όλα τα προγράμματα σπουδών τα οποία προσφέρονται στο κολλέγιο.

- 3.2 *Moreover, each member of the KES Research Centre is entitled to additional financial support for conference participation. The EEC commends KES College on undertaking this important initiative because at present there is no strong evidence of research activity in general and in travel and tourism in particular among the involved members of academic staff. So far, few members of KES College are engaged in research activities with modest publication or other related outputs. Apparently only two (2) out of twenty-four (24) members of the Higher Diploma teaching team in KES College hold a PhD; moreover, only one of them (i.e. Dr Achilleas Karayiannis) works there as fulltime*

*member of staff. There is no research on journal articles in the module descriptors and teaching staff seem unaware of recent research on their subject areas. There was some interest to undertake research and/or consultancy collaboration with the local travel and tourism sector.*

### **Ενέργειες KES College**

Η επιδίωξη του Κολλεγίου για την ίδρυση Ερευνητικού Κέντρου και η παροχή κινήτρων για ερευνητική δραστηριοποίηση έρχεται να δώσει ώθηση στις ερευνητικές προσπάθειες και του ακαδημαϊκού του προσωπικού που απασχολείται στο πρόγραμμα Travel and Tourism. Αναμένουμε, δε να υπάρξουν σημαντικά αποτελέσματα δραστηριοποίησης προς αυτή την κατεύθυνση τα επόμενα χρόνια.

Παρόλα αυτά, μέλη του ακαδημαϊκού προσωπικού που διδάσκουν στο πρόγραμμα Travel and Tourism έχουν ήδη ενεργή συμμετοχή στον τομέα της έρευνας, όπως προκύπτει από τις δημοσιεύσεις τους σε επιστημονικά περιοδικά, συγγράμματα, συνέδρια και τη συμμετοχή τους σε ερευνητικά προγράμματα στη διάρκεια της προηγούμενης τριετίας.

Παρακάτω παρουσιάζεται ερευνητική δραστηριότητα της προηγούμενης τριετίας για τα ακόλουθα τέσσερα (4) μέλη του ακαδημαϊκού προσωπικού:

- Χατζησυμεού Παναγιώτη
- Δρ Καραγιάννη Αχιλλέα
- Κωνσταντίνου Ήβη
- Δρ Μιχαηλίδου Ρωξάνα.

Σημειώνεται ότι η Δρ. Μιχαηλίδου Ρωξάνα εντάσσεται με πλήρη απασχόληση στο ακαδημαϊκό προσωπικό του Προγράμματος από την τρέχουσα ακαδημαϊκή χρονιά 2018 - 2019. Διαθέτει διδακτορικό τίτλο σπουδών και μεγάλη εμπειρία στον τομέα του International Hospitality Management και παράλληλα σημαντικές δυνατότητες να ενισχύσει την ερευνητική δραστηριότητα του KES College και προς αυτήν την κατεύθυνση

#### Δημοσιεύσεις σε διεθνή επιστημονικά περιοδικά με κριτές

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- **Michaelides R.** (2017) Hospitality industry and the service culture in Europe. Tourism and Travelling, 1(1): 15-19. doi: [http://dx.doi.org/10.21511/tt.1\(1\).2017.02](http://dx.doi.org/10.21511/tt.1(1).2017.02)



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- **Karayiannis, A.**, Ktoridou, D., Doukanari, E. and Epaminonda, E. (2018). Case-based Learning: Offering a Premier Targeted Learning Experience for Technology Management Students, pp.1787-1792. 2018 IEEE Global Engineering Education Conference (EDUCON), 17-20 April, Santa Cruz de Tenerife, Canary Islands, Spain
- **Karayiannis, A.** (2017). The State of the Art in Logistics, 11th Supply Chain and Logistics Summit, 24th October, Hilton Park, Nicosia, Cyprus.
- **Hadjisymeou, P.** (2016) The scientific work of young people is the tool for effective education, Conference of the Kharkiv College of Trade and Economics (Kiev National Trade and Economic University) March 2016, Kiev, Ukraine.
- **Michaelides R.** (2016) Quality of services of cultural tourism-Influences on guest's satisfaction and the subsequent implications for cultural tourism in Cyprus. Conference Paper presentation at the Cyprus Tourism Conference, 2016

### Συμμετοχή σε ερευνητικά προγράμματα

- **Constantinou, E.** (2015) Τίτλος: Training of trainers for the dairy sector in Kenya with involvement of DTI, Bukura College and other stakeholders in the dairy sector. Ρόλος: Ερευνητής για το κεφάλαιο 'Improving dairy and horticulture programmes for more food security and commercialization', Πραγματοποιήθηκε από: Q-Point BV Χρηματοδότηση: Nuffic-TMT
- **Constantinou, E.** (2015/16) Τίτλος: 'IFC-Heineken/Bralirwa Program in Rwanda-Data Collection for Evaluation'. Ρόλος: Βοηθός Ερευνητής, Πραγματοποιήθηκε από: Q-Point BV, Χρηματοδότηση: WorldBank/IFC Rwanda
- **Constantinou, E.** (2015) Τίτλος: 'Kosovo IC – Streamlining Regulations Along the Horticultural Value Chain'. Ρόλος: Βοηθός Ερευνητής, Πραγματοποιήθηκε από: Q-Point BV Χρηματοδότηση: WorldBank/IFC Kosovo.

Το παραπάνω ερευνητικό έργο μπορεί να θεωρηθεί αξιόλογο για τα δεδομένα ενός Κολλεγίου, υποδηλώνοντας πως το ακαδημαϊκό προσωπικό που φέρει παράλληλα και ένα μεγάλο φόρτο του διδακτικού έργου του προγράμματος διαθέτει αξιοσημείωτη γνώση των ερευνητικών εξελίξεων στο αντικείμενο του.

Παρόλα αυτά, θεωρούμε ότι ένα Κολλέγιο όπως το KES με επαγγελματικό προσανατολισμό θα πρέπει να στοχεύει σε δράσεις εφαρμοσμένης έρευνας για τις οποίες συνήθως οι επιστημονικές δημοσιεύσεις δεν αποτελούν το απόλυτο κριτήριο. Σε αυτό το πλαίσιο η Σχολή Επισιτιστικών, Ξενοδοχειακών και Τουριστικών Σπουδών του KES COLLEGE, στην οποία ανήκει το πρόγραμμα Travel and Tourism, πραγματοποίησε με επιτυχία στις 28 Αυγούστου 2018 δοκιμή γευσιγνωσίας νέων

αλκοολούχων ποτών από χαρούπι για λογαριασμό του Πανεπιστημίου Κύπρου. Το KES College με αυτή του τη συνεργασία συμβάλει στην ενίσχυση της προσπάθειας που ηγείται το Πανεπιστήμιο Κύπρου, μαζί με άλλους φορείς, για την αναβίωση της καλλιέργειας του χαρουπιού στην Κύπρο και την παραγωγή νέων πρωτοπόρων προϊόντων προς την Κυπριακή και τη Διεθνή αγορά.

<https://inbusinessnews.reporter.com.cy/business/services/article/194028/kes-college-gysigosia-neon-alkooloychon-poton-apo-charoypi175>

<https://www.kescollege.ac.cy/nea-top/item/gefsignosia-neon-alkooloychon-poton-apo-charoypi-apo-to-kes-college-gia-logariasmo-tou-panepistimiou-kyprou>

Όπως έχει αναφερθεί πιο πάνω, το ακαδημαϊκό προσωπικό του προγράμματος από την τρέχουσα ακαδημαϊκή χρονιά ενισχύεται με πρόσληψη με πλήρη απασχόληση, με ακόμη μια κάτοχο διδακτορικού τίτλου σπουδών, **την Δρ. Μιχαηλίδου Ρωξάνα**. Η Δρ. Μιχαηλίδου διαθέτει μεγάλη εμπειρία στον τομέα του International Hospitality Management και παράλληλα σημαντικές δυνατότητες να ενισχύσει την ερευνητική δραστηριότητα του KES College και προς αυτήν την κατεύθυνση.

Περισσότερα στοιχεία για τη Δρ Μιχαηλίδου Ρωξάνα παρουσιάζονται στην απάντησή μας στην παράγραφο 9.2.

#### **4 ΥΠΗΡΕΣΙΕΣ ΔΙΟΙΚΗΣΗΣ, ΦΟΙΤΗΤΙΚΗΣ ΜΕΡΙΜΝΑΣ ΚΑΙ ΥΠΟΣΤΗΡΙΞΗΣ ΤΟΥ ΔΙΔΑΚΤΙΚΟΥ ΕΡΓΟΥ**

- 4.1 *In any case, insufficient information was provided in terms of future cash flows and costs at campus as well as at programme level. No proper feasibility study was provided. At present, the Higher Diploma programme has only three (3) students enrolled. This is clearly unsustainable from a financial point of view. Nonetheless, the academic management team of the college is optimistic that they will manage to increase the number of students in the future. The proposed number of students is fifteen (15) per intake. The EEC understands that there are three (3) intakes every academic year, i.e. in February, June and September.*

##### **Ενέργειες KES College**

Το υπό αξιολόγηση Πρόγραμμα λειτούργησε για πρώτη φορά το 2002. Οι φοιτητές στο Πρόγραμμα είναι κυρίως αλλοδαποί, λόγω του ότι το Πρόγραμμα προσφέρεται στα Αγγλικά. Οι φοιτητές προέρχονται κυρίως από Τρίτες Χώρες. Με την οικονομική κρίση (2010-2016) η προσέλευση φοιτητών από το εξωτερικό μειώθηκε δραστικά και το Πρόγραμμα εκ των πραγμάτων ανέστειλε προσωρινά τη λειτουργία του.

Η Διεύθυνση του κολλεγίου το 2017 αποφάσισε να το επαναλειτουργήσει με 4 φοιτητές. Κατά το τρέχον Ακαδημαϊκό Έτος 2018 – 2019, έχουν εγγραφεί στο Πρόγραμμα 14 νέοι φοιτητές και έτσι ο συνολικός αριθμός τους είναι αυτή τη στιγμή 18.

Σύμφωνα με την πληροφόρηση που έχουμε, αναμένουμε, ότι μέχρι τις 20 Οκτωβρίου 2018 να έχουμε επιπρόσθετα ακόμα 10 περίπου φοιτητές. Επιπρόσθετα, σύμφωνα πάλι με την πληροφόρηση που έχουμε από ακαδημαϊκούς μας συνεργάτες μας στο εξωτερικό, τον Ιανουάριο 2019 αναμένεται ότι θα έχουμε άλλους περίπου 15 νέους φοιτητές.

#### **5 ΕΞ ΑΠΟΣΤΑΣΕΩΣ ΠΡΟΓΡΑΜΜΑΤΑ**

Δεν εφαρμόζεται

**6. ΔΙΔΑΚΤΟΡΙΚΑ ΠΡΟΓΡΑΜΜΑΤΑ**

Δεν εφαρμόζεται

## **7 ΣΥΜΠΕΡΑΣΜΑΤΑ ΚΑΙ ΕΙΣΗΓΗΣΕΙΣ ΤΗΣ ΕΠΙΤΡΟΠΗΣ ΕΞΩΤΕΡΙΚΗΣ ΑΞΙΟΛΟΓΗΣΗΣ** (Τα πιο κάτω συμπεράσματα και εισηγήσεις της ΕΕΑ 7.1 – 7.5, βρίσκονται στις σελίδες 12-13 της Έκθεσης).

- 7.1 *The learning outcomes of the individual modules are well-structured and balanced but occasionally fail to address modern travel and tourism management challenges. The generic modules (Introduction to Economics, Introduction to Social Science, Introduction to Statistics, Geography and Anthropology of Tourism) are too broad and often overlook the specific context as well as the requirements of the travel and tourism sectors. As such, the courses do not provide sufficient contextualized knowledge. For example, the Introduction to Economics I (Microeconomics) module, fails to address the idiosyncrasies of the travel and tourism sectors and engage students in relevant discussion. The modules use dated literature of almost ten (10) years-old and fail to include journal articles with contemporary methodologies and topics. Similarly, the course on Geography and Anthropology of tourism aims to cover two very vast disciplines: geography and anthropology in relation to tourism*

### **Ενέργειες KES College**

Όπως έχει ήδη αναφερθεί στην παράγραφο 2.4 πιο πάνω, το μάθημα “Introduction to Economics I (Microeconomics)” τροποποιήθηκε σύμφωνα με τις υποδείξεις της ΕΕΑ, ώστε να είναι περισσότερο στοχευμένο προς τον τομέα Travel and Tourism και μετονομάστηκε σε “Principles of Microeconomics”.

Παρόμοια, ακολουθώντας τις υποδείξεις της ΕΕΑ, το κάθε ένα από τα γενικής φύσεως μαθήματα “Geography and Anthropology of Tourism” και “Introduction to Social Science (Sociology and Psychology)”, έχει περιοριστεί μόνο σε ένα από τα δύο αρχικά θέματα (δηλαδή Γεωγραφία για το πρώτο μάθημα και Κοινωνιολογία για το δεύτερο μάθημα), ώστε να περιοριστεί το εύρος τους και να γίνει εμβάθυνση στο θέμα που επιλέγηκε, με προσανατολισμό στον τομέα Travel and Tourism. Τα μαθήματα έχουν μετονομαστεί σε “Geography of Tourism and Travel” και “Introduction to Sociology of Tourism” αντίστοιχα.

Η τροποποιημένη νέα δομή του Προγράμματος φαίνεται στο Παράρτημα “1”, ενώ τα αναλυτικά προγράμματα όλων των μαθημάτων φαίνονται στο Παράρτημα “3”, στο οποίο τα δύο πιο πάνω μαθήματα φέρουν αύξοντες αριθμούς 1 και 8.

Όσον αφορά στο μάθημα “STAT102 Introduction to Statistics (Descriptive Statistics)”, όντως είναι γενικό, εισαγωγικό μάθημα, στο οποίο θα πρέπει να διδαχθούν οι εισαγωγικές έννοιες του θέματος και βρίσκεται στο δεύτερο εξάμηνο του Προγράμματος. Ως ανταπόκριση στις υποδείξεις της ΕΕΑ αναφορικά με το συγκεκριμένο μάθημα, έχουμε προσθέσει κατάλληλους συνδέσμους (με την ένδειξη “NEW”), οι οποίοι παραπέμπουν σε ιστοσελίδες σχετικές με Travel and Tourism και με στατιστικό περιεχόμενο. Το περιεχόμενο των ιστοσελίδων συσχετίζει το μάθημα με το ευρύτερο θέμα του Προγράμματος. Το αναλυτικό πρόγραμμα του πιο πάνω μαθήματος βρίσκεται στο Παράρτημα “3” και έχει αύξοντα αριθμό 9.

Όπως έχει ήδη αναφερθεί στην παράγραφο 2.3(α) πιο πάνω, και μπορεί να διαπιστωθεί από το Παράρτημα “3”, έχει γίνει γενική ανανέωση της βιβλιογραφίας με την προσθήκη

91| νέων βιβλίων πρόσφατων εκδόσεων στα μαθήματα του Προγράμματος. Έχει επίσης εξασφαλιστεί συνδρομή σε ένα επιπρόσθετο περιοδικό (Journal of Tourism and Hospitality Management – εκδότης American Research Institute for Policy Development) καθώς και πρόσβαση σε 15 ελεύθερα online περιοδικά και 28 κατάλληλες ιστοσελίδες.

- 7.2 *Often the module documentation feels like a collection of outdated module outlines packaged together for validation purposes. The teaching team does not appear fully engaged in the development of the modules at least regarding the preparation of module outlines. In any case, however, the EEC was told by the teaching team that the latter is encouraged to take initiatives to improve and update the delivery of the curriculum*

### **Θέση KES College**

Με όλο τον οφειλόμενο σεβασμό προς την ΕΕΑ, δεν μπορούμε να δεχθούμε το πιο πάνω συμπέρασμα αναφορικά με την ετοιμασία των αναλυτικών προγραμμάτων των μαθημάτων, διότι δεν μπορεί κατά την άποψή μας να τεκμηριωθεί. Τα αναλυτικά προγράμματα των μαθημάτων στο KES College ετοιμάζονται από το Τμήμα Σχεδιασμού και Ανάπτυξης Προγραμμάτων Σπουδών, το οποίο στελεχώνεται από μόνιμους και προσοντούχους λειτουργούς (δύο μόνιμοι λειτουργοί με MSc στην Ανάπτυξη Προγραμμάτων) και με την ενεργό εμπλοκή του Συντονιστή και των μελών του διδακτικού προσωπικού του Προγράμματος. Εξ' άλλου, η τελευταία πρόταση στην πιο πάνω αναφορά της ΕΕΑ αποτελεί, κατά τη γνώμη μας, τουλάχιστον ένδειξη για την εμπλοκή του διδακτικού προσωπικού στη διαδικασία ετοιμασίας των αναλυτικών προγραμμάτων των μαθημάτων.

- 7.3 *There is sufficient information to gain a comprehensive picture of the assessment strategy. Assessment appears traditional - there is apparently a mid-term exam, a final exam and a coursework for each module in most cases. There is no reference to group work strategy. There is no mention of any advanced assessment methodologies or pedagogic strategies. The number of credits attached to each module is standard.*

### **Ενέργειες KES College**

Στο KES College ανέκαθεν οι εργασίες οι οποίες ανατίθενται στους φοιτητές μπορούν να είναι είτε ομαδικές είτε ατομικές. Στο Παράρτημα “3”, όπου παρουσιάζονται τα αναλυτικά προγράμματα των μαθημάτων αυτό παρουσιάζεται ξεκάθαρα.

Το Κολλέγιο λειτουργεί την πλατφόρμα ηλεκτρονικής μάθησης Moodle. Από το νέο ακαδημαϊκό εξάμηνο (πρώτο εξάμηνο του ακαδημαϊκού έτους 2018 – 2019), έχει ήδη προγραμματιστεί να αξιοποιηθούν οι δυνατότητες της πλατφόρμας Moodle αναφορικά με την αξιολόγηση των φοιτητών (πχ. υποβολή εργασιών, τεστ κτλ.).

Όσον αφορά την αναφορά της ΕΕΑ σε “παιδαγωγικές στρατηγικές”: Από ότι είμαστε σε θέση να γνωρίζουμε, το KES College είναι ίσως το μοναδικό Κολλέγιο στην Κύπρο το οποίο εργοδοτεί πάνω σε μόνιμη βάση εκπαιδευτικό λειτουργό με κατάλληλα υψηλά ακαδημαϊκά προσόντα, η οποία πάνω σε συστηματική βάση εκπαιδεύει ολόκληρο το διδακτικό προσωπικό σε θέματα Εκπαιδευτικής Τεχνολογίας και Παιδαγωγικής και το παρακολουθεί συστηματικά στη διδασκαλία. Έχουμε την άποψη λοιπόν ότι δεν υστερούμε στον τομέα αυτό.

- 7.4 *There is limited evidence of relevant research activity or culture among the involved members of academic staff. Few members of KES College are engaged in research activities with modest publication or other related outputs.*

*Staffing is of some concern as very few academic members of staff are qualified to PhD level often in unrelated subject areas. Most staff have MSc degrees although some members of staff only hold a BA degree. There is limited evidence of specialized travel and tourism research and knowledge creation activity; moreover, this is centred around few individuals, with limited teamwork involvement. The academic staff had also limited engagement in the module preparation.*

### **Ενέργειες KES College**

Παρακαλώ βλέπετε απάντησή μας στην παράγραφο 3.2 πιο πάνω αναφορικά με ερευνητικές δραστηριότητες και την πρόσληψη ενός επιπλέον ατόμου με πλήρη απασχόληση και με διδακτορικά προσόντα στον τομέα Travel and Tourism. Σχετική είναι επίσης και η απάντησή μας στην παράγραφο 8.9 αναφορικά με τις ερευνητικές δραστηριότητες.

Αναφορικά με τα ακαδημαϊκά προσόντα του διδακτικού προσωπικού, επισημαίνουμε ότι το υπό αξιολόγηση Πρόγραμμα Σπουδών είναι επιπέδου Ανώτερου Διπλώματος και ότι πληρούνται πλήρως οι πρόνοιες της σχετικής νομοθεσίας αναφορικά με το επίπεδο των προσόντων των διδασκόντων.

Όσον αφορά τη διαδικασία ετοιμασίας των αναλυτικών προγραμμάτων των μαθημάτων και την εμπλοκή του διδακτικού προσωπικού, όπως απαντήσαμε στην παράγραφο 7.2. πιο πάνω, στο KES College υπάρχει ειδικό Τμήμα Σχεδιασμού και Ανάπτυξης Προγραμμάτων Σπουδών, το οποίο στελεχώνεται από μόνιμους και προσοντούχους λειτουργούς (δύο μόνιμοι λειτουργοί με MSc στην Ανάπτυξη Προγραμμάτων) και με την ενεργό εμπλοκή του Συντονιστή και των μελών του διδακτικού προσωπικού του Προγράμματος.

## 8 ΑΙΤΙΟΛΟΓΗΣΕΙΣ ΑΡΙΘΜΗΤΙΚΩΝ ΑΞΙΟΛΟΓΗΣΕΩΝ

(βλέπετε σελίδες 16 μέχρι 28 της Έκθεσης)

### (1) ΑΠΟΤΕΛΕΣΜΑΤΙΚΟΤΗΤΑ ΔΙΔΑΚΤΙΚΟΥ ΕΡΓΟΥ– ΔΙΑΘΕΣΙΜΟΙ ΠΟΡΟΙ

#### (1.1) Οργάνωση διδακτικού έργου.

- 8.1 *The college library subscribes to the EBSCO e-book database; nonetheless, learning resources such as electronic subscriptions to academic and professional travel and tourism journal databases are rather poor and the proportion of books related to travel and tourism is low. The IT facilities are satisfactory. The library opening hours and days are somewhat limited but the library premises are attractive*

#### **Ενέργειες KES College**

Όπως αναφέρθηκε αρχικά στην παράγραφο 2.3 πιο πάνω, κατά την τρέχουσα επικαιροποίηση των αναλυτικών προγραμμάτων των μαθημάτων του Προγράμματος έχουν αγοραστεί 91 νέα βιβλία πρόσφατων εκδόσεων σχετικά με τον τομέα Travel and Tourism, όπως αυτά παρουσιάζονται στα αναλυτικά προγράμματα των μαθημάτων στο Παράρτημα “3”. Έχει επίσης εξασφαλιστεί συνδρομή σε ένα επιπρόσθετο περιοδικό (Journal of Tourism and Hospitality Management – εκδότης American Research Institute for Policy Development) καθώς και πρόσβαση σε 15 ελεύθερα online περιοδικά και 28 κατάλληλες ιστοσελίδες.

#### (1.2) Διδασκαλία.

- 8.2 *The curriculum is outdated and does not address contemporary challenges in the travel and tourism sectors. Modules such as “Communication Skills” and “Computer Basics I”, “Quality Customer Service”, “IT Web Page Design” and “Business Communication” are almost entirely practical skills related are less relevant than other essential subject areas. There is a serious lack of contemporary travel and tourism consumer related topics. There are many modules that are generic and/or not contextualized. Typically, textbooks are outdated and there is a lack of journal articles. In fact, more recent textbooks and journal articles in travel and tourism should be used to provide currency and intellectual stimulation. All the above mentioned may deter students from engaging in plagiarism practices.*

#### **Ενέργειες KES College**

Όπως έχει αναφερθεί στις παραγράφους 2.1 και 2.4.(γ) πιο πάνω, τα μαθήματα “Communication Skills” and “Computer Basics I”, “Quality Customer Service”, “IT Web Page Design” και “Business Communication” έχουν καταργηθεί και αντικαταστάθηκαν με μαθήματα του τομέα Travel and Tourism.

Περαιτέρω, τα μαθήματα τα οποία πραγματεύονται θέματα Travel and Tourism έχουν αυξηθεί από 16 σε 25 με εκσυγχρονισμένο περιεχόμενο, όπως αναφέρεται στις παραγράφους 2.1 και 2.4(β).

Όπως έχει ήδη αναφερθεί στις παραγράφους 2.2 και 2.4(α), ο αριθμός των γενικής φύσεως μαθημάτων έχει μειωθεί, ενώ ταυτόχρονα το περιεχόμενό τους έχει εμπλουτιστεί κατάλληλα με πιο σαφή προσέγγιση στο αντικείμενο Travel and Tourism. Αυτό μπορεί να διαπιστωθεί από τη δομή του Προγράμματος στο Παράρτημα “1” και από το περιεχόμενο των αναλυτικών προγραμμάτων στο Παράρτημα “3”.

Όπως έχει ήδη αναφερθεί στις παραγράφους 2.3, 7.1 και 8.1 πιο πάνω, τα βιβλία έχουν ανανεωθεί με την αγορά 91 νέων βιβλίων. Έχει επίσης εξασφαλιστεί συνδρομή σε ένα επιπρόσθετο περιοδικό (Journal of Tourism and Hospitality Management – εκδότης American Research Institute for Policy Development) καθώς και πρόσβαση σε 15 ελεύθερα online περιοδικά και 28 κατάλληλες ιστοσελίδες.

### (1.3) Διδακτικό Προσωπικό

- 8.3 *The EEC was concerned about the fact that few members of KES College are engaged in research activities with modest publication or other related outputs. Two (2) out of twenty-four (24) members of the teaching team in KES College hold a PhD; nonetheless only one PhD holder is employed there as full-time members of staff.*

*There is no research on journal articles in the module descriptors and teaching staff seem, unfortunately, unaware of recent research on their subject areas. Existing staff should be supported to develop their travel and tourism-related expertise (staff development) and to commence their research journey.*

#### **Ενέργειες KES College**

Παρακαλώ βλέπετε απάντησή μας στην παράγραφο 3.1 πιο πάνω.

### (2) ΠΡΟΓΡΑΜΜΑ ΣΠΟΥΔΩΝ ΚΑΙ ΤΙΤΛΟΙ ΣΠΟΥΔΩΝ

#### (2.1) Σκοπός και μαθησιακά αποτελέσματα του Προγράμματος Σπουδών

- 8.4 *The EEC was concerned about the non-specialist modules being dominated by languages (eight modules) and practical skills (five modules) especially because they seem to lack specialization in the context of travel and tourism.*

#### **Ενέργειες KES College**

Τα 8 γλωσσικά μαθήματα προσφέρονται ως επιλεγόμενα στα συνεχόμενα εξάμηνα 2 και 3. Σε κάθε ένα από τα δύο εξάμηνα προσφέρονται 4 γλωσσικά μαθήματα (Γαλλικά, Ρωσικά, Γερμανικά και Ελληνικά για ξένους φοιτητές, από τα οποία κάθε φοιτητής επιλέγει ένα μάθημα. Δηλαδή, κάθε φοιτητής **επιλέγει συνολικά 2** από τα 8 μαθήματα στη διάρκεια των σπουδών του.

Τα αναλυτικά μαθήματα των γλωσσικών μαθημάτων έχουν επικαιροποιηθεί σε πολύ μεγάλο βαθμό (περιεχόμενο, μεθοδολογία διδασκαλίας, βιβλιογραφία), ώστε να έχουν σαφή προσανατολισμό προς τον τομέα Travel and Tourism.

Όσον αφορά τα πέντε μαθήματα, τα οποία η Επιτροπή ΕΕΑ χαρακτηρίζει ως μαθήματα πρακτικών δεξιοτήτων, αυτά έχουν αφαιρεθεί από το Πρόγραμμα και αντικατασταθεί με άλλα της ειδικότητας Travel and Tourism, όπως έχει ήδη αναφερθεί στις παραγράφους 2.1, 2.4(γ) και 8.2.



## **(2.2) Δομή και περιεχόμενο του Προγράμματος Σπουδών**

- 8.5 *The EEC considers that the proportion of travel and tourism related modules should be higher to better meet the proposed objectives of the Higher Diploma programme. In this context, the number of non-specialist modules currently dominated by languages (8 modules) and practical skills (5 modules) should be reduced or alternatively become specialized in the context of hospitality and tourism*

### **Ενέργειες KES College**

Όπως έχει ήδη αναφερθεί στις παραγράφους 2.1 και 2.4(β) και 8.2, τα μαθήματα τα οποία ανήκουν στην ειδικότητα Travel and Tourism έχουν αυξηθεί από 16 σε 25, και αυτό αποτελεί σημαντική βελτίωση για καλύτερη ανταπόκριση του Προγράμματος στον σκοπό και την κατάκτηση από τους φοιτητές των αναμενόμενων μαθησιακών αποτελεσμάτων.

Ταυτόχρονα, τα 5 μαθήματα τα οποία χαρακτηρίζονται από την Επιτροπή ως μαθήματα πρακτικών δεξιοτήτων έχουν καταργηθεί (βλέπετε για παράδειγμα την παράγραφο 8.4 πιο πάνω), ενώ τα μαθήματα γενικής φύσεως έχουν επικαιροποιηθεί κατάλληλα ώστε να είναι περισσότερο προσανατολισμένα προς την ειδικότητα Travel and Tourism (βλέπετε πχ. την παράγραφο 9.7).

## **(2.3) Διασφάλιση Ποιότητας του Προγράμματος Σπουδών**

Δεν υπάρχουν οποιαδήποτε σχόλια εκ μέρους της Επιτροπής ΕΕΑ..

## **(2.4) Διαχείριση του Προγράμματος Σπουδών**

- 8.6 *The EEC was satisfied that effective management of the program of study was applied. The EEC would like to commend KES College for introducing two, thirteen-week periods of placement (internship) into the Higher Diploma programme. Moreover, the EEC would also like to stress that further to the discussion with the students, it seems that these placements were of added value to their studies. Nonetheless, these placements are not ECTS credit bearing despite students being required to keep a detailed logbook and submit a report; this may have negative repercussions for the incentivisation of students to excel in their placement and thus should be rectified.*

### **Ενέργειες KES College**

Στο δεύτερο και τέταρτο εξάμηνο έχουν προστεθεί δύο νέα μαθήματα, ειδικά για την πρακτική εξάσκηση των φοιτητών, κάθε ένα από τα οποία πιστώνεται **με 5 ECTS**. Πρόκειται για τα μαθήματα “PRCT104 Practical Training I” στο δεύτερο εξάμηνο και “PRCT212 Practical Training II” στο τέταρτο εξάμηνο.

Τα πιο πάνω μαθήματα φαίνονται στη δομή του Προγράμματος στο Παράρτημα “1”, ενώ τα αναλυτικά τους προγράμματα παρουσιάζονται στο Παράρτημα “3” με αύξοντες αριθμούς 14 και 34 αντίστοιχα.

## **(2.5) Διεθνής Διάσταση του Προγράμματος Σπουδών**

- 8.7 *Δεν υπάρχουν οποιαδήποτε σχόλια εκ μέρους της Επιτροπής ΕΕΑ τα οποία συνεπάγονται οποιεσδήποτε ενέργειες εκ μέρους μας.*

## **(2.6) Σύνδεση με την Αγορά Εργασίας και την Κοινωνία**

- 8.8 *Insufficient information was provided in the feasibility study in terms of student employability.*

### **Ενέργειες KES College**

Η απασχολησιμότητα Κυπρίων φοιτητών οι οποίοι θα ενδιαφερθούν για να φοιτήσουν στο Πρόγραμμα είναι δεδομένη, λόγω των πολλών συναφών επιχειρήσεων οι οποίες λειτουργούν στην Κύπρο, η οποία είναι ένας μεγάλος τουριστικός προορισμός.

Όσον αφορά τους αλλοδαπούς φοιτητές, υπήρχαν ομολογουμένως κάποιες δυσκολίες για την απασχόλησή τους στην Κύπρο, στα πλαίσια της υποχρεωτικής πρακτικής άσκησης. Οι δυσκολίες αυτές έχουν ξεπεραστεί με ενέργειες του Υπουργείου Εργασίας, και η απασχόληση αλλοδαπών φοιτητών σε θέσεις σχετικές με το αντικείμενο σπουδών τους είναι τώρα δυνατή. Φέτος κατά την καλοκαιρινή περίοδο, οι φοιτητές μας είχαν την ευκαιρία να απασχοληθούν στη ξενοδοχειακή βιομηχανία στα πλαίσια της πρακτικής τους άσκησης.

## **(3) ΕΡΕΥΝΗΤΙΚΟ ΕΡΓΟ ΚΑΙ Η ΣΥΝΕΡΓΕΙΑ ΜΕ ΤΗ ΔΙΔΑΣΚΑΛΙΑ**

### **(3.1) Συνέργεια Έρευνας και Διδασκαλίας**

- 8.9 *The EEC felt there is insufficient awareness among members of academic staff regarding the importance of current research in travel and tourism and how this should be related to curriculum currency and innovation in teaching. Few members of KES College are engaged in research activities with modest publication or other related outputs in travel and tourism. There was some interest to undertake research and/or consultancy collaboration with the local hospitality and tourism industry also as a result of the recent introduction of the KES Research Centre, where, among others, a research project is currently implemented in the field of Food, Hotel and Tourism entitled Wage differentiation between men and women in the food sector of Cyprus.*

### **Ενέργειες και θέσεις KES College**

Στην παράγραφο 3.1, γίνεται αναφορά σε τοποθέτηση της ΕΕΑ, με την οποία διαπιστώνονται οι ενέργειες του Κολλεγίου για προώθηση της Εφαρμοσμένης Έρευνας σε θέματα σχετικά με τα προγράμματα σπουδών, όπως επίσης και σε κίνητρα τα οποία προωθεί το Κολλέγιο προς το διδακτικό προσωπικό.

Στο τέλος δε του αποσπάσματος από την έκθεση της ΕΕΑ στην παρούσα παράγραφο 8.9, διαπιστώνεται ότι υπάρχει κάποιο ενδιαφέρον για ανάληψη έρευνας σε συνεργασία με την τοπική βιομηχανία Φιλοξενίας και Τουρισμού ως αποτέλεσμα της δημιουργίας του Ερευνητικού Κέντρου του KES College. Περαιτέρω, ότι έχει ήδη αρχίσει από το Ερευνητικό Κέντρο του KES College η υλοποίηση ερευνητικού έργου στον τομέα των Επισιτιστικών, Ξενοδοχειακών και Τουρισμού, το οποίο σχετίζεται άμεσα το υπό αξιολόγηση Πρόγραμμα Σπουδών.

Στην απάντησή μας επίσης στην παράγραφο 3.2 παρουσιάσαμε δείγματα ερευνητικής δραστηριότητας μελών του διδακτικού προσωπικού του Προγράμματος. Περαιτέρω, τονίζεται η πρόσληψη της Δρ Μιχαηλίδου Ρωξάνας με προσόντα στο θέμα Travel and Tourism με πλήρη απασχόληση.

Το KES College, έχει αναγνωρίσει τη σημασία της έρευνας και έμπρακτα με τη δημιουργία του Ερευνητικού του Κέντρου από τις αρχές του 2018. Προωθούνται

ερευνητικές δραστηριότητες μεταξύ των μελών του διδακτικού προσωπικού με την εμπλοκή και των φοιτητών.

#### **(4) ΥΠΗΡΕΣΙΕΣ ΔΙΟΙΚΗΣΗΣ, ΦΟΙΤΗΤΙΚΗΣ ΜΕΡΙΜΝΑΣ ΚΑΙ ΥΠΟΣΤΗΡΙΞΗΣ ΔΙΔΑΚΤΙΚΟΥ ΕΡΓΟΥ**

##### **(4.1) Διοικητικοί Μηχανισμοί**

Υπάρχει θετική διαπίστωση της Επιτροπής Εξωτερικής Αξιολόγησης αναφορικά με τον τρόπο με τον οποίο τυγχάνουν χειρισμού προβλήματα των φοιτητών.

##### **(4.2) Υποδομές / Υποστήριξη**

- 8.10 *Support is required in investing on more library resources; moreover, staff development initiatives need to be undertaken to better utilize the available resources. The curriculum is outdated and does not address contemporary challenges in the travel and tourism sectors. There are many modules that are generic and/or not contextualized. The student welfare facilities are modern and student-friendly*

##### **Ενέργειες KES College**

Έχουν αγοραστεί 91 βιβλία πρόσφατων εκδόσεων, έχει εξασφαλιστεί συνδρομή σε ένα επιπρόσθετο περιοδικό (Journal of Tourism and Hospitality Management – εκδότης American Research Institute for Policy Development) καθώς και πρόσβαση σε 15 ελεύθερα online περιοδικά και 28 κατάλληλες ιστοσελίδες.

Η δομή του Προγράμματος έχει επικαιροποιηθεί με την αύξηση του αριθμού των μαθημάτων του τομέα Travel and Tourism από 16 σε 25 (βλέπετε Παραρτήματα “1” και “2” και παράγραφο 2.1), ενώ το περιεχόμενο πλείστων μαθημάτων έχει επικαιροποιηθεί και εμπλουτιστεί με προσανατολισμό στον τομέα Travel and Tourism, περιλαμβανομένων των μαθημάτων γενικής φύσεως (βλέπετε για παράδειγμα παραγράφους 2.2, 2.4 και 7.1). Ταυτόχρονα, έχει μειωθεί ο αριθμός των μαθημάτων γενικής φύσεως υπέρ των μαθημάτων του τομέα Travel and Tourism.

##### **(4.3) Οικονομικοί Πόροι**

- 8.11 *The feasibility study could have been more detailed explicitly providing data on the future cash flow and viability of the Higher Diploma programme.*

##### **Ενέργειες KES College**

Για να είναι βιώσιμο το Πρόγραμμα, δηλαδή να καλύπτει τα λειτουργικά του έξοδα, να υποστηρίζει έρευνα και να συμβάλλει, σύμφωνα με το μερίδιο που του αναλογεί, στα γενικά έξοδα του Κολλεγίου, χρειάζεται τουλάχιστον 8 φοιτητές. Το οικονομικό σημείο ισορροπίας (break-even point) βρίσκεται στους 7 φοιτητές. Μετά, όσο αυξάνεται ο αριθμός των φοιτητών, τόσο αυξάνεται η κερδοφορία, αλλά επίσης σημαντικό είναι ότι θα υπάρχουν περισσότερα διαθέσιμα κονδύλια για έρευνα, αγορά εξοπλισμού, για σχέδια παροχής κινήτρων για φοιτητές και για υποτροφίες.

Σύμφωνα με τα στοιχεία τα οποία παραθέτουμε στην παράγραφο 4.1 πιο πάνω αναφορικά με τον αριθμό των φοιτητών στο Πρόγραμμα, από το τρέχον ακαδημαϊκό έτος 2018 - 2019 το Πρόγραμμα εξασφαλίζει ικανοποιητικούς πόρους και είναι αυτοσυντήρητο.

**(5) ΕΞ ΑΠΟΣΤΑΣΕΩΣ ΠΡΟΓΡΑΜΜΑΤΑ**

Δεν εφαρμόζεται.

**(6) ΔΙΔΑΚΤΟΡΙΚΑ ΠΡΟΓΡΑΜΜΑΤΑ ΣΠΟΥΔΩΝ**

Δεν εφαρμόζεται.

## 9 ΤΕΛΙΚΕΣ ΠΑΡΑΤΗΡΗΣΕΙΣ - ΕΙΣΗΓΗΣΕΙΣ (βλέπετε σελίδες 32 μέχρι 35 της Έκθεσης)

### ΔΙΔΑΚΤΙΚΟ ΠΡΟΣΩΠΙΚΟ

#### 9.1 *Academic staff need to further engage in research and knowledge creation in travel and tourism related areas*

##### **Ενέργειες KES College**

Στην παράγραφο 3.1 πιο πάνω αναφέραμε ότι, το υπό αξιολόγηση Πρόγραμμα είναι Τριετές, επιπέδου Ανώτερου Διπλώματος και έχει επαγγελματικό χαρακτήρα και εκ τούτου, η σημασία την οποία έχει η έρευνα σε τέτοιο πρόγραμμα δεν μπορεί να είναι η ίδια όπως σε ένα πρόγραμμα επιπέδου Πτυχίου.

Περαιτέρω, αναφέραμε ότι παρά το γεγονός αυτό, το Κολλέγιο έχει προχωρήσει στις αρχές του 2018 στη δημιουργία του Ερευνητικού Κέντρου “KES College Research Centre” το οποίο ασχολείται με εφαρμοσμένη έρευνα σχετική με όλα τα προγράμματα σπουδών τα οποία προσφέρονται στο Κολλέγιο και διαφάνηκαν οι μεγάλες προοπτικές για ανάπτυξη της έρευνας στο Κολλέγιο.

Περαιτέρω, στην παράγραφο 3.2 παραθέσαμε δείγματα ερευνητικών δραστηριοτήτων μελών του διδακτικού προσωπικού του Προγράμματος, το οποίο, θα μπορούσε να χαρακτηριστεί ως αξιόλογο, λαμβανομένου υπόψη του επιπέδου του Προγράμματος (Ανώτερο Δίπλωμα).

Επίσης, στο τέλος της Παραγράφου 3.2, αναφέραμε ότι το ακαδημαϊκό προσωπικό του προγράμματος από την τρέχουσα ακαδημαϊκή χρονιά, ενισχύεται με πρόσληψη με πλήρη απασχόληση, μιας επιπλέον κατόχου διδακτορικού τίτλου σπουδών, **της Δρ. Μιχαηλίδου Ρωξάνας**. Η Δρ. Μιχαηλίδου διαθέτει μεγάλη εμπειρία στον τομέα του International Hospitality Management και παράλληλα σημαντικές δυνατότητες να ενισχύσει την ερευνητική δραστηριότητα του KES College και προς αυτήν την κατεύθυνση.

Στη συνέχεια, στην απάντησή μας στην παράγραφο 8.9, αναφέραμε ότι στο τέλος του αποσπάσματος από την έκθεση της ΕΕΑ στην παράγραφο 8.9, διαπιστώνεται ότι υπάρχει κάποιο ενδιαφέρον για ανάληψη έρευνας σε συνεργασία με την τοπική βιομηχανία Φιλοξενίας και Τουρισμού ως αποτέλεσμα της δημιουργίας του Ερευνητικού Κέντρου του KES College. Περαιτέρω, ότι διαπιστώνεται από την ΕΕΑ ότι έχει ήδη αρχίσει από το Ερευνητικό Κέντρο του KES College η υλοποίηση ερευνητικού έργου στον τομέα των Τροφίμων, Ξενοδοχειακών και Τουρισμού, το οποίο σχετίζεται άμεσα το υπό αξιολόγηση Πρόγραμμα Σπουδών.

Έχουμε την άποψη ότι, τα πιο πάνω στοιχεία αποδεικνύουν ότι οι υποδείξεις της ΕΕΑ στην παρούσα παράγραφο για μεγαλύτερη εμπλοκή του διδακτικού προσωπικού σε ερευνητικές δραστηριότητες ήδη υλοποιούνται, ενώ η λειτουργία του Ερευνητικού Κέντρου του KES College προσφέρει απεριόριστες δυνατότητες και προοπτικές στην κατεύθυνση αυτή.

#### 9.2 *A minimum of one more permanent (i.e. not adjunct) member of staff specialized in travel and/or tourism at PhD level is required to be able to run the programme at an acceptable level subject to adequate student numbers*

### **Ενέργειες KES College**

Όπως έχει αναφερθεί στο τέλος της παραγράφου 3.2 πιο πάνω, έχει προσληφθεί με πλήρη απασχόληση η Δρ Μιχαηλίδου Ρωξάνα. Η Δρ Μιχαηλίδου είναι άτομο το οποίο ασχολείται ενεργά στον τομέα Travel and Tourism και έχει τεράστια διδακτική εμπειρία στη διδασκαλία θεμάτων του τομέα Travel and Tourism σε σχολές τριτοβάθμιας εκπαίδευσης.

Είναι κάτοχος των ακόλουθων ακαδημαϊκών προσόντων:

- διδακτορικό τίτλο στο θέμα “Educational Leadership for Teaching and Learning”, Berkeley University
- μεταπτυχιακό τίτλο MA στο θέμα “International Hospitality Management, Quality Services”, Suffield University
- πτυχίο BA στο θέμα "International Hospitality Management", College of Cambridge
- Diploma στο θέμα “International Tourism & Travel Consultant”, “Tourism Academy Muenster”
- Diploma in German Language, University Timisoara

Η Δρ. Μιχαηλίδου είναι αξιολογήτρια των Προσωπικών και Επαγγελματικών Δεξιοτήτων στο πρόγραμμα Φιλοξενίας και Τουρισμού στην Αρχή Ανάπτυξης Ανθρώπινου Δυναμικού. Είναι σύμβουλος Φιλοξενίας (Hospitality Consultant) στο Cyprus Centre for Training of Human Resources, και είναι μέλος της Εκδοτικής Επιτροπής του Kozmenko Science Publishing for Tourism and Travelling.

Επίσης είναι μέλος της Επιστημονικής Επιτροπής του World Cultural Tourism Association. Έχει μακρόχρονη εμπειρία ως καθηγήτρια σε ιδρύματα Τριτοβάθμιας Εκπαίδευσης σε θέματα Travel and Tourism

Παραδείγματα πρόσφατου ερευνητικού έργου της Δρ Μιχαηλίδου Ρωξάνας αναφέρονται στην παράγραφο 3.2.

Το Βιογραφικό Σημείωμα και αντίγραφα των καταληκτικών τίτλων της Δρ Μιχαηλίδου Ρωξάνας επισυνάπτονται ως Παράρτημα “4”.

- 9.3 *These staff as well as existing staff need to be research active and publish in international academic journals as indicated in the Association Business Schools (ABS) list, for example. Publications by members of academic staff in the areas of travel and tourism should be actively encouraged by KES College*

### **Ενέργειες KES College**

Οι ενέργειες στις οποίες έχει προβεί το KES College για προώθηση της ερευνητικής δραστηριότητας μεταξύ των μελών του διδακτικού προσωπικού έχουν παρουσιαστεί επαρκώς στις παραγράφους 3.2, 8.9 και 9.1 πιο πάνω.

- 9.4 *Existing staff should be developed to understand the requirements of the travel and tourism industry and contextualise their teaching accordingly*

#### **Ενέργειες KES College**

Στο Κολλέγιο προγραμματίζονται και υλοποιούνται διάφορες δραστηριότητες των προγραμμάτων σπουδών, οι οποίες καταχωρούνται στο ημερολόγιο δραστηριοτήτων του κάθε προγράμματος. Το ημερολόγιο δραστηριοτήτων αφορά εξωδιδακτικές δραστηριότητες του προγράμματος στις οποίες συμμετέχουν και μέλη του διδακτικού προσωπικού. Το ημερολόγιο για το πρόγραμμα Travel and Tourism επισυνάπτεται ως Παράρτημα “5”.

Όπως μπορεί εύκολα να διαπιστωθεί, στο πιο πάνω ημερολόγιο υπάρχουν πολλές επιμορφωτικές δραστηριότητες οι οποίες υλοποιούν την υπόδειξη της ΕΕΑ στην παρούσα παράγραφο, αλλά και γενικά επιμορφώνουν ολόκληρο το διδακτικό προσωπικό του Προγράμματος.

Για παράδειγμα, το επιμορφωτικό σεμινάριο στις 23 Οκτωβρίου 2018: Στο σεμινάριο, θα παρουσιαστούν α) το θέμα “Contemporary Issues of the Travel and Tourism Industry” από τη Δρ Μιχαηλίδου Ρωξάνα και β) το θέμα “Νέα δομή, νέα μαθήματα και τροποποιημένα αναλυτικά προγράμματα του Προγράμματος Travel and Tourism”. Το θέμα θα παρουσιάσει ο Συντονιστής του Προγράμματος κύριος Παναγιώτης Χατζησυμεού.

Εκτός από το πιο πάνω σεμινάριο, μπορούν να καταμετρηθούν στο ημερολόγιο του Προγράμματος άλλα τουλάχιστο 5 σεμινάρια που είναι άμεσα σχετικά με το θέμα Travel and Tourism, καθώς και άλλες δύο δραστηριότητες-συναντήσεις “round table discussions”, μεταξύ Φορέων του Τουρισμού στην Κύπρο, συγκεκριμένα του Κυπριακού Οργανισμού Τουρισμού, του Συνδέσμου Ταξιδιωτικών Πρακτόρων και του Συνδέσμου Τουριστικών Επιχειρήσεων Κύπρου με την συμμετοχή των μελών του διδακτικού προσωπικού του προγράμματος μας στις 15 Ιανουαρίου και 20 Απριλίου 2019. Όλες οι πιο πάνω δραστηριότητες, θα βοηθήσουν αναμφισβήτητα τους διδάσκοντες να εμπλουτίσουν τη διδασκαλία τους.

- 9.5 *Business/Management/Social Science generalists need to be trained to understand in finer details the travel and tourism phenomenon with its global challenges, and incorporate them into their teaching*

#### **Ενέργειες KES College**

Τα επιμορφωτικά σεμινάρια τα οποία αναφέρονται στην παράγραφο 9.4 πιο πάνω, αφορούν ολόκληρο το Τμήμα και φυσικά όλα τα μέλη του διδακτικού προσωπικού. Θα βοηθήσουν οπωσδήποτε και τα μέλη του διδακτικού προσωπικού τα οποία διδάσκουν γενικής φύσεως μαθήματα, ώστε να προσαρμόσουν καλύτερα τη διδασκαλία τους στο αντικείμενο του Προγράμματος.

- 9.6 *A clear human resources management strategy is required to ensure that sufficient and relevant resources are allocated and recruited to address any possible mismatches between the lecturers' expertise and modules taught*

#### **Ενέργειες KES College**

Η πρόσληψη της Δρ Μιχαηλίδου Ρωξάνας με πλήρη απασχόληση εμπλουτίζει το Πρόγραμμα σε μεγάλο βαθμό λόγω των προσόντων και της τεράστιας εμπειρίας της στα θέματα Travel and Tourism και αυτό θα έχει θετική επίδραση στα υπόλοιπα μέλη του διδακτικού προσωπικού αναφορικά με τον εμπλουτισμό των εμπειριών τους ώστε να είναι σε καλύτερη θέση να διδάξουν τα θέματά τους. .

Ταυτόχρονα, προς την ίδια κατεύθυνση επιδρούν και οι συνεχείς επιμορφωτικές δραστηριότητες οι οποίες διοργανώνονται από το Πρόγραμμα Σπουδών, όπως φαίνεται στο Παράρτημα “5” και οι ευκαιρίες που δίνονται στα μέλη του διδακτικού προσωπικού για άμεση επαφή με Φορείς του Τουρισμού στην Κύπρο.

#### **ΔΟΜΗ ΤΟΥ ΠΡΟΓΡΑΜΜΑΤΟΣ**

- 9.7 *Generic management modules (such as those related to the Business Management series) should be enriched with travel and tourism-related content and context*

#### **Ενέργειες KES College**

Τα γενικής φύσεως μαθήματα διοίκησης έχουν εμπλουτιστεί με περιεχόμενο από τον Τομέα Travel and Tourism. Παρακαλώ βλέπετε στο Παράρτημα “3” όπου παρουσιάζονται τα αναλυτικά προγράμματα των μαθημάτων, τα μαθήματα με αύξοντες αριθμούς:

- 5 (MGMT107 Definitions, Concepts and Principles of Business Management)
- 20 (MGMT207 Organizational Behaviour)
- 31 (MGMT208 Small Business Management)
- 37 (MGMT302 Business Strategy and Policy)

- 9.8 *Generic social sciences modules (such as Introduction to Social Science, Geography and Anthropology of Tourism) should be furthered focused and crystallised in their message. Currently, Introduction to Social Science (Sociology and Psychology) should focus on only one of these two vast disciplines, and on key concepts e.g. travel motivation, tourist behaviour and such like. Similarly, Geography and Anthropology of Tourism should focus on only one of these two vast disciplines, and on key concepts e.g. place identity in tourism, spatial scale in tourism, destination image, and such like. While the module “Introduction to Social Science (Sociology and Psychology)” is generic with no contextualised follow-up module in tourism, the “Geography and Anthropology of Tourism” module has no generic predecessor. This apparent inconsistency should be rectified, as explained above. Choosing a single discipline (e.g. only Sociology instead of Psychology or only Geography instead of Anthropology) is imperative to focus on depth rather than width of provided knowledge.*



### **Ενέργειες KES College**

Αναφορά για τις σχετικές ενέργειες στις οποίες έχει προβεί το Κολλέγιο για τα αρχικά μαθήματα “Introduction to Social Science (Sociology and Psychology)” και “Geography and Anthropology of Tourism”, έχει γίνει στις απαντήσεις μας, στις πιο πάνω παραγράφους 2.2 και ιδιαίτερα στην 7.1.

Όπως έχει ήδη αναφερθεί, το κάθε ένα από τα γενικής φύσεως μαθήματα “Geography and Anthropology of Tourism” και “Introduction to Social Science (Sociology and Psychology)”, έχει περιοριστεί μόνο σε ένα από τα δύο αρχικά θέματα (δηλαδή Γεωγραφία για το πρώτο μάθημα και Κοινωνιολογία για το δεύτερο μάθημα), ώστε να περιοριστεί το εύρος τους και να γίνει εμβάθυνση στο θέμα που επιλέγηκε, με προσανατολισμό στον τομέα Travel and Tourism. Τα μαθήματα έχουν μετονομαστεί σε “Geography of Tourism and Travel” και “Introduction to Sociology of Tourism” αντίστοιχα.

Η τροποποιημένη νέα δομή του Προγράμματος φαίνεται στο Παράρτημα “1”, ενώ τα αναλυτικά προγράμματα όλων των μαθημάτων φαίνονται στο Παράρτημα “3”, στο οποίο τα δύο πιο πάνω μαθήματα φέρουν αύξοντες αριθμούς 1 και 8.

- 9.10 *All modules should modernize content, update reading lists and include travel and tourism journal articles*

### **Ενέργειες KES College**

Ακολουθήσαμε τις υποδείξεις της υποδείξεις της ΕΕΑ και εκσυγχρονίσαμε το Πρόγραμμα σε μεγάλο βαθμό. Συνοπτικά, στην παράγραφο 2.1 πιο πάνω αναφέρεται ότι τα μαθήματα τα οποία είναι εξειδικευμένα σε θέματα Travel and Tourism έχουν αυξηθεί από 16 σε 25, με την προσθήκη νέων **εκσυγχρονισμένων** μαθημάτων. Έχει επικαιροποιηθεί το περιεχόμενο πλείστων μαθημάτων με προσθήκη περιεχομένου και προσέγγισης του τομέα Travel and Tourism, όπως για παράδειγμα στα μαθήματα τα οποία αναφέρονται στην παράγραφο 9.7 και όπως θα αναφερθεί πιο κάτω, σε όλα τα γλωσσικά μαθήματα (με αύξοντες αριθμούς 15-18 και 25-28 στο Παράρτημα “3”) και άλλα.

Όσον αφορά στη βιβλιογραφία, αυτή έχει επικαιροποιηθεί σε όλα τα μαθήματα. Έχουν αγοραστεί 91 βιβλία πρόσφατων εκδόσεων, έχει εξασφαλιστεί συνδρομή σε ένα επιπρόσθετο περιοδικό (Journal of Tourism and Hospitality Management – εκδότης American Research Institute for Policy Development) καθώς και πρόσβαση σε 15 ελεύθερα online περιοδικά και 28 κατάλληλες ιστοσελίδες, στα διάφορα αναλυτικά προγράμματα, όπως παρουσιάζονται στο Παράρτημα “3”

- 9.11 *The modules “Communication Skills” and “Computer Basics I”, “Quality Customer Service”, “IT Web Page Design” and “Business Communication” offer almost entirely practical skills. Therefore, they should be either eliminated, merged or delivered in workshop, non-ECTS credit-bearing mode. Further to the proposed shakeup, the freed-up module slots can be filled by new modules explicitly contextualised in travel and tourism, such as “Travel and Tourism Management” or “Tourism Marketing”*

### **Ενέργειες KES College**

Τα μαθήματα “Communication Skills”, “Computer Basics I”, “Quality Customer Service”, “IT Web Page Design” και “Business Communication” έχουν αποσυρθεί από το Πρόγραμμα, και έδωσαν τη θέση τους σε νέα μαθήματα, σύμφωνα με τις εισηγήσεις της ΕΕΑ.

Ένα από τα νέα μαθήματα τα οποία προστέθηκαν στο Πρόγραμμα, είναι το μάθημα “TOUR201 Travel and Tourism Management”, με αύξοντα αριθμό 19 στο Παράρτημα “3”, σύμφωνα με την υπόδειξη της ΕΕΑ στην παρούσα παράγραφο.

- 9.12 *It is suggested that “Health, Safety and Security” is renamed to “Food Health, Safety and Security” to better reflect the module content. Moreover, this module should not be compulsory on a Travel and Tourism Management Higher Diploma programme (and certainly not in semester one) but may be offered as an elective in a subsequent semester*

### **Ενέργειες KES College**

Το μάθημα μετονομάστηκε σε “HSSF200 Food Health, Safety and Security” και είναι επιλεγόμενο μάθημα του 4<sup>ου</sup> εξαμήνου, όπως μπορεί να διαπιστωθεί από τη νέα δομή του Προγράμματος στο Παράρτημα “1”. Το αναλυτικό πρόγραμμα του μαθήματος βρίσκεται στο Παράρτημα “3” με αύξοντα αριθμό 36.

- 9.13 *It is suggested that “Introduction to Economics I” is renamed to “Principles of Microeconomics in Tourism” and be contextualised accordingly. Another module on “Principles of Macroeconomics in Tourism” may be added in the programme to provide an integrated approach of economics*

### **Ενέργειες KES College**

Το αρχικό μάθημα “Introduction to Economics I” μετονομάστηκε σε “ECON107 Principles of Microeconomics in Tourism ” και είναι υποχρεωτικό μάθημα του 1<sup>ου</sup> εξαμήνου, όπως μπορεί να διαπιστωθεί από τη νέα δομή του Προγράμματος στο Παράρτημα “1”. Το αναλυτικό πρόγραμμα του μαθήματος βρίσκεται στο Παράρτημα “3” με αύξοντα αριθμό 4, και έχει επικαιροποιηθεί κατάλληλα με προσθήκη περιεχομένου και προσέγγισης του τομέα Travel and Tourism.

Επίσης, έχει προστεθεί στο δεύτερο εξάμηνο το νέο μάθημα “ECON108 Principles of Macroeconomics in Tourism”, όπως μπορεί να διαπιστωθεί από το Παράρτημα “1”. Το αναλυτικό πρόγραμμα του μαθήματος βρίσκεται στο Παράρτημα “3” με αύξοντα αριθμό 11, και το περιεχόμενο και η προσέγγισή του ανταποκρίνονται στον τίτλο του.

- 9.14 *It is suggested that the missing “Business Management II” module (at present there is progression from Business Management I to Business Management III) should be introduced in the curriculum. Alternatively, it is suggested that the “Business Management” title series is abandoned, and proper, content specific titles are introduced currently appearing only within parentheses, e.g. “Organisational Behaviour”.*

#### **Ενέργειες KES College**

Τυπικά, φαίνεται ότι από την παλιά δομή απουσίαζε κάποιο μάθημα μεταξύ των μαθημάτων Business Management I και III. Όμως στην πραγματικότητα επρόκειτο για σφάλμα αρίθμησης.

Τα μαθήματα Business Management έχουν μετονομαστεί σύμφωνα με την πιο πάνω υπόδειξη της ΕΕΑ. Πρόκειται για τα μαθήματα “MGMT107 Definitions, Concepts and Principles of Business Management”, στο 1<sup>ο</sup> εξάμηνο, “MGMT207 Organisational Behaviour” στο 3<sup>ο</sup> εξάμηνο, “MGMT208 Small Business Management” στο 4<sup>ο</sup> εξάμηνο και “MGMT302 Business Strategy and Policy”, όπως φαίνονται στο Παράρτημα “1”.

- 9.15 *It is suggested that “Applied Principles of Tourism” becomes “Principles of Destination Management” with the module contents focusing accordingly*

#### **Ενέργειες KES College**

Το μάθημα “Applied Principles of Tourism” μετονομάστηκε σε “TOUR103 Principles of Destination Management” και το αναλυτικό του πρόγραμμα τροποποιήθηκε κατάλληλα. Το μάθημα βρίσκεται στο 1<sup>ο</sup> εξάμηνο, όπως φαίνεται στη δομή του Προγράμματος στο Παράρτημα “1”, ενώ το αναλυτικό πρόγραμμα του μαθήματος βρίσκεται στο Παράρτημα “3”, με αύξοντα αριθμό 2.

- 9.16 *Language modules should be offered in consecutive semesters for pedagogical reasons. Moreover, languages training delivery should be specialized in travel and tourism oral communication and interaction.*

#### **Ενέργειες KES College**

Τα γλωσσικά μαθήματα προσφέρονται πλέον στα διαδοχικά εξάμηνα 2 και 3, όπως φαίνεται από την τροποποιημένη δομή του προγράμματος στο Παράρτημα “1”.

Όπως έχει ήδη αναφερθεί στην απάντησή μας στην παράγραφο 8.4 πιο πάνω, τα αναλυτικά μαθήματα των γλωσσικών μαθημάτων έχουν επικαιροποιηθεί σε πολύ μεγάλο βαθμό (περιεχόμενο, μεθοδολογία διδασκαλίας, βιβλιογραφία), ώστε να έχουν σαφή προσανατολισμό προς τον τομέα Travel and Tourism. Αυτό φαίνεται στο Παράρτημα “3”, όπου τα αναλυτικά προγράμματα των γλωσσικών μαθημάτων παρουσιάζονται με αύξοντες αριθμούς 15-18 και 25-28.

- 9.17 *It is suggested that the “European Community Economics” module is deleted from the curriculum as the module content is outdated and/or presupposes extensive knowledge of economics (i.e. advanced trade theory, monetary integration) that is not part of the programme and possibly of limited interest to the students of a travel and tourism programme.*

#### **Ενέργειες KES College**

Το μάθημα διαγράφηκε, όπως μπορεί να διαπιστωθεί από τη νέα, τροποποιημένη δομή του Προγράμματος στο Παράρτημα “1”.

- 9.18 *It is suggested that a module related to cruise industry is added to complement the “Introduction to the Airline Industry” module from a travel management perspective. Moreover, the “Introduction to the Airline Industry” can be renamed “Introduction to the Air Transport Industry” to incorporate developments in the airport and ground handling sectors*

#### **Ενέργειες KES College**

Έγιναν οι ακόλουθες ενέργειες:

- (α) Δημιουργήθηκε το νέο μάθημα “MGMT304 Cruise Line Management” το οποίο βρίσκεται στο 5<sup>ο</sup> εξάμηνο, όπως μπορεί να διαπιστωθεί από το Παράρτημα “1”. Το αναλυτικό πρόγραμμα του μαθήματος βρίσκεται στο Παράρτημα “3” με αύξοντα αριθμό 39.
- (β) Το μάθημα “Introduction to the Airline Industry” μετονομάστηκε σε “TOUR202 Introduction to the Air Transport Industry”. Το μάθημα βρίσκεται στο 3<sup>ο</sup> εξάμηνο και φαίνεται στη δομή του Προγράμματος στο Παράρτημα “1”. Το αναλυτικό πρόγραμμα του μαθήματος βρίσκεται στο Παράρτημα “3” με αύξοντα αριθμό 23.
- 9.19 *It is suggested that the “Air Travel Fares and Ticketing” module is enriched with principles of revenue management to move beyond the purely vocational aspects currently taught.*

#### **Ενέργειες KES College**

Το τροποποιημένο, σύμφωνα με τις υποδείξεις της ΕΕΑ, αναλυτικό πρόγραμμα του μαθήματος φαίνεται στο Παράρτημα “3” με αύξοντα αριθμό 33.

- 9.20 *It is suggested that “Sustainable and Alternative Tourism” is renamed into “Special Interest Tourism” given that neither all forms of alternative tourism are sustainable, nor all forms of mass tourism are unsustainable. Moreover, the special interest tourism embeds alternative tourism to a major degree. “Special Interest Tourism” should then become a compulsory module, whereas “Rural Tourism” can become an elective one and not all students are expected to show an interest in this.*

#### **Ενέργειες KES College**

Έγιναν οι ακόλουθες ενέργειες:

- (α) Το μάθημα μετονομάστηκε σε “TOUR203 Special Interest Tourism” και περιλαμβάνεται ως **υποχρεωτικό** στα μαθήματα του 3<sup>ου</sup> εξαμήνου, όπως μπορεί να διαπιστωθεί από τη νέα τροποποιημένη δομή του Προγράμματος στο Παράρτημα “1”.
- (β) Το μάθημα “TOUR308 Rural Tourism” συμπεριλαμβάνεται στα **επιλεγόμενα** μαθήματα του 5<sup>ου</sup> εξαμήνου, όπως μπορεί να διαπιστωθεί από τη νέα τροποποιημένη δομή του Προγράμματος στο Παράρτημα “1”.

- 9.21 *It is suggested that the college develops new interdisciplinary, creative and innovative modules such as Wellness Tourism and Tourism & Journalism to capitalise on its existing infrastructure currently used by other programmes of study. Such modules could improve the academic offering of KES College thus shaping a competitive advantage in the marketplace*

#### **Ενέργειες KES College**

Ακολουθώντας την εισήγηση της ΕΕΑ, δημιουργήσαμε το υποχρεωτικό μάθημα “MGMT317 Spa and Wellness Management” ως υποχρεωτικό μάθημα στο 6<sup>ο</sup> εξάμηνο, όπως μπορεί να διαπιστωθεί από τη νέα τροποποιημένη δομή του Προγράμματος στο Παράρτημα “1”. Το αναλυτικό πρόγραμμα του πιο πάνω νέου μαθήματος παρουσιάζεται στο Παράρτημα “3” με αύξοντα αριθμό 45.

- 9.22 *Finally, it is suggested that the module “Introduction to Nutrition and Diet” is shifted to an earlier semester (still as an elective) as it makes little pedagogical sense to offer introductory modules in the last semester of the Higher Diploma*

#### **Ενέργειες KES College**

Το μάθημα “NUTR104 Introduction to Nutrition and Diet” έχει μεταφερθεί ως επιλεγόμενο στο 1<sup>ο</sup> εξάμηνο, όπως μπορεί να διαπιστωθεί από τη νέα τροποποιημένη δομή του Προγράμματος στο Παράρτημα “1”.

### **ΕΜΠΛΟΚΗ ΤΗΣ ΒΙΟΜΗΧΑΝΙΑΣ ΚΑΙ ΕΠΑΓΓΕΛΜΑΤΙΚΗ ΠΡΑΚΤΙΚΗ**

- 9.23 *A comprehensive programme of guest speakers, industrial visits, practice and placements should be explicitly developed*

#### **Ενέργειες KES College**

Στην παράγραφο 9.4 πιο πάνω παρουσιάστηκε αναλυτικά το ημερολόγιο εξωδιδακτικών δραστηριοτήτων για το υπό αξιολόγηση Πρόγραμμα “Travel and Tourism” το οποίο παρουσιάζεται στο Παράρτημα “5”. Το ημερολόγιο δραστηριοτήτων αφορά εξωδιδακτικές δραστηριότητες του προγράμματος στις οποίες συμμετέχουν μέλη του διδακτικού προσωπικού.

Όπως μπορεί εύκολα να διαπιστωθεί, στο πιο πάνω ημερολόγιο υπάρχουν πολλές επιμορφωτικές δραστηριότητες οι οποίες υλοποιούν την υπόδειξη της ΕΕΑ στην παρούσα παράγραφο, αλλά και γενικά επιμορφώνουν ολόκληρο το διδακτικό προσωπικό του Προγράμματος.

Όπως αναλύεται στην παράγραφο 9.4 πιο πάνω, υπάρχουν πολλά επιμορφωτικά σεμινάρια για το διδακτικό προσωπικό του Προγράμματος Travel and Tourism, μεταξύ των οποίων και συναντήσεις και συζήτηση με Φορείς του Τουρισμού στην Κύπρο, συγκεκριμένα του Κυπριακού Οργανισμού Τουρισμού, του Συνδέσμου Ταξιδιωτικών Πρακτόρων και του Συνδέσμου Τουριστικών Επιχειρήσεων Κύπρου, στις 15 Ιανουαρίου και 20 Απριλίου 2019.

Εκτός από τις πιο πάνω δραστηριότητες, θα οργανωθούν και επισκέψεις του Τμήματος σε σημαντικούς Φορείς του Τουρισμού στην Κύπρο.

### **ΠΡΟΣΕΛΚΥΣΗ ΦΟΙΤΗΤΩΝ**

9.24 *A comprehensive feasibility study and a solid recruitment strategy are required*

**Ενέργειες KES College**

α) Μελέτη Βιωσιμότητας

Αναφορικά με τη μελέτη βιωσιμότητας, έγινε αναφορά στις ακόλουθες παραγράφους πιο πάνω:

Στην παράγραφο 4.1, η ΕΕΑ υπέδειξε ότι η πληροφόρηση που υπάρχει στη μελέτη βιωσιμότητας αναφορικά με τις μελλοντικές ταμειακές ροές αναφορικά με το υπό αξιολόγηση Πρόγραμμα είναι ανεπαρκής, και ότι το Πρόγραμμα είχε πάρα πολύ λίγους φοιτητές, με αποτέλεσμα να μην είναι οικονομικά βιώσιμο και ότι όμως το Κολλέγιο εξέφραζε αισιοδοξία για αύξηση του αριθμού των φοιτητών.

Στην απάντησή μας, εξηγήσαμε ότι το πρόγραμμα προσελκύει κυρίως αλλοδαπούς φοιτητές διότι προσφέρεται στην αγγλική γλώσσα και ότι η μείωση του αριθμού τους οφείλεται στην οικονομική κρίση και ότι ήδη, στο παρόν νέο ακαδημαϊκό έτος 2018 – 2019 έχουμε εγγεγραμμένους 14 νέους φοιτητές (σύνολο 18), με πολύ καλές προοπτικές για περεταίρω αύξηση του αριθμού στο επόμενο διάστημα.

Στην παράγραφο 8.8, η ΕΕΑ υπέδειξε ότι στη μελέτη βιωσιμότητας, οι πληροφορίες αναφορικά με την απασχολησιμότητα των φοιτητών δεν είναι αρκετές.

Στην απάντησή μας, εξηγήσαμε ότι, όσον αφορά τους Κύπριους φοιτητές, δεν υπάρχει οποιοδήποτε πρόβλημα με την απασχολησιμότητά τους, όμως υπήρχαν προβλήματα με την πρόσληψη των αλλοδαπών φοιτητών για να εκτελέσουν την πρακτική τους άσκηση, και ότι τα προβλήματα αυτά έχουν ξεπεραστεί με ενέργειες του Υπουργείου Εργασίας.

Στην παράγραφο 8.11, η ΕΕΑ υπέδειξε ότι η μελέτη βιωσιμότητας μπορούσε να είναι περισσότερο λεπτομερής και να παρέχει στοιχεία για τις μελλοντικές ταμειακές ροές και τη βιωσιμότητα του Προγράμματος.

Στην απάντησή μας, δώσαμε στοιχεία για τον ελάχιστο απαιτούμενο αριθμό φοιτητών ο οποίος απαιτείται ώστε το Πρόγραμμα να καλύπτει τα έξοδά του. Καταλήξαμε στο συμπέρασμα, λαμβάνοντας υπόψη τον σημερινό αριθμό φοιτητών αλλά και τις εκτιμήσεις για νέους φοιτητές πολύ σύντομα, όπως παρουσιάζεται στην παράγραφο 4.1, ότι από το παρόν ακαδημαϊκό έτος 2018 – 2019, το Πρόγραμμα εξασφαλίζει ικανοποιητικούς πόρους και είναι αυτοσυντήρητο

Θεωρούμε ότι τα στοιχεία τα οποία αναφέρονται στις απαντήσεις μας στις πιο πάνω παραγράφους απαντούν ικανοποιητικά την υπόδειξη της παρούσας παραγράφου.

β) Στρατηγική για την προσέλκυση φοιτητών:

Το πρόγραμμα προσφέρεται στην Αγγλική γλώσσα και αυτό αποτελεί μειονέκτημα για την προσέλκυση κυπρίων φοιτητών, οι οποίοι προτιμούν να σπουδάζουν σε ελληνόφωνα προγράμματα σπουδών.

Όσον αφορά την προώθηση του Προγράμματος σε Τρίτες χώρες, από τις οποίες προέρχεται η πλειονότητα των φοιτητών του Προγράμματος, αυτή γίνεται μέσω ακαδημαϊκών αντιπροσώπων του Κολλεγίου. Αξιωματούχοι του Κολλεγίου επισκέπτονται επί τόπου τους ακαδημαϊκούς αντιπροσώπους για να δώσουν πληροφορίες αναφορικά με το Πρόγραμμα, τις προοπτικές απασχόλησης των αποφοίτων και τα χαρακτηριστικά της φοίτησης στο Κολλέγιο.

9.24 *The profile of academic staff needs to be better considered from a sectoral (i.e. travel and tourism) point of view.*

#### **Ενέργειες και θέσεις KES College**

Έχουμε την άποψη ότι, μετά την πρόσφατη πρόσληψη με πλήρη απασχόληση, ενός επιπρόσθετου μέλους του διδακτικού προσωπικού με προσόντα στον τομέα Travel and Tourism επιπέδου διδακτορικού (Δρ Μιχαηλίδου Ρωξάνα), η κατάσταση στο σημείο αυτό έχει βελτιωθεί:

Το Πρόγραμμα έχει συνολικά 92 περιόδους, από τις οποίες οι 80 αφορούν υποχρεωτικά μαθήματα. Από τις 80 περιόδους των υποχρεωτικών μαθημάτων, οι 36 αφορούν μαθήματα της ειδικότητας. Στον πίνακα ο οποίος παρουσιάζεται στο Παράρτημα “6” φαίνεται η κατανομή των μαθημάτων μεταξύ των μελών του διδακτικού προσωπικού.

Οι πιο πάνω 36 περίοδοι, διδάσκονται από τα ακόλουθα πέντε άτομα με προσόντα και εμπειρίες από τον τομέα Travel and Tourism. Μεταξύ των ατόμων αυτών, περιλαμβάνεται και η Δρ Μιχαηλίδου Ρωξάνα με προσόντα στον τομέα Travel and Tourism η οποία έχει προσληφθεί με πλήρη απασχόληση πρόσφατα:

- Αγαθαγγέλου Άγγελος: Ο Κύριος Αγαθαγγέλου είναι λέκτορας στο KES College. Είναι κάτοχος Διπλώματος στο Marketing Management και Advanced Diploma στο Business Administration από το CIM. Εργάστηκε για 24 χρόνια στο Εμπορικό Τμήμα των Κυπριακών Αερογραμμών. Πιο συγκεκριμένα, εργάστηκε στη Διαχείριση Εσόδων – Reservations Management (Κρατήσεις, Υποστήριξη και Ανάπτυξη, CRC, Group Desk, Schedules and Capacity Control), Διαφήμιση και Δημοσιότητα. Τα τελευταία πέντε χρόνια εργάστηκε ως επικεφαλής του Τηλεφωνικού Κέντρου, του Συστήματος Υποστήριξης και Ανάπτυξης Κρατήσεων Ηλεκτρονικού Υπολογιστή (Computer Reservations System Support and Development), του Schedules and Capacity Control και Διευθυντής των γραφείων Εισιτηρίων σε Λευκωσία και Λάρνακα. Ήταν επίσης ο επικεφαλής του Sabre Official, εκπαιδευτής για τις κρατήσεις Sabre, για ναύλα, τιμολόγηση και ηλεκτρονική τιμολόγηση (e-ticketing CRS).
- Σάββας Κωνσταντινίδης: Ο κύριος Κωνσταντινίδης είναι κάτοχος μεταπτυχιακού διπλώματος στο Marketing Advertising and Public Relations και πτυχίου στο Tourism Management. Από το 2011 μέχρι σήμερα δούλεψε σε μια ξενοδοχειακή μονάδα όπου πήρε χρήσιμη εργασιακή εμπειρία στο πεδίο της ειδικότητας του. Έχει συμμετάσχει σε πολλά σεμινάρια σχετικά με το επάγγελμά του, εμπλουτίζοντας τη γνώση του και τις δεξιότητές του.
- Δρ. Μιχαηλίδου Ρωξάνα (Νέο μέλος του διδακτικού προσωπικού): Η Δρ. Μιχαηλίδου είναι κάτοχος διδακτορικού στην Εκπαιδευτική Ηγεσία για Διδασκαλία και Μάθηση (PhD Educational Leadership for Teaching and Learning), μεταπτυχιακού - MA International Hospitality Management, Quality of Services, πτυχίο στο International Hospitality Management και διπλώματος ‘International Tourism and Travel Consultant’. Η Δρ. Μιχαηλίδου είναι αξιολογήτρια των Προσωπικών και Επαγγελματικών Δεξιοτήτων στο πρόγραμμα Φιλοξενίας και Τουρισμού στην Αρχή Ανάπτυξης Ανθρώπινου Δυναμικού. Είναι σύμβουλος Φιλοξενίας (Hospitality Consultant) στο Cyprus Centre for Training of Human Resources, και είναι μέλος της Εκδοτικής Επιτροπής του Kozmenko Science Publishing for Tourism and Travelling. Επίσης είναι μέλος της Επιστημονικής Επιτροπής του World Cultural Tourism Association. Έχει μακρόχρονη εμπειρία ως καθηγήτρια σε ιδρύματα Τριτοβάθμιας Εκπαίδευσης σε θέματα Travel and Tourism.

- Χατζηστυλλή Άντρια: Η Κυρία Χατζηστυλλή είναι λέκτορας στο KES College από το 2017 στον κλάδο Food, Hotel and Tourism. Είναι κάτοχος μεταπτυχιακού διπλώματος στη Διαχείριση Επιχειρήσεων και Διπλώματος στο Hospitality Management από το European University. Είναι κάτοχος Ανώτερου Διπλώματος στο Hotel and Food Management από την Ανώτερη Ξενοδοχειακή Σχολή Κύπρου. Κατά τη διάρκεια των σπουδών της και μετά δούλεψε σε διάφορες θέσεις στον Κλάδο-Βιομηχανία Φιλοξενίας. Από το 2015, έχει τη δική της επιχείρηση σχετικά με Marketing και Social Media Marketing. Έχει αξιόλογη εκπαιδευτική εμπειρία ως καθηγήτρια σε μαθήματα σχετικά με Travel/Hotel σε τριτοβάθμια ιδρύματα. Η κυρία Χατζηστυλλή είναι Διδακτορική φοιτήτρια στο Ευρωπαϊκό Πανεπιστήμιο (Διοίκηση Επιχειρήσεων – Ξενοδοχειακά).
- Χατζησυμεού Παναγιώτης: Ο κύριος Χατζησυμεού είναι ο συντονιστής του προγράμματος Επισιτιστικών Σπουδών και Ανώτερος Λέκτορας στο KES College από το 2007. Είναι κάτοχος μεταπτυχιακού διπλώματος MA in Hotel Management and Culinary Arts και πτυχίου (BSc) στο Hotel Management. Έχει ευρεία επαγγελματική εμπειρία μέσα από διάφορες θέσεις εργασίας στο παρελθόν. Είναι μέλος σε πολλούς οργανισμούς που σχετίζονται με το επάγγελμά του και είναι επίσης πρόεδρος και ιδρυτικό μέλος του Eurotoques-Cyprus.

## ΠΟΡΟΙ

### 9.25 *More resources are required in the library*

#### **Ενέργειες και θέσεις KES College**

Η βιβλιογραφία των μαθημάτων έχει ανανεωθεί με την προσθήκη νέων βιβλίων πρόσφατων εκδόσεων. Όπως έχει αναφερθεί σε πολλές παραγράφους πιο πάνω, πχ. 2.3, 7.1, 8.1 κ.ά., έχουν αγοραστεί για το υπό αξιολόγηση πρόγραμμα 91 νέα βιβλία και το συνδρομητικό περιοδικό Journal of Tourism and Hospitality Management, ενώ έχει εξασφαλιστεί και πρόσβαση σε 15 ελεύθερα online περιοδικά και 28 κατάλληλες ιστοσελίδες

### 9.26 *Staff should be developed to access sector-specific resources*

#### **Ενέργειες και θέσεις KES College**

Όπως έχει αναφερθεί στις παραγράφους 9.4 και 9.23 πιο πάνω, το Κολλέγιο φέρνει σε επαφή τους διδάσκοντες με τη βιομηχανία Φιλοξενίας και Τουρισμού με την διοργάνωση στο Κολλέγιο επιμορφωτικών σεμιναρίων και συναντήσεων με Φορείς και άτομα τα οποία έχουν τεχνογνωσία στον τομέα. Ταυτόχρονα, το Κολλέγιο ενθαρρύνει και διευκολύνει συμμετοχή των μελών του διδακτικού προσωπικού του Προγράμματος σε εκδηλώσεις/δραστηριότητες του τομέα Travel and Tourism.

Τονίζουμε τέλος ότι, στα αναθεωρημένα αναλυτικά προγράμματα των μαθημάτων του Προγράμματος, έχουν συμπεριληφθεί 28 συνολικά κατάλληλες ιστοσελίδες, 15 ελεύθερα περιοδικά και έχει επίσης αγοραστεί συνδρομή για ένα σχετικό περιοδικό, όπως αναφέρεται πιο πάνω, τα οποία θα βοηθήσουν το διδακτικό προσωπικό να αναπτύξει τις γνώσεις του στις τελευταίες εξελίξεις στον τομέα Travel and Tourism.



## ΑΞΙΟΛΟΓΗΣΗ

- 9.27 *A comprehensive pedagogic strategy is required to take advantage of modern methodologies to transfer knowledge*

### **Ενέργειες KES College**

Το KES College υπερηφανεύεται ότι πρωτοπορεί στην εφαρμογή ολοκληρωμένης παιδαγωγικής στρατηγικής. Εδώ και μερικά χρόνια, εργοδοτεί πάνω σε μόνιμη βάση, προσοντούχο Εκπαιδευτικό Λειτουργό με διδακτορικά προσόντα, η οποία είναι υπεύθυνη για τη συστηματική διοργάνωση επιμορφωτικών σεμιναρίων σε θέματα Εκπαιδευτικής Τεχνολογίας.

Ταυτόχρονα, η Εκπαιδευτική Λειτουργός παρακολουθεί τα μέλη του διδακτικού προσωπικού κατά τη διδασκαλία και τους δίνει κατάλληλη ανατροφοδότηση σε κατ' ιδίαν συναντήσεις στο γραφείο της.

Τα τελευταία επίσης χρόνια, το Κολλέγιο έχει εφαρμόσει στη διαδικασία διδασκαλίας – μάθησης, τη χρήση της Ηλεκτρονικής Πλατφόρμας Μάθησης Moodle, αξιοποιώντας πλήρως τα πλεονεκτήματα των νέων τεχνολογιών. Από την παρούσα ακαδημαϊκή χρονιά, η χρήση της πλατφόρμας Moodle έχει προγραμματιστεί να επεκταθεί και στον τομέα της αξιολόγησης, με την ηλεκτρονική υποβολή των εργασιών, τη διεξαγωγή τεστ onlain κτλ.

- 9.28 *The opportunity to use real industry engagement as part of assessment should be actively explored*

### **Ενέργειες KES College**

Προς το παρόν, η βιομηχανία εμπλέκεται στην αξιολόγηση των φοιτητών με την παρακολούθηση και αξιολόγηση της πρακτικής άσκησης η οποία διενεργείται σε κατάλληλες επιχειρήσεις με την έγκριση του Κολλεγίου.

Το Κολλέγιο θα εξετάσει τη δυνατότητα περαιτέρω εμπλοκής της βιομηχανίας στην αξιολόγηση των φοιτητών.

- 9.29 *Plagiarism detection software should become core to the assessment and severe penalties should be introduced and closely regulated*

Η λογοκλοπή απαγορεύεται ρητά από τον Εσωτερικό Κανονισμό του Κολλεγίου και οι παραβάτες τιμωρούνται. Οι εργασίες παραδίνονται σε ηλεκτρονική και έντυπη μορφή και ελέγχονται από το ειδικό λογισμικό .



## ΝΕΑ ΤΡΟΠΟΠΟΙΗΜΕΝΗ ΔΟΜΗ ΠΡΟΓΡΑΜΜΑΤΟΣ

No	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
<b>Semester 1</b>								
1	Compulsory	Geography of Tourism and Travel	TOUR102	2	55'	14	28	4
2	Compulsory	Principles of Destination Management	TOUR103	2	55'	14	28	4
3	Compulsory	Structure of Travel Industry	TRAV101	2	55'	14	28	4
4	Compulsory	Principles of Microeconomics in Tourism	ECON107	2	55'	14	28	4
5	Compulsory	Definitions, Concepts and Principles of Business Management	MGMT107	3	55'	14	42	6
6	Compulsory	Introduction to Travel, Tourism and Hospitality Industry	TRAV100	2	55'	14	28	4
<b>One of the following Electives</b>								
7	Elective	Introduction to Nutrition and Diet	NUTR104	2	55'	14	28	4
7	Elective	Introduction to Sociology of Tourism	PSOC106	2	55'	14	28	4
<b>Semester 2</b>								
1	Compulsory	Introduction to Statistics (Descriptive Statistics)	STAT102	2	55'	14	28	4
2	Compulsory	Global Tourism & Leisure	TOUR104	2	55'	14	28	4
3	Compulsory	Principles of Macroeconomics in Tourism	ECON108	2	55'	14	28	4
4	Compulsory	Introduction to Marketing	MRKT107	2	55'	14	28	4
5	Compulsory	The Hospitality Business	HOTL104	3	55'	14	42	5
6	Compulsory	Practical Training I	PRCT104	2	55'	14	28	5
<b>One of the following Electives</b>								
7	Elective	French Language I	FREN107	2	55'	14	28	4
7	Elective	Russian Language I	RUSS105	2	55'	14	28	4
7	Elective	German Language I	GERM104	2	55'	14	28	4
7	Elective	Greek Language for Foreign Students I	GREK118	2	55'	14	28	4

**There is obligatory practical training of 13 weeks in suitable Travel and Tourism Organizations after Semester 2 (1<sup>st</sup> June – 31<sup>st</sup> of August).**

**ΝΕΑ ΤΡΟΠΟΠΟΙΗΜΕΝΗ ΔΟΜΗ ΠΡΟΓΡΑΜΜΑΤΟΣ (συνέχεια)**

No	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
<b>Semester 3</b>								
1	Compulsory	Travel and Tourism Management	TOUR201	2	55'	14	28	4
2	Compulsory	Organisational Behaviour	MGMT207	2	55'	14	28	4
3	Compulsory	Accounting I (Principles of Accounting)	ACCT204	2	55'	14	28	4
4	Compulsory	Human Resource Management	HRMG203	2	55'	14	28	4
5	Compulsory	Introduction to the Air Transport Industry	TOUR202	3	55'	14	42	6
6	Compulsory	Special Interest Tourism	TOUR203	2	55'	14	28	4
<b>One of the following Electives</b>								
7	Elective	French Language II	FREN200	2	55'	14	28	4
7	Elective	Russian Language II	RUSS200	2	55'	14	28	4
7	Elective	German Language II	GERM200	2	55'	14	28	4
7	Elective	Greek Language for Foreign Students II	GREK200	2	55'	14	28	4
<b>Semester 4</b>								
1	Compulsory	Consumer Behaviour	MRKT211	2	55'	14	28	4
2	Compulsory	Culture and Heritage Tourism	TOUR204	2	55'	14	28	4
3	Compulsory	Small Business Management	MGMT208	2	55'	14	28	4
4	Compulsory	Air Travel Law and Regulation	LAWS201	2	55'	14	28	4
5	Compulsory	Air Travel Fares & Ticketing	TRAV203	3	55'	14	42	5
6	Compulsory	Practical Training II	PRCT212	2	55'	14	28	5
<b>One of the following Electives</b>								
7	Elective	Introduction to Finance	FINA201	2	55'	14	28	4
7	Elective	Food Health, Safety and Security	HSSF200	2	55'	14	28	4

**There is obligatory practical training of 13 weeks in suitable Travel and Tourism Organizations after Semester 4 (1<sup>st</sup> June – 31<sup>st</sup> of August).**

**ΝΕΑ ΤΡΟΠΟΠΟΙΗΜΕΝΗ ΔΟΜΗ ΠΡΟΓΡΑΜΜΑΤΟΣ (συνέχεια)**

No	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
<b>No</b>	<b>Semester 5</b>							
1	Compulsory	Business Strategy and Policy	MGMT302	2	55'	14	28	4
2	Compulsory	Quality Assessment Control and Management	BUSS301	2	55'	14	28	4
3	Compulsory	Cruise Line Management	MGMT304	2	55'	14	28	4
4	Compulsory	Home & Retail Travel Agency	TRAV301	2	55'	14	28	4
5	Compulsory	Conferences & Event Management	MGMT305	2	55'	14	28	4
6	Compulsory	Final Project I	PROJ302	4	55'	14	56	6
<b>One of the following Electives</b>								
7	Elective	Rural Tourism	TOUR308	2	55'	14	28	4
7	Elective	Cyprus Society, History and Culture	CYPR102	2	55'	14	28	4
<b>Semester 6</b>								
1	Compulsory	Spa and Wellness Management	MGMT317	2	55'	14	28	4
2	Compulsory	Public Relations	PURE311	2	55'	14	28	4
3	Compulsory	Business Ethics	MGMT318	2	55'	14	28	4
4	Compulsory	Final Project II	PROJ303	4	55'	14	56	6
5	Compulsory	E-Commerce	BUSS303	2	55'	14	28	4
6	Compulsory	Entrepreneurship	ENTR301	2	55'	14	28	4
<b>One of the following Electives</b>								
7	Elective	Tourism Legislation	LAWS305	2	55'	14	28	4
7	Elective	EU Formation & Structure	EURO202	2	55'	14	28	4



## ΔΟΜΗ ΤΟΥ ΠΡΟΓΡΑΜΜΑΤΟΣ, ΟΠΩΣ ΕΞΕΤΑΣΤΗΚΕ ΑΠΟ ΤΗΝ ΕΕΑ

No	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic	Total periods/ Academic semester	Number of ECTS
<b>Semester 1</b>								
1	Compulsory	Health, Safety and Security	HSSF101	2	55'	14	42	4
2	Compulsory	Communication Skills	COMM101	2	55'	14	42	4
3	Compulsory	Computer Basics I (Op systems. Office, Internet)	COMP101	2	55'	14	42	4
4	Compulsory	Introduction to Economics I (Microeconomics)	ECON106	2	55'	14	42	4
5	Compulsory	Business Management I (Definitions, Concepts and Principles)	MGMT106	3	55'	14	42	6
6	Compulsory	Introduction to Travel, Tourism and Hospitality Industry	TRAV100	2	55'	14	42	4
<b>One of the following Electives</b>								
7	Elective	Cyprus Society, History and Culture	CYPR100	2	55'	14	42	4
7	Elective	Introduction to Social Science (Sociology and Psychology)	PSOC100	2	55'	14	42	4
<b>Semester 2</b>								
1	Compulsory	Introduction to Statistics (Descriptive Statistics)	STAT102	2	55'	14	42	4
2	Compulsory	Accounting I (Principles of Accounting)	ACCT102	2	55'	14	42	4
3	Compulsory	Applied Principles of Tourism	TOUR100	2	55'	14	42	4
4	Compulsory	Quality Customer Service	BUSS103	2	55'	14	42	4
5	Compulsory	Geography and Anthropology of Tourism	TOUR101	2	55'	14	42	4
6	Compulsory	The Hospitality Business	HOTL403	3	55'	14	42	6
<b>One of the following Electives</b>								
7	Elective	French I	FREN105	2	55'	14	42	4
7	Elective	Russian Language I	RUSS102	2	55'	14	42	4
7	Elective	German Language I	GERM102	2	55'	14	42	4
7	Elective	Greek for Foreign Students I	GREK110	2	55'	14	42	4
7	Elective	European Community Economics	ECON200	2	55'	14	42	4

There is obligatory practical training of 13 weeks in suitable Travel and Tourism Organizations after Semester 2 (1<sup>st</sup> June – 31<sup>st</sup> of August).

**ΔΟΜΗ ΤΟΥ ΠΡΟΓΡΑΜΜΑΤΟΣ, ΟΠΩΣ ΕΞΕΤΑΣΤΗΚΕ ΑΠΟ ΤΗΝ ΕΕΑ (συνέχεια)**

No	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic	Total periods/ Academic semester	Number of ECTS
<b>Semester 3</b>								
1	Compulsory	Introduction to Marketing	MRKT210	3	55'	14	42	4
2	Compulsory	Business Management III (Organisational Behaviour)	MGMT201	3	55'	14	42	4
3	Compulsory	Accounting II (Financial Accounting)	ACCT200	2	55'	14	42	4
4	Compulsory	Structure of Travel Industry	TRAV200	2	55'	14	42	4
5	Compulsory	Introduction to the Airline Industry	TOUR200	3	55'	14	42	6
6	Compulsory	IT Web Page Design	COMP205	2	55'	14	42	4
<b>One of the following Electives</b>								
7	Elective	Introduction to Finance	FINA201	2	55'	14	42	4
7	Elective	Cyprus Society, History and Culture	CYPR100	2	55'	14	42	4
7	Elective	EU Formation and Structure	EURO200	2	55'	14	42	4
7	Elective	Introduction to Social Science (Sociology and Psychology)	PSOC100	2	55'	14	42	4
<b>Semester 4</b>								
1	Compulsory	Statistics and Quantitative Analysis	STAT200	2	55'	14	42	4
2	Compulsory	Consumer Behaviour	MRKT211	2	55'	14	42	4
3	Compulsory	Human Resource Management	HRMG200	3	55'	14	42	4
4	Compulsory	Business Management IV (Small Business Mgt)	MGMT202	3	55'	14	42	4
5	Compulsory	Air Travel Law and Regulation	LAWS201	2	55'	14	42	4
6	Compulsory	Air Travel Fares and Ticketing	TRAV202	3	55'	14	42	6
<b>One of the following Electives</b>								
7	Elective	French II	FREN106	2	55'	14	42	4
7	Elective	Russian Language II	RUSS103	2	55'	14	42	4
7	Elective	German Language II	GERM103	2	55'	14	42	4
7	Elective	Greek for Foreign Students II	GREK111	2	55'	14	42	4
7	Elective	European Community Economics	ECON200	2	55'	14	42	4
7	Elective	Tourism Legislation	LAWS405	2	55'	14	42	4

**There is obligatory practical training of 13 weeks in suitable Travel and Tourism Organizations after Semester 4 (1<sup>st</sup> June – 31<sup>st</sup> of August).**



**ΔΟΜΗ ΤΟΥ ΠΡΟΓΡΑΜΜΑΤΟΣ, ΟΠΩΣ ΕΞΕΤΑΣΤΗΚΕ ΑΠΟ ΤΗΝ ΕΕΑ (συνέχεια)**

No	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic	Total periods/ Academic semester	Number of ECTS
<b>No</b>	<b>Semester 5</b>							
1	Compulsory	Business Management V (Business Strategy and Policy)	MGMT301	2	55'	14	42	4
2	Compulsory	Quality Assessment Control and Management	BUSS301	2	55'	14	42	4
3	Compulsory	Global Tourism & Leisure	TOUR307	2	55'	14	42	4
4	Compulsory	Home & Retail Travel Agency	TRAV301	2	55'	14	42	4
5	Compulsory	Conference & Events Management	MGMT305	2	55'	14	42	4
6	Compulsory	Final Project I	PROJ302	4	55'	14	42	6
<b>One of the following Electives</b>								
7	Elective	Sustainable & Alternative Tourism	TOUR305	2	55'	14	42	4
7	Elective	Business Communication	COMM200	2	55'	14	42	4
<b>Semester 6</b>								
1	Compulsory	Rural Tourism	TOUR308	2	55'	14	42	4
2	Compulsory	Public Relations	PURE307	2	55'	14	42	4
3	Compulsory	Business Management VII (Business Ethics)	MGMT303	2	55'	14	42	4
4	Compulsory	Final Project II	PROJ303	4	55'	14	42	6
5	Compulsory	E-Commerce	BUSS303	2	55'	14	42	4
6	Compulsory	Entrepreneurship	ENTR301	2	55'	14	42	4
<b>One of the following Electives</b>								
7	Elective	European Community Economics	ECON200	2	55'	14	42	4
7	Elective	Introduction to Nutrition and Diet	HOTL300	2	55'	14	42	4

## Κατάλογος Αναλυτικών Προγραμμάτων Μαθημάτων

α/α	Κωδικός Μαθήματος	Όνομα Μαθήματος	Σελίδα
<b>Semester 1</b>			
1	TOUR102	Geography of Tourism and Travel	45
2	TOUR103	Principles of Destination Management	48
3	TRAV101	Structure of Travel Industry	50
4	ECON107	Principles of Microeconomics in Tourism	52
5	MGMT107	Definitions, Concepts and Principles of Business Management	54
6	TRAV100	Introduction to Travel, Tourism and Hospitality Industry	56
<b>Electives</b>			
7	NUTR104	Introduction to Nutrition and Diet	58
8	PSOC106	Introduction to Sociology of Tourism	60
<b>Semester 2</b>			
9	STAT102	Introduction to Statistics (Descriptive Statistics)	62
10	TOUR104	Global Tourism & Leisure	64
11	ECON108	Principles of Macroeconomics in Tourism	68
12	MRKT107	Introduction to Marketing	70
13	HOTL104	The Hospitality Business	72
14	PRCT104	Practical Training I	74
<b>Electives</b>			
15	FREN107	French Language I	76
16	RUSS105	Russian Language I	78
17	GERM104	German Language I	80
18	GREK118	Greek Language for Foreign Students I	82

**Κατάλογος Αναλυτικών Προγραμμάτων Μαθημάτων (συνέχεια)**

<b>α/α</b>	<b>Κωδικός Μαθήματος</b>	<b>Όνομα Μαθήματος</b>	<b>Σελίδα</b>
<b>Semester 3</b>			
19	TOUR201	Travel and Tourism Management	84
20	MGMT207	Organisational Behaviour	87
21	ACCT204	Accounting I (Principles of Accounting)	89
22	HRMG203	Human Resource Management	91
23	TOUR202	Introduction to the Air Transport Industry	93
24	TOUR203	Special Interest Tourism	95
<b>Electives</b>			
25	FREN200	French Language II	97
26	RUSS200	Russian Language II	100
27	GERM200	German Language II	102
28	GREK200	Greek Language for Foreign Students II	104
<b>Semester 4</b>			
29	MRKT211	Consumer Behaviour	106
30	TOUR204	Culture and Heritage Tourism	108
31	MGMT208	Small Business Management	111
32	LAWS201	Air Travel Law and Regulation	113
33	TRAV203	Air Travel Fares and Ticketing	115
34	PRCT212	Practical Training II	118
<b>Electives</b>			
35	FINA201	Introduction to Finance	120
36	HSSF200	Food Health, Safety and Security	122

**Κατάλογος Αναλυτικών Προγραμμάτων Μαθημάτων (συνέχεια)**

<b>α/α</b>	<b>Κωδικός Μαθήματος</b>	<b>Όνομα Μαθήματος</b>	<b>Σελίδα</b>
<b>Semester 5</b>			
37	MGMT302	Business Strategy and Policy	124
38	BUSS301	Quality Assessment Control and Management	126
39	MGMT304	Cruise Line Management	128
40	TRAV301	Home & Retail Travel Agency	131
41	MGMT305	Conference & Events Management	133
42	PROJ302	Final Project I	134
<b>Electives</b>			
43	TOUR308	Rural Tourism	136
44	CYPR102	Cyprus Society, History and Culture	138
<b>Semester 6</b>			
45	MGMT317	Spa and Wellness Management	140
46	PURE311	Public Relations	144
47	MGMT318	Business Ethics	146
48	PROJ303	Final Project II	148
49	BUSS303	E-Commerce	150
50	ENTR301	Entrepreneurship	152
<b>Electives</b>			
51	LAWS305	Tourism Legislation	154
52	EURO202	EU Formation and Structure	156

## B) Αναλυτικά Προγράμματα Μαθημάτων

### No 1

Course Title	<b>Geography of Tourism and Travel</b>				
Course Code	<b>TOUR102</b>				
Course Type	Lecture				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 1 <sup>st</sup> Semester				
Teacher's Name	Dr Michaelidou Roxana				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	<p>Tourism as a significant spatial activity demands tourism professionals to be well qualified in geographical knowledge of world, continental regional destinations and attractions, regions, areas and tourism centers.</p> <p>This course is designed to examine Tourism as a global, national and local phenomenon, with economic, social, cultural, political, and environmental impacts.</p> <p>This course aims to explore the inter-relationship between geography and tourism. The module will provide a basic overview of the world regions and provide an insight about the geographical character that comprises the setting for tourism</p> <p>The objectives of this course are:</p> <ul style="list-style-type: none"> <li>• To provide a basic geographic overview of the world and each major geographic regions of the world; etc.</li> <li>• Shall emphasize on various destinations of the world including a detailed study about their airports, attractions, cultural characteristics and culture etc of various countries;</li> <li>• To give an extra edge to the students in designing the itineraries for the travelers, suggesting them various destinations to the clients for their travel etc.</li> </ul>				
Learning Outcomes	<p>On completing this course the students will be able to:</p> <ul style="list-style-type: none"> <li>• Apply and challenge geographical theories used to understand tourism and travel industry,</li> <li>• To improve the understanding of core geographic concepts: climate, vegetation, landforms, place, development and identity cultural characteristics of the world's regions,</li> <li>• To understanding of world travel patterns, including the origin, characteristics, numbers, and seasonality of travel to a particular region,</li> <li>• To explain the interrelationships between geography and tourism in all regions of the world,</li> <li>• To describe the all regions from the tourist's view and enhance the knowledge about each regions and sub-regions</li> </ul>				

	<ul style="list-style-type: none"> <li>To engage students with the tourism geography literature that build on these core concepts, To describe and assess the importance of geographical characteristics in the tourism decision-making process.</li> </ul>		
Prerequisites		Required	
Course Content	<p>What is Geography?</p> <p>Branches of Geography: human geography and physical geography</p> <p>History of Geography:</p> <p>Who invented geography?</p> <p>Who created geography?</p> <p>From the “father “of Geography to our days.</p> <p>Planet Earth:</p> <ul style="list-style-type: none"> <li>✓ Information, facts and news</li> <li>✓ Continents and oceans</li> <li>✓ Regions</li> </ul> <p>The elements of Geography:</p> <ul style="list-style-type: none"> <li>✓ Location: latitude/longitude Time zones</li> <li>✓ Themes of Geography: place and space</li> <li>✓ Description of object, center and tourism region</li> </ul> <p>Characteristics of center, region and macro region.</p> <p>Economic geography</p> <p>Political geographies (territory and borders)</p> <p>Physical characteristics of Geography:</p> <ul style="list-style-type: none"> <li>✓ World’s climates</li> <li>✓ World’s vegetation and climates</li> <li>✓ World’s landforms</li> </ul> <p>Human and cultural characteristics of Geography</p> <ul style="list-style-type: none"> <li>✓ Geographic aspects of culture, including the past and present social, political and economic factors that are related to human perception, organization and use of the environment.</li> </ul> <p>Europe: countries, capitals, population and attractions</p> <p>Middle East: countries, capitals, population and attractions</p> <p>Africa: countries, capitals, population and attractions</p> <p>The Americas -countries, capitals, population and attractions:</p> <ul style="list-style-type: none"> <li>✓ Anglo North America,</li> <li>✓ Latin North America,</li> <li>✓ South America</li> </ul> <p>Asia and Oceania:</p> <ul style="list-style-type: none"> <li>✓ South Asia</li> <li>✓ Southeast Asia</li> </ul>		

	<ul style="list-style-type: none"> <li>✓ East Asia</li> <li>✓ Oceania: Australia New Zealand, the Pacific Islands and Antarctica</li> </ul>
Teaching Methodology	<p>The expected course outcomes will be realized through a variety of instructional strategies to complement the students' life experiences.</p> <p>Those strategies include, but are not limited to the following: lecture, discussion, group activities (including the use of structured controversy), and inquiry.</p> <p>The lecture will integrate appropriate multi-media technology for the purpose of enriching the students' total experience:</p> <p>PowerPoint presentation, relevant audio-visual documentary material, excursions/trips.</p>
Bibliography	<ul style="list-style-type: none"> <li>▪ Brian Boniface, Robyn Cooper, Chris Cooper (2016), Worldwide Destinations: The geography of travel and tourism, 7<sup>th</sup> ed., Routledge, ISBN: 978-1138901810.</li> </ul> <p><b>Free access Journals/Articles:</b></p> <ul style="list-style-type: none"> <li>▪ The Journal of Transport Geography-Elsevier <a href="https://www.journals.elsevier.com/journal-of-transport-geography">https://www.journals.elsevier.com/journal-of-transport-geography</a></li> <li>▪ European Journal of Geography -The journal of the European Association of Geographers <a href="http://www.eurogeographyjournal.eu/">http://www.eurogeographyjournal.eu/</a></li> </ul> <p><b>Useful Websites:</b></p> <ul style="list-style-type: none"> <li>▪ Tourism Geography—Oxford Bibliographies <a href="http://www.oxfordbibliographies.com">http://www.oxfordbibliographies.com</a></li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

## No 2

Course Title	Principles of Destination Management				
Course Code	TOUR103				
Course Type	Lecture				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 1 <sup>st</sup> Semester				
Teacher's Name	Dr Michaelidou Roxana				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	To focus on tourism and to examine its principles structures, functions and rationale.				
Learning Outcomes	<p>By the end of the course, students are expected to:</p> <ul style="list-style-type: none"><li>▪ Define and critically examine the destination tourism product</li><li>▪ Be proficient with tourism terminology</li><li>▪ Understand role and function of Local, regional and Global Tourism Organizations</li><li>▪ Understand the principles, applications and strategies of developing Destination Tourism</li><li>▪ Be able to critically analyse promotional efforts and marketing for destinations</li><li>▪ Understand the impact of tourism on the affected local communities and around</li><li>▪ Discuss and analyse factors that influence tourism development</li><li>▪ Appreciate the benefits of destination tourism</li><li>▪ Understand the process and application of tourism planning within a sustainable development context</li><li>Identify and predict trends of Destination Tourism</li></ul>				
Prerequisites	None		Required		
Course Content	<p>The course is divided into several teaching units:</p> <ul style="list-style-type: none"><li>▪ <i>Definitions and Concepts of tourist destination, services and industry</i></li><li>▪ <i>The nature of Tourism Products &amp; Attractions</i></li><li>▪ <i>Development of Destination Tourism &amp; Branding</i></li><li>▪ <i>Destination Marketing</i></li><li>▪ <i>Policies and Planning</i></li><li>▪ <i>Supporting areas and services</i></li><li>▪ <i>Tourism Organizations, alliances and world partnerships</i></li></ul>				
Teaching Methodology	<p><i>The course is delivered in lectures with PowerPoint presentations. Class discussions are encourages and assisted with in-class handouts, case studies and videos.</i></p>				
Bibliography	<ul style="list-style-type: none"><li>▪ Pike Steven (2015), Destination Marketing: Essentials, 2nd Edition, Routledge, ISBN: 978-1138912908.</li><li>▪ Alastair M. Morrison (2013), Marketing and Managing Tourism Destinations, Routledge, ISBN: 978-0415672504.</li><li>▪ J. R. Brent Ritchie Charles R. Goeldner (2016), Tourism: Principles, Practices, Philosophies, 12th Edition, Wiley, ISBN: 978-8126563715.</li><li>▪ Mancini, M. (2014), Access Introduction to Travel and Tourism, Cengage India, 2nd edition, ISBN: 978-8131525043.</li></ul>				
Assessment	<ul style="list-style-type: none"><li>▪ Class Participation: 10%</li><li>▪ Written assignments (group or personal) / tests: 20%</li><li>▪ Midterm Exam: 20%</li></ul>				



	▪ Final Exam: 50%
Language	English

### No 3

Course Title	Structure of Travel Industry				
Course Code	TRAV101				
Course Type	Lecture				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 1 <sup>st</sup> Semester				
Teacher's Name	Dr Michaelidou Roxana				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	To introduce, present, discuss and expound he travel industry and its particulars.				
Learning Outcomes	By the end of the course, students are expected to: <ul style="list-style-type: none"><li>▪ Identify, define, and classify the different aspects of the industry</li><li>▪ Be able to apply knowledge on industry to practical travel situations</li><li>▪ Be able to effectively recruit industry resources to practical travel ends</li></ul>				
Prerequisites	None		Required		
Course Content	<p>The course is divided into several teaching units:</p> <p><b>Types of Travel</b></p> <ul style="list-style-type: none"><li>▪ Sea Travel:</li><li>▪ Rail Travel:</li><li>▪ Road Travel:</li><li>▪ Air Travel:</li></ul> <p><b>Intermediaries and Facilitators</b></p> <ul style="list-style-type: none"><li>▪ Distributors and Regulators:</li><li>▪ Public Sector Organisations:</li><li>▪ Other Industry Players:</li></ul> <p><b>Service Providers</b></p> <ul style="list-style-type: none"><li>▪ Passenger Service</li><li>▪ Reservation Sales</li><li>▪ Travel Agent</li><li>▪ Tour Operator</li><li>▪ Cabin Crews</li><li>▪ Overseas Rep</li><li>▪ Attraction operators</li><li>▪ Accommodation and Catering personell</li><li>▪ Tourist information and guiding services</li></ul> <p><b>Organizations</b></p> <ul style="list-style-type: none"><li>▪ WTO, IATA, PATA, ASTA, UFTAA, ICAO.</li></ul>				
Teaching Methodology	The course is delivered in lectures with PowerPoint presentations. Class discussions are encourages and assisted with in-class handouts.				
Bibliography	<ul style="list-style-type: none"><li>▪ J. R. Brent Ritchie Charles R. Goeldner (2016), Tourism: Principles, Practices, Philosophies, 12th Edition, Wiley, ISBN: 978-8126563715.</li><li>▪ Mancini, M. (2014), Access Introduction to Travel and Tourism, Cengage India, 2nd edition, ISBN: 978-8131525043.</li></ul> <p><b>Useful Websites:</b></p> <ul style="list-style-type: none"><li>▪ <a href="http://www.traveldailynews.com">www.traveldailynews.com</a></li><li>▪ <a href="http://www.eyefortravel.com">www.eyefortravel.com</a></li><li>▪ <a href="http://www.world-tourism.org">www.world-tourism.org</a></li><li>▪ <a href="http://www.wttc.org">www.wttc.org</a></li></ul>				

	<ul style="list-style-type: none"> <li>▪ <a href="http://www.unwto.org">www.unwto.org</a></li> <li>▪ <a href="http://www.caterer.com">www.caterer.com</a></li> <li>▪ Hotels <a href="http://www.hotelsmag.com">www.hotelsmag.com</a></li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

#### No 4

Course Title	Principles of Microeconomics in Tourism				
Course Code	ECON107				
Course Type	Lecture with Exercises				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 1 <sup>st</sup> Semester				
Teacher's Name	Zachariadou Mara				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	This module aims to develop students understanding of the tourism economics from a microeconomic point of view. It also aims to enhance their skills in analyzing the tourism business environment and in taking decisions on tourism business.				
Learning Outcomes	<p>Upon successful completion of this course, the student should be able to:</p> <ul style="list-style-type: none"><li>• explain and calculate the concept of opportunity cost</li><li>• explain what influences demand and supply curves in markets for goods and services in general and with applications in tourism</li><li>• explain and apply the elasticity concept</li><li>• explain the basis for consumer demand on tourism: utility theory and indifference curves</li><li>• derive and graphically construct cost curves for a firm active in the tourism market</li><li>• derive and graphically construct demand and marginal revenue curves for firms active in the tourism market in perfect competition and monopoly</li><li>• explain how game theory can be used in the microeconomic analysis of tourism</li><li>• make simple analyses of imperfect markets, incomplete competition, external factors, and imperfect information within tourism</li><li>• derive and graphically construct the demand curve for tourism labour</li></ul>				
Prerequisites	None		Required		
Course Content	<ul style="list-style-type: none"><li>• Scarcity and trade-offs.</li><li>• Opportunity cost and the implications of trade and specialization.</li><li>• Principles and methodology used in microeconomic analyses of tourism.</li><li>• Demand and Supply Curves – analysis of the tourism market</li><li>• Consumer and producer behavior - how these theories can be used for efficiency and welfare analyses of tourism and other activities.</li><li>• Imperfect markets - how microeconomic theory can be used to explain and analyse the effects of market failures related to tourism and other markets.</li><li>• The role of the state and the effects of regulations</li><li>• Game theory - how it can be used in microeconomic analysis</li><li>• The basics of labour market theory related to tourism.</li></ul>				
Teaching Methodology	Teaching is made by means of lectures and class discussions. Students will hand-in home exercises which will be discussed in class. Student participation is part of the course.				

Bibliography	<ul style="list-style-type: none"> <li>▪ Stephen L. Slavin (2011), Microeconomics, 10th Edition, ISBN: 9780077317188.</li> <li>▪ G. Candela, P. Figini, (2012) The Economics of Tourism Destinations, Springer, ISBN: 978-3642208737.</li> <li>▪ Tribe, J. (2015), The Economics of Recreation, Leisure and Tourism, 5th ed., Elsevier Ltd., ISBN: 978-1138782310.</li> </ul> <p><b>Supplementary Text</b></p> <ul style="list-style-type: none"> <li>▪ Class handouts</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal)/ tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

## No 5

Course Title	Definitions, Concepts & Principles of Business Management				
Course Code	MGMT107				
Course Type	Lectures				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 1 <sup>st</sup> Semester				
Teacher's Name	Karayiannis Achilleas				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course provides a detailed examination of the tourism product and its impact and the nature of the tourist. Moreover, the course provides the students with an understanding of management from an industry standpoint on a global level, showing particular attention to the different and often diverse sectors of the tourism industry.				
Learning Outcomes	After successful completion of the course, the students will have an understanding of the: <ul style="list-style-type: none"><li>• Core concepts and key terminologies of the business system and the ways that these are applied in the travel and tourism industry.</li><li>• Entrepreneurship and small businesses, with a focus in the travel and tourism industry.</li><li>• Global context of business and how it affected the travel and tourism industry in specific contexts and regions.</li><li>• Key concepts of ethics, morals and corporate social responsibility and the ways that these are applied in the travel and tourism industry.</li><li>• Definitions of leadership and management on a general business level, fine tuning their meaning and implications within the travel and tourism industry</li><li>• Role of human resources and labour relations within the travel and tourism industry.</li><li>• Importance of marketing, accounting money, banking and other business operations and departments especially for a company in the travel and tourism industry.</li></ul>				
Prerequisites	None		Required		
Course Content	<ul style="list-style-type: none"><li>• <b>Part One</b> - Defining and analysing tourism and its impacts<ul style="list-style-type: none"><li>- An introduction to tourism</li><li>- The development and growth of tourism up to the mid-twentieth century</li><li>- The era of popular tourism: 1950 to the twenty-first century</li><li>- The demand for tourism</li><li>- The economic impacts of tourism</li><li>- The socio-cultural impacts of tourism</li><li>- The environmental impacts of tourism</li></ul></li><li>• <b>Part Two</b> - The travel and tourism product</li></ul>				

	<ul style="list-style-type: none"> <li>- The structure and organisation of the travel and tourism industry</li> <li>- Tourist destinations</li> <li>- Tourist attractions</li> <li>- Business tourism</li> <li>- The hospitality sector: accommodation and catering services</li> <li>- Tourist transport by air</li> <li>- Tourist transport by water</li> <li>- Tourist transport on land</li> <li>• <b>Part Three</b> - Intermediaries in the provision of travel and tourism services</li> <li>- The management of visitors</li> <li>- The structure and role of the public sector in tourism</li> <li>- Tour operating</li> <li>- Selling and distributing travel and tourism</li> <li>- Ancillary tourism services</li> </ul>
Teaching Methodology	The course is delivered in lectures with presentations, discussions and case presentations.
Bibliography	<ul style="list-style-type: none"> <li>▪ Holloway, C. and Humphreys, C. (2016), The Business of Tourism, 10th ed., Pearson, ISBN: 1292063246</li> <li>▪ Inkson, C. and Minnaert, L. (2018), Tourism Management: An Introduction, 2nd ed., Sage Publications Ltd, ISBN: 1526423898</li> </ul> <p><b>Required Reading</b></p> <ul style="list-style-type: none"> <li>▪ Evans, N. (2015), Strategic Management for Tourism, Hospitality and Events, 2nd ed., Routledge, ISBN: 0415837248</li> </ul> <p><b>Free access Journals/Articles:</b></p> <ul style="list-style-type: none"> <li>▪ Journal of Hotel and Business Management  <a href="https://www.omicsonline.org/hotel-business-management.php">https://www.omicsonline.org/hotel-business-management.php</a></li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

## No 6

Course Title	<b>Introduction to Travel, Tourism &amp; the Hospitality Industry</b>				
Course Code	<b>TRAV100</b>				
Course Type	Lecture				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 1 <sup>st</sup> Semester				
Teacher's Name	Dr Michaelidou Roxana				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	To introduce students to the fundamentals of Tourism, travel and hospitality.				
Learning Outcomes	<p>By the end of the course, students are expected to:</p> <ul style="list-style-type: none"> <li>▪ Be able to define and critically examine the nature of tourism in contemporary societies.</li> <li>▪ Understand concepts and practices of local and international travel and tourism.</li> <li>▪ Analyse impacts of international tourism on the economic, social, political and physical environment.</li> <li>▪ Analyse public and private sector tourism policy.</li> <li>▪ Discuss and analyse factors influencing tourism development.</li> <li>▪ Evaluate the concept of sustainable tourism and its effects on the planning and development process of tourism.</li> <li>▪ Understand the process and application of tourism planning within a sustainable development context.</li> </ul>				
Prerequisites	None	Required			
Course Content	<p>The course is divided into 2 sections: Tourism and Hospitality:</p> <p><b>Tourism</b></p> <ul style="list-style-type: none"> <li>▪ Intro to Tourism – Definitions and scope</li> <li>▪ History of Tourism - Recreation/Tourism</li> <li>▪ The Ecology, Anthropology, Sociology and psychology of tourism</li> <li>▪ Tourism economics</li> <li>▪ Tourism Marketing</li> <li>▪ Trends and Future of Tourism, Discussion</li> </ul> <p><b>Hospitality</b></p> <ul style="list-style-type: none"> <li>▪ Intro to Hospitality – Definitions, scope and relation with tourism</li> <li>▪ History of hospitality</li> <li>▪ Types of hospitality establishments</li> <li>▪ Sociology of Hospitality</li> <li>▪ Hospitality economics and Marketing</li> <li>▪ Future Trends in Hospitality</li> </ul>				
Teaching Methodology	The course is delivered in lectures with PowerPoint presentations. Class discussions are encouraged and assisted with in-class hand-outs.				



Bibliography	<ul style="list-style-type: none"> <li>▪ J. R. Brent Ritchie Charles R. Goeldner (2016), Tourism: Principles, Practices, Philosophies, 12th Edition, Wiley, ISBN: 978-8126563715.</li> <li>▪ Mancini, M. (2014), Access Introduction to Travel and Tourism, Cengage India, 2nd edition, ISBN: 978-8131525043.</li> </ul> <p><b>Free access Journals/Articles:</b></p> <ul style="list-style-type: none"> <li>▪ Journal of Tourism &amp; Hospitality  <a href="https://www.omicsonline.org/tourism-hospitality.php">https://www.omicsonline.org/tourism-hospitality.php</a></li> </ul> <p><b>Useful Websites:</b></p> <ul style="list-style-type: none"> <li>▪ <a href="http://www.traveldailynews.com">www.traveldailynews.com</a></li> <li>▪ <a href="http://www.eyefortravel.com">www.eyefortravel.com</a></li> <li>▪ <a href="http://www.world-tourism.org">www.world-tourism.org</a></li> <li>▪ <a href="http://www.wttc.org">www.wttc.org</a></li> <li>▪ <a href="http://www.unwto.org">www.unwto.org</a></li> <li>▪ <a href="http://www.caterer.com">www.caterer.com</a></li> <li>▪ Hotels <a href="http://www.hotelsmag.com">www.hotelsmag.com</a></li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

## No 7

Course Title	<b>Introduction to Nutrition and Diet</b>				
Course Code	<b>NUTR104</b>				
Course Type	Lecture / Elective				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 1 <sup>st</sup> Semester {Elective}				
Teacher's Name	Constantinou Eve				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	To introduce the science of nutrition and diet, its principles and methods and its uses and applications in hospitality.				
Learning Outcomes	<p>By the end of the course, students are expected to:</p> <ul style="list-style-type: none"> <li>▪ Understand basic concepts on human nutrition</li> <li>▪ Be able to define the main nutritional constituents</li> <li>▪ Understand food labels</li> <li>▪ Understand nutritional requirements in the phases of life</li> <li>▪ Know how nutrition affects health and disease</li> <li>▪ Be able to design a menu based on correct nutritional principles</li> <li>▪ Be able to use references to design meals for nutritionally challenged people</li> </ul>				
Prerequisites		Required			
Course Content	<p>The course covers the following materials:</p> <ul style="list-style-type: none"> <li>▪ Introduction</li> <li>▪ Food choices: Nutrients and Nourishment</li> <li>▪ Carbohydrates: Simple Sugars and Complex Chains</li> <li>▪ Lipids</li> <li>▪ Proteins and Amino Acids</li> <li>▪ Energy Balance and Weight Management, Metabolism</li> <li>▪ Vitamins: Vital Keys to Health</li> <li>▪ Alcohol</li> <li>▪ Water and Minerals:</li> <li>▪ Life Cycle: Maternal and Infant Nutrition</li> <li>▪ From Childhood through Adulthood</li> <li>▪ Nutrition Guidelines: Tools for a Healthful Diet</li> <li>▪ Functional Foods and Dietary Supplements</li> <li>▪ Eating Disorders/Psychology of Eating</li> </ul>				
Teaching Methodology	The course is delivered in lectures with PowerPoint presentations, and handouts.				
Bibliography	<ul style="list-style-type: none"> <li>▪ Whitney, Ellie (2013), Understanding Nutrition, Cengage/Wadsworth, ISBN: 978-1-133-58752-1.</li> <li>▪ Frazier, Karen (2015), Nutrition facts, Rockridge Press, ISBN: 9781623156114.</li> </ul> <p><b>Supplementary Materials</b></p> <ul style="list-style-type: none"> <li>▪ The class will receive hand-outs and copies of articles and nutritional tables</li> </ul> <p><b>Useful Websites</b></p> <ul style="list-style-type: none"> <li>▪ <a href="http://www.nutrition.org/">http://www.nutrition.org/</a></li> </ul>				
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> </ul>				

	<ul style="list-style-type: none"> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

## No 8

Course Title	Introduction to Sociology of Tourism				
Course Code	PSOC106				
Course Type	Lecture, Class Discussion & Exercise / Elective				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 1 <sup>st</sup> Semester (Elective)				
Teacher's Name	Michaelidou Roxana				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	<p>The purpose of this course is to provide the students with a comprehensive understanding of contemporary tourists, their interests and challenges and relations between tourism and societies at large.</p> <p>The objectives of his module:</p> <ul style="list-style-type: none"><li>✓ To get to know the relationship between tourism and sociology e.g. why people travel, how they travel, what they are doing during traveling, travel habits, tourist vs. local people, quality of life.</li><li>✓ To introduce students to key sociological concepts and theories which are relevant in tourism. Tourism emerges from social constructions and it is importance for student to gain knowledge in this discipline so as to be able to think critically about tourism.</li></ul>				
Learning Outcomes	<p>After the course the students will have in-depth knowledge of central aspects of conceptual and empirical tourism within contemporary sociological discourses. The course will provide topics for critical reflections.</p> <p>At the end of the course students should be able to:</p> <ul style="list-style-type: none"><li>✓ Competently discuss sociological tourism theories and concepts and their relevance to the tourism sector and society at large.</li><li>✓ Critically interpret and evaluate various types of sociological research Exercise their sociological imagination and apply multiple theoretical perspectives to sociological questions and issues/problems related to tourism industry.</li><li>✓ Formulate sociological research questions and initiate tourism research based on sociological and related social science perspectives.</li></ul>				
Prerequisites		Required			
Course Content	<ol style="list-style-type: none"><li>1. Introduction to sociology of tourism</li><li>2. Theories and approaches within sociology of tourism</li><li>3. Tourisms place within the discipline of sociology</li><li>4. Interaction between sociology, tourism and travel (identity, social class, age, youth culture, sexuality, globalization and environment)</li></ol>				

	<p>5. Typologies of tourists in tourism planning</p> <p>6. Tourist experiences</p> <p>7. Globalization, global culture and the development of global tourism from a sociological point of view.</p> <p>8. Social divisions within tourism, interdependence of tourism and social institutions</p> <p>9. Tourist vs. local people</p> <p>10. The growth of tourism and the tourist experience- local and global impacts and its intersection with identities and everyday worlds.</p>								
Teaching Methodology	The course will be offered with lectures, student presentations, discussions, Ppt, short films, case studies and articles.								
Bibliography	<ul style="list-style-type: none"> <li>▪ Garth Lean, Russell Staiff, Emma Waterton (2014), Travel and transformation, Routledge, ISBN: 978-1138270176.</li> <li>▪ Peter Tarlow (2014), Tourism Security: Strategies for Effectively Managing Travel Risk and Safety, Butterworth-Heinemann, ISBN: 978-0124115705.</li> </ul> <p><b>Free access Journals/Articles:</b></p> <ul style="list-style-type: none"> <li>▪ Beck, Ulrich (2000) The cosmopolitan perspective: sociology of the second age of modernity. British Journal of Sociology 51(1):79-105. <a href="https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1468-4446.2000.00079.x">https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1468-4446.2000.00079.x</a></li> </ul>								
Assessment	<table border="0"> <tr> <td>▪ Class Participation:</td> <td>10%</td> </tr> <tr> <td>▪ Written assignments (group or personal) / tests:</td> <td>20%</td> </tr> <tr> <td>▪ Midterm Exam:</td> <td>20%</td> </tr> <tr> <td>▪ Final Exam:</td> <td>50%</td> </tr> </table>	▪ Class Participation:	10%	▪ Written assignments (group or personal) / tests:	20%	▪ Midterm Exam:	20%	▪ Final Exam:	50%
▪ Class Participation:	10%								
▪ Written assignments (group or personal) / tests:	20%								
▪ Midterm Exam:	20%								
▪ Final Exam:	50%								
Language	English								

## No 9

Course Title	Introduction to Statistics (Descriptive Statistics)				
Course Code	STAT102				
Course Type	Lecture & Exercise				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 2 <sup>nd</sup> Semester				
Teacher's Name	Sozos Evangelos				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	To introduce participants to the basics of statistics and its applications and uses.				
Learning Outcomes	<p>Knowledge of statistics is necessary to make sense of the deluge of information and data of professional life. Upon completion of course students will be able to:</p> <ul style="list-style-type: none"><li>▪ To understand the methods for organizing and describing sets of data.</li><li>▪ To understand the fundamentals of data distribution</li><li>▪ To gain familiarity with the calculation of central and distribution parameters.</li></ul>				
Prerequisites	None		Required		
Course Content	<ul style="list-style-type: none"><li>▪ Overview, nature of data, uses and abuses of statistics</li><li>▪ Summarizing data, pictures of data</li><li>▪ The 2 dimensional grid</li><li>▪ The concept of distribution</li><li>▪ The Normal Distribution</li><li>▪ Measures of centrality</li><li>▪ Percentiles</li><li>▪ Measures of Variation</li><li>▪ Measures of Position</li><li>▪ Exploratory data analysis</li><li>▪ Histograms and graphic presentation</li></ul>				
Teaching Methodology	Classes are held in class and computer lab and use live presentations, computer and network exercises to train students in on-hands statistics understanding.				

Bibliography	<ul style="list-style-type: none"> <li>▪ Kieth A. Carlson (2017), An Introduction to Statistics: An Active Learning Approach, Second Edition, SAGE Publications, Inc, ISBN: 978-1483378732.</li> </ul> <p><b>Useful Websites:</b></p> <ul style="list-style-type: none"> <li>▪ <a href="http://www.statsoft.com/textbook/basic-statistics/#Descriptive%20statisticsa">http://www.statsoft.com/textbook/basic-statistics/#Descriptive%20statisticsa</a></li> <li>▪ <a href="http://www.a-levelmathstutor.com/index3.php">http://www.a-levelmathstutor.com/index3.php</a></li> <li>▪ <a href="http://www2.unwto.org/content/data">http://www2.unwto.org/content/data</a> NEW</li> <li>▪ <a href="https://www.e-unwto.org/loi/unwtotfb">https://www.e-unwto.org/loi/unwtotfb</a> NEW</li> <li>▪ <a href="http://www.cystat.gov.cy/mof/cystat/statistics.nsf/services_71main_en/services_71main_en?OpenForm&amp;sub=1&amp;sel=1&amp;print">http://www.cystat.gov.cy/mof/cystat/statistics.nsf/services_71main_en/services_71main_en?OpenForm&amp;sub=1&amp;sel=1&amp;print</a> NEW</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

## No 10

Course Title	Global Tourism & Leisure				
Course Code	TOUR104				
Course Type	Lecture and Seminar				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 2 <sup>nd</sup> Semester				
Teacher's Name	Constantinides Savvas				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	To provide an introduction to Global trends in tourism and leisure and highlight their major constituents.				
Learning Outcomes	Upon successful completion of the course, the student will be able to: <ul style="list-style-type: none"><li>▪ Understand principles, scope and cultural significance of global tourism.</li><li>▪ Have usable knowledge about global tourism resources.</li><li>▪ Understand potential benefits and risks of global tourism developments.</li><li>▪ Understand demand and supply for urban and rural tourism.</li><li>▪ Understand ways to apply marketing concept to global tourism.</li><li>▪ Understand ways to apply barriers and boundaries to contain global tourism.</li><li>▪ Understand planning and management processes for global tourism.</li><li>▪ Be able to apply concepts of sustainable tourism.</li></ul>				
Prerequisites	None		Required		
Course Content	The course will discuss the following topics: <ul style="list-style-type: none"><li>▪ Introduction to the Study of Tourism and Globalization</li><li>▪ Resources of World Tourism Organization</li><li>▪ Globalization and the Political Economy of Leisure</li><li>▪ The Globalization of Tourism</li><li>▪ The "Touristification" of the Globe</li><li>▪ Tourism Research</li><li>▪ Sites and Sights of Tourist-Local Interaction: Authenticity and Commoditization</li><li>▪ Presenting and Representing Culture and Heritage in a Global Context (Film: Cannibal Tours: UNESCO World Heritage Convention)</li><li>▪ Representing History: Historical Sites and Theme Parks Around the World</li><li>▪ Cultural Ownership in a Global World</li><li>▪ Global-Local Dynamics: Strategies of Opportunity</li><li>▪ Responsibility, Fairness and Voice in Global Tourism</li></ul>				
Teaching Methodology	Course instruction is comprised of lectures and class discussions. Several videos will be shown.				



Bibliography	<ul style="list-style-type: none"> <li>▪ Sarah M. Lyon (2012), Global Tourism: Cultural Heritage and Economic Encounters, AltaMira Press, ISBN: 978-0759120914.</li> <li>▪ Sharon Bohn Gmelch, ed., (2018), Tourists and Tourism: A Reader, Waveland Press, ISBN: 978-1478636229.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 11**

Course Title	Principles of Macroeconomics in Tourism				
Course Code	ECON108				
Course Type	Lecture and Seminar				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 2 <sup>nd</sup> Semester				
Teacher's Name	Zachariadou Mara				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	<p>The course of Principles of Macroeconomics provides an essential approach to the tourism sector from a macroeconomic point of view. This module aims to develop students understanding of the tourism economics in macroeconomic perspectives; to enhance their skills in taking decisions on tourism business and in analyzing tourism business environment.</p> <p>The objectives of this course are:</p> <ul style="list-style-type: none"><li>• To study the economic impact and contribution of tourism at local, national and international level;</li><li>• To understand the functioning of aggregate markets and how different economic circumstances affect the tourism sector;</li><li>• To enhance students' skills to analyze and take decisions in the tourism business environment.</li><li>• To understand how to evaluate macroeconomic conditions such as unemployment, inflation and growth;</li><li>• To understand how monetary policy and fiscal policy can be used to influence short-run macroeconomic conditions;</li></ul>				
Learning Outcomes	<p>After completing this course, students should be able to:</p> <ul style="list-style-type: none"><li>• Understand the functioning of current mixed economies,</li><li>• To be familiar with the most relevant statistics, to compare theoretical results with empirical evidence, to evaluate critically the relationship between tourism specialization and economic growth,</li><li>• To undertake empirical research in tourism economics. Upon successful completion of the course, the students should be</li><li>• Understand how interest rates are determined and the role of interest rates in personal and corporate decision-making</li><li>• Critically apply economic concepts when participating as a citizen in a democratic society.</li></ul>				
Prerequisites		Required			
Course Content	Topic 1:				

	<p>Main macroeconomic variables and issues</p> <ul style="list-style-type: none"> <li>I. Introduction and objectives of macroeconomics</li> <li>II. Essential issues: economic cycles and growth, prices and unemployment</li> <li>III. Basic concepts: nominal and real figures; aggregate production, labor force, employment and unemployment, public budget, balance of payments</li> </ul> <p>Topic 2:</p> <p>Real Economy: Aggregate Production, National Accounts and Economic Growth</p> <ul style="list-style-type: none"> <li>I. Economic aggregates: production and income, the circular flow of income and expenditures</li> <li>II. Components and methods for calculating GDP and national income</li> <li>III. Theories and stylized facts of economic growth: Tourism, growth and development</li> </ul> <p>Topic 3.</p> <p>Money and Financial Systems</p> <ul style="list-style-type: none"> <li>I. Creating and controlling money supply: monetary multiplier</li> <li>II. Interest rate and money demand</li> <li>III. Fiscal and Monetary policy and the European financial system-the two big weapons macroeconomic policy</li> <li>IV. Multilateral Organizations: International Monetary Fund and the World Bank</li> </ul> <p>Topic 4.</p> <p>Prices and Inflation</p> <ul style="list-style-type: none"> <li>I. The general price level: concepts and measures</li> <li>II. Competitiveness and prices in the tourism sector</li> <li>IV. Effects of tourism on price level in destinations</li> <li>IV. Types and effects of inflation</li> <li>V. What happened during the Great Recession – the 2007 housing and banking global financial crisis?</li> </ul> <p>Topic 5.</p> <p>Labour market and unemployment</p> <ul style="list-style-type: none"> <li>I. The labor market: supply and demand for labor</li> <li>II. Unemployment: theories and policy</li> <li>III. Labor market in the tourism sector: Profile of employment (temporality, seasonality, wage differentials) and unemployment</li> </ul> <p>Topic 6.</p> <p>The Public Sector</p> <ul style="list-style-type: none"> <li>I. The economic role of the state.</li> </ul>
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	<p>II. Public income and expenditures: budget deficit and the fiscal multiplier</p> <p>III. Macroeconomic policy: effects and dilemmas</p> <p>IV. Government intervention in the tourism sector</p> <p>Topic 7.</p> <p>International Trade and Balance of Payments</p> <p>I. International trade and the European Union.</p> <p>II. The Balance of Payments and the tourism sector</p> <p>III. Currency markets and exchange rates.</p> <p>IV. Tourist flows: Competitiveness and real and effective exchange rates.</p>
Teaching Methodology	<p>The course is organized in lectures, discussions, case studies and guided activities, with a balance between theory and practice.</p> <p>Guided activities are designed to internalize and understand the mechanisms described by the models. Some of these activities require reading tourism-related case studies and visiting the websites of the leading producers of tourism statistics and reports on economic performance, so that students will be able to relate the acquired knowledge with the current macroeconomic context.</p>
Bibliography	<ul style="list-style-type: none"> <li>▪ Paul Krugman, Robin Wells, (2014), Macroeconomics in Modules, Worth Publishers, 3<sup>rd</sup> Edition, ISBN: 978-1464139055 .</li> <li>▪ Tribe, J. (2015), The Economics of Recreation, Leisure and Tourism, 5th ed., Elsevier Ltd., ISBN: 978-1138782310.</li> <li>▪ Ward, D., &amp; Begg, D. (2016), Economics for business, McGraw-Hill, ISBN: 978-0077175283 .</li> <li>▪ McConnell, Campbell R. (2010), Macroeconomics, McGraw - Hill / Irwin, ISBN: 978-0-07-723097-5.</li> <li>▪ Mankiw, N. G., &amp; Taylor, M. P. (2017), Macroeconomics, Cengage Learning, ISBN: 978-1473725362.</li> <li>▪ UNWTO (2013), Economic Crisis, International Tourism Decline and its Impact on the Poor, World Tourism Organization (UNWTO) and International Labour Organization (ILO), ISBN: 978-9284414437.</li> </ul> <p><b>Free access Journals/Articles:</b></p> <ul style="list-style-type: none"> <li>▪ Angela Besana, Anna Maria Bagnasco: Rethinking Tourism in Macroeconomics; Procedia Economics and Finance, Volume 14, 2014, Pages 58-67, Elsevier.</li> <li>▪ <a href="https://doi.org/10.1016/S2212-5671(14)00686-8">https://doi.org/10.1016/S2212-5671(14)00686-8</a></li> <li>▪ International Journal of Economics and financial studies, : International demand and macroeconomic factors; Authors: Sarod Khandaker, Silvia Zia Islam, Vol 7, No5, 2017</li> <li>▪ <a href="https://www.econjournals.com/index.php/ijefi/article/download/5596/pdf">https://www.econjournals.com/index.php/ijefi/article/download/5596/pdf</a></li> <li>▪ International Journal of Economics and Management 7(1): 67 – 83 (2013): Tourism, Selected Macroeconomics Variables and Economic Growth: An Econometrics of Long Run and Short Run Relationship; Authors: Cheam Chai Lia, Rosli Mahmood, Hussin Abdullah, Ong Soon Chuan.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ <a href="http://econ.upm.edu.my/ijem/">http://econ.upm.edu.my/ijem/</a></li> </ul> <p><b>Useful Websites:</b></p> <ul style="list-style-type: none"> <li>▪ Macroeconomics: CBS/Centraal Bureau voor de Statistiek (NL)</li> <li>▪ <a href="https://www.cbs.nl/en-gb/economy/macroecconomics">https://www.cbs.nl/en-gb/economy/macroecconomics</a></li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

## No 12

Course Title	<b>Introduction to Marketing</b>				
Course Code	<b>MRKT107</b>				
Course Type	Lecture, Discussions & Exercises				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 2 <sup>nd</sup> Semester				
Teacher's Name	Kyriakidou Stella				
ECTS	4	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	To introduce students to the science of Marketing Management and its applications in business and organizations.				
Learning Outcomes	<p>Students will be able:</p> <ul style="list-style-type: none"> <li>▪ To apply marketing theory and concepts to what marketers do in "the real world"</li> <li>▪ To use marketing concepts to make business decisions</li> <li>▪ To improve familiarity with current challenges and issues in marketing</li> </ul>				
Prerequisites	None	Required			
Course Content	<ul style="list-style-type: none"> <li>▪ Introduction to Marketing</li> <li>▪ Overview of Marketing Management</li> <li>▪ Customer Satisfaction &amp; Strategic Planning</li> <li>▪ Market Research &amp; The Market Environment</li> <li>▪ Consumer Behaviour principles</li> <li>▪ Business Buying Behaviour</li> <li>▪ Competition</li> <li>▪ Segmentation, Targeting and Positioning</li> <li>▪ NPD &amp; Global Marketing</li> <li>▪ Products, Brands &amp; Services</li> <li>▪ Pricing</li> <li>▪ Marketing Channels,</li> <li>▪ Retailing &amp; Wholesaling</li> <li>▪ Advertising, Sales Promotion &amp; PR</li> <li>▪ Direct Marketing &amp;</li> </ul>				

	<ul style="list-style-type: none"> <li>▪ Online Marketing</li> </ul>
Teaching Methodology	The class involves lectures, videos, guest speakers, small group exercises, case analyses and discussions. Student contributions are an important part of the course.
Bibliography	<ul style="list-style-type: none"> <li>▪ David Jobber (2016), Principles and Practice of Marketing, McGraw-Hill Inc, ISBN: 978-0077174149.</li> <li>▪ Kotler, Philip (2012), Principles of marketing, Pearson Prentice Hall, 14<sup>th</sup> ed., Pearson Prentice Hall, ISBN: 9780132167123.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 13**

Course Title	The Hospitality Business				
Course Code	HOTL104				
Course Type	Lecture				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 2 <sup>nd</sup> Semester				
Teacher's Name	Hadjistylli Andria				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	To introduce hospitality students to the hospitality industry, which has emerged as the largest global industry of present times.				
Learning Outcomes	Upon completion of this course, students will be able to: <ul style="list-style-type: none"><li>▪ Be able to define, classify and differentiate the Hotel Industry</li><li>▪ Understand the Hospitality Business Environment</li><li>▪ View Hotels as Businesses</li><li>▪ Understand the scope of lodging operations</li><li>▪ Be familiar with operation of functional departments in lodging organizations.</li><li>▪ Be able to analyze the Hospitality Consumer</li><li>▪ Understand hospitality Target Markets</li><li>▪ Discuss the profit centers of hotels in economic and financial terms</li><li>▪ Be able to draw hotel missions and organization charts</li></ul>				
Prerequisites	None		Required		
Course Content	<ul style="list-style-type: none"><li>▪ Introduction to the Hotel Industry</li><li>▪ the origins of Lodging Industry,</li><li>▪ The Hospitality Business Environment</li><li>▪ Hotels as Businesses</li><li>▪ The Hospitality Consumer</li><li>▪ Differentiation and classification of different types of hotels</li><li>▪ Advantages &amp; Disadvantages of different types of Hotel Ownerships &amp; Affiliations</li><li>▪ Target Markets</li><li>▪ Intangibility of service and potential of hotels</li><li>▪ hotel missions and organization charts</li><li>▪ Hotel functional areas</li><li>▪ The different profit centers of Hotels: Food, Lodging, activity centers</li><li>▪ general role of the Functional Areas in Hospitality Operations,</li><li>▪ the growth and development of the Food Service Industry,</li><li>▪ Profit making Food Production Operations and Management</li><li>▪ Food Service Operations and Management</li><li>▪ Business Monitoring and Control</li><li>▪ factors and developments that are likely to affect the Hospitality Industry in the year to come</li></ul>				
Teaching Methodology	The course is delivered in lectures, case studies, class exercises and discussions.				



Bibliography	<ul style="list-style-type: none"> <li>Roy A. Cook (2017), Tourism: The Business of Hospitality and Travel (6th Edition) (What's New in Culinary &amp; Hospitality), Pearson, 6th edition, ISBN: 978-0134484488.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>Class Participation: 10%</li> <li>Written assignments (group or personal) / tests: 20%</li> <li>Midterm Exam: 20%</li> <li>Final Exam: 50%</li> </ul>
Language	English

**No 14**

Course Title	Practical Training I				
Course Code	PRCT104				
Course Type	Practical				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 2 <sup>nd</sup> Semester				
Teacher's Name	Hadjisymeou Panayiotis				
ECTS	5	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	The main aim of this course, is to give to the students the opportunity to acquire practical experiences, on top of the knowledge acquired during the entire program of study and within a professional environment.				
Learning Outcomes	<p>Upon successful completion of the course, the students will be in a position to:</p> <ul style="list-style-type: none"><li>• Apply in practice all of the knowledge that he or she has been taught during the program of study</li><li>• Acquire, through relative experiences, the necessary knowledge and skills for the best possible practice of the profession in the present and the future</li><li>• Design and develop new methods and techniques which relate to Travel and Tourism Management.</li><li>• Use all of the related professional tools and equipment</li><li>• Work in workplaces related to Travel and Tourism industry.</li></ul>				
Prerequisites	All the core modules	Required			
Course Content	<p>The Practical Training I is taking place during the second semester and necessitates the in-depth engagement of the student for 13 weeks between June and September.</p> <p>The student is obliged to become acquainted and involved with real working conditions in hotels, travel agents, airports, airlines, shipping companies, event organisers etc.</p> <p>Through this experience, the students are to widen their knowledge and skills with the ultimate scope of using them for their future professional lives.</p> <p>The Practical Training I course, has an educational character and has to be in alignment with the subject of Travel and Tourism Management, focusing on the practical application of the knowledge that has been acquired through the entire duration of the program of study and the specialisation and development of skills in relation to the area of the practical training.</p> <p>During the Practical Training I, the employer is in close cooperation with the appropriate educational supervisor who is allocated by the College. The supervisor visits the company's facilities of the trainee and becomes aware of the tasks and responsibilities that the trainee is undertaking. The supervisor</p>				

	<p>examines that practical training handbook on a weekly basis and makes comments.</p> <p>The employer/company person responsible for the trainee, fills in the available space which related to the qualitative assessment by answering questions which relate to the trainee and the educational supervisor.</p>
Teaching Methodology	Practical training, presentations, discussions, seminars
Bibliography	The Practical Training book of the Travel and Tourism Management
Assessment	Regular assessment by the program coordinator within the company's facilities and always in alignment and cooperation with the employers. A final evaluation takes place at the end of the training.
Language	English

**No 15**

Course Title	French Language I				
Course Code	FREN107				
Course Type	Lecture and Exercise / Elective				
Level	Higher Diploma				
Semester	1 <sup>st</sup> Year / 2 <sup>nd</sup> Semester (Elective)				
Teacher's Name	Moutafi Eleanna				
ECTS	4	Lectures / week	2	Laboratories / week	0
Course Purpose and Objectives	This is an introductory course to French. The program is designed to enable all students to develop basic communication skills using the listening, speaking viewing, reading and writing modes. This level aims to acquiring basic knowledge of the language in reading and listening comprehension, as well as speaking and listening. The culture and the language is presented through stories, music and current events. Students can develop cultural understanding and demonstrate practices appropriate to the culture(s) in which the language is used. The vocabulary and the speech will be including relevant subjects to the area of Travel and Tourism. The aim of the course is to give students the proper starting points so they can build up their specific knowledge in <b>FREN200</b> course.				
Learning Outcomes	<p>On completion of the course, students should be able to:</p> <ul style="list-style-type: none"><li>▪ Form and use simple phrases and sentences related Travel and Tourism industry.</li><li>▪ Recognize familiar words and basic phrases, ask and answer simple questions in case of emergency or similar areas.</li><li>▪ Understand and respond client's to simple statements and questions</li><li>▪ Exchange personal information</li></ul>				
Prerequisites	None		Required		
Course Content	<b>Vocabulaire (Vocabulary)</b> <ul style="list-style-type: none"><li>- Saluer et présenter/ Demander et dire le nom et prénom (Present myself)</li><li>- Identifier une personne (Discribe another person)</li><li>- Demander l'âge, l'adresse, le numéro de téléphone (Ask about the age, the address and the telephone number)</li><li>- Parler de ses gouts (Talk about what do you like)</li><li>- Nommer des objets (Naming objects)</li><li>- Exprimer la possession/ indiquer les couleurs (Positions and colors)</li><li>- Demander et indiquer le prix (Ask for the price)</li><li>- se situer sur un lieu géographique, Situer un lieu sur un plan/ s'informer sur un lieu (Locate a place on a map)</li><li>- Indiquer la direction/ les moyens de transport (Find the direction / means of transport)</li><li>- Demander et donner l'heure/ indiquer une date (Ask and say the time and the date)</li></ul>				

	<ul style="list-style-type: none"> <li>- Demander la profession de quelqu'un/ demander des informations (Ask someone's profession / ask for information)</li> <li>- S'informer pour une activité actuelle et habituelle (Describe a usual activity)</li> <li>- Demander et exprimer des besoins (Express your needs)</li> <li>- Exprimer une opinion (express an opinion)</li> </ul> <p>These will be adjusted in relation to Travel and Tourism working environment and case studies (for example communication with customers).</p> <p><b>Grammaire (Grammar)</b></p> <ul style="list-style-type: none"> <li>- Les verbes du premier groupe, deuxième groupe et troisième groupe (verbs)</li> <li>- Masculine et féminine/ interrogation avec qui (Masculine and féminine / questioning with who)</li> <li>- Les articles /les pronoms / l'adjectif interrogative (Articles, Pronouns)</li> <li>- Présent et Passé Composé (Present and Past tense)</li> <li>- Faire de questions (Make questions)</li> <li>- La forme négative (Negative form)</li> </ul>
Teaching Methodology	The course will be delivered with lectures, student presentations, discussions, case studies, real-word scenarios.
Bibliography	<ul style="list-style-type: none"> <li>▪ Véronique M Kizirian (2013), ALTER EGO + 1 : Livre de l'élève + CD-ROM + Projets (French Edition), Hachette FLE, ISBN: 978-2011558107.</li> </ul> <p><b>Additional resources:</b></p> <p><b>Vocabulary and competences</b></p> <ul style="list-style-type: none"> <li>▪ <a href="https://www.lepointdufle.net/p/francais-sur-objectifs-specifiques.htm#tour">https://www.lepointdufle.net/p/francais-sur-objectifs-specifiques.htm#tour</a></li> <li>▪ <a href="http://fle-sitographie.pagesperso-orange.fr/fos/services.htm">http://fle-sitographie.pagesperso-orange.fr/fos/services.htm</a></li> <li>▪ <a href="http://www.tourisme.fr">http://www.tourisme.fr</a></li> <li>▪ <a href="http://www.commanderie.fr/">http://www.commanderie.fr/</a></li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> <li>▪</li> </ul>
Language	French and English

**No 16**

Course Title	<b>Russian Language I</b>				
Course Code	<b>RUSS105</b>				
Course Type	Lecture and Exercise / Elective				
Level	Bachelor				
Year / Semester	1 <sup>st</sup> Year / 2 <sup>nd</sup> Semester (Elective)				
Teacher's Name	Tsiali Inessa				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	The course aims to teach students the basic structures and vocabulary of the Russian language, with emphasis on Travel and Tourism, to understand and to use common expressions related to their working environment.				
Learning Outcomes	<p>On completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Form simple conversations related to Travel and Tourism environment.</li> <li>• Use appropriate vocabulary (for example use greeting forms and everyday expressions) to communicate in their work environment.</li> <li>• Recognize familiar words and basic phrases, ask and answer simple questions in case of emergency or similar areas.</li> <li>• Form and use simple phrases and sentences related to Travel and Tourism.</li> </ul>				
Prerequisites	None	Required			
Course Content	<p><b><u>Vocabulary</u></b>  <u>Introduction</u>  Greetings  Profile/ short paragraph about yourself  Personal details, jobs  Family  Alphabet  Numbers 1-100  Name basic countries and islands  Colours  Materials and shapes</p> <p><u>Specific vocabulary related to Travel and Tourism industry and management:</u>  Arrival of the guests  Registered guests received.  Welcoming guests. Questions and inquiries.  Accept registrations.  Completion of customer's personal details  <u>Welcoming guest to the room</u>  Room and Hotel Facilities  Room services  Welcome unannounced guests. Room rates. Room viewing.  Room categories, luggage storage.  <u>Orders</u>  How to accept an order  How to order a breakfast.  Vocabulary food and drink</p>				

	<p><u>Correspondence and telephone service</u>          Answer telephone reservation. To give recommendations.          Specify the time. Call opening hours.  <u>Provide directions</u>          Specify places in the hotel surroundings.          Provide with information about location and directions.</p> <p><b><u>Grammar</u></b>          -Basic structures of the Russian language.          -Verbs, adjectives          -Gender, number and declension of nouns          -Present and past tense of verbs          -Numerals          -Word order          -Noun and adjective agreement</p>
Teaching Methodology	The course will be delivered with lectures, student presentations, discussions, case studies, real-word scenarios..
Bibliography	<ul style="list-style-type: none"> <li>▪ V. E. Antonova, M. M. Nakhabina, M. V. Safronova (2001), Textbook 1 (Russian Edition) (Russian), Zlatoust, ISBN: 978-5865474692.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	Russian and English

**No 17**

Course Title	German Language I				
Course Code	GERM104				
Course Type	Lecture and Exercise / Elective				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 2 <sup>nd</sup> Semester (Elective)				
Teacher's Name	Spiridaki Ioulia				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	The course objective is to enable students to develop their communicative competence in listening, speaking, reading and writing in German Language directly related to their studies and their working environment in Travel and Tourism industry.				
Learning Outcomes	<p>On completion of the course, students should be able to:</p> <ul style="list-style-type: none"><li>• Formulate conversations related to Travel and Tourism environment.</li><li>• Utilize vocabulary (for example use greeting forms and everyday expressions) to communicate in their work environment.</li><li>• Recognize familiar words and basic phrases, ask and answer simple questions in case of emergency or similar areas.</li><li>• Create simple phrases and sentences related to Travel and Tourism.</li><li>• Understand words and very simple sentences</li></ul>				
Prerequisites	None		Required		
Course Content	<p><b><u>Vocabulary</u></b> <u>Introduction</u> Greetings. Profile/ short paragraph about yourself Personal details, professions Family Alphabet Numbers 1-100 Countries Colours Materials and shapes</p> <p><u>Specific vocabulary related to Travel and Tourism industry and management:</u> Arrival of the guests Registered guests received. Welcoming guests. Questions and inquiries. Accept registrations. Completion of customer's personal details <u>Welcoming guest to the room</u> Room and Hotel Facilities Room services Welcome unannounced guests. Room rates. Room viewing. Room categories, luggage storage. <u>Orders</u> How to accept an order How to order a breakfast. Vocabulary food and drink Correspondence and telephone service</p>				



	<p>Answer telephone reservation. To give recommendations. Specify the time. Call opening hours. <u>Provide directions</u> Specify places in the hotel surroundings. Provide with information about location and directions.</p> <p><b><u>Grammar</u></b>          -Verbkonjugation Singular          -Verkonjugation Singular and Plural          -Negation mit dich          Wortbildung-in</p> <p>-Ja/Nein-Fragen,ja-nein-doch/ Yes/no questions          -Possesivartikel mein/dein          Verben mit Vokalwechsel/ Verbs with vowel changes</p> <p>-Definiter Artikel der/das/die / Definite Article (THE)          Personalpronomen er/es/sie / Personal Pronouns</p> <p>-Indefinite Artikel ein/ein/eine / Indefinite Article (A, AN)          Negativartikel Kein/Kein/Keine</p> <p>-Singular-Plural          Akkusativ / Accusative case</p>
Teaching Methodology	The course will be delivered with lectures, student presentations, discussions, case studies, real-word scenarios.
Bibliography	<ul style="list-style-type: none"> <li>▪ Jane Cadwallader (2016), Schritte International neu: Kurs- und Arbeitsbuch A1.1 mit CD zum Arbeitsbuch, Max Hueber Verlag, ISBN: 978-3193010827.</li> <li>▪ Langenscheidt (2018), Langenscheidt Standard Dictionary German (Langenscheidt Standard Dictionaries), Langenscheidt, 5th edition, ISBN: 978-3468980428.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

## No 18

Course Title	Greek Language for Foreign Students I				
Course Code	GREK118				
Course Type	Lecture and Exercise / Elective				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 2 <sup>nd</sup> Semester (Elective)				
Teacher's Name	Georgiou Nikolettta				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	This introductory course on Modern Greek is designed specifically for students with no previous knowledge of the language to provide them with knowledge, skills and confidence to read, write, and speak in a basic level in Modern Greek. It seeks to provide the foundational oral and writing skills of the language, with a concentration on the oral comprehension and conversation of Modern Greek. The course also aims to contribute to new international students' enculturation in Cypriot society. Finally, the course aims to provide students with some basic vocabulary of the travel and tourism industry.				
Learning Outcomes	<p>On completion of the course, students should be able to:</p> <ul style="list-style-type: none"><li>• Acquire Greek alphabet and the rules of pronunciation of vowels, consonants and diphthongs &amp; monotonic system rules</li><li>• Exchanged greetings depending on the time of the day and the ceremonial (plural polite / friendly approach)</li><li>• Make small introductory dialogues. Ask and give information about region, residence, address and phone, profession, marital status and family tree.</li><li>• Know and use the Type A, B1 verbs and the verb “be” in the present tense</li><li>• Refusing and accepting offers in everyday situations</li><li>• Count and use numbers 0-1000</li></ul>				
Prerequisites	None		Required		
Course Content	<p><b>Grammar</b></p> <ul style="list-style-type: none"><li>• Greek alphabet</li><li>• Introducing myself</li><li>• Greetings</li><li>• Recommendation of a person to another</li><li>• Personal Pronouns (nominative)</li><li>• The verb <i>be</i> in present tense</li><li>• Declension of verbs (type A and B) in the present tense</li><li>• Negative particle "not".</li><li>• Definite articles (nominative and accusative in singular)</li><li>• Declension of nouns (nominative and accusative in singular)</li><li>• Neutral ending in –ι (nominative and accusative in singular and plural)</li><li>• Use the accusative after intentions "from", "to", "with"</li><li>• Possessive my, your, his / her / its, our, your, their.</li><li>• Local adverb "how".</li></ul> <p><b>Vocabulary and Communication</b></p> <ul style="list-style-type: none"><li>• Ask and give information about:<ul style="list-style-type: none"><li>➢ Region or origin city or country</li><li>➢ General interests “How are you?”</li><li>➢ Residence.</li></ul></li></ul>				

	<ul style="list-style-type: none"> <li>➤ Address and phone</li> <li>➤ Profession</li> <li>➤ Languages</li> <li>➤ Marital status</li> <li>➤ Family tree</li> </ul> <ul style="list-style-type: none"> <li>• Numbers 0-1000</li> <li>• Countries, professions</li> <li>• communication in a cafeteria (menus, orders, products and other related vocabulary)</li> <li>• communication in a supermarket &amp; in a bank</li> <li>• communication in a travel and tourism agency/office (tickets, bookings, transportation and other related vocabulary)</li> <li>• food and drinks vocabulary / communication in a tavern (menus, orders, products and other related vocabulary)</li> <li>• directions / public services and shops</li> <li>• vocabulary regarding the travel and tourism industry and basic definitions and concepts in Greek</li> <li>• sectors and companies of the travel and tourism industry (vocabulary and an overview of how Cyprus is a business travel and tourism destination)</li> <li>• nationalities, countries and geographical vocabulary about places, towns, cities, countries etc</li> <li>• descriptions of buildings, places and monuments and related vocabulary</li> </ul>
Teaching Methodology	The course will be delivered with lectures, student presentations, discussions, case studies, real-word scenarios.
Bibliography	<ul style="list-style-type: none"> <li>▪ Arvanitakis K., Arvanitakis F. (2015), Communicate in Greek 1 [Επικοινωνήστε Ελληνικά 1], Deltos Publishing, ISBN: 9789608464131.</li> <li>▪ Arvanitakis K., Arvanitakis F. (2015), Communicate in Greek – Workbook 1a [Επικοινωνήστε Ελληνικά – Βιβλίο ασκήσεων 1α], ISBN: 9789608464117.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 19**

Course Title	Travel And Tourism Management				
Course Code	TOUR201				
Course Type	Lecture				
Level	Higher Diploma				
Year / Semester	2 <sup>nd</sup> Year / 3 <sup>rd</sup> Semester				
Teacher's Name	Michaelides Roxana				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	<p>The course is designed to make students conceptually clear about Tourism Industry and management so as to understand different facets and dimensions and its relationship with other subjects, tools and techniques.</p> <p>The objective of the course is that the students will get acquainted with travel and tourism as a global, multi-form industry: be familiar with basic definitions and with the travel and tourism field, being able to paraphrase the roles of the sectors of travel and tourism industry.</p>				
Learning Outcomes	<p>On successful completion of the course, students will be able to:</p> <ol style="list-style-type: none"><li>1. Recognize the complexity of tourism both as an industry and a field of study,</li><li>2. identify and describe the roles of public, private, and third sector entities involved in the global and national tourism industry,</li><li>3. Develop an understanding and appreciation of how to evaluate the potential of a tourism and travel business and destination competitiveness;</li><li>4. Gain a comprehensive understanding of the general principles and practices of management and their application to the development of a tourism and travel business;</li><li>5. Define consumer travel behavior and types of travel experiences</li><li>6. Categorize the economics of tourism (supply, demand, measuring, forecasting, economic impact);</li><li>7. Describe the changing nature of tourism and travel and identifying the needs of the future tourist,</li><li>8. Research, plan, and produce written work that meets academic standards.</li></ol>				
Prerequisites	None	Required			
Course Content					

	<p>Module 1: Introduction and Overview of the Travel and Tourism Industry</p> <ul style="list-style-type: none"> <li>• The Power and Potential of Tourism and Travel</li> <li>• The Value of Tourism from Multiple Jurisdictions</li> </ul> <p>Module 2: The structure of tourism and travel industry</p> <ul style="list-style-type: none"> <li>• Business ownership</li> <li>• Organizations and their influence on travel and tourism industry</li> <li>• Destination Marketing Organizations</li> </ul> <p>Module 3: Sectors of Travel and Tourism industry</p> <ul style="list-style-type: none"> <li>• Passenger transportation</li> <li>• Accommodation and catering</li> <li>• Tourists/visitors attractions</li> <li>• Tour operators and Travel agencies</li> <li>• Ancillary service provision</li> </ul> <p>Module 4: Quality of services in Tourism and Travel industry</p> <ul style="list-style-type: none"> <li>• Type of customers</li> <li>• Needs and demands</li> <li>• Impacts of quality customer service</li> </ul> <p>Module 5: Market research and analysis</p> <ul style="list-style-type: none"> <li>• Market segmentation</li> <li>• Tourists profile</li> <li>• Product positioning</li> </ul> <p>Module 6: Defining the International Tourism market</p> <ul style="list-style-type: none"> <li>• Building a destination brand: characteristics</li> <li>• Implementation of destination brand</li> <li>• Challenges in branding destination</li> </ul> <p>Module 7: Understanding Tourism's Role in Contemporary Society</p> <ul style="list-style-type: none"> <li>• Analyzing Macro Environmental Forces</li> <li>• Responding to Macro Environmental Forces</li> </ul> <p>Module 8: Factors affecting tourism and their impact:</p> <ul style="list-style-type: none"> <li>• Economic factors,</li> <li>• Social and cultural impacts of tourism and travel,</li> <li>• Political factors</li> <li>• Technological factors</li> <li>• Ecological factors</li> </ul>
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	<p>Module 9: Tourism Policy, Planning &amp; the Environment</p> <p>Module 10: The Future of the Tourism and Travel Industry:</p> <ul style="list-style-type: none"> <li>• The Futurists</li> <li>• Future Trends in Travel and Tourism</li> <li>• Careers in the Tourism &amp; Travel Industry</li> </ul>
Teaching Methodology	<p>The expected course outcomes will be realized through a variety of instructional strategies to complement the students' life experiences: lecture, discussion, group activities (including the use of structured controversy), written assignments, and inquiry.</p> <p>The lecturer will integrate appropriate multi-media technology for the purpose of enriching the students' total experience: PowerPoint presentation, other relevant audio-visual material.</p>
Bibliography	<ul style="list-style-type: none"> <li>▪ Camillieri, Mark Anthony (2018), Travel Marketing, Tourism Economics and the Airline Product: An Introduction to Theory and Practice, Springer, ISBN: 978-3319498485.</li> <li>▪ J. R. Brent Ritchie Charles R. Goeldner (2016), Tourism: Principles, Practices, Philosophies, 12th Edition, Wiley, ISBN: 978-8126563715.</li> <li>▪ Clare Inkson, Lynn Minnaert (2018), Tourism Management: An Introduction, SAGE Publications Ltd; 2<sup>nd</sup> edition, ISBN: 978-1526423894.</li> <li>▪ Stephen Page, (2015), Tourism Management, Routledge Publisher, ISBN: 978-1138784567.</li> </ul> <p><b>Free access Journals/Articles:</b></p> <ul style="list-style-type: none"> <li>▪ International Journal of Tourism Research <ul style="list-style-type: none"> <li>○ <a href="https://onlinelibrary.wiley.com/loi/15221970">https://onlinelibrary.wiley.com/loi/15221970</a></li> </ul> </li> <li>▪ Tourism Management <a href="https://www.journals.elsevier.com/tourism-management">https://www.journals.elsevier.com/tourism-management</a></li> <li>▪ Tourism Recreation Research <a href="https://www.tandfonline.com/loi/rtrr20">https://www.tandfonline.com/loi/rtrr20</a></li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 20**

Course Title	Organisational Behaviour				
Course Code	MGMT207				
Course Type	Lectures				
Level	Higher Diploma				
Year / Semester	2 <sup>nd</sup> Year / 3 <sup>rd</sup> Semester				
Teacher's Name	Kalatha Andria				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	This course provides an understanding of general management theory and principles and their application to hospitality organisations with a particular focus on the travel and tourism sectors. Organisational behaviour is examined as a cornerstone of general management theory, offering an understanding of how people as individuals and teams can provide for one of the most important competitive advantages of organisations in the travel and tourism sectors.				
Learning Outcomes	After successful completion of the course, the students will have an understanding of the: <ul style="list-style-type: none"><li>• Different organisational elements</li><li>• Main macro organisational and micro organisational aspects</li><li>• Organisational structures</li><li>• Different types of behaviour</li></ul>				
Prerequisites	MGMT107 Definitions, Concepts, and Principles of Business Management		Required		
Course Content	<ul style="list-style-type: none"><li>• Nature and scope of the hospitality industry</li><li>• Understanding the nature of the workforce</li><li>• Diversity management</li><li>• Organisational goals and structure</li><li>• Defining management</li><li>• Nature of leadership</li><li>• Workforce motivation and involvement</li><li>• Managing through groups and teams</li><li>• Managing challenging situations</li><li>• Managing the changing environment</li></ul>				
Teaching Methodology	The course is delivered in lectures with presentations, discussions and case presentations.				
Bibliography	<b>Essential Reading</b> <ul style="list-style-type: none"><li>▪ Berger, F. (2013), Organisational Behaviour for the Hospitality Industry, Pearson, ISBN: 1292040262</li><li>▪ Mullins, L. (2013), Hospitality Management and Organisational Behaviour, 5th ed., Pearson, ISBN: 0273758373</li><li>•</li></ul> <b>Required Reading</b> <ul style="list-style-type: none"><li>▪ Jordhus-Lier, D. and Underthun, A. (2017), A Hospitable World? Organising Work and Workers in Hotel and Tourist Resorts, Routledge, ISBN: 978-1138083271</li></ul>				
Assessment	<ul style="list-style-type: none"><li>• Class Participation: 10%</li><li>▪ Written assignments(group or personal) / tests: 20%</li><li>• Midterm Exam: 20%</li></ul>				

	• Final Exam:	50%
Language	English	



## No 21

Course Title	<b>Accounting I (Principles of Accounting)</b>				
Course Code	<b>ACCT204</b>				
Course Type	Lecture & Exercise				
Level	Higher Diploma				
Year / Semester	2 <sup>nd</sup> Year / 3 <sup>rd</sup> Semester				
Teacher's Name	Demetriou Demetris				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	The course introduces students to the basic principles of accounting, its uses, perspectives and applications.				
Learning Outcomes	<p>Upon Successful completion of course students will be able to:</p> <ul style="list-style-type: none"> <li>▪ Understand and apply the accounting equation to accounting transactions.</li> <li>▪ Open accounting records, record business transactions, post to the journal, prepare a trial balance.</li> <li>▪ Make adjusting and closing entries using the accounting worksheet.</li> <li>▪ Prepare and understand financial statements for determining profitability.</li> <li>▪ Enter transactions for merchandising operations, calculate cost of goods sold, and prepare financial statements.</li> <li>▪ Record business transactions in a merchandising operation.</li> </ul>				
Prerequisites	None	Required			
Course Content	<ul style="list-style-type: none"> <li>▪ Sole traders accounting</li> <li>▪ Partnership accounting</li> <li>▪ Accounting for limited liability companies</li> <li>▪ Accounting for Non-profits Entities (notes)</li> <li>▪ Valuing Merchandise Inventories</li> <li>▪ Cash Control</li> <li>▪ Accounting for Assets, Liabilities and Capital</li> <li>▪ Corporations: Paid in Capital</li> <li>▪ Retained earnings, stock dividends, and stock splits</li> <li>▪ Treasury Stock</li> <li>▪ Profitability, solvency/liquidity, asset utilisation</li> </ul>				

	<ul style="list-style-type: none"> <li>▪ Cost ascertainment <ul style="list-style-type: none"> <li>- Classify direct and indirect costs</li> <li>- Prepare an indirect overhead allocation summary</li> <li>- Calculate overhead recovery rates by a variety of techniques and to apply these for the purpose of cost compilation</li> <li>- Explain the difference between fixed and variable costs</li> <li>- Calculate break-even points of activity and prepare break-even charts</li> <li>- Appreciate and explain the limitations of break-even analysis</li> </ul> </li> </ul>
Teaching Methodology	Lectures with class and lab exercises
Bibliography	<ul style="list-style-type: none"> <li>▪ Sheila Robison (2017), LCCI Bookkeeping Level 1, ISBN: 978-1-78447-663-2.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 22**

Course Title	<b>Human Resource Management</b>				
Course Code	<b>HRMG203</b>				
Course Type	Lecture & Discussion				
Level	Higher Diploma				
Year / Semester	2 <sup>nd</sup> Year / 3 <sup>rd</sup> Semester				
Teacher's Name	Kalatha Andria				
ECTS	4	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	To introduce the basics and principles of human resource management in organizations.				
Learning Outcomes	<p>By the end of this course, you should be able to:</p> <ul style="list-style-type: none"> <li>▪ Understand human resource management from a systemic, strategic perspective.</li> <li>▪ Describe the field of "human resource management" and understand its relevance to managers and employees in work organizations.</li> <li>▪ Describe fundamental employment laws in the U.S.</li> <li>▪ Conduct a basic job analysis and apply this understanding of job requirements to other human resource management systems such as selection, performance appraisal, and compensation.</li> <li>▪ Recognize basic human resource management tools such as performance appraisal forms, and understand some of the technical details of human resource management practices.</li> <li>▪ Apply relevant theories to the management of people in organizations.</li> <li>▪ Analyse business challenges involving human resource systems.</li> <li>▪ Critically assess and evaluate human resource policies and practices.</li> <li>▪ Use SAP/R3 to extract and analyse basic human resource information.</li> </ul>				
Prerequisites	None	Required			
Course Content	<p>Course covers:</p> <ul style="list-style-type: none"> <li>▪ Fundamentals of HR Management</li> <li>▪ The Legal Context of HR</li> <li>▪ Employee Rights &amp; Sexual Harassment</li> <li>▪ Recruiting &amp; Selection</li> <li>▪ Socialization, Orientation, and Development</li> <li>▪ Benefits &amp; Rewards</li> <li>▪ Evaluating Performance</li> <li>▪ Ethics in HRM &amp; Labour Relations</li> <li>▪ Safety &amp; Health</li> <li>▪ Global View of Human Resources</li> </ul>				
Teaching Methodology	The class involves lectures, videos, readings and small group exercises, case analyses and discussions. Student contributions are an important part of the course.				

Bibliography	<ul style="list-style-type: none"> <li>▪ Armstrong, Michael (2017), Armstrong's handbook of human resource management practice, Kogan Page, ISBN: 9780749474119.</li> <li>▪ Raymond Andrew Noe (2017), Fundamentals of Human Resource Management, 7th Edition, cGraw-Hill Education, ISBN: 978-1259686702.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 23**

Course Title	<b>Introduction to the Air Transport Industry</b>				
Course Code	<b>TOUR202</b>				
Course Type	Lectures				
Level	Higher Diploma				
Year / Semester	2 <sup>nd</sup> Year / 3 <sup>rd</sup> Semester				
Teacher's Name	Hadjistylli Andria				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	To introduce students to the characteristics and operations of the airline industry.				
Learning Outcomes	<p>Upon completion of course, Students will gain useful workable understanding of:</p> <ul style="list-style-type: none"> <li>▪ History of the Airline Industry</li> <li>▪ The Airline Industry Today</li> <li>▪ Airline Organizational Structure and Personnel</li> <li>▪ Airline Business Model</li> <li>▪ Airline Safety and Security</li> <li>▪ Airport Functions</li> <li>▪ Airline Fleet structure</li> <li>▪ Airline Manufacturers and Vendors</li> <li>▪ Government and Industry Agencies</li> </ul>				
Prerequisites		Required			
Course Content	<p>Course highlights include:</p> <ul style="list-style-type: none"> <li>▪ Introduction' definitions and History</li> <li>▪ Evolution of Air travel and the Airline Industry</li> <li>▪ Constituents of the Industry: Passenger Travel; Air Cargo;</li> <li>▪ Economic and Social Impacts of air travel</li> <li>▪ Regulation of air travel: Regulatory Bodies, Standards, Deregulation</li> <li>▪ Business Measures of the Industry, Performance Indicators, Passenger/Kilometer, Yield, Seat/Kilometer, Unit Costs, Load Factor,</li> <li>▪ Industry Profitability</li> <li>▪ Industry Characteristics</li> <li>▪ Airports</li> </ul>				

	<ul style="list-style-type: none"> <li>▪ Airplanes</li> <li>▪ Air Safety and Security</li> <li>▪ Future of the Industry</li> </ul>
Teaching Methodology	The course is based on employs lectures with presentations and PowerPoint demonstrations.
Bibliography	<ul style="list-style-type: none"> <li>▪ Lucy Budd (2016), Air Transport Management: An international perspective, Routledge, ISBN: 978-1472451064.</li> <li>▪ Kofi Sonokpon (2017), Airlines for Business , Temeris Aviation Publications, ISBN: 978-1927773161.</li> <li>▪ Peter Belobaba (2015), The Global Airline Industry (Aerospace Series), 2nd Edition, Wiley, ISBN: 978-1118881170.</li> </ul> <p><b>Free access Journals/Articles:</b></p> <ul style="list-style-type: none"> <li>▪ Transport and Tourism  <a href="https://onlinelibrary.wiley.com/doi/10.1002/9780470752272.ch12">https://onlinelibrary.wiley.com/doi/10.1002/9780470752272.ch12</a> </li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 24**

Course Title	Special Interest Tourism				
Course Code	TOUR203				
Course Type	Lecture				
Level	Higher Diploma				
Year / Semester	2 <sup>nd</sup> Year / 3 <sup>rd</sup> Semester				
Teacher's Name	Constantinides Savvas				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	The course aims to critically analyse environmental, social and economic costs and benefits of sustainable tourism, including related laws and policies, community involvement, and future trends. By the end of the course, students are expected to understand these concepts and be able to appreciate their relevance to specific tourism situations.				
Learning Outcomes	<p>Students will:</p> <ul style="list-style-type: none"><li>• Develop knowledge and appreciation of environmentally related issues in tourism</li><li>• Understand the basic principles of sustainable tourism and its policies</li><li>• APPENDIX 2: Syllabi of the Courses</li><li>• Conceptualize tourism so</li><li>• Conceptualize tourism solutions with low negative visitor impact in specific situations</li><li>• Develop knowledge and understanding of resources, products, best management practices,</li><li>• and opportunities in the ecotourism sub-sector</li><li>• Incorporate the guiding principles of ecotourism into the other sub-sectors of the travel</li><li>• Industry</li></ul>				
Prerequisites	<ul style="list-style-type: none"><li>• None</li></ul>	Required			
Course Content	<p>Theory/ Practices of Tourism</p> <ul style="list-style-type: none"><li>• Ecotourism Resources</li><li>• Sustainable Tourism</li><li>• Advantages &amp; disadvantages of Ecotourism</li><li>• Community</li><li>• Social Benefits</li><li>• Benefit to Environment</li><li>• Preservation of Culture and Heritage</li><li>• Codes of conduct for tourists and locals</li><li>• Waste Management</li><li>• Staff training and Involvement</li><li>• Adventure Tourism:-</li><li>• Legal issues and Certification</li><li>• Development of an ecotourism product</li><li>• Ecotourism in the global context</li><li>• Convention on Diversity</li></ul>				
Teaching Methodology	The course will be taught by means of classroom lectures and group discussion, supported by readings from the course text, additional suggested resources and material supplied by the instructor. Opportunities for applying the materials will be provided through field trips.				

Bibliography	<ul style="list-style-type: none"> <li>▪ David A. Fennell (2014), Ecotourism, 4th Edition, Routledge, ISBN: 978-0415829656.</li> <li>▪ Stephen Wearing (2018), Ecotourism: Transitioning to the 22nd Century, 3rd Edition, Routledge, ISBN: 978-1138202108.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English



**No 25**

Course Title	French Language II				
Course Code	FREN200				
Course Type	Lecture, Exercise, Practice / Elective				
Level	Higher Diploma				
Semester	2 <sup>nd</sup> Year / 3 <sup>rd</sup> Semester (Elective)				
Teacher's Name	Moutafi Eleanna				
ECTS	4	Lectures / week	2	Laboratories / week	0
Course Purpose and Objectives	This level focuses on non-general French and more specifically French specialty in the field of hospitality and tourism. Students will continue their study of French by further expanding their knowledge of key vocabulary topics and grammar. They will also begin to comprehend listening and reading exercises more easily, and they will start to express themselves more meaningfully in both speaking and writing. Each unit enclose a new vocabulary theme and grammar acquisition will be reinforced with reading, listening, speaking and writing activities, multimedia cultural presentations and interactive practices.				
Learning Outcomes	On completion of the course, students should be able to: <ul style="list-style-type: none"><li>▪ Acquire more advanced vocabulary specifically in tourism and hospitality</li><li>▪ Gain a deeper understanding of grammar patterns</li><li>▪ Participate in conversations and respond appropriately to a variety of conversational themes specifically applied in real life situations in Travel and Tourism industry.</li><li>▪ Communicate with better confidence with customers and personnel.</li></ul>				
Prerequisites	FREN105		Required		
Course Content	<b>Vocabulaire (Vocabulary)</b> <ul style="list-style-type: none"><li>- Tourism professionals (the personnel necessary for proper organisation of a tourism establishment)</li><li>- Tourism establishments (the characteristics of a hotel and the services provided)</li><li>- Reservations (online, telephone, restaurant reservation. As well as confirmation, change and cancellation of reservation)</li><li>- Receive and host customers in a hotel or a restaurant (groups, individual guests, show the clients to their rooms, tables, welcoming routines)</li><li>- Services provided by a hotel (present the services, take orders, inform clients about points of interest, describe a plate, take an order)</li></ul>				

	<p><b>Competences linguistiques (linguistic competences)</b></p> <ul style="list-style-type: none"> <li>- Presentations (present the hotel personnel, the main characteristics of their job, and those of the hotel)</li> <li>- Fill in a form (reservation forms,)</li> <li>- Inform clients (about schedules)</li> <li>- Reception tasks (take note of a reservation, understand an e-mail, write a simple business letter, contact a customer, take leave, contact the group leader)</li> <li>- Welcoming tasks (make sure the customer is satisfied, understand and write letters of welcome, welcome by telephone, introduce themselves, make a client wait, ask for the name)</li> <li>- Service tasks (take note of an order, indicate an itinerary, name the different categories of foods, help the customer to choose from a menu, inquire about their tastes, give advice on a dish take note of an order, write a purchase order)</li> <li>- <b>Grammaire (Grammar)</b></li> <li>- Le passe compose (Past tenses)</li> <li>- Le passé recent (The recent past)</li> <li>- L'infinitif (The infinitive)</li> <li>- Le futur simple (Futur tense)</li> <li>- L'impératif (imperative)</li> <li>- L'imparfait</li> <li>- Le verbe pouvoir, vouloir, connaitre, offrir (The verb to be able, want, know, offer)</li> </ul>
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Teaching Methodology	The course will be delivered with lectures, student presentations, discussions, case studies, real-word scenarios.
Bibliography	<ul style="list-style-type: none"> <li>▪ Corbeau, Sophie (2013), Hotellerie-Restauration.Com - 2eme Edition: Livre De L'Eleve + DVD-Rom (French Edition), French and European Publications Inc, ISBN: 978-2090380460.</li> </ul> <p><b>Additional resources:</b></p> <p><b>Vocabulary and competences</b></p> <ul style="list-style-type: none"> <li>▪ <a href="https://www.lepointdufle.net/p/francais-sur-objectifs-specifiques.htm#tour">https://www.lepointdufle.net/p/francais-sur-objectifs-specifiques.htm#tour</a></li> <li>▪ <a href="http://fle-sitographie.pagesperso-orange.fr/fos/services.htm">http://fle-sitographie.pagesperso-orange.fr/fos/services.htm</a></li> <li>▪ <a href="http://www.tourisme.fr/">http://www.tourisme.fr/</a></li> <li>▪ <a href="http://www.commanderie.fr/">http://www.commanderie.fr/</a></li> </ul> <p><b>Grammar</b></p> <ul style="list-style-type: none"> <li>▪ <a href="https://www.lepointdufle.net/p/grammaire.htm">https://www.lepointdufle.net/p/grammaire.htm</a></li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	French and English

**No 26**

Course Title	<b>Russian Language II</b>				
Course Code	<b>RUSS200</b>				
Course Type	Lecture, Exercise, Practice / Elective				
Level	Higher Diploma				
Year / Semester	2 <sup>nd</sup> Year / 3 <sup>rd</sup> Semester (Elective)				
Teacher's Name	Tsiali Inessa				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	The course aims to expand students knowledge of grammatical structures, vocabulary and the overall ability to communicate in the Russian language with emphasis on Travel and Tourism and specific professional aspects.				
Learning Outcomes	<p>On completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Use grammar and lexical skills to formulate statements related to their professional needs.</li> <li>• Initiate and maintain a dialogue in standard situations.</li> <li>• Read simple texts related to Travel and Tourism and write a short letter, a note, a memo, etc.</li> <li>• Communicate with better confidence in the Russian language in their working environment.</li> </ul>				
Prerequisites	RUSS102	Required			
Course Content	<p><b><u>Vocabulary and Communication</u></b>  <u>Customer service</u>  Respond to requests and complaints.  Accommodating the guests.  Dealing with wishes and complaints  Explain offers in the hotel  Recommend holiday destinations in the city. Sightseeing.  Explain responsibilities in the hotel  <u>Customer communication</u>  Information and message (Phone, email, fax etc)  Information for hotel guests.  Receive and submit messages.  Taking and passing on messages.  Sales at different shops and restaurants in the hotel  Recommending Leisure and Sport activities  Excursion programs offer. Weather. Excursions.  Directions. Giving directions.</p> <p><b><u>Grammar</u></b>  Adjectives and adverbs  Verb conjugation  Verb tenses  Noun declension (continued)  Modal verbs  Personal, possessive, demonstrative and interrogative pronouns  Numerals (continued)</p>				
Teaching Methodology	The course will be delivered with lectures, student presentations, discussions, case studies, real-word scenarios.				

Bibliography	<ul style="list-style-type: none"> <li>▪ V. E. Antonova, M. M. Nakhabina, M. V. Safronova (2001), Textbook 2 (Russian Edition) (Russian), Zlatoust, ISBN: 978-5865474005.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	Russian and English

**No 27**

Course Title	German Language II				
Course Code	GERM200				
Course Type	Lecture, Exercise, Practice / Elective				
Level	Higher Diploma				
Year / Semester	2 <sup>nd</sup> Year / 3 <sup>rd</sup> Semester (Elective)				
Teacher's Name	Spiridaki Ioulia				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	Students will continue their study of German language by further expanding their knowledge of key vocabulary topics related to Travel and Tourism industry and level 2 grammar. They will also develop their communicative competence in a more advanced level.				
Learning Outcomes	<p>On completion of the course, students should be able to:</p> <ul style="list-style-type: none"><li>▪ Elaborate their study of vocabulary topics related to Travel and Tourism industry Management.</li><li>▪ Develop a deeper understanding of grammar patterns.</li><li>▪ Participate in conversations and respond appropriately to a variety of conversational themes in Travel and Tourism working environment.</li><li>▪ Orally communicate in the German Language with customers.</li></ul>				
Prerequisites	GERM102		Required		
Course Content	<p><b><u>Vocabulary and Communication</u></b></p> <p><u>Customer service</u> Respond to requests and complaints. Accommodating the guests. Dealing with wishes and complaints Explain offers in the hotel Recommend holiday destinations in the city. Sightseeing. Explain responsibilities in the hotel</p> <p><u>Customer communication</u> Information and message (Phone, email, fax etc) Information for hotel guests. Receive and submit messages. Taking and passing on messages. Sales at different shops and restaurants in the hotel Recommending Leisure and Sport activities Excursion programs offer. Weather. Excursions. Directions. Giving directions.</p> <p><b>Grammar</b> -Modalverben koennen / Modal verb Satzklammer</p> <p>-Verbposition im Satz / Object position Temporale Praepositionen am,um</p> <p>-Konjugation moegen, moechte / conjugation</p> <p>Wortbildung Nomen+ Nomen</p>				

	-Trennbare Verben -Perfekt mit haben Temporal Praepositionen von...bis,ab
Teaching Methodology	The course will be delivered with lectures, student presentations, discussions, case studies, real-word scenarios.
Bibliography	<ul style="list-style-type: none"> <li>▪ Jane Cadwallader (2016), Schritte International neu: Kurs- und Arbeitsbuch A1.1 mit CD zum Arbeitsbuch, Max Hueber Verlag, ISBN: 978-3193010827.</li> <li>▪ Langenscheidt (2018), Langenscheidt Standard Dictionary German (Langenscheidt Standard Dictionaries), Langenscheidt, 5th edition, ISBN: 978-3468980428.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	German and English

**No 28**

Course Title	<b>Greek Language for Foreign Students II</b>				
Course Code	<b>GREK200</b>				
Course Type	Lecture, Exercise and Practice / Elective for non-Greek native speakers				
Level	Higher Diploma				
Year / Semester	2 <sup>nd</sup> Year / 3 <sup>rd</sup> Semester (Elective)				
Teacher's Name	Georgiou Nikoletta				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	<p>This course on Modern Greek is the continuation of the course <i>Greek I</i>. It is designed to enhance the knowledge, skills and confidence to read, write, and speak in Modern Greek, reaching a more advanced level than the first one. It seeks to provide the foundational oral and writing skills of the language, with emphasis on oral comprehension and conversation of Modern Greek. This level also aims to provide students with some more advanced knowledge and vocabulary of the travel and tourism industry and give emphasis on definitions and concepts concerning the travel and tourism business.</p>				
Learning Outcomes	<p>On completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Acquire basic vocabulary on greeting, apologizing, and thanking</li> <li>• Learn more advance vocabulary concepts and definitions on Travel and Tourism industry</li> <li>• Provide brief descriptions of a person</li> <li>• Solve communication problems: "what does that mean?"</li> <li>• Ask for and telling the time</li> <li>• Understand and interpret public signs, traffic instructions, and directions</li> <li>• Ask for information and directions such settings as public services and shops</li> <li>• Know and use the Type B2, C1, C2 verbs and irregular verbs (go, say, eat, hear) in the present tense</li> <li>• Conjugate several of nouns, adjective and pronouns.</li> <li>• Formulate dialogues about simple issues of working environment.</li> <li>• Ask and give information about days, nationality, prices, places, and way.</li> <li>• Count and use numbers</li> </ul>				
Prerequisites	GREK118	Required			
Course Content	<p><b>Grammar</b></p> <ul style="list-style-type: none"> <li>• Nouns</li> <li>• Pronouns (demonstrative, interrogative)</li> <li>• Adjectives (nominative and accusative singular)</li> <li>• Numerical adjectives</li> <li>• Declension of verbs (type B2, C1, C2) in the present tense</li> <li>• Irregular verbs (go, say, eat, hear)</li> <li>• Adverbs</li> <li>• Articles</li> </ul> <p><b><u>Vocabulary and Communication</u></b></p> <ul style="list-style-type: none"> <li>• Numbers 2 000 - 999 000 000</li> <li>• Days</li> </ul>				



	<ul style="list-style-type: none"> <li>• Descriptions (person, picture)</li> <li>• Ask and give information about: <ul style="list-style-type: none"> <li>➤ Price</li> <li>➤ Age</li> <li>➤ Time</li> <li>➤ Place</li> <li>➤ Way</li> </ul> </li> <li>• Express opinions and feelings</li> <li>• Dialogues about simple issues of everyday life <ul style="list-style-type: none"> <li>• travelling (agendas, activities, sightseeing and other related vocabulary)</li> <li>• communication in a hotel and related vocabulary</li> <li>• nationalities, countries and geographical vocabulary about places, towns, cities, countries etc – more advanced study than GREK 118</li> <li>• descriptions of buildings, places and monuments and related vocabulary – more advanced study than GREK 118</li> <li>• holiday vocabulary / business and other trips</li> <li>• communication in an airport and / or bus / train station</li> <li>• description of maps</li> </ul> </li> </ul>
Teaching Methodology	The course will be delivered with lectures, student presentations, discussions, case studies, real-word scenarios.
Bibliography	<ul style="list-style-type: none"> <li>▪ Arvanitakis K., Arvanitakis F. (2015), Communicate in Greek 1 [Επικοινωνήστε Ελληνικά 1], Deltos Publishing, ISBN: 9789608464131.</li> <li>▪ Arvanitakis K., Arvanitakis F. (2015), Communicate in Greek – Workbook 1a [Επικοινωνήστε Ελληνικά – Βιβλίο ασκήσεων 1α], ISBN: 9789608464117.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 29**

Course Title	<b>Consumer Behaviour</b>				
Course Code	<b>MRKT 211</b>				
Course Type	Lecture with Discussions & Exercises				
Level	Higher Diploma				
Year / Semester	2 <sup>nd</sup> Year / 4 <sup>th</sup> Semester				
Teacher's Name	Kyriakidou Stella				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	To introduce students to consumer behaviour and its various aspects, uses and applications.				
Learning Outcomes	<p>The course aims to:</p> <ul style="list-style-type: none"> <li>▪ To develop an understanding of consumer behaviour from a variety of perspectives (multicultural, interdisciplinary, etc.).</li> <li>▪ To develop and appreciation for and understanding of how marketing research, marketing strategy, and basic research on intra- and interpersonal processes play multiple roles in the discipline of marketing.</li> </ul> <p>To develop an understanding of peoples' consumption-related behaviours and to develop and evaluate marketing strategies intended to influence those behaviours.</p>				
Prerequisites	Required				
Course Content	<p><b>INTRODUCTION TO CONSUMER BEHAVIOR</b></p> <ul style="list-style-type: none"> <li>• Overview of Consumer Behaviour</li> <li>• Consumerism, Public Policy, and Ethics</li> </ul> <p><b>2: INTRINSIC INFLUENCES</b></p> <ul style="list-style-type: none"> <li>• Consumer Information Processing</li> <li>• Cognitive Learning and Memory</li> <li>• Behavioural Learning</li> <li>• Social Influence and Compliance Techniques</li> <li>• Motivation and Affect</li> <li>• Personality and Psychographics</li> <li>• Tripartite Model and Attitude Measurement</li> <li>• Beliefs, Attitudes, and Behaviour Change: the Fishbein Model</li> <li>• Persuasion</li> <li>• ELM: Involvement, Knowledge, and Persuasion</li> <li>• Consumer Decision Processes</li> </ul> <p><b>3: EXTRINSIC INFLUENCES</b></p> <ul style="list-style-type: none"> <li>• Environmental and Situational Influences</li> <li>• Group Influences</li> <li>• Households and Families</li> <li>• Cultural and International Issues</li> <li>• Subculture</li> </ul>				
Teaching Methodology	The class involves lectures and presentations. Every lecture will be augmented by students' discussions. Student contributions are an important part of the course.				

Bibliography	<ul style="list-style-type: none"> <li>▪ Solomon, Michael R. (2016), Consumer Behavior: A European perspective, 6th ed., Pearson, ISBN: 9781292116723.</li> <li>▪ Solomon, Michael R. (2012), Consumer Behavior: Buying, having, and being, 10th ed., Prentice Hall, ISBN: 9780132671842.</li> <li>▪ Schiffman, Leon G. (2010), Consumer Behavior, 10th ed., Pearson / Prentice Hall, ISBN: 0137006705.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 30**

Course Title	<b>Culture and Heritage Tourism</b>				
Course Code	<b>TOUR204</b>				
Course Type	Lecture and Presentations				
Level	Higher Diploma				
Year / Semester	2 <sup>nd</sup> Year / 4 <sup>th</sup> Semester				
Teacher's Name	Michaelidou Roxana				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	<p>The course Culture and Heritage Tourism exposes students to scientific artistic, aesthetic, historic and conservationist points of views and values about culture and heritage in different places and culture. This enables them to know how to promote cultural and natural heritage as important tourist aspects</p> <p>The course objectives:</p> <ul style="list-style-type: none"> <li>• Understand different types of cultural and heritage resources</li> <li>• To examine the characteristics of cultural and heritage tourism.</li> <li>• Legal systems governing development of cultural and heritage tourism.</li> <li>• To investigate the management of culture and heritage resources for tourism.</li> <li>• To examine strategic planning and conservation issues for cultural and heritage attractions or sites.</li> </ul>				
Learning Outcomes	<p>After successful completion of this course e paper students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate an understanding of: <ol style="list-style-type: none"> <li>a. the relationship between Culture and Tourism,</li> <li>b. concepts and theories of cultural tourism,</li> <li>c. how cultural tourism affects and is affected by stakeholders,</li> </ol> </li> <li>2. Understand the definitions, terminology of cultural heritage,</li> <li>3. Understand heritage tourism supply by examining different categories of heritage attractions, and the contexts within which heritage exists and additional perspectives on scale from the supply perspective</li> <li>4. Learn to perform under constraints and demonstrate an ability to work in a group through collaboration and cooperation.</li> <li>5. Demonstrate an ability to apply knowledge, collect data, extract and synthesize information, and present research findings and solutions.</li> </ol>				

	6. Explain the significance of heritage marketing and the transformation process of cultural heritage assets into heritage tourism products both individual organization and regional perspectives. 7. Build an awareness of the interpretation approaches of major cultural heritage sites available to visitors.		
Prerequisites		Required	
Course Content	1. Introduction to a conceptual partnership between cultural heritage and tourism. <ul style="list-style-type: none"> <li>Heritage tourism supply-type of heritage attractions</li> <li>Characteristics and definitions of heritage tourism</li> </ul> 2. World Heritage Sites, Heritage conservation <ul style="list-style-type: none"> <li>Impacts of heritage tourism</li> </ul> 3. Planning and development for culture and heritage tourism 4. Managing heritage tourism-ownership and economics 5. Managing heritage tourism: <ul style="list-style-type: none"> <li>Visitor management, legal aspects and zoning</li> <li>World Heritage Convention</li> </ul> 6. Heritage marketing <ul style="list-style-type: none"> <li>Heritage visitor characteristics and motivations</li> </ul> 7. Managing heritage sites for sustainable tourism <ul style="list-style-type: none"> <li>Techniques for projecting visitor impact</li> <li>Strategies for preserving and protecting sites and resources</li> </ul> 8. The Political Economy of Heritage Development 9. Heritage tourism product development		
Teaching Methodology	Lectures, Case studies, Discussion, Audio-visual material, Assignments, Quizzes, Field trips and Guest Lecturers.		
Bibliography	<ul style="list-style-type: none"> <li>Dallen J. Timothy, D. J. (2011), Cultural Heritage and Tourism: An Introduction, Channel View Publications, ISBN: 978-1845411770.</li> <li>UNESCO, (2018), World Heritage Sites: A Complete Guide to 1073 UNESCO World Heritage Sites, Firefly Books, 8th edition, ISBN: 978-0228101352.</li> <li>Cheryl M. Hargrove (2017), Cultural Heritage Tourism: Five Steps for Success and Sustainability (American Association for State and Local History), Rowman &amp; Littlefield Publishers, ISBN: 978-1442278837.</li> </ul> <p><b>Free access Journals/Articles:</b></p> <ul style="list-style-type: none"> <li>International Journal of culture, tourism and hospitality research, Emerald Insight <a href="https://www.emeraldinsight.com/journal/ijcthr">https://www.emeraldinsight.com/journal/ijcthr</a></li> </ul> <p><b>Useful Websites:</b></p>		

	<ul style="list-style-type: none"> <li>▪ UNESCO World Heritage Center: Papers and Brochures <a href="https://whc.unesco.org/">https://whc.unesco.org/</a></li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 31**

Course Title	Small Business Management				
Course Code	MGMT208				
Course Type	Lectures				
Level	Higher Diploma				
Year / Semester	2 <sup>nd</sup> Year / 4 <sup>th</sup> Semester				
Teacher's Name	Karayiannis Achilleas				
ECTS	4	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course provides an understanding of what constitutes small business management and the reasons that small businesses form the backbone of the tourism and hospitality industry. The course also provides an understanding of entrepreneurship generally as a business concept and its application within the tourism and hospitality industry in particular.				
Learning Outcomes	After successful completion of the course, the students will have an understanding of the: <ul style="list-style-type: none"><li>• Entrepreneurial opportunities</li><li>• Factors that make the family business unique</li><li>• Business plan</li><li>• Factors affecting choice of a business location</li><li>• Impact of social responsibilities on small businesses</li><li>• Distinctive features of small firm management</li><li>• Importance of computer technology for small businesses</li><li>• Basic requirements for an accounting system</li><li>• Working-capital cycle of a small business</li></ul>				
Prerequisites	MGMT207 Organizational Behaviour		Required		
Course Content	<ul style="list-style-type: none"><li>• Context, Theoretical Perspectives and Definitions</li><li>• Indigenous and Ethnic Entrepreneurship: A Cultural Perspective</li><li>• Entrepreneurs and Small Firm Ownership</li><li>• Creativity and Entrepreneurship</li><li>• Innovation, Opportunity and Protection</li><li>• The Feasibility Analysis and the Family Business</li><li>• Hospitality, Commercial Homes and Entrepreneurship</li><li>• Preparing a Business Plan</li><li>• Leadership and the Entrepreneur</li></ul>				
Teaching Methodology	The course is delivered in lectures with presentations, discussions and case presentations.				
Bibliography	<b>Essential Reading</b> <ul style="list-style-type: none"><li>▪ Pechlaner, H. and Innerhofer, E. (2016), Competence-Based Innovation in Hospitality and Tourism, Routledge, ISBN: 147246396X</li></ul> <b>Required Reading</b> <ul style="list-style-type: none"><li>▪ Cheer, J. and Lew, A. (2017), Tourism, Resilience and Sustainability: Adapting to Social, Political and Economic Change, Routledge, ISBN: 1138206784</li><li>▪ Vallen, G. and Vallen, J. (2009), Check-In Check-Out: Managing Hotel Operations, Pearson, ISBN: 978-0-13-205967-1.</li></ul>				
Assessment	<ul style="list-style-type: none"><li>• Class Participation: 10%</li><li>▪ Written assignments /(group or personal) tests: 20%</li><li>• Midterm Exam: 20%</li></ul>				

	<ul style="list-style-type: none"><li>• Final Exam:</li></ul> 50%
Language	English



**No 32**

Course Title	Air Travel Law and Regulation				
Course Code	LAWS201				
Course Type	Lecture				
Level	Higher Diploma				
Year / Semester	2 <sup>nd</sup> Year / 4 <sup>th</sup> Semester				
Teacher's Name	Aroti Elena				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	To make students familiar with the basics of the Air Travel Laws and Regulations and the responsibilities of the partners and the organisations concerned				
Learning Outcomes	Upon successful completion of the course, the student will: <ul style="list-style-type: none"><li>▪ Understand The significance of Air Travel laws to the travel industry</li><li>▪ Be familiar with the basics of international air law</li><li>▪ Understand the functions of the International Civil Aviation Organization (ICAO)</li><li>▪ Understand air carrier liability</li><li>▪ Understand Code share agreements</li><li>▪ Understand international aviation security issues</li><li>▪ Understand Third party surface liability</li><li>▪ Understand aviation insurance</li><li>▪ Understand Aviation law in the European Union</li><li>▪ Understand the functions and role of IATA and airline agreements</li></ul>				
Prerequisites	None		Required		
Course Content	The course covers the following topics: <ul style="list-style-type: none"><li>▪ Introduction to international air travel law</li><li>▪ International Civil Aviation Organization (ICAO) and the Chicago Convention</li><li>▪ Air carrier liability</li><li>▪ Bilateral air traffic rights</li><li>▪ Legal liability - the Warsaw / Montreal regime</li><li>▪ Environmental regulation</li><li>▪ EU liberalization</li><li>▪ Consumer protection</li><li>▪ The impact of economic deregulation on EU airlines</li><li>▪ Airport slots regulation</li><li>▪ Airline Mergers and Alliances: Regulatory Issues</li><li>▪ Competition regulation</li><li>▪ Implementing environmental controls</li><li>▪ ETS and Copenhagen from an international airline perspective</li><li>▪ Airport regulation</li><li>▪ EU-US bilateral</li><li>▪ Air traffic rights – The path to multi-literalism</li><li>▪ Air Users' Concerns</li><li>▪ Air Safety's Criminal Investigation</li></ul>				
Teaching Methodology	1	Lectures			
	2	Discussions			
	3	Hand-outs			

Bibliography	<ul style="list-style-type: none"> <li>▪ John Milligan (2017), European Union Competition Law in the Airline Industry, Wolters Kluwer, ISBN: 978-9041166180.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 33**

Course Title	<b>Air Travel Fares and Ticketing</b>				
Course Code	<b>TRAV203</b>				
Course Type	Lectures and Exercises				
Level	Higher Diploma				
Year / Semester	2 <sup>nd</sup> Year / 3 <sup>rd</sup> Semester				
Teacher's Name	Agathangelou Angelos				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	<ul style="list-style-type: none"> <li>To develop general knowledge of the air travel fares and ticketing transportation industry, to include the regulators and associations;</li> <li>Learn the fundamentals for pricing journeys, how to interpret constructed fares, and how to decode electronic ticket data so the students can provide later customers with the best service possible.</li> <li>Explain basic airline operations and demonstrate an understanding of the regulations under which they operate;</li> <li>Learn how proration can be a useful tool in maximizing the revenue of an airline, through proper pricing policy and fare structuring.</li> </ul>				
Learning Outcomes	<p>Upon successful completion of the course, students will understand:</p> <ul style="list-style-type: none"> <li>Principles of air travel fares and ticketing;</li> <li>Gain essential strategies to ensure that the customer's level of satisfaction will influence a purchase or repurchase decision by ensuring that your front-line contact with the customer is remarkable;</li> <li>Apply IATA resolutions to your travel business and activities;</li> <li>Construct complex itineraries and manage changes to ticketed journeys;</li> <li>Improve their knowledge of basic passenger fare construction;</li> <li>Identify the fare break point in proration calculations;</li> <li>Plan efficient and accurate travel itineraries.</li> </ul>				
Prerequisites	None	Required			
Course Content	<p>Topic 1: International Aviation</p> <ul style="list-style-type: none"> <li>✓ Sovereignty of Airspace</li> <li>✓ International air law</li> <li>✓ International growth</li> </ul> <p>Topic 2: Airline organisations, conventions and agreements</p> <ul style="list-style-type: none"> <li>✓ IATA, IATA Traffic Conference areas and sub-areas</li> <li>✓ UFTAA, ICAO,</li> <li>✓ Conventions - Chicago and Warsaw convention,</li> <li>✓ Freedoms of Air,</li> <li>✓ Bilateral agreements.</li> <li>✓ IATA Areas of the world,</li> <li>✓ IATA global Indicators,</li> <li>✓ Anatomy of Journey.</li> <li>✓ Concept of Pricing Unit.</li> </ul> <p>Topic 3: Airline financing</p> <ul style="list-style-type: none"> <li>✓ Sources of funds</li> <li>✓ Uses of funds by airlines</li> <li>✓ Cash management and financial planning</li> </ul>				

Topic 4: Airline pricing and demand

- ✓ Trends in passenger fares
- ✓ Pricing and demand
- ✓ Pricing process

Topic 5: Passenger types of journey

- ✓ Round Trip, Circle Trip, The RT and CT Fare Construction Formula,,
- ✓ Tax References, Children and Infant and Minor Passengers,
- ✓ Unaccompanied passenger UM.

Topic 6: Prices and Fare calculation Rules

- ✓ Fare construction terminology,
- ✓ Fare Construction with IATA /UFTAA Formula
- ✓ Normal fares,
- ✓ Implement essential principles to price journeys as a single pricing unit
- ✓ Categorize pricing units such as one way, round, circle and open jaw tips

Topic 7: Building a PNR-supplementary Data

- ✓ Optional Service Information
- ✓ Special Service Request
- ✓ Retrieving and Displaying a PNR
- ✓ Cancelling PNR Elements
- ✓ Modifying PNR elements
- ✓ Changing Segment Status
- ✓ Splitting a PNR.

Topic 8: Passenger proration

- ✓ Analyse proration details
- ✓ Correct prorate value
- ✓ Sector not travelled by air
- ✓ Change of carrying airline
- ✓ Excess baggage tickets
- ✓ Examine provisos rules
- ✓ What is a proviso
- ✓ Presentation of a proviso

Topic 9: Repricing Exchanges and Reissues

- ✓ Monetary ticketing entries
- ✓ Voluntary rerouting (totally unused tickets and partially used tickets)
- ✓ Exchange/Reissues: with ADC / No Additional Collection (ADC) / with refundable balance

Topic 10: Traveller customers service

- ✓ Customer Service in the Travel Industry
- ✓ Communicating with Customers
- ✓ Customer Service and Technology
- ✓ Winning Customer Loyalty
- ✓ Handling Difficult Customers

	✓ Coping with Work Stress
Teaching Methodology	Lectures with class and extensive computer lab exercises Calculations and map plotting for fare construction Quiz Discussion
Bibliography	<ul style="list-style-type: none"> <li>▪ Anne Graham (2018), Air Transport – A Tourism Perspective, Elsevier, ISBN: 978-0128128572.</li> <li>▪ John G. Wensveen (2015), Air Transportation: A Management Perspective, 8th Edition, Routledge, ISBN: 978-1472436818.</li> </ul> <p><b>Useful Websites</b></p> <ul style="list-style-type: none"> <li>▪ <a href="https://www.travelpulse.com/articles/">https://www.travelpulse.com/articles/</a></li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 34**

Course Title	Practical Training II				
Course Code	PRCT212				
Course Type	Practical				
Level	Higher Diploma				
Year / Semester	2nd Year/ 4rth Semester				
Teacher's Name	Hadjisymeou Panayiotis				
ECTS	5	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	Practical Exercise II offers students the opportunity to gain practical experience in addition to the knowledge and skills acquired during their studies in a real professional environment.				
Learning Outcomes	<p>By the end of the course, students are expected to be in a position to:</p> <ul style="list-style-type: none"><li>• Apply in a real professional environment all the knowledge and skills acquired during his / her studies.</li><li>• Acquire through the experience to be gained the necessary knowledge and skills required for exercising the profession.</li><li>• Design and develop new methods and techniques related to Travel and Tourism Management.</li><li>• Use all professional tools and related equipment.</li><li>• Work in workplaces related to Travel and Tourism industry</li></ul>				
Prerequisites		Required			
Course Content	<p>Practical Training II takes place during the fourth semester of their studies and requires the students to spend thirteen 13 weeks of training .between June to September</p> <p>The student is required to become familiar with the real working conditions in hotels, travel agents, airports, airlines, shipping companies, event organisers etc.</p> <p>Practical Training II should be of an educational nature. Its application will play a key role and go hand in hand with the discipline of Travel and Tourism industry. It will aim primarily in applying the knowledge gained during the students' studies and in their further training / specialization as well as in the development of the skills needed in this discipline.</p> <p>During the practical training, the employer is in cooperation with the assigned supervisor of the respective program. The supervisor visits the company where the practical training takes place and is informed about the kind of tasks and responsibilities that the student undertakes. The supervisor checks on a weekly basis the Practical Training Handbook that the student has and makes comments about the work that he or she undertakes. The supervisor fills in the available spaces in the Practical</p>				

	Training Handbook which relate to the qualitative assessment of the practical training.
Teaching Methodology	Practical training, demonstration, discussion, seminar courses
Bibliography	The Practical Training book of the Travel and Tourism Management
Assessment	Periodic and overall evaluation by the Program Coordinator in the company where the practical training takes place in consultation with employers. A final evaluation takes place at the end of the training.
Language	English

**No 35**

Course Title	<b>Introduction to Finance</b>				
Course Code	<b>FINA201</b>				
Course Type	Lecture with Exercises & Presentations / Elective				
Level	Higher Diploma				
Year / Semester	2 <sup>nd</sup> Year / 4 <sup>th</sup> Semester (Elective)				
Teacher's Name	Efsthathiou Emilios				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	To introduce students to principles and practices of finance and investments.				
Learning Outcomes	<p>Upon successful completion of this course, the student should be able to:</p> <ul style="list-style-type: none"> <li>Analyse economic theory including introductory basic principles of economics, National Income Accounting, aggregate demand and supply, price fluctuations, employment, federal government fiscal and monetary policy, and international trade</li> <li>Demonstrate knowledge of role of money in society and relate it to banking system</li> <li>Compare and contrast current macroeconomic issues for significance on the overall U.S. economy, and its impact on the student's life, present and future</li> <li>Understand historical evolution of the concepts of economics from the classical school through the post- Keynesian era;</li> </ul>				
Prerequisites	Required				
Course Content	<p>A. Introduction to Financial Management</p> <ul style="list-style-type: none"> <li>An Overview of Financial Management</li> <li>Financial Statements, Cash Flow, and Taxes</li> <li>Analysis of Financial Statements</li> <li>Financial Planning and Forecasting</li> <li>The Financial Environment: Markets, Institutions, and Interest Rates</li> </ul> <p>B. Fundamental Concepts in Financial Management</p> <ul style="list-style-type: none"> <li>Risk and Rates of Return</li> <li>Time Value of Money</li> </ul> <p>C. Financial Analysis</p> <ul style="list-style-type: none"> <li>Bonds and Their Valuation</li> <li>Stocks and Their Valuation</li> </ul> <p>D. Investing in Long-Term Assets: Capital Budgeting</p> <ul style="list-style-type: none"> <li>The Cost of Capital</li> <li>The Basics of Capital Budgeting</li> <li>Cash Flow Estimation and Risk Analysis</li> <li>Other Topics in Capital Budgeting</li> </ul> <p>E. Capital Structure and Dividend Policy</p> <ul style="list-style-type: none"> <li>Capital Structure and Leverage</li> <li>Distribution to Shareholders: Dividends and Share Repurchases</li> </ul>				



	<p>F. Working Capital Management</p> <ul style="list-style-type: none"> <li>▪ Managing Current Assets</li> <li>▪ Financing Current Assets</li> </ul>
Teaching Methodology	Teaching is made by means of lectures and class discussions. Students will hand-in home exercises which will be discussed in class. Student participation is part of the course.
Bibliography	<ul style="list-style-type: none"> <li>▪ Besley, Scott (2012), Principles of finance, South - Western Cengage Learning, ISBN: 9781111527365.</li> <li>▪ Brealey, Richard A. (2013), Fundamentals of corporate finance, Mc Graw Hill, ISBN: 9781259071898.</li> </ul> <p><b>Supplementary Text</b>  Extensive Class hand-outs  Regular reading of financial news in publications such as The Wall Street Journal, The Financial Times or the Business pages of The New York Times is strongly recommended.</p>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 36**

Course Title	Food Health, Safety and Security				
Course Code	HSSF200				
Course Type	Lecture & Exercise				
Level	Higher Diploma				
Year / Semester	2 <sup>nd</sup> Year / 4 <sup>th</sup> Semester {Elective}				
Teacher's Name	Hadjisymeou Panayiotis				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	To introduce and train in food industry related sanitation and safety issues and practices involved in food preparation.				
Learning Outcomes	<p><i>Upon completion, students will be able to:</i></p> <ul style="list-style-type: none"><li>▪ Explain the importance of maintaining health, safety and security</li><li>▪ Identify common health, safety and security hazards by carrying out a risk assessment</li><li>▪ Identify realistic control measures, which would improve health, safety and security</li><li>▪ Describe the relationship between personal hygiene and the spread of disease in a food service organization</li><li>▪ Trace flow of food from delivery, storage and preparation for the customer</li><li>▪ Explain nature of various microorganisms and conditions for their growth in food</li><li>▪ Identify safe cooking procedures, critical control points, and practices utilizing the HACCP system</li><li>▪ Describe the various regulatory agencies and their specific responsibilities to the assurance of safe food handling practices</li><li>▪ Explain the safe use of cleaning agents, Material Safety Data Sheets (MSDS) sheets and how to safely store cleaning agents in a food production facility</li><li>▪ Present health, safety and security procedures for dealing with minor incidents.</li></ul>				
Prerequisites	None		Required		
Course Content	<p><b><i>Maintaining health, safety and security</i></b></p> <ul style="list-style-type: none"><li>▪ Health and safety: purpose, role, measures, e.g. obligatory including risk assessment, voluntary, legislation, regulations, guidance documents, codes of practice</li><li>▪ Security: stock, e.g. teaspoons, linen, staff, customers, building, personal effects including internal/external customers, IT equipment, small and large equipment</li><li>▪ Key legislation and regulations: EU directives, Cyprus</li><li>▪ Legislation and regulations in the hospitality industry. The following will be included:<ul style="list-style-type: none"><li>▪ Data Protection</li><li>▪ Fire Precautions</li><li>▪ Food Safety related legislation and regulation</li><li>▪ Health and Safety at Work</li></ul></li></ul>				

	<ul style="list-style-type: none"> <li>▪ Health and Safety (First Aid)</li> <li>▪ Manual Handling Operations</li> <li>▪ Personal Protective Equipment at Work</li> <li>▪ Provision and Use of Work Equipment</li> <li>▪ Reporting of Injuries, Diseases and Dangerous Occurrences</li> </ul>
Teaching Methodology	The class involves lectures, videos, guest speakers and discussions.
Bibliography	<ul style="list-style-type: none"> <li>▪ Jeffrey T. Barach (2017), FSMA and Food Safety Systems: Understanding and Implementing the Rules, Wiley, ISBN: 978-1119258070.</li> <li>▪ Ian C. Shaw (2018), Food Safety: The Science of Keeping Food Safe, 2nd Edition, Wiley-Blackwell, ISBN: 978-1119133667.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 37**

Course Title	Business Strategy & Policy				
Course Code	MGMT302				
Course Type	Lectures				
Level	Higher Diploma				
Year / Semester	3 <sup>rd</sup> Year / 5 <sup>th</sup> Semester				
Teacher's Name	Karayiannis Achilleas				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	This course provides a link between strategic thinking on a theoretical basis with action in the management of tourism. Moreover, it provides an analytical evaluation of the most important global trends in the industry and a review of the major factors affecting international tourism management especially from a strategic standpoint.				
Learning Outcomes	<p>After successful completion of the course, the students will have an understanding of the:</p> <ul style="list-style-type: none"><li>• Business, its position and competitive advantage, and ways to implement its best strategy.</li><li>• Building up of skills to conduct strategic analysis in a variety of industries and competitive environments.</li><li>• Competitive challenge of global markets.</li><li>• Managerial tasks needed for the implementation and execution of company strategies.</li><li>• Ethical principles, personal and company values, and socially responsible management practices.</li><li>• Effective communication and analysis of individual and company performance.</li></ul>				
Prerequisites	MGMT207 Organizational Behaviour		Required		
Course Content	<ul style="list-style-type: none"><li>• Part I: Tourism Environment, Economic Development, Forecasting and Trends<ul style="list-style-type: none"><li>- The new business environment and trends in tourism</li><li>- Futurecast applied to tourism</li><li>- Future economic development in tourism</li><li>- Tourism demand modelling and forecasting</li></ul></li><li>• Part II: Integrated Management in Tourism<ul style="list-style-type: none"><li>- Consumer behaviour in tourism</li><li>- Strategic creativity in tourism business</li><li>- Strategic innovation in tourism business</li><li>- Empowerment human resource management in tourism</li><li>- Financial management in tourism</li><li>- Technology management in tourism</li></ul></li><li>• Part III: Strategic Vision and Management in Tourism<ul style="list-style-type: none"><li>- Strategic thinking in tourism</li><li>- Towards a new strategic paradigm</li><li>- New performance measurements</li><li>- Process-based management in tourism</li><li>- International strategies in tourism</li><li>- Crisis management and strategic implications</li></ul></li><li>• Part IV: New Business Ecosystems and Stakeholder-driven Strategy<ul style="list-style-type: none"><li>- Stakeholder engagement in tourism</li><li>- Tourism authenticity</li></ul></li></ul>				

	<ul style="list-style-type: none"> <li>- Tourism resources and sustainability</li> <li>- New strategic developments in tourism</li> </ul>
Teaching Methodology	The course is delivered in lectures with presentations, discussions and case presentations.
Bibliography	<p><b>Essential Reading</b></p> <ul style="list-style-type: none"> <li>▪ Moutinho, L. and Vargas-Sanchez, A. (2018), Strategic Management in Tourism, 3rd ed., CABI Publishing, ISBN: 1786390248</li> </ul> <p><b>Required Reading</b></p> <ul style="list-style-type: none"> <li>▪ Glowik, M. (2017), Global Strategy in the Service Industries: Dynamics, Analysis, Growth, Routledge, ISBN: 1138927937</li> <li>▪ Pechlaner, H. and Smeral, E. (2014), Tourism and Leisure: Current Issues and Perspectives of Development, Springer Gabler, ISBN: 3658066598</li> </ul> <p><b>Useful Websites</b></p> <ul style="list-style-type: none"> <li>▪ <a href="https://www.omicsonline.org/free-journals.php">https://www.omicsonline.org/free-journals.php</a></li> <li>▪ <a href="https://doaj.org/">https://doaj.org/</a></li> <li>▪ <a href="https://tandfonline.com/topic/4279?target=topic">https://tandfonline.com/topic/4279?target=topic</a></li> <li>▪ <a href="https://onlinelibrary.wiley.com/">https://onlinelibrary.wiley.com/</a></li> </ul>
Assessment	<ul style="list-style-type: none"> <li>• Class Participation: 10%</li> <li>▪ Written assignments (group or personal)/ tests: 20%</li> <li>• Midterm Exam: 20%</li> <li>• Final Exam: 50%</li> </ul>
Language	English

**No 38**

Course Title	Quality Assessment Control and Management				
Course Code	BUSS301				
Course Type	Lecture & Exercise				
Level	Higher Diploma				
Year / Semester	3 <sup>rd</sup> Year / 5 <sup>th</sup> Semester				
Teacher's Name	Constantinou Eve				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	To introduce and discuss the relevance of quality control to modern business conduct and operation.				
Learning Outcomes	<p>Students will:</p> <ul style="list-style-type: none"><li>▪ Be provided with the fundamental concepts and strategies of statistical process control, total quality management, and the application of these methods and philosophies and to businesses of all kinds.</li><li>▪ Be sensitized to the complexities of statistical analysis and interpretation.</li><li>▪ Understand and be able to apply skills to diagnose and analyze quality variation in manufacture and service.</li><li>▪ Have a basic understanding of common quality analysis tools and techniques</li><li>▪ Be aware to quality management ability to solve problems.</li></ul>				
Prerequisites	None		Required		
Course Content	<p>The course discusses very many concepts, some in detail some in highlights only. Topics that are covered include the following:</p> <p>Introduction to Quality Control and Management</p> <ul style="list-style-type: none"><li>▪ Quality basics, theory and history</li><li>▪ Quality maintenance and improvement</li></ul> <p>Total Quality Management Ideas:</p> <ul style="list-style-type: none"><li>▪ Deming, Juran, Crosby</li><li>▪ Quality Management</li></ul> <p>Quality Improvement Methods and Techniques</p> <ul style="list-style-type: none"><li>▪ Pareto Diagrams</li><li>▪ Cause-Effect Diagrams</li><li>▪ Scatter Diagrams</li><li>▪ Run Charts</li><li>▪ Cause and Effect Diagrams</li></ul> <p>Recapitulation of Statistical Concepts</p> <ul style="list-style-type: none"><li>▪ Definitions, Measures of Central Tendency, Dispersion, Sampling, Normal Curves</li><li>▪ Fundamentals of Probability,</li></ul> <p>Control Charts for Variables</p> <ul style="list-style-type: none"><li>▪ Variation: Common vs. Special Causes</li><li>▪ Control Chart Techniques</li><li>▪ X-bar and R chart Correlation</li><li>▪ X-bar and S charts</li></ul> <p>Control Chart Interpretation and Analysis</p> <ul style="list-style-type: none"><li>▪ Using Charts to Pinpoint Problems</li><li>▪ Process Capability</li></ul> <p>Other Variable Control Charts</p>				

	<ul style="list-style-type: none"> <li>▪ Individuals and Moving Range Charts</li> <li>▪ Moving Average and Moving Range Charts</li> <li>▪ Charts for Individuals</li> <li>▪ Median and Range Charts</li> </ul> Reliability <ul style="list-style-type: none"> <li>▪ Product Life Cycle</li> <li>▪ Measures of Reliability</li> </ul> Quality Cost Measurement <ul style="list-style-type: none"> <li>▪ Utilizing Quality Costs for Decision-Making</li> </ul>
Teaching Methodology	Course topics are presented by a variety of teaching approaches including lectures, exercises, multimedia cases, homework case analysis and class presentations and discussions of assigned readings.
Bibliography	<ul style="list-style-type: none"> <li>▪ Summers, D.S. (2010), Quality, 5th ed., Prentice-Hall, ISBN: 9780131592490.</li> <li>▪ James R. Evans and William M. Lindsay (2016), Managing for Quality and Performance ExcellenceJan, South-Western College Pub, 10 edition, ISBN: 978-1305662544.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 39**

Course Title	Cruise Line Management				
Course Code	MGMT304				
Course Type	Lecture & Exercise				
Level	Higher Diploma				
Year / Semester	3 <sup>rd</sup> Year / 5 <sup>th</sup> Semester				
Teacher's Name	Michaelides Roxana				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	This course is designed to help students understand the cruise line industry as a unique tourism product. Examining the major aspects of cruise operations and management including history, global cruise market, economic significance, geography of cruising, itinerary design, anatomy of a cruise ship, operations, sales and marketing procedures, passenger services, event planning and management and career opportunities.				
Learning Outcomes	On successful completion of the course, students will be able to: a. Examine cruise line history, products and career opportunities. b. Explore the typical organizational structure of cruise lines. c. Identify the diversity of cruise products and destinations. d. Comprehend market segmentation and industry positioning. e. Explain the interrelationship of the cruise industry to travel agencies. f. Gain an appreciation of ship's crew and their daily service or administrative roles. g. Identify nautical terms and their meaning h. Discuss the importance of learning and using cruise line terminology correctly in relation to the security, safety and experience of passengers and crew. i. Come to value the challenges and benefits of operating a cruise ship and its impact on ports-of-call (destinations). j. Explore how the cruise line industry affects local destinations' economy, and impacts its residents and the environment				
Prerequisites	None		Required		
Course Content	1. INDUSTRY OVERVIEW & TRENDS <ul style="list-style-type: none"><li>• Description and history of Cruise Lines</li><li>• The growth of Cruise Line industries</li><li>• Overview and foundation of modern cruise industry</li><li>• Growth and diversification of demand</li></ul>				



	<ul style="list-style-type: none"> <li>• World's cruise ship destinations</li> <li>• World's Greatest Shipping Companies</li> </ul> <ol style="list-style-type: none"> <li>2. GEOGRAPHY &amp; PERSPECTIVE <ul style="list-style-type: none"> <li>• Differences in Areas that Promote Cruises</li> <li>• Planning for Cruisers</li> <li>• Cruises as Unique Meeting Locations</li> <li>• Theme Cruises</li> </ul> </li> <li>3. MARKETING OF CRUISE LINE INDUSTRY <ul style="list-style-type: none"> <li>• Marketing, Positioning, Differentiation of Cruise Lines</li> <li>• Budgeting and financing a cruise ship</li> </ul> </li> <li>4. SELLING CRUISES <ul style="list-style-type: none"> <li>• Selling Cruises and Cruise Products</li> <li>• Role of travel agents and intermediaries</li> <li>• Sales techniques/customer service</li> </ul> </li> <li>5. CRUISE OPERATIONS AND SERVICE <ul style="list-style-type: none"> <li>• Cruise operations – Captain &amp; Chief Engineer; Purser Staff; Cruise staff</li> <li>• Managing Cruise Terminals during embarkation &amp; disembarkation</li> <li>• Customer Service &amp; cruise terminology</li> </ul> </li> <li>6. SHORESIDE OPERATIONS <ul style="list-style-type: none"> <li>• Maritime Labor Landscape &amp; HR – “The Crew”</li> <li>• Role of the port authority</li> <li>• Shoreside Operations</li> </ul> </li> <li>7. ENVIRONMENT/SAFETY <ul style="list-style-type: none"> <li>• The shipboard culture / cultural diversity onboard</li> <li>• Safety, Security, and Environmental Issues in Cruise Lines</li> <li>• Security and security on-board</li> </ul> </li> <li>8. DEVELOPING SKILLS AND ABILITIES FOR CRUISE LINE <ul style="list-style-type: none"> <li>• Employment</li> <li>• Portfolio</li> <li>• Interview Skills and CV writing for Cruise Line Employment</li> <li>• Joining Ships and Master Rules</li> </ul> </li> </ol>
Teaching Methodology	<ol style="list-style-type: none"> <li>1. Lecturers briefing</li> <li>2. Group work on weekly readings</li> <li>3. Review of weekly assignments</li> <li>4. PowerPoint Presentations, Student Presentations and discussions.</li> <li>5. Role Play/ Case Studies</li> <li>6. Group and Individual Study home works: the home works assigned will be based upon the readings provided in the lecture notes.</li> <li>7. Assignments: In-class assignments, case Studies and video sessions.</li> </ol>

	<p>8. Video Films and clips</p> <p>9. Guest Speakers</p> <p>10. Field Trips/ Term Project:</p> <p>Students in groups will develop a cruise experience program. Their group package will include:</p> <p style="padding-left: 40px;">Itinerary – Ports of Call</p> <p style="padding-left: 40px;">Cruise dates – embarkation and disembarkation with pre and/or post packages</p> <p style="padding-left: 40px;">Marketing plan for your affinity or non-affinity groups</p> <p style="padding-left: 40px;">On board shore excursion tours to offer</p> <p style="padding-left: 40px;">On board entertainment plan – cocktail parties, meetings, events, etc.</p>								
Bibliography	<ul style="list-style-type: none"> <li>▪ Philip Gibson, Richard Parkman (2018), Cruise Operations Management: Hospitality Perspectives, Routledge, 3th edition, ISBN: 978-1138505179.</li> <li>▪ Steven B. Stern (2017), Stern's guide to the cruise vacation, XLIBRIS, ISBN: 978-1543431452.</li> </ul> <p><b>Free access Journals/Articles:</b></p> <ul style="list-style-type: none"> <li>▪ Travel &amp; Cruise Magazine- the official magazine of the global cruise industry <a href="https://www.cruising.org/about-the-industry/travel-cruise">https://www.cruising.org/about-the-industry/travel-cruise</a></li> <li>▪ Porthole Cruise Magazine <a href="https://www.porthole.com/stores/">https://www.porthole.com/stores/</a></li> </ul> <p><b>Useful Websites:</b></p> <ul style="list-style-type: none"> <li>▪ World Cruise Industry Review <a href="http://www.worldcruiseindustryreview.com/">http://www.worldcruiseindustryreview.com/</a></li> <li>▪ Cruise International <a href="http://www.cruise-international.com/">http://www.cruise-international.com/</a></li> </ul>								
Assessment	<table border="0"> <tr> <td>▪ Class Participation:</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>▪ Written assignments (group or personal) / tests:</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>▪ Midterm Exam:</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>▪ Final Exam:</td> <td style="text-align: right;">50%</td> </tr> </table>	▪ Class Participation:	10%	▪ Written assignments (group or personal) / tests:	20%	▪ Midterm Exam:	20%	▪ Final Exam:	50%
▪ Class Participation:	10%								
▪ Written assignments (group or personal) / tests:	20%								
▪ Midterm Exam:	20%								
▪ Final Exam:	50%								
Language	English								

**No 40**

Course Title	<b>Home &amp; Retail Travel Agency</b>				
Course Code	<b>TRAV301</b>				
Course Type	Lecture & Exercise				
Level	Higher Diploma				
Year / Semester	3 <sup>rd</sup> Year / 5 <sup>th</sup> Semester				
Teacher's Name	Constantinides Savvas				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	To outline and detail functions of self-employed and employed travel agents.				
Learning Outcomes	<p>Students who choose the Home Travel Agency options will be able to:</p> <ul style="list-style-type: none"> <li>▪ Understand functions of independent travel agent</li> <li>▪ Be able to perform tests required to evaluated home travel agency feasibility</li> <li>▪ Apply professional criteria to derive decision to open home agency</li> <li>▪ Be able to perform functions of independent travel agent</li> <li>▪ Understand booking of Airlines, Hotels, Cars, Tours, Vacation Packages and Cruises.</li> <li>▪ Learn how to find clients.</li> <li>▪ Be proficient in destination, special interest and niche markets</li> <li>▪ Learn how to find and sell to groups to make really big bucks</li> <li>▪ Know how to sell to the family market, the mature market and the upscale client.</li> <li>▪ How to do fund raising for charity groups.</li> <li>▪ How to close the sale.</li> <li>▪ How to follow up on sales to get repeat sales, year after year.</li> <li>▪ Marketing ideas and techniques.</li> </ul> <p>Students who opt for an agent in a retail travel agency will Know/be able to:</p> <ul style="list-style-type: none"> <li>▪ Understand functions of a travel agent</li> <li>▪ Be able to perform functions of travel agent</li> <li>▪ Understand booking of Airlines, Hotels, Cars, Tours, Vacation Packages and Cruises.</li> <li>▪ Learn how to satisfy client needs.</li> <li>▪ Be proficient in destination, special interest and niche markets</li> <li>▪ Know how to serve different types of clients.</li> <li>▪ How to close the sale.</li> <li>▪ Agency marketing ideas and techniques.</li> </ul>				
Prerequisites	Required				
Course Content	<p>The course is divided into the following four sections:</p> <p><b>Background</b></p> <ul style="list-style-type: none"> <li>▪ The Travel Industry</li> <li>▪ Domestic and International Travel</li> <li>▪ The Home Travel Market</li> <li>▪ The Retail Travel Market</li> <li>▪ Understanding a Home Based Travel Business Including:</li> </ul> <p><b>The Travel Agent</b></p> <ul style="list-style-type: none"> <li>▪ Domestic and International Travel</li> <li>▪ Ground Transportation and Accommodations</li> <li>▪ Destination Research</li> </ul> <p><b>The Travel Agency Business</b></p> <ul style="list-style-type: none"> <li>▪ Establishing a Business Plan</li> </ul>				

	<ul style="list-style-type: none"> <li>▪ Legalities of a Home Based Agency</li> <li>▪ Marketing Your Home Based Agency Including:</li> <li>▪ Customer Service</li> <li>▪ Affiliating With a Host Agency vs. Going Strictly Independent</li> </ul> <b>Retail Travel Agent Program</b> <ul style="list-style-type: none"> <li>▪ Ground Transportation and Accommodations</li> <li>▪ Cruises and Tours</li> <li>▪ Destination Geography and Internet Research</li> <li>▪ Making a Sale</li> <li>▪ The Travel Workplace</li> <li>▪ Job Hunt</li> </ul>
Teaching Methodology	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Exercises</li> <li>• Demonstrations</li> <li>• Discussions</li> <li>• Handouts</li> </ul>
Bibliography	<b>Main Course textbook</b> <ul style="list-style-type: none"> <li>▪ Ogg, . Tom and Ogg CTC (2013), How to Start a Home Based Travel Agency, CreateSpace Independent Publishing Platform, ISBN: 978-1482022605.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 41**

Course Title	<b>Conference &amp; Events Management</b>			
Course Code	<b>MGMT305</b>			
Course Type	Lectures and Exercises			
Level	Higher Diploma			
Year / Semester	3 <sup>rd</sup> Year / 5 <sup>th</sup> Semester			
Teacher's Name	Pishilis George			
ECTS	4	Lectures / week	2	Laboratories /
Course Purpose and Objectives	To introduce students to Banquet, Gala and Conference events; planning and management techniques.			
Learning Outcomes	<p>Upon successful completion of the course, students will:</p> <ul style="list-style-type: none"> <li>▪ Understand the meaning of events, special events, mega events, hallmark and community events</li> <li>▪ Appreciate the importance and the impacts of events</li> <li>▪ Understand the relation between events and tourism</li> <li>▪ Introduce the event Strategy</li> <li>▪ Appreciate the planning process</li> <li>▪ Understand human resource management and events</li> <li>▪ Understand Strategic marketing of events</li> </ul>			
Prerequisites	CPBA217	Required		
Course Content	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>▪ Principles of project/Event Management</li> <li>▪ From concept to reality</li> <li>▪ Preparing a proposal</li> <li>▪ Crisis Management plan</li> <li>▪ Seeking sponsors</li> <li>▪ Organizing the event</li> <li>▪ Marketing tools</li> <li>▪ Media tools</li> <li>▪ Promotional tools</li> <li>▪ Specialist areas</li> <li>▪ Staffing and compliance issues</li> </ul>			
Teaching Methodology	Lectures, Demonstrations, Discussions			
Bibliography	<ul style="list-style-type: none"> <li>▪ Bodwin &amp; Allen (2011), Events Management, Elsevier, ISBN: 978-1856178181.</li> <li>▪ Goldblatt, Joe (2011), Special Events, John Wiley &amp; Sons, ISBN: 9780470449875.</li> <li>▪ Tony Rogers and Rob Davidson (2016), Marketing Destinations and Venues for Conferences, Conventions and Business Events (Events Management), Routledge, ISBN: 978-1138852150.</li> </ul>			
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>			
Language	English			

**No 42**

Course Title	<b>Final Project I</b>				
Course Code	<b>PROJ302</b>				
Course Type	Lecture				
Level	Higher Diploma				
Year / Semester	3 <sup>rd</sup> Year / 5 <sup>th</sup> Semester				
Teacher's Name	Yerocostas Costas				
ECTS	6	Lectures / week	4	Laboratories / week	
Course Purpose and Objectives	<i>To coach students in the first stage of market research towards the building of a realistic business plan</i>				
Learning Outcomes	<p><i>Upon successful completion of the course, the student will be able to:</i></p> <ul style="list-style-type: none"> <li>▪ <i>Determine data needs</i></li> <li>▪ <i>Collect, collate and analyze the relevant data</i></li> <li>▪ <i>Determine initial concept potential</i></li> <li>▪ <i>Determine target customer demand and interest</i></li> <li>▪ <i>Get expert opinion</i></li> <li>▪ <i>Do initial Customer Surveys</i></li> <li>▪ <i>Do initial market segmentation</i></li> <li>▪ <i>Identify competitors</i></li> <li>▪ <i>Identify barriers to entry?</i></li> <li>▪ <i>Define initial Product/Service features</i></li> </ul>				
Prerequisites		Required			
Course Content	<p><i>Course will cover:</i></p> <ul style="list-style-type: none"> <li>▪ <i>Data and data sources</i></li> <li>▪ <i>Face to Face Research (F2F-R). See separate document for details</i></li> <li>▪ <i>Primary Research of Market and Industry</i></li> <li>▪ <i>Market analysis</i></li> <li>▪ <i>Competitive matrices</i></li> <li>▪ <i>Barriers to entry?</i></li> <li>▪ <i>Initial Potential and feasibility</i></li> <li>▪ <i>Product/Service differentiation</i></li> </ul>				
Teaching Methodology	<i>The course combines lectures with self and group work. Lectures introduce theory and practice which students then apply to their group projects. An extensive use is made of handouts.</i>				
Bibliography	<ul style="list-style-type: none"> <li>▪ Beall, Anne E. (2014), Strategic market research, iUniverse LLC, ISBN: 9781936236169.</li> <li>▪ Abrams, Rhonda (2010), Successful Business Plan, Secrets &amp; Strategies, The Planning Shop, ISBN: 9781933895147.</li> <li>▪ Bell, Judith (2014), Doing your research project, McGraw Hill Education, ISBN: 9780335264469.</li> </ul>				
Assessment	The final grade will be based on the following criteria:				

	<ul style="list-style-type: none"> <li>▪ Accuracy of the data collected</li> <li>▪ Principle and approach of the topic</li> <li>▪ Presentation and appearance of the topic</li> <li>▪ Introduction and methodology</li> <li>▪ The results/findings</li> <li>▪ Bibliography</li> </ul>
Language	English

**No 43**

Course Title	<b>Rural Tourism</b>				
Course Code	<b>TOUR308</b>				
Course Type	Lecture & Discussion				
Level	Higher Diploma				
Year / Semester	3 <sup>rd</sup> Year / 5 <sup>th</sup> Semester (Elective)				
Teacher's Name	Constantinides Savvas				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	To provide an introduction to rural tourism and survey issues that determine successful rural tourism development and site management of environmentally and culturally sensitive areas.				
Learning Outcomes	<p>Upon successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> <li>▪ Understand principles, scope and cultural significance of rural tourism.</li> <li>▪ Have usable knowledge about the tourism resources of rural area.</li> <li>▪ Understand benefits and costs of rural tourism development.</li> <li>▪ Understand demand and supply for rural tourism.</li> <li>▪ Understand ways to apply marketing concept to rural tourism.</li> <li>▪ Understand planning and management processes for rural tourism.</li> <li>▪ Be able to apply concepts of sustainable tourism to develop rural tourism.</li> </ul>				
Prerequisites		Required			
Course Content	<p>The course will discuss the following topics:</p> <ul style="list-style-type: none"> <li>▪ Introduction and outline of rural tourism</li> <li>▪ The countryside as resource for tourism -Introduction</li> <li>▪ The demand for rural tourism</li> <li>▪ Rural tourism: measurement criteria</li> <li>▪ The historical development of rural tourism</li> <li>▪ The supply of rural tourism</li> <li>▪ The total rural tourism product</li> <li>▪ Marketing the countryside for tourism</li> <li>▪ Planning and managing rural tourism</li> <li>▪ Issues in rural tourism: Access, price, Housing</li> </ul>				



	<ul style="list-style-type: none"> <li>▪ Issues in rural tourism: Sustainability`</li> <li>▪ Partnerships in rural tourism development</li> <li>▪ The Rural Tourism in the Future</li> </ul>
Teaching Methodology	Course instruction is comprised of lectures and class discussions. Some videos will be shown.
Bibliography	<ul style="list-style-type: none"> <li>▪ Katar Singh (2016), Rural Development: Principles, Policies, and Management, Fourth Edition, SAGE Publications, ISBN: 978-9351509981.</li> <li>▪ Katherine Dashper (2014), Rural Tourism: An International Perspective, Cambridge Scholars Publishing, ISBN: 978-1443866774.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 44**

Course Title	<b>Cyprus Society, History and Culture</b>				
Course Code	<b>CYPR102</b>				
Course Type	Lecture with Field Excursions / Elective				
Level	Higher Diploma				
Year / Semester	3 <sup>rd</sup> Year / 5 <sup>th</sup> Semester (Elective)				
Teacher's Name	Christodoulou Andri				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	Introduce Students to Cyprus, its culture, history and position in the East Mediterranean.				
Learning Outcomes	<p>Students who successfully fulfil the course requirements will be able to:</p> <ul style="list-style-type: none"> <li>• Identify and discuss all the major periods of Cyprus history</li> <li>• Recognize the role of events and persons that have shaped the island's history</li> <li>• Have a basic understanding of the main explanations and theories that have been proposed to explain historical events</li> <li>• Appreciate continuities from the past to the present and offer informed opinions about the island's future</li> <li>• Understand the historical roots of contemporary Cypriot culture and recognize its manifestations in everyday activities, customs, and rituals</li> <li>• Understand the basic structure of Cypriot society, including government, civic life, and education.</li> <li>• Recognize the island's political history and understand the contemporary political situation and debates surrounding it.</li> </ul> <p>The outcome of the course will be a wider and deeper understanding of the island's history, society, and culture. Participants in the course will both enhance their knowledge and be able to formulate informed and educated opinions about Cyprus.</p>				
Prerequisites	None	Required			
Course Content	<ul style="list-style-type: none"> <li>• Introduction: The Significance of Geography</li> <li>• History: Prehistory of Cyprus</li> <li>• History: Ancient History</li> <li>• History: Byzantium and the Middle Ages</li> <li>• History: Modern History</li> <li>• Contemporary Cyprus: What Is 'the Cyprus Problem'?</li> <li>• Society: Cyprus and the European Union</li> <li>• Society: Structures and Institutions</li> <li>• Culture and Religion</li> <li>• Culture and Education</li> <li>• Culture and Language</li> </ul> <p>Living in Cyprus: Rituals, Ceremonies, Festivals</p>				
Teaching Methodology	The course comprises primarily lectures, which will be followed by shorter periods of discussion and/or group work. Classroom instruction will be				

	complemented with a historical walking tour of Nicosia and visits to archaeological sites.
Bibliography	<ul style="list-style-type: none"> <li>▪ Uzo Marvin (2016), Cyprus History, and Ancient Period: The Republic of Cyprus, Society, Ethnicity, Economy, Government, Politics, CreateSpace Independent Publishing Platform, ISBN: 978-1530343591.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 45**

Course Title	Spa and Wellness Management				
Course Code	MGMT317				
Course Type	Lecture				
Level	Higher Diploma				
Year / Semester	3 <sup>rd</sup> Year / 6 <sup>th</sup> Semester				
Teacher's Name	Michaelides Roxana				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	<p>This course is designed to address today`s market demand for creative, highly skilled, and well-rounded Spa and Wellness managers, who have the ability to educate and empower both their clients and staff.</p> <p>The objectives of Spa and Wellness Management program are:</p> <ul style="list-style-type: none"><li>✓ To understand this exciting part of the hospitality industry,</li><li>✓ To prepare students for positions in experience and Wellness businesses within the tourism, hospitality and leisure industry.</li><li>✓ To provide students with the necessary theoretical knowledge, professional skills and practical tools required for Spa &amp;, Wellness field.</li></ul>				
Learning Outcomes	<p>At the completion of this course, students should be able to:</p> <ul style="list-style-type: none"><li>✓ Identify and demonstrate content/discipline, proficiencies and skills relevant to the operational areas of Spa and Wellness Management,</li><li>✓ Develop practical application methods in Spa and Wellness management field and evaluate the results of these application in the light of total quality management in Wellness/Spa institutions,</li><li>✓ To know and apply the realities of ethics and act according to social, scientific and ethical values under any circumstances such as data collection, evaluation, announcing and practicing,</li><li>✓ Keep current with local and global trends in the wellness industry to optimize products and services and respond to changing client needs, industry standards and regulations.</li><li>✓ Establish and promote professional etiquette guidelines as they apply to a variety of circumstances and situations within the Wellness and Spa industry.</li></ul>				
Prerequisites		Required			
Course Content	<p>Module1:</p> <p>What is Spa?</p> <p>History of Spas</p>				

	<ul style="list-style-type: none"> <li>• The development of spas and wellness practices worldwide from ancient times to the present.</li> <li>• Different countries and the types of spa and wellness practices.</li> <li>• The definition of Sanitas Per Aqua.</li> <li>• Definitions of spa vocabulary.</li> <li>• Important resorts with Natural mineral springs in the world and their characteristics.</li> </ul> <p>Module2:</p> <p>What is Wellness?</p> <ul style="list-style-type: none"> <li>• International sites of historical spas</li> <li>• Different areas within a spa complex and the different activities within the areas identified,</li> <li>• Names of some individuals credited with the innovations of spa and wellness practices.</li> <li>• Different uses of modern wearable technology and companies providing information on wellness.</li> </ul> <p>Module3:Individuals and Wellness</p> <ul style="list-style-type: none"> <li>• Customer Behavior: reasons why people go to spa and wellness facilities</li> <li>• How the guests benefit from the programs?</li> <li>• Spa and Wellness Facilities</li> <li>• Human Resource Management for Wellness and Spa</li> </ul> <p>Module 4:</p> <p>Explanation of Spa programs</p> <ul style="list-style-type: none"> <li>• Spa and Wellness program:</li> <li>• Pampering</li> <li>• Relaxation</li> <li>• Uniqueness</li> <li>• Nutrition</li> <li>• Exercise</li> <li>• Success and/or cost of Spa and Wellness Programs</li> </ul> <p>Module 5:</p> <p>Business and Wellness I</p> <ul style="list-style-type: none"> <li>• Strategic Management</li> <li>• Service Design and Marketing</li> <li>• Wellness and Spa Service Quality Management</li> </ul> <p>Module 6:</p>
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	<p>Business and Wellness II</p> <ul style="list-style-type: none"> <li>• Competitive Research and Analysis</li> <li>• Accounting and Financial Management</li> <li>• Placement</li> <li>• Visual Communication Design</li> </ul> <p>Module 7:</p> <p>Tourism and Wellness/Spa</p> <ul style="list-style-type: none"> <li>• Wellness and Health Tourism</li> <li>• Wellness and Spa Service Quality Management</li> </ul> <p>Module 8:</p> <p>Spa and Wellness Trends and Service Offerings</p> <ul style="list-style-type: none"> <li>• Current and emerging trends that influence the international Spa and Wellness industry.</li> <li>• Changes, challenges, and opportunities to increase profit and maximize usage in the wellness field.</li> </ul>
Teaching Methodology	Presentations and student participation, PowerPoint presentation, Handouts, Dvd's, YouTube, Guest Lectures, site inspection.
Bibliography	<ul style="list-style-type: none"> <li>▪ Janet D'Angelo (2010), Spa Business Strategies- A plan for success, Milady Cengage Learning, ISBN: 978-1-4354-8209-8.</li> <li>▪ Mary Wisnom, Lisa L. Capozio (2011), Spa Management: An Introduction, Pearson, ISBN: 978-0135039441.</li> <li>▪ Melanie Smith, Laszlo Puczko (2014), Health, Tourism and Hospitality: Spas, Wellness and Medical Travel, Routledge, 2 edition, ISBN: 978-0415638654.</li> <li>▪ Raymond S Schmidgall, John Korpi (2011), Financial management for spas, Amer Hotel &amp; Motel Assn, ISBN: 978-0866123600.</li> </ul> <p><b>Journals/Magazines:</b></p> <ul style="list-style-type: none"> <li>▪ International Journal of Spa and Wellness <a href="http://www.spamanagement.com">http://www.spamanagement.com</a></li> <li>▪ Wellness Magazine <a href="http://www.ewellnessmag.com/">http://www.ewellnessmag.com/</a></li> <li>▪ World Spa &amp; Wellness Magazine-The leading magazine for spa business across the globe <a href="https://worldspawellness.com/site/Home">https://worldspawellness.com/site/Home</a></li> </ul> <p><b>Useful Websites</b></p> <ul style="list-style-type: none"> <li>▪ Spa business digital magazine <a href="http://www.spabusiness.com/">http://www.spabusiness.com/</a></li> <li>▪ Spa Executive-the magazine for leaders in the business of wellness <a href="https://spaexecutive.com/">https://spaexecutive.com/</a></li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English



**No 46**

Course Title	<b>Public Relations</b>				
Course Code	<b>PURE311</b>				
Course Type	Lecture				
Level	Higher Diploma				
Year / Semester	3 <sup>rd</sup> Year / 6 <sup>th</sup> Semester				
Teacher's Name	Constantinides Savvas				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	The aim of the course is to introduce, describe, explain and analyse the functions of Public Relations in contemporary society.				
Learning Outcomes	<ul style="list-style-type: none"> <li>• The Profession of Public Relations</li> <li>• The nature of Public Relations</li> <li>• The history of Public Relations</li> <li>• A theoretical base for Public Relations</li> <li>• Legislation and Ethics</li> <li>• The Process of Public Relations</li> <li>• Research: Understating public opinion</li> <li>• Strategic Planning for effective Public Relations</li> <li>• Action and Communication</li> <li>• Evaluating Public Relations effectiveness</li> <li>• Practice and application of Public Relations</li> </ul>				
Prerequisites	None	Required			
Course Content	<p>Upon completion of the course, students will acquire a theoretical understanding of the various aspects of the Public Relations, its function and its application sectors. Specifically, students will:</p> <ul style="list-style-type: none"> <li>• Understand the nature and the functions of PR</li> <li>• Familiarize with the history of PR</li> <li>• Realize their theoretical base</li> <li>• Estimate the rational and the process of PR</li> <li>• Understand how are PR applied in the public and private sector</li> <li>• Understand how are PR used in the marketing of products, ideas and people</li> <li>• Be able to describe how PR are used by Organizations, the Government, non-governmental organizations, and politics.</li> </ul>				
Teaching Methodology	In class lectures and surveys, using fixed texts as guidelines.				
Bibliography	<ul style="list-style-type: none"> <li>▪ Wilcox,D., Cameron, G. (2012), Public Relations: Strategies and Tactics, 10th Edition, Allyn &amp; Bacon, ISBN: 9780205099160.</li> <li>▪ Lattimore, D., Baskin,O., Hermann,S., Toth, E. (2012), Public Relations: The Profession and the Practice, 4th Edition, McGraw-Hill, ISBN: 9780073512051.</li> <li>▪ Tench, Ralph (2017), Exploring public relations, Pearson, ISBN: 9781292112183.</li> <li>▪ Smith, Ron (2014), Public relations: The basics, Routledge, ISBN: 9780415675833.</li> </ul>				



Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 47**

Course Title	<b>Business Ethics</b>				
Course Code	<b>MGMT318</b>				
Course Type	Lesson & Exercise				
Level	Higher Diploma				
Year / Semester	3 <sup>rd</sup> Year / 6 <sup>th</sup> Semester				
Teacher's Name	Karayiannis Achilleas				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	To introduce, expound and explain the essentials of business ethics in modern settings.				
Learning Outcomes	<p>Upon successful completion of course, students will be able:</p> <ul style="list-style-type: none"> <li>▪ To examine and evaluate business actions from various perspectives;</li> <li>▪ To promote in-class and out of class philosophical discussion on ethical issues;</li> </ul> <p>To provide a foundation for individual lifelong search for what is good and right.</p>				
Prerequisites		Required			
Course Content	<p>Topics include:</p> <ul style="list-style-type: none"> <li>▪ Definitions of morality, moral philosophy and ethics Historical theories of ethics</li> <li>▪ Economics and ethics</li> <li>▪ Business ethics <ul style="list-style-type: none"> <li>○ Business ethics in a free society</li> <li>○ Utilitarianism and business ethics</li> <li>○ frameworks for ethical decision making</li> <li>○ developing ethical business standards</li> </ul> </li> <li>▪ Social responsibility</li> <li>▪ Business's environmental responsibility</li> <li>▪ International business ethics</li> <li>▪ Ethics in Organizations <ul style="list-style-type: none"> <li>○ A Kantian approach to business ethics</li> <li>○ Business ethics and virtue</li> <li>○ Social contract approaches to business ethics</li> <li>○ Employee rights</li> <li>○ Marketing ethics</li> <li>○ public relations ethics</li> </ul> </li> <li>▪ Personal ethics vs. Organization ethics values, vision, leadership and ethics</li> </ul>				
Teaching Methodology	Course is delivered in discussions around case studies and presentations.				
Bibliography	<ul style="list-style-type: none"> <li>▪ O. C. Ferrell (2016), Business Ethics: Ethical Decision Making &amp; Cases, 11th Edition, South-Western College Pub, ISBN: 978-1305500846.</li> </ul>				

Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 48**

Course Title	<b>Final Project II</b>				
Course Code	<b>PROJ303</b>				
Course Type	Lecture				
Level	Higher Diploma				
Year / Semester	3 <sup>rd</sup> Year / 6 <sup>th</sup> Semester				
Teacher's Name	Yerocostas Costas				
ECTS	6	Lectures / week	4	Laboratories / week	
Course Purpose and Objectives	To coach students in the final building of a realistic business plan.				
Learning Outcomes	<p>Upon successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> <li>▪ Determine ultimate concept potential</li> <li>▪ Determine target customer demand and supply</li> <li>▪ Get expert opinion</li> <li>▪ Use Customer Surveys for decision making</li> <li>▪ Gauge Potential Financial Performance</li> <li>▪ Identify potential market entry points</li> <li>▪ Do market segmentation</li> <li>▪ Identify competitors</li> <li>▪ Identify barriers to entry?</li> <li>▪ Test Profitability</li> <li>▪ Build revenue model.</li> <li>▪ Gauge financial comps.</li> <li>▪ Determine potential gross margins</li> <li>▪ Calculate operating leverages</li> <li>▪ Define final Product/Service features?</li> </ul>				
Prerequisites		Required			
Course Content	<p>Course will cover:</p> <ul style="list-style-type: none"> <li>▪ Do Secondary analysis of Market and Industry Research.</li> <li>▪ Financial Performance</li> <li>▪ Performance analysis and report</li> <li>▪ Market analysis</li> <li>▪ Industry analysis</li> <li>▪ Competitive matrices.</li> <li>▪ Barriers to entry?</li> <li>▪ Profitability</li> <li>▪ Product/Service differentiation</li> </ul>				
Teaching Methodology	The course combines lectures with self and group work. Lectures introduce theory and practice which students then apply to their group projects. An extensive use is made of hand-outs.				
Bibliography	<ul style="list-style-type: none"> <li>▪ Beall, Anne E. (2014), Strategic market research, iUniverse LLC, ISBN: 9781936236169.</li> <li>▪ Abrams, Rhonda (2010), Successful Business Plan, Secrets &amp; Strategies, The Planning Shop, ISBN: 9781933895147.</li> </ul>				

	<ul style="list-style-type: none"> <li>▪ Bell, Judith (2014), Doing your research project, McGraw Hill Education, ISBN: 9780335264469.</li> </ul>
Assessment	<p>The final grade will be based on the following criteria:</p> <ul style="list-style-type: none"> <li>▪ Accuracy of the data collected</li> <li>▪ Principle and approach of the topic</li> <li>▪ Presentation and appearance of the topic</li> <li>▪ Introduction and methodology</li> <li>▪ The results/findings</li> <li>▪ Bibliography</li> </ul>
Language	English

**No 49**

Course Title	<b>E-Commerce</b>				
Course Code	<b>BUSS303</b>				
Course Type	Lecture & Class Exercise				
Level	Higher Diploma				
Year / Semester	3 <sup>rd</sup> Year / 6 <sup>th</sup> Semester				
Teacher's Name	Georgiades Michael				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	To develop students' understanding and abilities in e-commerce and its practical applications.				
Learning Outcomes	<p>The goal of this course is to provide the student with an understanding of the relationships between communications and computers and the economics of our society.</p> <p>To provide the student with:</p> <ul style="list-style-type: none"> <li>▪ Skills required to provide information via the WWW</li> <li>▪ A working understanding of Internet Marketing</li> <li>▪ Skills to market people and organizations on the WWW.</li> <li>▪ Ability to analyse strengths and weaknesses of the Internet vs. commercial services.</li> <li>▪ Ability to assess the commercial potential of Internet related businesses.</li> <li>▪ Understanding of the opportunities and leading edge practice in: <ul style="list-style-type: none"> <li>▪ Electronic publishing.</li> <li>▪ Electronic shopping.</li> <li>▪ Electronic distribution.</li> </ul> </li> <li>▪ Knowledge creation and dissemination.</li> <li>▪ Understanding of the e-commerce problems: security &amp; privacy.</li> <li>▪ Safeguarding intellectual property rights.</li> <li>▪ Liability.</li> <li>▪ Trans border commerce</li> <li>▪ Understand financial accounting terminology, concepts &amp; principles</li> <li>▪ Identify role of financial accounting in business &amp; society.</li> <li>▪ Develop ability to analyse and process accounting data &amp; do an acceptable form of a balance sheet, income statement, and a statement of cash flows.</li> </ul>				
Prerequisites	Required				
Course Content	<ul style="list-style-type: none"> <li>▪ The evolving options for local access</li> <li>▪ Search engines, agents, and filters</li> <li>▪ Servers</li> <li>▪ Electronic payment systems</li> <li>▪ Privacy</li> <li>▪ Disintermediation</li> <li>▪ Brokers</li> <li>▪ Auctions on the web</li> <li>▪ Intranets</li> <li>▪ Internet advertising</li> <li>▪ Direct marketing on the Internet</li> <li>▪ Security</li> </ul>				

	<ul style="list-style-type: none"> <li>▪ Relationship marketing on the Internet</li> <li>▪ Business to business marketing</li> <li>▪ Pricing strategies for information goods</li> <li>▪ Successful retailing models</li> <li>▪ EDI on the web</li> <li>▪ Measuring advertising exposure</li> <li>▪ Publishing on the web</li> <li>▪ Ad placement software</li> <li>▪ Implications of the Web on international marketing</li> <li>▪ Web based communities</li> <li>▪ Desktop vs. Internet based applications</li> <li>▪ Wall Street and the Internet</li> <li>▪ Internet TV channel metaphor</li> <li>▪ Censorship on the Web</li> <li>▪ Net computer</li> <li>▪ Electronic Commerce and Local Sales Tax</li> <li>▪ Electronic Commerce in the public sector</li> <li>▪ B2B Commerce</li> <li>▪ P2P Commerce</li> </ul>
Teaching Methodology	<i>Class exercise in Computer Lab</i>
Bibliography	<ul style="list-style-type: none"> <li>▪ Laudon, Kenneth C. (2011), E-commerce 2011: Business, Technology, Society, Pearson/Prentice Hall, ISBN: 9780136091196.</li> <li>▪ Bordansz, C. W. (2017), European Commerce, or Complete Mercantile Guide to the Continent of Europe, Forgotten Books, ISBN: 9781527924604.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 50**

Course Title	<b>Entrepreneurship</b>				
Course Code	<b>ENTR301</b>				
Course Type	Lecture and Class discussion				
Level	Higher Diploma				
Year / Semester	4 <sup>th</sup> Year / 6 <sup>th</sup> Semester				
Teacher's Name	Yerocostas Costas				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	To teach and train the fundamentals of business entrepreneurship.				
Learning Outcomes	<p>The course has the following main learning objectives:</p> <ul style="list-style-type: none"> <li>▪ build skills, framework and knowledge in entrepreneurship and new venturing</li> <li>▪ acquire knowledge for venturing</li> <li>▪ set the context for entrepreneurship and understand the role of small enterprises</li> <li>▪ gain knowledge on characteristics of entrepreneurial process;</li> <li>▪ understand the planning process</li> <li>▪ learn how to develop, write and present an effective business plan for a new venture.</li> </ul>				
Prerequisites		Required			
Course Content	<p>The outline of the course follows:</p> <ul style="list-style-type: none"> <li>▪ Introduction to Enterprise and entrepreneurship</li> <li>▪ The Entrepreneurial culture</li> <li>▪ Entrepreneurship and the person, nature, characteristics and behaviour of entrepreneurs</li> <li>▪ Getting into business: business ideas and opportunities, sequence of business start-up</li> <li>▪ New venture planning and creation. Introduction to business plan: purpose and format,</li> <li>▪ Market and marketing plan of new businesses</li> <li>▪ Operations and Human Resources: production planning, Human resources planning</li> <li>▪ Financial planning, Forecasting inputs and outputs, Components of financial plan,</li> <li>▪ Financial tools for small business viability assessment, funding</li> <li>▪ Strategic management for new ventures, launching new ventures, market entry</li> <li>Survival and growth of small businesses</li> </ul>				
Teaching Methodology	The course is divided between lectures and discussions around case studies and presentations.				
Bibliography	<ul style="list-style-type: none"> <li>▪ Mariotti, Steve (2013), Entrepreneurship: Starting and operating a small business, Pearson/Prentice Hall, ISBN: 9780132784085.</li> <li>▪ Scarborough, Norman M. (2011), Essentials of entrepreneurship and small business management, Pearson Education Limited, ISBN: 9780273756040.</li> <li>▪ Bamford, Charles E. (2011), Entrepreneurship, McGraw – Hill, ISBN: 9780073403113.</li> </ul>				



Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	

**No 51**

Course Title	Tourism Legislation				
Course Code	LAWS305				
Course Type	Lecture & Exercise				
Level	Bachelor				
Year / Semester	3 <sup>rd</sup> Year / 6 <sup>th</sup> Semester (Elective)				
Teacher's Name	Aroti Elena				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	The aim of the course is to acquaint students with legal regulations nascent in the tourist industry. Principally to take heed of contractual relations between entrepreneurs and their consumers, explication of questions concerning the protection of consumers and problems of dispute resolution.				
Learning Outcomes	Upon graduation students will be able to characterize the differences in the regulation of relations emerging in the field of tourism. Will know the difference regulation of relations between entrepreneurs and relations between employers and service users (consumers), including public and private protection.				
Prerequisites	None		Required		
Course Content	<p>The course covers the following topics:</p> <ul style="list-style-type: none"><li>▪ Legal aspects of the tourist industry -- concept, sources. Relation between national and international regulation</li><li>▪ Entrepreneurs in the tourist industry</li><li>▪ Legal conditions of entrepreneurial activity</li><li>▪ Travel agencies</li><li>▪ Contracts between entrepreneurs in the tourist industry</li><li>▪ Contracts, entrepreneurs and customers in the tourist industry</li><li>▪ Customer protection in the tourist industry</li><li>▪ Dispute resolution</li><li>▪ Proceeding at law</li><li>▪ Arbitration procedure</li><li>▪ Alternative practice of dispute resolution</li></ul>				
Teaching Methodology	Lectures, class discussions and discussion of reading assignments				

Bibliography	<ul style="list-style-type: none"> <li>▪ Paquin, Julie (2013), Legal Reform and Business Contracts in Developing Economies, Routledge ISBN: 978-1409444886.</li> </ul> <p>Class handouts, articles and case studies will be given to students and discussed in class</p>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English

**No 52**

Course Title	EU Formation and Structure				
Course Code	EURO202				
Course Type	Lecture & Exercise / Elective				
Level	Higher Diploma				
Year / Semester	3 <sup>rd</sup> Year / 4 <sup>th</sup> Semester (Elective)				
Teacher's Name	Aroti Elena				
ECTS	4	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	To introduce the European Community and its society, economics and institutions.				
Learning Outcomes	Upon completion of the course, students should: <ul style="list-style-type: none"><li>▪ be familiar with the key concepts of the EU structure;</li><li>▪ understand the historical and social framework of EU evolution;</li><li>▪ be familiar with the cultural and social underpinnings of the EU;</li><li>▪ understand the principles of the Euro and its applications</li><li>▪ understand the international complexities of EU inter-regional operation</li></ul>				
Prerequisites	None		Required		
Course Content	<p>The course content divided into several parts:</p> <p>PART I</p> <ol style="list-style-type: none"><li>1. Geography &amp; History of European Union (EU).</li><li>2. Demography and sociology of the European Community</li><li>3. EU institutions.</li><li>4. The European Commission</li><li>5. The Council of Ministers</li><li>6. The European Parliament</li><li>7. The European Court of Justice</li><li>8. The Treaties of Rome and Maastricht</li></ol> <p>PART II</p> <ol style="list-style-type: none"><li>9. cultural differences within the EU</li><li>10. Economic, political and social conditions in France</li><li>11. The changing membership of the EU</li><li>12. The EU and the World Trade Organization</li><li>13. Labour movement and immigration in the EU</li><li>14. The Schengen Agreement</li></ol> <p>PART III</p> <ol style="list-style-type: none"><li>15. The Euro and the long road to monetary union</li><li>16. The European Central Bank</li><li>17. The future of the Euro</li><li>18. European protectionism and the Common Agricultural Policy</li><li>19. EU foreign policy</li><li>20. EU foreign aid</li><li>21. Environmental policies</li><li>22. The Mediterranean policy</li><li>23. The Constitutional treaty</li></ol> <p>PART IV</p> <ol style="list-style-type: none"><li>24. EU relations with the US</li><li>25. EU relations with Latin America</li><li>26. EU relations with Mediterranean countries</li></ol>				

	27. EU relations with Russia 28. EU relations with Asia 29. Social and Employment policies 30. Competition and industrial policies The future of EU enlargement
Teaching Methodology	Course is divided between lectures and discussions around case studies and presentations.
Bibliography	<ul style="list-style-type: none"> <li>▪ Miroslav Hroch , Karolina Graham (2015), European Nations: Explaining Their Formation, Verso, ISBN: 978-1781688335.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class Participation: 10%</li> <li>▪ Written assignments (group or personal) / tests: 20%</li> <li>▪ Midterm Exam: 20%</li> <li>▪ Final Exam: 50%</li> </ul>
Language	English





## **CURRICULUM VITAE**

Phone Number: ++357-99804378

Email: [roxmichaelides@gmail.com](mailto:roxmichaelides@gmail.com)

### **Education**

#### **Post-Graduate**

PhD Berkeley University (Intern.), Educational Leadership for Teaching and Learning.

#### **Graduate**

MA Suffield University, International Hospitality Management, Quality of services.

#### **Undergraduate**

BA College of Cambridge, International Hospitality Management,

Diploma, Tourism Academy Muenster, Germany, International Tourism & Travel Consultant,

Diploma in German Language, University of Timisoara, Romania.

### **Professional Positions**

- AnAD/Human Resource Development Authority of Cyprus: Evaluator's Professional Skills in Hospitality and Tourism/ Αξιολογητής Επαγγελματικών Προσόντων
- Cyprus Centre for Training of Human Resources: Hospitality Consultant, Trainer, Speaker
- Member of Editorial Board, Kozmenko Science Publishing, Tourism and Travelling
- AnAD / Human Resource Development Authority of Cyprus: Certified Trainer and instructor, (E 000429),
- Cyprus Hospitality Educational Institute-AHLEI: Hospitality Consultant and Trainer
- Member of Scientific Committee World Cultural Tourism Association ([www.kasct.co.kr/wta](http://www.kasct.co.kr/wta))
- Senior Lecturer-Hospitality and Tourism Management, InterNapa College,
- Research, Planning & Organizing of Seminars, KY.KE.M./Cyprus Research Center,
- Lecturer/Head Department Tourism and Travel Management, Kimon College,
- International Service Check Organization, Germany, Certified Mystery Shopper,
- Holiday Representative, Touristic Guide, LTU/JANH Reisen/Salamis,
- Holiday Representative, Touristic Guide, Unica Tours,
- Mystery Shopper, Hospitality industry, Cyprus, ( for German market)
- Holiday Representative, Lefkothea Travel & Tours,
- Holiday Representative, Tamassos Tours,
- Front Office Operations, Reservation, Asterias Beach Hotel.

#### **Academic experience:**

**Larnaca College-Assistant Professor , Hospitality and Tourism Department**

**LP University, India, School of Hotel Management & Tourism: Guest Professor**

#### **InterNapa College-Hospitality Management:**

Courses: Quality of Services in Tourism and Hospitality, Event Management, Customer Satisfaction, Front Office Operations, Introduction to Tourism, Geography of Tourism and Travel, Structure of Tourism, Sustainable Tourism, Cultural Tourism, Airlines Industry, Event Planning and Management, Food and Beverage Services, Recreational Tourism, Heritage Tourism, German for Hotel and Restaurant

#### **Kimon College Courses-Tourism and Travel Management:**



Courses: Front Office Management, Introduction to Tourism, Introduction to Hospitality, German for Hospitality, Quality of Services, Event Management, Customer Satisfaction, Food and Beverage Services,

Geography for Tourism, Airline Industry, German Language for Tourism and Hospitality Industry

### **Other Duties and Responsibilities:**

InterNapa College: Internship Coordinator, Job Hunt Club President, Annual Job Fair free Famagusta area Larnaca area

Unica Tours and Travel: Organizing of social and recreational activities: educational and recreational trips in Cyprus and abroad,

Coordinator for recruitment students from Romania: "Study and Work in Cyprus".

### **Conferences Presentations and Publications:**

- Research in progress paper: "The relationships between the continuing education of local community and tourist's experience"
- Scientific Journal for Tourism and travel: "Hospitality Industry and the Service Culture in Europe", (<https://elibrary.ru/item.asp?id=34887753>; <https://businessperspectives.org>)
- World Cultural Tourism Conference Seoul, Conference: "The current role of continuous education and training of human resources in the tourism sector in Cyprus" ([http://www.worldculturaltourismassociation.org/docu/15th%20Program\(Final\)-3.pdf](http://www.worldculturaltourismassociation.org/docu/15th%20Program(Final)-3.pdf) , page 29)
- Cyprus Tourism Conference , 2016: "Quality of services of cultural tourism- Influences on guest's satisfaction and the subsequent implications for cultural tourism in Cyprus"
- Financial Mirror Greece: "Ο σημερινός ρόλος της συνεχούς εκπαίδευσης και κατάρτισης του ανθρώπινου δυναμικού στον τομέα του τουρισμού": (<http://www.laimitomos.com/>)
- Newspapers: Politis, Simerini: "The History of the Congregation "St. Joseph of Apparition" - 170 years in Cyprus" (<http://www.sigmalive.com/simerini/analiseis/167033/to-tagma-tou-agiou-iosif-tis-emfaniseos-170-xronia-parousias>)
- Research InterNapa and CTO: "Quality of services of cultural tourism-
- Influences on guest's satisfaction and the subsequent implications for cultural tourism in Cyprus",
- Planning development Project :  
"Traditional Cyprus", Vamos Tour Operator Catalogue, Germany ; "Walk-in in Cyprus", Wanderung Tour Operator Magazine, Austria and Germany

### **Seminars given:**

- Guest satisfaction and Quality of Services – New Standards for Personnel in Hospitality Industry,
- Professional Body Language and Behavior
- Front Desk-Specific knowledge/AHLEI,
- German for Hospitality,
- How to Develop Food and Beverage Staff for Maximum Service and Profit: Quality of services, Cyprus Research Center
- Front Office - A Modern View, Cyprus Research Centre
- New Managers become Great Leaders, Cyprus Centre for Training of Human Resources
- Communication skills and Handling guest's complaint,

### **Training/ Seminars to the following companies/hotels:**

Zorbas & Sons Ltd, Golden Bay, Lordos Beach, Sandy Beach, Crystal Springs, Orthodoxou Group of Co., Varoshiotis, Kanika Hotels, Palm Beach, Nelia, Anonymous Hotel, Lordos Hotel, Le Meridien Hotel, Anonymous Beach, Four Seasons, Achilleos City Hotel, Nestor, Kanika Hotels, Elysium, Constantinou Brothers, Miramare, Melissi Hotel, Miramare/Pafos, Faros Hotel, Le Meridien.

### **Consultancy**

Cyprus Centre for Training of Human Resources,  
Cyprus Hospitality Educational Institute/ AHLEI,  
College of Tourism & Hotel Management, Dubai: Academic programs consultant.

### **Professional Memberships**

- Member of Editorial Board Kozmenko Science Publishing, Tourism and Travelling,
- Member of Scientific Committee World Cultural Tourism Association,
- Tourism and Travel Research Association,
- International Ecotourism Association,
- Tourism Intelligence Association,
- ISTA/International Sustainable Tourism Association.

**Languages knowledge and skills:**

LANGUAGES	LISTENING	SPEAKING	READING	WRITING
ENGLISH	Proficient user C2	C2	C2	C2
GERMAN	Proficient user C2	C2	C2	C2
GREEK	Proficient user C2	C2	C2	C1
ROMANIAN	Proficient user C2	C2	C2	C2



# Herakleus International University



Known all persons by these present that

**ROXANA MICHAELIDES**

Having passed all the examinations by the Statutes of the University and having fulfilled all other requirements has this day been awarded the Degree of

**Doctor of Philosophy**

With all the Rights, Privileges, Honors thereunto appertaining. In Witness whereof, we have caused this document to be issued under the official Seal of the University and Signed by the authorized officers.

Given this 1 Day of Nov, in the year Two Thousand 11

P. Dickson

President

Tom Horvay

Dean of the Faculty





**American Association for Higher Education and Accreditation**

**This is to Certify that  
The Following Program At The**

**Berkeley International University**

**Has Been Found To Meet All The Requirements Of Applicable  
Standards Of AAHEA And Is Accredited For The Offering  
Of The Degree**

**DOCTOR IN PHILOSOPHY  
Educational Leadership**



*Stephen R. Barnhart*

**Stephen R. Barnhart, CEO**

*Robert L. Kohley*

**Robert Kohley, Secretary**

# Suffield University

The Trustees of Suffield University  
Upon recommendation of the faculty  
Have conferred upon

**Roxana Michaelides**

The degree of

**Master of Arts**

in

**International Hospitality Management**

And is awarded this diploma

With all the honors and privileges pertaining thereto.

In testimony whereof the signatures of the Chairman of the Board of Trustees  
and the President of Suffield University have been affixed this,  
Ninth Day of May, Two Thousand and Five.



*Harold J. Spoken*

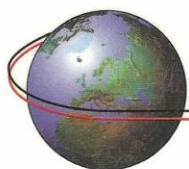
President

*Roxana V. Warner*

Chairman of Board of Trustees







# Cambridge

International College

## **INTERNATIONAL HONOURS GRADUATE DIPLOMA**

ON

### **HOSPITALITY MANAGEMENT**

*awarded to*

**ROXANA MICHAELIDES**

*Honours Graduate No.*    **10918 AQ**

*on Graduation from the College  
having fully met the requirements laid down and having satisfied  
the College's Examiners by Examination written under approved Invigilation.*

*Witness our Hands and Seal  
affixed on: 5th SEPTEMBER, 2003  
at College House, Jersey JE3 2DB, Britain.*

*Principal*

*Vice Principal*



Cambridge International College is accredited by  
Open & Distance Learning Quality Council, Britain.



# FernAkademie Touristik

Allensteiner Straße 34 - D 48157 Münster/Westf.



## DIPLOMA



Mrs. **Roxanna Michaelides**

born on: feb. 13.1962

residence: P.O. Box 47063

town: Xylofagou, Cyprus

has successfully finished the correspondence university education, number of admission: **606479**  
licenced by the National Central Office (ZFU). Mrs. **Roxanna Michaelides** finished the university  
education for **Travel Consultant**

### Internationale Touristische Ausbildung (ITA)


in september 2000 with her written final examination. Because of the results in the following  
examination subjects the certificate is made:

travel and tourism industry/ single- touring / group-touring/ traffic / IATA und ICAO / sale and customer service in a  
travel agency / travel programme/ marketing-instruments and promotion / fairs, conferences and conventions / travel  
insurances / travel contracts / health requirements and vaccinations / cures and bath / public tourism / lodgings / hotels /  
leisure parks / resorts / camping-tourism / tour guide / companion of train-trips, cruises, bus-trips and flight-trips /  
car-hire / railway-guide/ flight schedules/ customs regulations / START und BTX / national and international tourist  
geography

The correspondence university education is marked with the predicate

## Gut (2)

Münster/Westf., september 2000

  
Michael Schröder  
Betriebswirt-Touristik







Management

**Ημερολόγιο Δραστηριοτήτων Extra Curricular Activities 2018- 2019**

School of Culinary Arts, Hotel Management and Travel/Tourism

MONTH	DAY	EVENT
SEPTEMBER 2018	3-14	Exam referrals
	26	Orientation Day
OCTOBER 2018	2	Start of new semester
	18	Seminar “ <b>CYPRLOT CUISINE</b> ” by Aristos Nicolaou
	23	Seminar “ <b>Contemporary Issues of Travel &amp; Tourism Today</b> ” by Dr Roxana Michaelides
NOVEMBER 2018	7	Seminar “ <b>NOVEL FOOD</b> ” by Ivi Constantinou
	8	Seminar “ <b>KOUMANDARIA WINE &amp; FOOD</b> ” by Demetris Pavlides
	12-30	Midterm exams period
	20	Seminar “ <b>IMPROVE YOUR CHARISMAS &amp; CAPABILITIES</b> ” by S. Constantinides & P. Hadjisymeou
	22	Seminar “ <b>The All Inclusive System in the Hotel Industry</b> ” by Andreas Markou Operations Manager Bella Napa Hotel
	27	Seminar “Introduction to the Scotch Whiskey” by Savvas Constantinides
DECEMBER 2018	3-7	“ <b>BUILDING EVACUATION EXERCISE</b> ” by Health & Safety Committee
	5	Philanthropic event “ <b>Arodafnousa Hospital</b> ” by KES College
	7	Seminar “ <b>Molecular Cuisine</b> ” by George Theodosiou & Joseph Hadjiantonis
	11	Seminar “ <b>Statistics and Tourism: The Art of Collecting Information and Knowing How to Utilize it</b> ” by Vasiliki Moti
	21- 7 JAN	Christmas Break
JANUARY 2019	10	End of semester
	8-22	Semester Final Exams
	22-25	External exams [ <b>Royal Society for the Promotion of Health</b> ]
	15	Round Table Discussion “ <b>Making the Tourist Feel Comfortable and Desirous of Returning</b> ” Participation from organisations CTO, STEK, CHA & ACTA

NOTE: all seminars will take place during afternoons [Time TBA] Prepared by: P. Hadjisymeou September 2018

**Ημερολόγιο Δραστηριοτήτων Extra Curricular Activities 2018- 2019**  
**School of Culinary Arts, Hotel Management and Travel/Tourism Management**

MONTH	DAY	EVENT
<b>FEBRUARY 2019</b>	<b>4</b>	Start of new semester
	<b>7</b>	Seminar <b>"The Hospitality Industry of 21st century in Cyprus"</b> by Savvas Konstantinides
	<b>14</b>	Seminar <b>"Tourism as a Community Player: Its Direct and Indirect Benefits"</b> by Dr Christos Sourouklis
	<b>21</b>	Seminar <b>"CYPRUS WINES PAST &amp; FUTURE"</b> by Savvas Konstantinides
	<b>22-24</b>	Educational Fair
	<b>22</b>	Seminar <b>"FOOD LABELS"</b> by Ivi Constantinou
<b>MARCH 2019</b>	<b>1-3</b>	Second Pancyprian Students Culinary Competition
	<b>12-29</b>	Midterm exams period
	<b>13</b>	<b>Student's Career Day</b>
	<b>19</b>	Seminar <b>" Digital Marketing"</b> by Costas Yerocosta
	<b>20</b>	Educational Trips
	<b>21</b>	Seminar <b>" FIRE FIGHTING [Theory &amp; Practice]"</b> by Fire Brigade
<b>APRIL 2019</b>	<b>7</b>	Blind School philanthropic Bazaar[volunteer participation]
	<b>9</b>	Round Table Discussion <b>"Some Tools for Marketing Your Products"</b> Participation from organisations CTO, STEK, CHA & ACTA
	<b>20</b>	<b>"Tourism Product Development"</b> by Andria Hadjistylli
	<b>19</b>	<b>"KES College Grand Prix"</b> by the best students
	<b>20 - 5MAY</b>	<i>Spring Holidays</i>
<b>MAY 2019</b>	<b>7</b>	<b>Seminar "Ethnic Tourism: How to Market it While Being Sensitive to the Socio-Ecological Issues"</b> by Dr Christos Sourouklis
	<b>9</b>	<b>"Tourism's Big Picture: Learning How All its Parts Fit and Work Together"</b> By Savvas Konstantinides
	<b>8-9</b>	
	<b>10</b>	External exams <b>[Royal Society for the Promotion of Health]</b>
	<b>13-24</b>	<i>Last Day of School Semester Final Exams</i>
<b>JUNE 2019</b>	<b>28</b>	<b>Graduation Ceremony</b>
<b>Summer 2019</b>	June-Sept.	<b>All eligible students go out for summer practical training</b>

NOTE: all seminars will take place during afternoons [Time TBA] Prepared by: P. Hadjisymeou September 2018

## ΠΑΡΑΡΤΗΜΑ “6”

ΔΙΔΑΚΤΙΚΟ ΠΡΟΣΩΠΙΚΟ, ΜΑΘΗΜΑΤΑ ΚΑΙ ΠΕΡΙΟΔΟΙ ΔΙΔΑΣΚΑΛΙΑΣ ΣΤΟ  
ΠΡΟΓΡΑΜΜΑ ΣΠΟΥΔΩΝ

Α/Α	Ονοματεπώνυμο	Γνωστικό Αντικείμενο/ Ειδικότητα	Μαθήματα Διδασκαλίας στο υπό αξιολόγηση Πρόγραμμα Σπουδών Travel and Tourism Management (3 Years, Higher Diploma)		
			Κωδικός	Όνομα	Περίοδ./ εβδομ.
1.	Αγαθαγγέλου Άγγελος	<ul style="list-style-type: none"> <li>Travel and Tourism Management</li> </ul>	TRAV203	Air Travel Fares and Ticketing	2
2.	Αρότη Έλενα	<ul style="list-style-type: none"> <li>Νομικά</li> </ul>	LAWS201	Air Travel Law and Regulation	2
			(LAWS305)	(Tourism Legislation)	(2)
			(EURO202)	(EU Formation and Structure)	(2)
3.	Χριστοδούλου Άντρη	<ul style="list-style-type: none"> <li>Communications and Journalism</li> <li>Greek Language</li> </ul>	(CYPR102)	(Cyprus Society, History and Culture)	(2)
4.	Κωνσταντινίδης Σάββας	<ul style="list-style-type: none"> <li>Tourism Management</li> <li>Marketing</li> <li>Public Relations</li> </ul>	TOUR104	Global Tourism & Leisure	2
			TOUR203	Special Interest Tourism	2
			TRAV301	Home & Retail Travel Agency	2
			(TOUR308)	(Rural Tourism)	(2)
			PURE311	Public Relations	2
5.	Κωνσταντίνου Ήβη	<ul style="list-style-type: none"> <li>Nutrition and Diet</li> </ul>	(NUTR104)	(Introduction to Nutrition and Diet)	(2)
			BUSS301	Quality Assessment Control and Management	2
6.	Δημητρίου Δημήτρης	<ul style="list-style-type: none"> <li>Education</li> <li>Accounting</li> </ul>	ACCT204	Accounting I (Principles of Accounting)	2
7.	Efstathiou Emilios	<ul style="list-style-type: none"> <li>Accounting and Management</li> <li>Maritime Studies</li> </ul>	(FINA201)	(Introduction to Finance)	(2)

Σημείωση: Οι παρενθέσεις ( ) υποδηλώνουν μάθημα επιλογής

**ΔΙΔΑΚΤΙΚΟ ΠΡΟΣΩΠΙΚΟ, ΜΑΘΗΜΑΤΑ ΚΑΙ ΠΕΡΙΟΔΟΙ ΔΙΔΑΣΚΑΛΙΑΣ ΣΤΟ  
ΠΡΟΓΡΑΜΜΑ ΣΠΟΥΔΩΝ (συνέχεια)**

Α/Α	Ονοματεπώνυμο	Γνωστικό Αντικείμενο/ Ειδικότητα	Μαθήματα Διδασκαλίας στο υπό αξιολόγηση Πρόγραμμα Σπουδών Travel and Tourism Management (3 Years, Higher Diploma)		
			Κωδικός	Όνομα	Περίοδ./ εβδομ.
8.	Χατζηστυλλή Άντρια	<ul style="list-style-type: none"> <li>Hospitality Management</li> <li>Business Administration</li> </ul>	HOTL104	The Hospitality Business	3
			TOUR202	Introduction to the Air Transport Industry	3
9.	Χατζησυμεού Παναγιώτης	<ul style="list-style-type: none"> <li>Hospitality and Culinary Arts Management</li> </ul>	PRCT104	Practical Training I	2
			PRCT212	Practical Training II	2
			(HSSF200)	(Food Health, Safety and Security)	(2)
10.	Γεωργιάδης Μιχάλης	<ul style="list-style-type: none"> <li>Information Science</li> <li>International Business Management</li> </ul>	BUSS303	E-Commerce	2
11.	Γεωργίου Νικολέτα	<ul style="list-style-type: none"> <li>Greek Language</li> </ul>	(GREK118)	Greek Language for Foreign Students I	(2)
			(GREK200)	(Greek Language for Foreign Students II)	(2)
12.	Καλαθά Άδρια	<ul style="list-style-type: none"> <li>Human Resource Management</li> <li>Business Administration</li> <li>Communication and Journalism</li> <li>Mathematics</li> </ul>	MGMT207	Organisational Behaviour	2
			HRMG203	Human Resource Management	3
13.	Δρ Καραγιάννης Αχιλλέας	<ul style="list-style-type: none"> <li>Business Administration and Management</li> </ul>	MGMT107	Definitions, Concepts & Principles of Business Management	3
			MGMT208	Small Business Management	3
			MGMT302	Business Strategy & Policy	2
			MGMT318	Business Ethics	2

Σημείωση: Οι παρενθέσεις ( ) υποδηλώνουν μάθημα επιλογής

**ΔΙΔΑΚΤΙΚΟ ΠΡΟΣΩΠΙΚΟ, ΜΑΘΗΜΑΤΑ ΚΑΙ ΠΕΡΙΟΔΟΙ ΔΙΔΑΣΚΑΛΙΑΣ ΣΤΟ  
ΠΡΟΓΡΑΜΜΑ ΣΠΟΥΔΩΝ (συνέχεια)**

Α/Α	Ονοματεπώνυμο	Γνωστικό Αντικείμενο/ Ειδικότητα	Μαθήματα Διδασκαλίας στο υπό αξιολόγηση Πρόγραμμα Σπουδών Travel and Tourism Management (3 Years, Higher Diploma)		
			Κωδικός	Όνομα	Περίοδ./ εβδομ.
14.	Κυριακίδου Στέλλα	<ul style="list-style-type: none"> <li>Marketing</li> <li>Business Studies</li> </ul>	MRKT107	Introduction to Marketing	3
			MRKT 211	Consumer Behaviour	2
15.	Δρ Μιχαηλίδου Ρωξάνα	<ul style="list-style-type: none"> <li>Educational Leadership for Teaching and Learning</li> <li>Hotel Management</li> <li>Travel and Tourism Management</li> </ul>	(PSOC106)	(Introduction to Sociology of Tourism)	(2)
			TOUR201	Travel And Tourism Management	2
			TOUR204	Culture and Heritage Tourism	2
			MGMT304	MGMT304 Cruise Line Management	2
			MGMT317	MGMT317 Spa and Wellness Management	2
			TOUR102	Geography of Tourism and Travel	2
			TOUR103	Principles of Destination Management	2
			TRAV101	Structure of Travel Industry	2
			TRAV100	Introduction to Travel, Tourism & the Hospitality Industry	2
16.	Μουτάφη Ελεάνα	<ul style="list-style-type: none"> <li>French Language</li> </ul>	(FREN107)	(French Language I)	(2)
			(FREN200)	(French Language II)	(2)
17.	Πισιήλης Γιώργος	<ul style="list-style-type: none"> <li>Marketing</li> <li>Culinary Arts</li> </ul>	MGMT305	Conference & Events Management	2
18.	Σώζος Ευάγγελος	<ul style="list-style-type: none"> <li>Mathematics</li> <li>Statistics</li> <li>Management</li> </ul>	STAT102	Introduction to Statistics (Descriptive Statistics)	2
19.	Σπυριδάκη Ιουλία	<ul style="list-style-type: none"> <li>German Language</li> </ul>	(GERM10)	(German Language I)	(2)
			(GERM20)	(German Language II)	(2)
20.	Τσιαλή Ινέσσα	<ul style="list-style-type: none"> <li>Russian Language</li> </ul>	(RUSS105)	(Russian Language I)	(2)
			(RUSS200)	(Russian Language II)	(2)

Σημείωση: Οι παρενθέσεις ( ) υποδηλώνουν μάθημα επιλογής

**ΔΙΔΑΚΤΙΚΟ ΠΡΟΣΩΠΙΚΟ, ΜΑΘΗΜΑΤΑ ΚΑΙ ΠΕΡΙΟΔΟΙ ΔΙΔΑΣΚΑΛΙΑΣ ΣΤΟ  
ΠΡΟΓΡΑΜΜΑ ΣΠΟΥΔΩΝ (συνέχεια)**

Α/Α	Ονοματεπώνυμο	Γνωστικό Αντικείμενο/ Ειδικότητα	Μαθήματα Διδασκαλίας στο υπό αξιολόγηση Πρόγραμμα Σπουδών Travel and Tourism Management (3 Years, Higher Diploma)		
			Κωδικός	Όνομα	Περίοδ./ εβδομ.
21.	Γεροκώστας Κώστας	<ul style="list-style-type: none"> <li>Marketing</li> <li>Management</li> <li>Business Administration</li> </ul>	PROJ302	Final Project I	4
			PROJ303	Final Project II	4
			ENTR301	Entrepreneurship	2
22.	Ζαχαριάδου Μάρα	<ul style="list-style-type: none"> <li>Economics</li> </ul>	ECON107	Principles of Microeconomics in Tourism	2
			ECON108	Principles of Macroeconomics in Tourism	2