



Program of Study: Hospitality Management

(2 years/ 120 ECTS)

Language of the program: Greek and English

1. Σχόλιο Επιτροπής Αξιολόγησης: We recommend being more specific in all subject titles by adding a term related to “Hospitality” to fit with the contents and relevancy of the program, e.g. the course “Principles of Business Administration” will be changed to “Principles of Hotel Administration”

Απάντηση: Τα μαθήματα που έχουν τροποποιηθεί με βάση αυτό το σχόλιο είναι τα εξής: Principles of Business Administration σε Principles of Hotel Administration, Introduction to Statistics σε Introduction to the Hospitality Research Methods and Statistics. Έχουν γίνει νέα syllabuses των μαθημάτων και τα οποία επισυνάπτονται:

ANNEX 1: Principles of Hotel Administration Syllabus

ANNEX 2: Introduction to the Hospitality Research Methods and Statistics Syllabus

2. Σχόλιο Επιτροπής Αξιολόγησης: We also recommend that “Food Quality and Hygiene” and “Food Knowledge and Menu Planning” courses should be compulsory courses instead of optional.

Απάντηση: Έχουν γίνει υποχρεωτικά τα δύο μαθήματα με 6 ECTS.

ANNEX 3: SUBJECT ALLOCATION PER SEMESTER

3. Σχόλιο Επιτροπής Αξιολόγησης: The optional courses should not count as much as ECTS as the compulsory courses (it should be 3 ECTS and less than 40 hours).

Απάντηση: Έχει γίνει ο σχετικός ανασχεδιασμός των ECTS, όπως επισυνάπτεται:

ANNEX 3: SUBJECT ALLOCATION PER SEMESTER

4. Σχόλιο Επιτροπής Αξιολόγησης: The compulsory courses can either be 6 or 9 ECTS for major subjects depending on the hours and importance.



Απάντηση: Έχει γίνει ο σχετικός ανασχεδιασμός των ECTS, όπως επισυνάπτεται:

ANNEX 3: SUBJECT ALLOCATION PER SEMESTER

5. Σχόλιο Επιτροπής Αξιολόγησης: Sustainable Tourism Development should be included as part of the content of the “Introduction to Tourism Industry” course.

Απάντηση: Έχει γίνει η σχετική τροποποίηση στην περιγραφή του μαθήματος, στους στόχους και στα μαθησιακά αποτελέσματα καθώς και στην βιβλιογραφία όπως επισυνάπτεται:

ANNEX 4: Introduction to Tourism Industry Syllabus.

6. Σχόλιο Επιτροπής Αξιολόγησης: “Intercultural Communication” should be part of the new course content entitled “Hospitality Marketing and Communication” instead of the previous one “Hotel Marketing”.

Απάντηση: Έχει σχεδιαστεί το νέο μάθημα όπως το εισηγείται η Επιτροπή Αξιολόγησης. Επισυνάπτεται:

ANNEX 5: Hospitality Marketing and Communication Syllabus.

7. Σχόλιο Επιτροπής Αξιολόγησης: The course “Introduction to Statistics”, aspects of basic research methods should be embedded in the content of the new course entitled “Introduction to the Hospitality Research Methods and Statistics”.

Απάντηση: Απαντήθηκε στο σημείο 1. Επισυνάπτεται:

ANNEX 2: Introduction to the Hospitality Research Methods and Statistics Syllabus

8. Σχόλιο Επιτροπής Αξιολόγησης: We highly recommend that the college get in touch and sign agreements with international accreditation bodies that specialize in specific hospitality themes (such as culinary arts). This will enrich the program and open new opportunities for the students.

Απάντηση: Ήδη βρισκόμαστε σε επαφή με διεθνή ινστιτούτα και κέντρα πιστοποίησης στον τομέα του τουρισμού, όπως για παράδειγμα με το “The American Hotel & Lodging Educational Institute”. Με την έγκριση του προγράμματος θα μπορούσαμε να προχωρήσουμε σε συνεργασίες.

Subject Title	Principles of Hotel Administration				
Subject Code	BA115				
Subject Type	Compulsory				
Level	First Cycle				
Year / Semester	2 nd year / 3rd semester				
Name of Lecturer	Andreas Charalampous / Pamos Michael				
ECTS	6	Lectures / per week	1	Workshops / per week	0
Subject Objectives	Principles of Hotel Administration will provide a history and structure of the lodging industry. Students will be introduced to the fundamentals of managing and effectively supervising lodging and hotel operations.				
Learning Outcomes	<p>Upon completion of this course the student will be able to:</p> <ul style="list-style-type: none"> - Recognize the history and structure of the lodging industry. - Describe the different characteristics of the lodging industry. - Identify the skills required for a general manager and demonstrate behaviors consistent with a successful manager. - Discuss front office operations including the front desk, reservations, housekeeping, communication, and concierge. - Differentiate traditional and contemporary approaches for hotel human resources practices. <p>Review legal aspects of human resources.</p>				
Pre-requisites	None	Co-requisites	None		
Subject Content	<p>A. Introduction to Hospitality Industry</p> <p>1. The nature and characteristics of the Hospitality industry: Hospitality as a social and economic phenomenon The main characteristics, the notion of modern hospitality trends Tourism as a factor in the expansion of human relations – knowledge and peace</p> <p>2. Factors in the development of modern tourism in Hospitality Development of means of transport and communication Improvement of employees' personal incomes Raising the cultural level of nations</p>				

	<p>Establishment of social benefits</p> <p>Development of mass tourist centers</p> <p>Urbanism</p> <p>3. Tourism Types</p> <p>In terms of geographic environment (internal - external tourism)</p> <p>In terms of tourist crowd (individual - collective tourism)</p> <p>In terms of season (continuous – seasonal tourism)</p> <p>In terms of purpose (recreational – naturalist – educational – artistic – religious – athletic – professional – conference tourism)</p> <p>In terms of transportation means use (aviation – rail – steamer – by car – hiking tourism)</p> <p>4. Hospitality as an economic and social phenomenon</p> <p>Factors generating the tourism phenomenon from the social point of view (the getaway trends)</p> <p>The tendency for human interaction – the tendency for new experiences – the imitation tendency</p> <p>Tourism as a social phenomenon (tourist needs – tourist goods – introduction to tourism demand and market – determinants of tourism demand and market – tourism offer – determinants of tourism supply)</p> <p>5. Tourism development and issues arising from it</p> <p>6. Planning of hotel development</p> <p>7. The general impact of tourism</p> <p>8. Hospitality and environmental / green practices</p> <p>9. Government's role in tourism</p> <p>10. Tourism by geographical area in the world</p>
Teaching Methodology	A combination of live lectures, live discussions, individual assignments, guest presentations and group work will be the primary means of instruction for this course.
Bibliography	<p>Rutherford, D. G., & O'Fallon, M. J. (2007). Hotel management and operations. John Wiley & Sons.</p> <p>Baum, T. (Ed.). (2016). Human resource issues in international tourism. Elsevier.</p> <p>Brotherton, B. (Ed.). (2012). International Hospitality Industry. Routledge.</p>

Evaluation	Midterm Examination: 20% Coursework: 20% Classroom Participation: 10% Final Examination: 50%
Language	Greek / English

Subject Title	Introduction to the Hospitality Research Methods and Statistics				
Subject Code	STA120				
Subject Type	Optional				
Level	First Cycle				
Year / Semester	2 nd year / 3rd semester				
Name of Lecturer	Dr. Michailina Siakalli				
ECTS	6	Lectures / per week	1	Workshops / per week	0
Subject Objectives	<ul style="list-style-type: none"> - To introduce the learner to the concepts of tourism research - To equip the learner with the techniques needed to do tourism research - To give the learner exposure to some of the commonly used data analysis software packages - To prepare the learner to carry out micro-research projects, both pure and applied - To train the learner how to communicate research findings - To make the learner capable of critically examining research claims 				
Learning Outcomes	This course delivers detailed knowledge and understanding of a comprehensive range of methodological issues and analytical techniques in tourism studies. At the successful completion of this course, the student's knowledge, skills, and understanding of the important stages in the research process such as the selection of appropriate data types and methods, data acquisition, data analysis, and data presentation will be significantly improved.				
Pre-requisites	None	Co-requisites	None		
Subject Content	<ul style="list-style-type: none"> - A general overview of tourism research - Designing a tourism research project - The nature of tourism data - Data acquisition techniques used by tourism researchers - Sampling design - Data preparation - Conceptual introduction to qualitative research (case study, focus group, ethnography, projective techniques, depth interview, grounded theory, hermeneutics, etc.) - Use of quantitative data analysis techniques (descriptive analysis, reliability analysis, chi-square test, t-tests, and analysis of variance) - Research reporting 				

Teaching Methodology	The course will run as a blend of lectures, group discussions, case-studies, written assignments, micro-projects, and experiential learning methods. Students will be accountable for reading the assigned material prior to class and coming to class prepared to discuss the implications of the assigned readings.
Bibliography	Burns, P., Ritchie, B.W., and Palmer, C. (2005) <i>Tourism Research Methods: Integrating Theory with Practice</i> . CABI. ISBN: 0851999964 Finn, M., Elliott-White, M., and Walton, M. (2000). <i>Tourism and Leisure Research Methods</i> . Pearson. ISBN: 9780582368712
Evaluation	Midterm Examination: 20% Coursework: 20% Classroom Participation: 10% Final Examination: 50%
Language	Greek / English

TABLE 2: SUBJECT ALLOCATION PER SEMESTER

A/A	Subject Type	Subject Title	Subject Code	Teaching Periods per week	Teaching Period Duration	Number of weeks/ Academic semester	Total number of periods/ Academic semester	Number of Credit Units (ECTS)
A' Semester								
1.	Compulsory	ENGLSIH I	ENG101	4	50'	13	52	6
2.	Compulsory	RUSSIAN I	RUS102	4	50'	13	52	6
3.	Compulsory	RECEPTION	HM113	3	50'	13	39	6
4.	Compulsory	INTRODUCTION TO TOURISM INDUSTRY	HM114	3	50'	13	39	6
5.	Optional	FINANCIAL PRINCIPLES OF HOTEL MANAGEMENT	HM115	3	50'	13	39	3
6.	Optional	GERMAN I	GERM116	4	50'	13	52	3
7.	Optional	TOURIST PSYCHOLOGY AND PUBLIC RELATIONS	HM117	3	50'	13	39	3
B' Semester								
1.	Compulsory	HOUSEKEEPING AND EVENT PLANNING	HM123	3	50'	13	39	6

2.	Compulsory	RESTAURANT ART	HM124	3	50'	13	39	6
3.	Compulsory	COMPUTER HOTEL APPLICATIONS	HM125	3	50'	13	39	6
4.	Compulsory	PRACTICAL TRAINING IN HOTEL UNITS I	HM126	3	50'	13	39	9
5.	Optional	GENERAL ACCOUNTING (OPTIONAL)	ACC155A	3	50'	13	39	3
6.	Optional	GERMAN II	GERM116	4	50'	13	52	3
C' Semester								
1.	Compulsory	ENGLISH II	ENG201	4	50'	13	52	6
2.	Compulsory	RUSSIAN II	RUS202	4	50'	13	52	6
3.	Compulsory	PRINCIPLES OF HOTEL ADMINISTRATION	BA115	4	50'	13	52	6
4.	Compulsory	FOOD QUALITY AND HYGIENE	HM218	3	50'	13	39	6
5.	Optional	F&B MANAGEMENT	HM215	3	50'	13	39	3
6.	Optional	GERMAN II	GERM117	4	50'	13	52	3

7.	Optional	INTRODUCTION TO THE HOSPITALITY RESEARCH METHODS AND STATISTICS	STA120	3	50'	13	39	3
D' Semester								
1.	Compulsory	HOTEL TECHNICAL FACILITIES	HM221	3	50'	13	39	6
2.	Compulsory	HOSPITALITY MARKETING AND COMMUNICATION	HM222	3	50'	13	39	6
3.	Compulsory	PRACTICAL TRAINING IN HOTEL UNITS II	HM226	3	50'	13	39	9
4.	Compulsory	FOOD KNOWLEDGE AND MENU PLANNING	HM223	3	50'	13	39	6
5.	Optional	CYPRUS HISTORY	GRE509	3	50'	13	39	3
6.	Optional	GERMAN	GERM116	4	50'	13	52	3
8.	Optional	TOURISM LAW	LAW135	3	50'	13	39	3

Subject Title	Introduction to Tourism Industry				
Subject Code	HM114				
Subject Type	Compulsory				
Level	First Cycle				
Year / Semester	1 st year / 1 st semester				
Name of Lecturer	Andreas Charalampous / Pamos Michael				
ECTS	6	Lectures / per week	1	Workshops / per week	0
Subject Objectives	<p>1. To familiarize the students with the basic notions of the tourism industry, the analysis of the tourism phenomenon and its effects in social and economic life.</p> <p>2. To acquire geographical and tourism knowledge on the countries of the five continents, Europe and especially on Greece and Cyprus.</p> <p>3. Understand the philosophy, scope and principles of sustainable development.</p> <p>4. Differentiate sustainable versus non-sustainable practices in tourism developments.</p> <p>5. Recognize different types of niche tourism activities (e.g., volunteer tourism; agritourism) with the capacity to foster sustainable community development.</p>				
Learning Outcomes	<p>Upon the completion of the subject, the students will be able to:</p> <ol style="list-style-type: none"> 1. Experience the structure and trends of the tourism market. 2. Understand the particularities of the tourist “product”. 3. Familiarize with the various forms of tourism. 4. Recognise the impact of tourism on society, economy, environment, and culture. 5. Understand national policies on tourism development. 6. Indicate the distribution of tourism worldwide, with special emphasis on Greece and Cyprus 7. Understand the concept of the Sustainable Tourism Development 				
Pre-requisites	None	Co-requisites	None		
Subject Content	<p>A. Introduction to Tourism</p> <p>1. The nature and characteristics of the Tourism industry</p> <p>Tourism as a social and economic phenomenon</p>				

	<p>The main characteristics, the notion and trends of modern tourism</p> <p style="padding-left: 40px;">Tourism as a factor in the expansion of human relations – knowledge and peace</p> <p>2. Factors in the development of modern tourism</p> <p style="padding-left: 40px;">Development of means of transport and communication</p> <p style="padding-left: 40px;">Improvement of employees' personal incomes</p> <p style="padding-left: 40px;">Raising the cultural level of nations</p> <p style="padding-left: 40px;">Establishment of social benefits</p> <p style="padding-left: 40px;">Development of mass tourist centers</p> <p style="padding-left: 40px;">Urbanism</p> <p>3. Tourism Types</p> <p style="padding-left: 40px;">In terms of geographic environment (internal - external tourism)</p> <p style="padding-left: 40px;">In terms of tourist crowd (individual - collective tourism)</p> <p style="padding-left: 40px;">In terms of season (continuous – seasonal tourism)</p> <p style="padding-left: 40px;">In terms of purpose (recreational – naturalist – educational – artistic – religious – athletic – professional – conference tourism)</p> <p style="padding-left: 40px;">In terms of transportation means use (aviation – rail – steamer – by car – hiking tourism)</p> <p>4. Tourism as an economic and social phenomenon</p> <p style="padding-left: 40px;">Factors generating the tourism phenomenon from the social point of view (the getaway trends)</p> <p style="padding-left: 40px;">The tendency for human interaction – the tendency for new experiences – the imitation tendency</p> <p style="padding-left: 40px;">Tourism as a social phenomenon (tourist needs – tourist goods – introduction to tourism demand and market – determinants of tourism demand and market – tourism offer – determinants of tourism supply)</p> <p>5. Tourism development and issues arising from it</p> <p>6. Planning of tourism development</p> <p>7. The general impact of tourism</p> <p>8. Tourism and the environment</p> <p>9. Government's role in tourism</p> <p>10. Tourism by geographical area in the world</p>
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	11. Sustainable Tourism Development: Concepts and principles associated with sustainable tourism development, emphasizing on their implications for management and planning purposes. Topics to be addressed include: concept, justification and evolution of sustainable development; socio-cultural, economic, and environmental dimensions of sustainable tourism; positive and negative impacts of tourism development; and principles conducive to sustainable tourism planning and community development.
Teaching Methodology	<ul style="list-style-type: none"> - Suggestions - Case Studies
Bibliography	<p><u>Mandatory</u></p> <ul style="list-style-type: none"> • Wyllie W. Robert, (2011), An Introduction to Tourism, Venture Publishing • Ηγουμενάκης, Ν. – Κραβαρίτης Κ. – Λύτρας, Π, (1999) <i>Εισαγωγή στον Τουρισμό</i>, εκδ. Interbooks • Bricker, K., Black, R., & Cottrell, S. (2013). Sustainable Tourism & the Millennium Development Goals. Jones & Bartlett Learning: MA <p><u>Additional</u></p> <ul style="list-style-type: none"> • Cooper, Fletcher, Gilbert, Shepherd, Wanhill, (2004) <i>Tourism: Principles and Practice</i>, Pearsons, London. • McIntosh, R. and Goeldner, C., (1986) <i>Tourism: Principles, Practices, Philosophies</i>, John Wiley & Sons Inc.m New York. • Burkart, A.J. and Medlik, S., (1985) <i>Tourism: Past, Present and Future</i>, Heinemann.
Evaluation	<p>Midterm Examination: 20%</p> <p>Coursework: 20%</p> <p>Classroom Participation: 10%</p> <p>Final Examination: 50%</p>
Language	Greek / English

Subject Title	Hospitality Marketing and Communication				
Subject Code	HM222				
Subject Type	Compulsory				
Level	First Cycle				
Year / Semester	2 nd year / 4 th semester				
Name of Lecturer	Giannos Pantazis				
ECTS	6	Lectures / per week	1	Workshops / per week	0
Subject Objectives	<p>1. Having the students to understand that Hotel Marketing can be used as an effective mean in the service of the tourism destinations, businesses and agencies, and to predict and meet the needs and desires of customer purchases</p> <p>2. Students to be guided into the uninterrupted and profitable disposal of products and their services.</p>				
Learning Outcomes	<p>Upon completion of the course, the student will be able to demonstrate knowledge of the following topics: 1) understand the hospitality and tourism marketing process, 2) develop hospitality and tourism marketing opportunities & strategies 3) developing the hospitality and tourism mix 4) manage hospitality and tourism marketing 5) understand how social media impacts marketing in the hospitality business.</p> <p>More specifically:</p> <p>Upon completion of the subject, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand all the functions of Hotel Marketing. 2. Distinguish the different characteristics of the tourism product and consequently the particularities of Tourism Marketing. 3. Implement effective Hotel Marketing programs and implement strategies. 4. Understand the role of tour operators and travel companies in the tourism market. 				

	<p>5. Understand the impact of travel companies on product formation.</p> <p>6. Evaluate the factors that influence the choice of tourism destinations.</p> <p>7. Plan and implement different types of Hotel Marketing research.</p> <p>8. Understand the importance of concepts, content and branding strategies and image for the implementation of modern Tourism Marketing programs.</p> <p>9. Adopt marketing strategies effective for the hotel business.</p> <p>10. Use Tourism Marketing (product, price, distribution channels, and promotion) according to the needs of the market and perform functions and effectiveness controls.</p>		
Pre-requisites	None	Co-requisites	None
Subject Content	<ul style="list-style-type: none"> - Understanding the Hospitality Industry - Marketing Segmentation and the Hospitality Industry - Positioning In Line with Consumer Preferences - The Channels of Distribution - Intercultural Communication: Communication Models: Information Theory / Constructivism. Encountering Difference. <p>Moreover:</p> <p>Detailed presentation of the concepts, terminology and of all the functions and activities of Tourism Marketing. The necessity of the specialized application of Marketing in tourism.</p> <p>Segmentation tourism market, understanding needs and desires, tourist-consumer behavior models, designs and planning of tourism marketing strategies, Tourism Marketing research, development and tourism product design, choice of destinations and the impact of the travel business, tourism image, brand name (branding) , pricing, types and special characteristics, system and distribution channels, the role of tour operators as distributors in European and international tourism, process and content promotion (Mixture SQ), control technology and the effect of the functions of the Tourism Marketing.</p>		

	The impact of Marketing on the hotel business and its markets. Analysis of case studies from the tourism sector.
Teaching Methodology	-Suggestions -Case Studies
Bibliography	<p><u>Mandatory</u></p> <ul style="list-style-type: none"> • Kotler Philip and Bowen T. John (2013), Marketing for Hospitality and Tourism, Pearson • Holloway, C. and Robinson, C. (2003) <i>Τουριστικό Μάρκετινγκ</i>, Αθήνα, Εκδόσεις Κλειδάριθμος. <p><u>Additional</u></p> <ul style="list-style-type: none"> • Ηγουμενάκης, Ν. (1999) <i>Τουριστικό Μάρκετινγκ</i>, Αθήνα: Εκδόσεις Interbooks. • Philip Kotler, Μάρκετινγκ μανάτζμεντ, Εκδόσεις: Κλειδάριθμος.
Evaluation	Midterm Examination: 20% Coursework: 20% Classroom Participation: 10% Final Examination: 50%
Language	Greek / English