



Program of Study: Tourism Management & Marketing

(2 years/ 120 ECTS)

Language of the program: Greek and English

1. Σχόλιο Επιτροπής Αξιολόγησης: The course “Business Economics” should be taught in the two semesters: “Tourism Economics I” & “Tourism Economics II”.

Απάντηση: Δημιουργήθηκαν τα δύο νέα μαθήματα με βάση τα σχόλια και τις εισηγήσεις της Επιτροπής Αξιολόγησης και έχουν γίνει τα νέα syllabuses των μαθημάτων τα οποία επισυνάπτονται:

ANNEX 1: Tourism Economics I Syllabus

ANNEX 2: Tourism Economics II Syllabus

2. Σχόλιο Επιτροπής Αξιολόγησης: The course “Text Editing” should be renamed as “Business Communication”

Απάντηση: Δημιουργήθηκε το νέο μάθημα και το syllabus το οποίο επισυνάπτεται:

ANNEX 3: Business Communication Syllabus

3. Σχόλιο Επιτροπής Αξιολόγησης: The course “Commercial Law” should be removed.

Απάντηση: Αφαιρέθηκε.

4. Σχόλιο Επιτροπής Αξιολόγησης: The course “Tourism Law” should be renamed as “Tourism Regulations and Legal Aspects”.

Απάντηση: Έχει γίνει ο σχετικός ανασχεδιασμός και δημιουργήθηκε το νέο syllabus του μαθήματος, όπως επισυνάπτεται:

ANNEX 4: Tourism Regulations and Legal Aspects Syllabus



5. Σχόλιο Επιτροπής Αξιολόγησης: The course “Electronic Trade and Social Networks: should be renamed as “E-Tourism”.

Απάντηση: Έχει γίνει ο σχετικός ανασχεδιασμός και δημιουργήθηκε το νέο syllabus του μαθήματος, όπως επισυνάπτεται:

ANNEX 5: E-Tourism Syllabus.

6. Σχόλιο Επιτροπής Αξιολόγησης: The course “Tourism, Hospitality and Crisis Management” should be added.

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

ANNEX 6: Tourism, Hospitality and Crisis Management Syllabus.

7. Σχόλιο Επιτροπής Αξιολόγησης: The course “Marketing of Sustainable Tourism” should be added.

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

ANNEX 7: Marketing of Sustainable Tourism Syllabus.

8. Σχόλιο Επιτροπής Αξιολόγησης: The optional courses should have three ECTS and less than 40hrs.

Απάντηση: Έχει γίνει ο σχετικός ανασχεδιασμός στα ECTS, όπως επισυνάπτεται στον σχετικό πίνακα:

ANNEX 8: SUBJECT ALLOCATION PER SEMESTER

9. 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 στα ECTS, όπως επισυνάπτεται στον σχετικό πίνακα:

ANNEX 8: SUBJECT ALLOCATION PER SEMESTER



10. Σχόλιο Επιτροπής Αξιολόγησης: Invite Speakers from the hospitality marketing domain should participate in the 2-year-training program through a new course named “Meet the Industry”.

Απάντηση: Δημιουργήσαμε σεμιναριακό μάθημα το οποίο θα είναι χωρίς πιστωτικές μονάδες και το οποίο ανταποκρίνεται στις εισηγήσεις και τα σχόλια της Επιτροπής Αξιολόγησης. Το σεμιναριακό μάθημα ονομάζεται “Meet the Industry”. Με την έγκριση του προγράμματος θα προσκληθούν οι πρώτοι ομιλητές.

11. Σχόλιο Επιτροπής Αξιολόγησης: It is recommended that the college should get in touch with specialized global organizations, which accredit such program internationally.

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

Subject Title	Tourism Economics I				
Subject Code	ECO500				
Subject Type	Compulsory				
Level	First Cycle				
Year / Semester	2nd year / 3rd semester				
Name of Lecturer	Dr. Chris Volos				
ECTS	6	Lectures / per week	1	Workshops / per week	0
Subject Objectives	<p>1. Gaining a basic knowledge of tourism business activity and about the functioning of the tourism market</p> <p>2. Explaining the basic principles of economics and business economics in the management of tourist activity.</p> <p>3. Gaining a knowledge of the organization and management of tourist company in the sphere of small and medium-sized organizations.</p> <p>4. Recognition of measurable and immeasurable effects of tourism development and noticing the impact of tourism on the economy, the environment and the local community.</p>				
Learning Outcomes	<p>Upon completion of this course the student will be able to:</p> <p>1. Understand economic, organizational and ethical conditions of professional activity in tourism and recreation.</p> <p>2. Knows the general rules of creation and development forms of individual entrepreneurship.</p> <p>3. Analyze contemporary conditions and trends in the development of tourism and recreation in Cyprus and in the world.</p> <p>4. To be able to think and act entrepreneurial.</p>				
Pre-requisites	None		Co-requisites	None	
Subject Content	<p>1. Explanation of the concepts related to the economics of tourism: Basic ways of studying tourism Economy and tourism economics, tourism economic functions.</p> <p>2. Demand for tourism: Concepts and definitions of demand for tourism Consumer behavior and tourism demand, determinants Measuring the demand for tourism.</p>				

	<p>3. Characteristics of the tourism supply: Economic, sociocultural and environmental impacts of tourism Types and gauges of the tourism supply.</p> <p>4. The tourism industry and government organizations: - Government organizations responsible for the development of tourism - Travel agents, tour operators, intermediaries - Touristic product , characteristics, distribution</p> <p>5. Business registration rules</p> <p>6. The choice of taxation</p> <p>7. The choice of legal and business profile - principles of operation</p> <p>8. Franchising in tourism</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>John Tribe, The Economics of Recreation, Leisure and Tourism, Butterworth-Heinemann, 2011</p> <p>International handbook on the economics of tourism, Elgar original reference, Larry Dwyer, Peter Forsyth Edward Elgar Publishing, 2006</p> <p>Optional:</p> <p>Adrian Bull, The economics of travel and tourism, 2nd ed., Melbourne, Longman, cop. 1995</p> <p>Larry Dwyer, Peter Forsyth, Wayne Dwyer, Tourism Economics and Policy, Channel View Publication, 2010</p> <p>Ozan Bahar, Metin Kozak, Tourism economics: concepts and practices, Nova Science Publishers, 2008</p> <p>Greek:</p> <p>Βασσάλου Ελένη, Κονόμος Γεώργιος, Οικονομική Θεωρία για τους Επαγγελματίες του τουρισμού. Εκδόσεις: Le Monde, 2015.</p>
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	Tourism Economics II				
Subject Code	ECO501				
Subject Type	Compulsory				
Level	Second Cycle				
Year / Semester	2 nd year / 4th semester				
Name of Lecturer	Dr. Chris Volos				
ECTS	6	Lectures / per week	1	Workshops / per week	0
Subject Objectives	<p>The course is organized in theory lectures, and self-study and guided activities. In the theory sessions different static models will be used to study, in a simplified manner the following subjects:</p> <ul style="list-style-type: none">- The determinants of the equilibrium levels of aggregate economic variables.- The determinants of production of goods and services, employment, prices, interest rates, etc.- The effects of the economic policies implemented by the government on the overall performance of the economy.- The impacts of the tourism industry on the economy in Cyprus and some neighbouring countries (e.g. Turkey and Greece).				
Learning Outcomes	<p>Upon completion of this course the student will be able to:</p> <ol style="list-style-type: none">1. Identifying the theoretical and conceptual basis of economic analysis of tourism, both from the microeconomic and the macroeconomic perspective.2. Determining the economic impact generated by tourism.3. Assessing the economic dimension of tourism at different scales and analyzing the relationships between them.4. Relating the economic dimension of tourism through the analysis of demand and supply of tourist products in the context of markets and economic cycles, among other elements. <p>.</p>				
Pre-requisites	None		Co-requisites	None	
Subject Content	<p>1. Macroeconomic variables. GDP and Disposable Income. Balance of Payments:</p> <p>Introduction and objectives of macroeconomics. The functions of the State.</p>				

	<p>Basic concepts: nominal and real figures; labour force, employment and unemployment.</p> <p>Evolution in time. State budget: spending, taxes, budget balance, debt and public deficit.</p> <p>Circular flow of income and expenditures. Components and methods for calculating GDP and national income. Economic aggregates: production, product value and income. Primary distribution of income.</p> <p>Balance of payments. The tourism balance of payments.</p> <p>2. The Short Run: Real Economy, Money and Financial Systems. The Economic Policy of Cyprus:</p> <p>Private consumption, investment and saving. Public spending and net exports. Income expenditure model.</p> <p>The financial market. Money supply and monetary aggregates. Creating and controlling money supply. Interest rate and money demand. Financial market equilibrium.</p> <p>3. Open Economies: International Economic Relations. Tourist Flows.</p> <p>4. The Long Run: Economic Growth. Tourism and Economic Development. Tourism Policy.</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. The course is mainly organized in theory lectures.
Bibliography	<p>Blanchard, O., & Johnson, D. R. (2013). Macroeconomics. Boston: Pearson.</p> <p>Mankiw, N. G., & Taylor, M. P. (2014). Macroeconomics. London: Cengage Learning.</p> <p>Tribe, J. (2016). The Economics of recreation, leisure and tourism. London; New York: Routledge.</p> <p>Greek:</p> <p>Βασσάλου Ελένη, Κονόμος Γεώργιος, Οικονομική Θεωρία για τους Επαγγελματίες του τουρισμού. Εκδόσεις: Le Monde, 2015.</p>
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	Business Communication				
Subject Code	GRE100				
Subject Type	Compulsory				
Level	First Cycle				
Year / Semester	2 nd year / 4th semester				
Name of Lecturer	Ioanna Siamma				
ECTS	6	Lectures / per week	1	Workshops / per week	0
Subject Objectives	<p>1. To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.</p> <p>2. To understand the importance of specifying audience and purpose and to select appropriate communication choices.</p> <p>3. To understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative, scientific, and self-expressive, in written, visual, and oral communication.</p> <p>4. To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.</p> <p>5. To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.</p> <p>6. To develop the ability to research and write a documented paper and/or to give an oral presentation.</p>				
Learning Outcomes	<p>Upon successful completion of this course, the student should be able to:</p> <p>1. Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.</p> <p>2. Identify ethical, legal, cultural, and global issues affecting business communication.</p> <p>3. Utilize analytical and problem solving skills appropriate to business communication.</p> <p>4. Participate in team activities that lead to the development of collaborative work skills.</p>				

	5. Select appropriate organizational formats and channels used in developing and presenting business messages. 6. Compose and revise accurate business documents using computer technology. 7. Communicate via electronic mail, Internet, and other technologies. 8. Deliver an effective oral business presentation.		
Pre-requisites	None	Co-requisites	None
Subject Content	1. Establishing a Framework for Business Communication. 2. Focusing on Interpersonal and Group Communication. 3. Communicating Electronically. 4. Planning Spoken and Written Messages - Preparing Spoken and Written Messages. 5. Understanding the Report Process and Research Methods. 6. Managing Data and Using Graphics. 7. Organizing and Preparing Reports and Proposals.		
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	Textbook for the course is: Lehman, C. M., DuFrene, D. D., (2013), BCOM4. South-Western Cengage Learning. ISBN-13: 978-1-133-56224-5 or ISBN-10: 1-133-56224-8.		
Evaluation	Midterm Examination: 20% Coursework: 20% Classroom Participation: 10% Final Examination: 50%		
Language	Greek / English		

Subject Title	Tourism Regulations and Legal Aspects				
Subject Code	LAW135				
Subject Type	Compulsory				
Level	First Cycle				
Year / Semester	2 nd year / 4th semester				
Name of Lecturer	Dr. George Demetriades				
ECTS	6	Lectures / per week	1	Workshops / per week	0
Subject Objectives	1. Understand the nature of law and the legal system of Cyprus. 2. Understand the nature of law and the legal system of European Union. 3. Understand the legal concept and principles of personality, juristic act and contract. 4. Set up and manage basic forms of business organizations. 5. Understand the rules imposed by specific legislations concerning the operation of hotel, place of entertainment, travel agency and tourist guide business.				
Learning Outcomes	Upon completion of this course the student will be able to: 1. Recognize the importance of the legal dimension to professional activity in the tourism industry; 2. Interact at an appropriate level with regulatory and professional legal opinion; 3. Have an appropriate knowledge and understanding of the range and detail of laws applicable to the main areas of the tourism industry; 4. Analyse issues in the tourism industry with a heightened logical focus of tourism activity				
Pre-requisites	None	Co-requisites	None		
Subject Content	Introduction to Law Hire of Property & Hire of Work Contract of Sale Hire of Services and Labor Law Insurance				

	Specific Legislations Concerning the Operation of Hotel, Place of Entertainment, Travel Agency and Tourist Guide Businesses.
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	Trevor Atherton, Trudie Atherton, Tourism Travel & Hospitality Law. Lawbook Co.: Australia, 2010. Greek: Μυλωνόπουλος, Δημήτρης. Τουριστικό Δίκαιο. Εκδόσεις: Νομική Βιβλιοθήκη, 2016.
Evaluation	Midterm Examination: 20% Coursework: 20% Classroom Participation: 10% Final Examination: 50%
Language	Greek / English

Subject Title	E-Tourism				
Subject Code	BUSN205				
Subject Type	Compulsory				
Level	First Cycle				
Year / Semester	1 st year / 2nd semester				
Name of Lecturer	Dr. Andreas Masouras				
ECTS	6	Lectures / per week	1	Workshops / per week	0
Subject Objectives	<p>1. To develop a critical appreciation of the nature, role and importance of the e-tourism business environment at different scales and provide students with a strategic and managerial perspective of the use of technology within travel and tourism.</p> <p>2. To analyse factors inhibiting and encouraging ICT development in tourism and travel industries with consideration of specific issues, ethics, corporate responsibility and sustainability viewpoint.</p> <p>3. To critically evaluate the influences of specific technologies on both the demand and supply side of travel and tourism.</p> <p>4. To communicate effectively via a range of media appropriate to module topic.</p>				
Learning Outcomes	<p>Upon completion of this course the student will be able to:</p> <p>1. Be able to evaluate the impact of new information and communication technologies (ICT) on both the supply and the demand side of travel and tourism.</p> <p>2. Gain a critical awareness of the main issues/challenges in making strategic and tactical decisions about the use of technology to benefit travel and tourism organizations.</p> <p>3. Be able to critically appraise the role of ICT in creating value propositions for customers and competitive advantage for organizations in the tourism industry and understand the benefits and costs of the adoption of new technologies for stakeholders in the hospitality and tourism sector.</p>				
Pre-requisites	None		Co-requisites	None	
Subject Content	<p>ICT - definitions and concepts</p> <p>The role, nature and importance of ICT and media in travel and tourism</p>				

	<p>e-Tourism: technology supported supply and demand</p> <p>e-Tourism and accessibility</p> <p>Technology and the consumer - social media networking</p> <p>Mobile tourism and wireless systems</p> <p>ICT as a platform for B2C and B2B communications</p> <p>Online distribution and multi-channel strategies</p> <p>Online marketing including Search Engine Optimisation (SEO) and Pay-Per-Click (PPC) campaigns Destination Management Systems and e-Destinations</p> <p>Tourists and technology - from GPS to Virtual visitor guides</p> <p>Relations between technology and competitive advantage</p> <p>Security and electronic commerce</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>Key texts:</p> <p>Egger, R. and Buhalis, D. (eds) (2008) Management and Marketing issues in eTourism, Butterworth Heinemann: Oxford</p> <p>Handbook on e-marketing for tourism destinations (2013) World Tourism Organization; Brussels: European Travel Commission.</p> <p>Pease, W., Rowe, M. and Cooper, M. (2007) Information and communication technologies in support of the tourism industry, Hershey.</p> <p>Sigala, M., Christou, E., Gretzel, U. (2012) Social media in travel, tourism and hospitality: theory, practice and cases,</p> <p>Recommended reading:</p> <p>Fesenmaier, D. R., Wöber, K., Werthner, H. (2006) Destination recommendation systems: behavioural foundations and applications</p> <p>Lytras, M., Ordóñez de Pablos, P., Damiani, E. and Diaz, L. (2011) Digital Culture and E-Tourism: Technologies, Applications and Management Approaches</p>
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	Tourism, Hospitality and Crisis Management				
Subject Code	BUSN315				
Subject Type	Optional				
Level	Second Cycle				
Year / Semester	2 nd year / 3rd semester				
Name of Lecturer	Dr. Christos Akrivos				
ECTS	3	Lectures / per week	1	Workshops / per week	0
Subject Objectives	Unplanned eventualities and unexpected incidents represent normal and inevitable elements in the running of tourism and hospitality industry. In such instances, the effectiveness of contingency plans and the way in which they are implemented will determine the overall outcome. Being able to respond strongly and competently to any imaginable crisis is the mark of a reliable and robust tourism business. By contrast, businesses unable to cope with potential crises are each day facing a dangerously uncertain future.				
Learning Outcomes	<p>Upon completion of this course the student will be able to:</p> <p>1. Have a conceptual framework for incorporating crisis management in tourism industry within a broader approach to strategic management. This framework will enable them to relate crisis management appropriately to:</p> <ul style="list-style-type: none">- Risk management- Emergency management- Business continuity management. <p>2. Be in a position to plan effectively for crises.</p> <p>3. Understand and be able to compute the potential effect of successful and unsuccessful crisis management on key stakeholders; on the corporate balance sheet/ organizational standing; and on shareholder value/ longer-term institutional value.</p>				
Pre-requisites	None	Co-requisites		None	
Subject Content	<p>1. What is Crisis Management in tourism and hospitality?</p> <p>The first course module sets out to enhance candidates' understanding of exactly what crisis management is, along with how a crisis is defined from a contemporary corporate perspective. Additional subtopics introduced include the creation and value of crisis management teams, why crisis management in general matters and effective crisis management training techniques/strategies in tourism industry.</p> <p>2. Conducting the Crisis hospitality Audit:</p>				

	<p>Dissects the professional crisis audit, guiding candidates through each key stage and element in audit planning/implementation. Key questions to ask and investigate during the audit are explored and discussed, along with the online audit, the 360-degree audit and a breakdown of the risk matrix.</p> <p>3. Developing a Response Process</p> <p>4. Establishing an Emergency Operations Centre:</p> <p>Introduces the concept of establishing an emergency operations center for the purposes of business continuity, both during and following an emergency situation. The professional crisis plan is also broken down and investigated in further detail.</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. The course is mainly organized in theory lectures.
Bibliography	Eric Laws, B. Prideaux, K. S. Chon. Crisis Management in Tourism. Green Hiker Treks & Expedition P. Ltd. 2012.
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	Marketing of Sustainable Tourism				
Subject Code	MKT100				
Subject Type	Optional				
Level	Second Cycle				
Year / Semester	2 nd year / 4th semester				
Name of Lecturer	Ioanna Siamma				
ECTS	3	Lectures / per week	1	Workshops / per week	0
Subject Objectives	<div>1. Understand the function of positioning in sustainable tourism marketing.</div> <div>2. Explain the impact of competition and its impact in tourism marketing.</div> <div>3. Understand the concept of Green Marketing.</div> <div>4. Develop a marketing plan or a destination.</div> <div>5. Explain how intangibles are a part of marketing a tourism destination.</div> <div>6. Understand how the SOWT analysis is used in destination marketing.</div>				
Learning Outcomes	<div>Upon completion of this course the student will be able to:</div> <div>1. demonstrate, in writing and orally, the theoretical understanding of sustainable tourism and the evolution of the concept</div> <div>2. discuss and critically reflect upon the relationship between sustainability and tourism development</div> <div>3. independently formulate research questions with theoretical as well as practical relevance for the development of sustainable tourism</div> <div>4. Independently write critical reviews of current theoretical and methodological research in relation to a chosen field of research.</div> <div>5. Communicate research results to academics as well as practitioners.</div>				
Pre-requisites	None		Co-requisites	None	
Subject Content	<div>1. Sustainable tourism is one of the dominant paradigms in tourism studies. The course discusses the evolution of the concept and its theoretical roots. Within the field, the course focuses on issues related to resource use (water, energy, and food), economic development, ‘green’ business development, and consumer psychology.</div> <div>2. Marketing Mix of sustainable products.</div> <div>3. Marketing strategies implementations of sustainable tourism products.</div> <div>4. Media buying for sustainable tourism products.</div>				

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. The course is mainly organized in theory lectures.
Bibliography	<p>Bramwell, Bill and Lane, Bernhard (1993). Sustainable tourism: an evolving global approach. <i>Journal of Sustainable Tourism</i> 1(1): 1-5.</p> <p>Butler, Richard (1999). Sustainable tourism: A state-of-the-art review. <i>Tourism Geographies</i> 1: 7-25.</p> <p>Clarke, Jackie (1997). A framework of approaches to sustainable tourism. <i>Journal of Sustainable Tourism</i> 5: 224-233.</p> <p>Dickinson, Janet and Leslie Lumsdon (2010). <i>Slow Travel and Tourism</i>. London: Earthscan. [232 pp, ISBN 978-1-84971-112-8]</p> <p>Dinica, Valentina (2009). Governance for sustainable tourism: A comparison of international and Dutch visions, <i>Journal of Sustainable Tourism</i>, 17(5): 583-603.</p>
Evaluation	<p>Midterm Examination: 20%</p> <p>Coursework: 20%</p> <p>Classroom Participation: 10%</p> <p>Final Examination: 50%</p>
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	ENGLISH I	ENG101	4	50'	13	52	6
2.	Compulsory	INTRODUCTION TO TOURISM INDUSTRY	HM114	4	50'	13	52	6
3.	Compulsory	PRINCIPLES OF BUSINESS ADMINISTRATION	BA115	3	50'	13	39	6
4.	Compulsory	GENERAL ACCOUNTING I	ACC155	3	50'	13	39	6
5.	Optional	RUSSIAN I	RUS102	3	50'	13	39	3
6.	Optional	GERMAN I	GERM116	4	50'	13	52	3
7.	Optional	MANAGEMENT OF TOURIST AGENCIES	BUSN 816	3	50'	13	39	3
B' Semester								
1.	Compulsory	MANAGEMENT OF TOURIST ENTERPRISES	BUSN208	3	50'	13	39	6

2.	Compulsory	MARKETING TECHNIQUES	BUSN401	3	50'	13	39	6
3.	Compulsory	E-TOURISM	BUSN205	3	50'	13	39	6
4.	Compulsory	MARKETING BASIC PRINCIPLES	BUSN104	3	50'	13	39	6
5.	Optional	MANAGEMENT OF TOURISM INFORMATION SYSTEMS	BUSN810	3	50'	13	39	3
6.	Optional	MANAGEMENT OF CULTURAL HERITAGE	BUSN817	3	50'	13	39	3
7.	Optional	GERMAN II	GERM117	4	50'	13	52	3
C' Semester								
1.	Compulsory	ENGLISH II	ENG201	4	50'	13	52	6
2.	Compulsory	MARKET RESEARCH	BUSN304	4	50'	13	52	6
3.	Compulsory	TOURISM MARKETING	BUSN805	4	50'	13	52	6
4.	Compulsory	TOURISM ECONOMICS I	ECO500	3	50'	13	39	6
5.	Optional	PUBLIC RELATIONS	BUSN400	3	50'	13	39	3
6.	Optional	TOURISM, HOSPITALITY AND CRISIS MANAGEMENT	LAW135	4	50'	13	39	3
7.	Optional	RUSSIAN II	RUS202	3	50'	13	39	3

8.	Optional	MEDITERRANEAN HISTORY AND CULTURE	GEED101	3	50'	13	39	3
D' Semester								
1.	Compulsory	TOURISM PLANNING AND DEVELOPMENT	BUSN814	3	50'	13	39	6
2.	Compulsory	TOURISM REGULATIONS AND LEGAL ISSUES	LAW135	3	50'	13	39	6
3.	Compulsory	BUSINESS COMMUNICATION	GRE100	3	50'	13	39	6
4.	Compulsory	TOURISM ECONOMICS II	ECO257	3	50'	13	39	6
5.	Optional	BUSINESS RESEARCH	BUSN808	3	50'	13	39	3
6.	Optional	HOTEL MARKETING	HM222	3	50'	13	39	3
7.	Optional	HISTORY OF CYPRUS	GRE509	3	50'	13	39	3
8.	Optional	MARKETING OF SUSTAINABLE TOURISM	ACC268	4	50'	13	52	3