

Course Title	The Hospitality Business				
Course Code	HTM100				
Course Type	Compulsory				
Level	Bachelor (1 <sup>st</sup> Cycle)				
Year / Semester	1 <sup>st</sup> Year /1 <sup>st</sup> Semester				
Instructor's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 weeks	Laboratories / week	None
Course Purpose and Objectives	<p>To introduce students to the fundamental themes of the hospitality business and its management. Real-life case studies on Hospitality and Tourism are presented to serve as an example on how to bridge the gap between industry and academia.</p> <p>Objectives:</p> <ul style="list-style-type: none"> <li>• to provide students with an overview of the hospitality industry</li> <li>• to familiarize students with the organization of hospitality establishments and their operations</li> <li>• to supply knowledge about the interrelationships among various divisions and departments of restaurants and hotels</li> <li>• to introduce the various trends and challenges in the hospitality business</li> </ul>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Assess the importance of management principles on the hospitality industry.</li> <li>• Identify the composition, nature and operating elements of the various areas of the hospitality industry: accommodation, food and beverage, and tourism enterprises.</li> <li>• Examine and elaborate the characteristics of the hospitality industry and how they are utilized from a managerial perspective</li> <li>• Evaluate and analyze the various functions of management in the hospitality industry and how the role and the principal responsibilities of hospitality managers are formed.</li> <li>• Demonstrate creative problem solving by expressing practical experience of work in the hospitality industry.</li> </ul>				

	<ul style="list-style-type: none"> <li>Develop a writing material and develop new management and behavioral skills through it.</li> </ul>		
Prerequisites	None	Co-requisites	None
Course Content	<p>Introduction to the hospitality industry</p> <p>The tourism phenomenon: basic concepts - Destinations as tourist attractors</p> <p>Restaurant: issues and operations</p> <p>Organizing restaurant businesses – Competition in food service</p> <p>Issues facing food service- On-site food service</p> <p>The lodging and hotel industry</p> <p>Planning in hospitality management</p> <p>Organizing in hospitality management</p> <p>Human resources in hospitality management</p> <p>Control in hospitality management</p> <p>Leadership in hospitality industry</p> <p>Hospitality as a service industry</p>		
Teaching Methodology	Face-to-Face		
Bibliography	<p>Powers T. and Barrows C.W.: Introduction to Management in the Hospitality Industry, Latest Edition, New Jersey: John Willey &amp; Sons.</p> <p>Walker J.R.: Introduction to Hospitality Management, Latest Edition, Pearson Education Inc.</p> <p>Cook, R.A., Hsu, C.H., and Marqua, J.J.: Tourism: the business of hospitality and travel, Latest Edition, Boston, MA: Pearson.</p> <p>Crotts, J.C., Buhalis, D.and March, R.: Global Alliances in Tourism and Hospitality Management, Latest Edition, The Haworth Hospitality Press.</p> <p>Rutherford, D.G.: Hotel Management and Operations, Latest Edition, John Willey &amp; Sons.</p> <p>Iverson, K.M.: Introduction to Hospitality Management, Latest</p>		

	<p>Edition.</p> <p>Rutherford, D.G.: Hotel Management and Operations, Latest Edition, Willey.</p>								
Assessment	<table border="1"> <tr> <td>Examinations</td> <td>70%</td> </tr> <tr> <td>Assignments</td> <td>20%</td> </tr> <tr> <td>Class Participation and Attendance</td> <td>10%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table>	Examinations	70%	Assignments	20%	Class Participation and Attendance	10%	Total	100%
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Language	English								