

Course Title	Contemporary Challenges in Hospitality and Tourism Development and Management				
Course Code	HTM320				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	4 th Year/8 th Semester				
Instructor's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 Weeks	Laboratories / week	None
Course Purpose and Objectives	<p>The course provides to give students the opportunity to acquire additional knowledge in the local and in the global context in various selected topics representing contemporary challenges relevant to the development and management of hospitality and tourism operations and to the role and influence of governments and the communities in which such businesses are operating/functioning. 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>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Describe the key challenges, innovations and emerging issues shaping the hotel, tourism and events industries now and in the future. • Explain recent developments and contemporary issues pertaining to the subject matter. • Evaluate the strengths and weaknesses of the selected topic. • Demonstrate effective analytical and presentation skills for case studies or term reports for topics selected. • Assess the importance of technology advancements in the development and management of current and new hospitality and tourism enterprises in local and global contexts. 				
Prerequisites	MGT220, HTM310	Co-requisites	None		
Course Content	<p>Development and Management of current and new Hotel, Tourism and Events enterprises in local and global contexts.</p> <p>Corporate Governance & Leadership in Hospitality and Tourism operations - the role of the Chief Executive Officer (CEO)/General Manager (GM).</p>				

	<p>Strategic Human Resource Management and Development and its impacts upon the performance of Hospitality and Tourism operations; the role of key performance indicators (KPIs').</p> <p>The Legal Environment and Health & Safety Management in Hospitality and Tourism operations.</p> <p>Managing Workforce Diversity in Hospitality and Tourism industries across and within cultures.</p> <p>Corporate Social Responsibility (CSR) in Hospitality and Tourism operations.</p> <p>Ethics & Ethical Reasoning in Hospitality and Tourism operations in the local and international contexts.</p> <p>Development and Management of Quality Standards and Services in Hotel, Tourism and Events operations.</p> <p>Innovation and Entrepreneurship in Hotel and Tourism Enterprises.</p> <p>Events Development and Management across international destinations.</p> <p>Marketing research - Methodological approaches in identifying Tourists perceptions about resort destinations.</p> <p>The role of technology advancement implications in Hospitality and Tourism Operations in local and global contexts.</p>		
Teaching Methodology	Face-to-Face		
Bibliography	<p>A variety of Management Textbooks, e-books, and the peer-reviewed academic journals (listed below) related to the special topic selected: International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, Tourism Management Journal, International Journal Leisure & Tourism Management, Journal of Organizational Behavior, International Journal of Human Resource Management, International Journal of Tourism Research, Journal of Business Research, Human Resource Management Journal, Harvard Business Review, Business Week, Fortune, People Management.</p>		
Assessment	Examinations	70%	
	Assignments	20%	
	Class Participation and Attendance	10%	
	Total	100%	
Language	English		

