

Course Title	Managing Casino, Spa and Wellness Services				
Course Code	HTM330				
Course Type	Compulsory				
Level	Bachelor (1 <sup>st</sup> Cycle)				
Year / Semester	3 <sup>rd</sup> Year/6 <sup>th</sup> Semester				
Instructor's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 weeks	Laboratories / week	None
Course Purpose and Objectives	<p>The purpose of this course is to analyze the operations of casinos, and examines the many internal and environmental cultures that surround and make up the casino. Students will study the structures of the casino organizations into departments and their function. Particular attention will be placed on the casino resort and the organization and function of the casino hotel, food and beverage department, meetings and conventions, and entertainment divisions. The course will familiarize students with the interior culture of casinos: how their culture, organization, management, and make-up have evolved. The course then goes on to examine the impact that casinos have on individual lifestyles, and the functions of the Human Resource Department. Finally, the course looks at casino culture as part of larger and local communities through its addressing of gambling and addictive behaviors, and how it functions as a community-minded business/neighbour. 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 identify the organizational structure of a typical casino</li> <li>• to distinguish the functions of the departments within that organizational structure</li> <li>• to estimate how the casino hotel functions within the overall casino organization</li> <li>• to demonstrate how the Food and Beverage, Meetings and Convention, and Entertainment divisions of a casino function within the overall organization</li> <li>• to classify the various cultural trends that casinos have evolved through to today</li> <li>• to assess the impact that casinos have on employee and gamblers' lifestyles</li> </ul>				

	<ul style="list-style-type: none"> <li>• to examine the function of the Human Resources Department in a casino</li> <li>• to identify how casinos foster responsible gambling, address addictive behaviors, and become a responsible member of its community</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 practices of casinos and spas and highlight their evolution.</li> <li>• Describe the motivation and behavior of casino segment and demonstrate the importance people play in casino organizations.</li> <li>• Define the dynamic business environment and illustrate its impacts on the casino industry.</li> <li>• Analyze the societal costs and benefits associated with casino gaming.</li> <li>• Explain the philosophy of spa, the segments of spa, and the fields of spa.</li> <li>• Demonstrate the key segments of spa facilities and their motivational and behavioral characteristics.</li> </ul>		
Prerequisites	HTM210, HTM305	Co-requisites	None
Course Content	<p>Casino:</p> <ul style="list-style-type: none"> <li>• An Introduction to Casino Organization and Culture</li> <li>• Organization Structure of the Facility</li> <li>• Casino Departments and Functions</li> <li>• The Casino Hotel</li> <li>• Food &amp; Beverage</li> <li>• Meeting, Conventions and Entertainment</li> <li>• Casino Culture</li> <li>• Lifestyle Impact</li> <li>• Human Resource Issues in Casino Operations</li> <li>• Responsible Gaming and Addictive Behaviours</li> <li>• The Casino as a Community Neighbour</li> </ul> <p>Health:</p> <ul style="list-style-type: none"> <li>• Spa, wellness and human evolution</li> <li>• The scope of the spa industry: historical and cultural antecedents</li> <li>• Spa philosophy and cultural influences</li> <li>• Social trends and market size: Global wellness movement and spa utilisation trends</li> <li>• Social trends; Growth and turnover in the spa industry</li> </ul>		

	<ul style="list-style-type: none"> <li>• Economic and business perspectives: Spa development and management</li> <li>• Human resource development</li> <li>• Industry sectors: Spas and the hospitality industry</li> <li>• Spas and the healthcare industry</li> <li>• Other business models of spas</li> <li>• Professionalism and education: Training and education</li> <li>• Standards of practice and training</li> <li>• Communication</li> <li>• Ethics and social responsibility</li> </ul>								
Teaching Methodology	Face-to-Face								
Bibliography	<p>Hashimoto, K.: Casino Organization and Culture, Latest Edition, Upper Saddle River, NJ: Prentice Hall.</p> <p>Desmond, L.: Casino Management in Integrated Resorts, Latest Edition, Routledge.</p> <p><a href="#">William, T. D.:</a> Slot Performance Analysis: An Essential Resource for Casino Operations Management, Latest Edition.</p> <p>Wisnom, M.S.: Spa Management: An Introduction, Latest Edition, Pearson Education.</p> <p>Rawlinson, S., and Heap, T.: International Spa Management, Latest Edition, Goodfellow Publishers.</p> <p>Norton David, The High Roller Experience: How Caesars and Other World-Class Companies Are Using Data to Create an Unforgettable Customer Experience, Latest Edition, McGraw-Hill Education.</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								