

Course Title	Introduction to Hospitality and Tourism Industry				
Course Code	IMGT-130E				
Course Type	Compulsory				
Level	1 st Cycle				
Year / Semester	First/Fall				
Teacher's Name					
ECTS	6	Lectures / week	3	Laboratories / week	0
Course Purpose and Objectives	<p>The course's objective is to present the basic information as well as the basic ideas and data concerning the industry of hospitality, which is based on the following sectors: hotels, food and tourism. In each case there will be a historical retrospect, an explanation of the different kinds of functioning/categories and a report of the different choices in the administrative and managerial methods of the specific units.</p> <p>The structure and organization of the tourism industry, the behavior of travelers, as well as the data and trends prevailing in Cyprus, in Europe and the rest of the world, will be analyzed, on the basis of the travelling sector.</p>				
Learning Outcomes	<p>After completion of the course students are expected to be able to:</p> <ul style="list-style-type: none"> • Understand the historical evolution of hospitality and tourism industry, the factors that influence its development and its contribution to economy. • Consolidate the main characteristics of organizing and functioning, as well as, the kinds, the categories and the means of hotels' and restaurants' management. • Apprehend the forces and the facts that constitute travel and tourism industry. • Analyze and make good use of the customers' needs and expectations. • Consolidate and offer quality service. • Apprehend the basic management principles of a hospitality unit through an effective development of the personnel and the leadership skills of the managers. 				
Prerequisites	None	Required	None		
Course Content	<p><u>Historical Recollection:</u></p> <ul style="list-style-type: none"> • Presentation on the industrial evolution through the years. • Emphasis on important/key developments. • Reference to an international and local level. 				

	<p><u>Impact on Economy:</u></p> <ul style="list-style-type: none"> • Updating and analyses on the extend of demand concerning the travel sector. • Report and analyses for tourist markets (countries of origin) and tourist destinations. • Tourism income analyses. • Briefing on employment opportunities. <p><u>Organization and Operation of Units:</u></p> <ul style="list-style-type: none"> • Updating on the organization and function of hotel units and restaurants: location, size, category, services provided, sections, management form. <p><u>Travel Industry:</u></p> <ul style="list-style-type: none"> • Information on factors that create and reinforce demand. • Information on demand utilization concerning the development of tourism destinations. • Information concerning threats against the demand and the effects due to rivalry. • Specific report and data assessment for Cyprus as a tourist destination. <p><u>Travellers'/customers' Behaviour:</u></p> <ul style="list-style-type: none"> • Analyses and evaluation of the factors that determine the demand. • Preparation and offer of products (services) that respond and even transcend the customers' expectations. <p><u>Qualitative Service:</u></p> <ul style="list-style-type: none"> • Analyses and consolidation of factors for the reassurance of qualitative service. • Qualitative criteria adaptation in hospitality services. <p><u>Effective management:</u></p> <ul style="list-style-type: none"> • Information on basic principles of effective management in hospitality units. • Emphasis on an anthropocentric service form (from a human/employee to a human/employee) • Information on ways of employees' optimal utilization: effective development and inspiring leadership.
Teaching Methodology	<ul style="list-style-type: none"> • Lectures, examples, in-class assessment • Analyses of case studies in class. • Educational visits to units.
Bibliography	<p>Required:</p> <ul style="list-style-type: none"> • <i>"Introduction to the Hospitality Industry"</i>, Clayton W. Barrows, Tom Powers, Dennis R. Reynolds, Wiley; 8 edition • Kozak, M. & Kozak, N. (2016) <i>Tourism and Hospitality Management</i>. 1st edition. Vol. 12. [Online]. Bingley: Emerald Publishing Limited.

	<ul style="list-style-type: none"> Lecturer's Notes <p>Suggested:</p> <ul style="list-style-type: none"> <i>"Introduction to Hospitality"</i>, John R. Walker, (7th Edition), Pearson editions <i>"The Theory of Hospitality and Catering"</i>, David Foskett, Patricia Paskins, Andrew Pennington, Neil Rippington, Hodder Education; 13th Revised edition 														
Assessment	<ul style="list-style-type: none"> Class Participation Tests Study –project Mid term exam Final Exam <p>Grading Policy</p> <table border="1" data-bbox="491 846 1182 1128"> <tr> <td>Final Examinations</td> <td>30 – 50%</td> </tr> <tr> <td>Class Tests</td> <td>15 – 30% each</td> </tr> <tr> <td>Term paper or Projects</td> <td>15 – 30%</td> </tr> <tr> <td>Mid-Term</td> <td>30 – 40%</td> </tr> <tr> <td>Homework</td> <td>0 – 20%</td> </tr> <tr> <td>Quizzes</td> <td>0 – 10%</td> </tr> <tr> <td>Class Attendance & Participation</td> <td>0 – 10%</td> </tr> </table>	Final Examinations	30 – 50%	Class Tests	15 – 30% each	Term paper or Projects	15 – 30%	Mid-Term	30 – 40%	Homework	0 – 20%	Quizzes	0 – 10%	Class Attendance & Participation	0 – 10%
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Language	English														

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