

Course Title	Hospitality Business				
Course Code	TRAV103				
Course Type	Compulsory				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 1 <sup>st</sup> Semester				
Instructor's Name	Demos Parapanos				
ECTS	6	Lectures / week	3	Laboratories / week	None
Course Purpose and Objectives	<p>The course is design to prepare students for a management role in the Hospitality industry and develop understanding to the fundamental characteristics of the hospitality business.</p> <p>The module introduces students of sustainable concepts and environmental impacts for the industry</p> <p>By the end of this course students are expected to develop an understanding of the key concepts and practices of marketing that are applied in the tourism and hospitality industries.</p>				
Learning Outcomes	<p>Upon successful completion of this course, students are expected to:</p> <ul style="list-style-type: none"> <li>• Critically evaluate the importance of management principles for the Hospitality industry.</li> <li>• Understand the concept of Ethics, Responsibility and Sustainability (ERS) in Hospitality Business</li> <li>• Develop critical understanding of marketing management in the international tourism and hospitality sector</li> <li>• Understand the key characteristics of a service industry (P.I.V.I model) and elaborate these characteristics of the hospitality industry and how they are utilized from a managerial perspective</li> <li>• Develop critical understanding of key issues in policy and planning in the contemporary global tourism industry and demonstrate creative problem solving by expressing practical experience of work in the hospitality industry.</li> </ul>				
Prerequisites	None	Co-requisites	None		
Course Content	<ul style="list-style-type: none"> <li>• Introduction to the hospitality industry</li> <li>• The tourism phenomenon: basic concepts - Destinations as tourist attractors</li> <li>• Developing and organizing a Sustainable tourism operation</li> <li>• Marketing strategies for at hospitality organization</li> </ul>				

	<ul style="list-style-type: none"> <li>• Planning in hospitality management</li> <li>• Human resources in hospitality management</li> <li>• Revenue management in hospitality management</li> <li>• Leadership in hospitality industry</li> <li>• Hospitality as a service industry</li> </ul>
Teaching Methodology	<p>Course topics are presented by a variety of teaching approaches including lectures, exercises, multimedia cases, homework case analysis and class presentations and discussions of assigned readings.</p>
Bibliography	<p><b>Compulsory Reading:</b></p> <ol style="list-style-type: none"> <li>1. Slack, Nigel (2019), Operations Management,9th, Pearson, ISBN: 978-1-292-25396-1.</li> <li>2. Walker, John R. (2009), Introduction to hospitality, Pearson, ISBN: 978-0-13-513928-8.</li> <li>3. Heizer, Jay (2020), Operations Management: Sustainability and Supply Chain Management,13th, Pearson, ISBN: 978-1-292-29503-9.</li> <li>4. Carroll, Archie &amp; Brown, Jill &amp; Buchholtz, Ann (2017), Business &amp; Society: Ethics, Sustainability &amp; Stakeholder Management, 10th Edition, Cengage Learning, ISBN: 9781305959828</li> </ol> <p><b>Additional Reading:</b></p> <ol style="list-style-type: none"> <li>5. Montana, Patrick J. (2015), Barron's Management: An Ideal Classroom Text or Self-Teaching Handbook, Featuring,5th, Barron's Educational Series, Inc, ISBN: 978-1-4380-0482-2.</li> <li>6. Izhar, Riad(2001), Accounting, costing, and management,2nd, Oxford University Press, ISBN: 0-19-832823-0.</li> <li>7. William J. Stevenson (2015), Operations Management,12th, Mc Graw Hill Education, ISBN: 978-0-07-802410-8.</li> <li>8. Kotler, Philip (2010), Marketing for hospitality and tourism,5th, Pearson Prentice Hall, ISBN: 9780132453134.</li> <li>9. Carroll, Archie &amp; Brown, Jill &amp; Buchholtz, Ann (2017), Business &amp; Society: Ethics, Sustainability &amp; Stakeholder Management, 10th Edition, Cengage Learning, ISBN: 9781305959828</li> </ol> <p><b>Academic Articles:</b></p> <ul style="list-style-type: none"> <li>• <a href="https://www.researchgate.net/profile/Basak_Denizci_Guillet/publication/262524830_A_descriptive_examination_of_corporate_governance_in_the_hospitality_industry/links/5d806b79299bf10c1ab259c6/A-descriptive-examination-of-corporate-governance-in-the-hospitality-industry.pdf">Basak Denizci Guillet</a> , <a href="https://www.researchgate.net/profile/Basak_Denizci_Guillet/publication/262524830_A_descriptive_examination_of_corporate_governance_in_the_hospitality_industry/links/5d806b79299bf10c1ab259c6/A-descriptive-examination-of-corporate-governance-in-the-hospitality-industry.pdf">Anna Mattila</a>(2010), A descriptive examination of corporate governance in the hospitality industry, International Journal of Hospitality Management 29(4): pp 677-684.</li> </ul> <p><a href="https://www.researchgate.net/profile/Basak_Denizci_Guillet/publication/262524830_A_descriptive_examination_of_corporate_governance_in_the_hospitality_industry/links/5d806b79299bf10c1ab259c6/A-descriptive-examination-of-corporate-governance-in-the-hospitality-industry.pdf">https://www.researchgate.net/profile/Basak Denizci Guillet/publication/262524830 A descriptive examination of corporate governance in the hospitality industry/links/5d806b79299bf10c1ab259c6/A-descriptive-examination-of-corporate-governance-in-the-hospitality-industry.pdf</a></p>

	<ul style="list-style-type: none"> <li>• Paul Vincent Owen Slattery(2002), Finding the Hospitality Industry, Journal of Hospitality Leisure Sport and Tourism 1(1) DOI: 10.3794/johlste.11.7, pp 19-28 <a href="https://www.researchgate.net/profile/Paul_Slattery4/publication/26396304_Finding_the_Hospitality_Industry/links/5eb403ee45851523bd4a3121/Finding-the-Hospitality-Industry.pdf">https://www.researchgate.net/profile/Paul_Slattery4/publication/26396304_Finding_the_Hospitality_Industry/links/5eb403ee45851523bd4a3121/Finding-the-Hospitality-Industry.pdf</a></li> <li>• Eric Ricaurte(2011), Developing a Sustainability Measurement Framework for Hotels: Toward an Industry-wide Reporting Structure, Cornell Hospitality Report Vol. 11, No. 13,pp <a href="https://ecommons.cornell.edu/bitstream/handle/1813/71113/Ricaurte_202011_20Developing_20a_20sustainability.pdf?sequence=1">https://ecommons.cornell.edu/bitstream/handle/1813/71113/Ricaurte_202011_20Developing_20a_20sustainability.pdf?sequence=1</a></li> <li>• John W. O'Neill, Mats Carlbäck(2011), Do brands matter? A comparison of branded and independent hotels' performance during a full economic cycle, International Journal of Hospitality Management 30,pp 515–521. <a href="https://ishc.com/wp-content/uploads/Comparison-of-Branded-and-Independent-Hotels-Article.pdf">https://ishc.com/wp-content/uploads/Comparison-of-Branded-and-Independent-Hotels-Article.pdf</a></li> <li>• Shih-Yun Hsu, Tu-Kuang Ho, Ju-Je Tsai, Chiung-Hsia Wang(2011), The evaluation mode of hotel housekeeping management, African Journal of Business Management Vol. 5(34), pp. 13249-13253 <a href="https://academicjournals.org/journal/AJBM/article-full-text-pdf/8B7833B23014.pdf">https://academicjournals.org/journal/AJBM/article-full-text-pdf/8B7833B23014.pdf</a></li> <li>• Kingkan Pongsiri(2012), Housekeeping, Human Resources: Competency Service Standard Management for Hotel Business in ASEAN, International Journal of e-Education, e-Business, e-Management and e-Learning, Vol. 2, No. 5,pp 343-347 <a href="http://www.ijejee.org/Papers/143-C00019.pdf">http://www.ijejee.org/Papers/143-C00019.pdf</a></li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class participation 10%</li> <li>▪ Assignments/Tests 20%</li> <li>▪ Mid-term exam 20%</li> <li>▪ Final exam 50%</li> </ul>
Language	English