



**Subjects available in English through supervised individual study
Academic Year 2019 - 2020**

Autumn Semester (Sept. - Dec.)

Course Code	Course Title	ECTS
HTM 220	Management of Hotel Operations	6
HTM 312	Oenology and Spirits	6
HTM 322	Event Management	6
HTM 350	Human Resources Management	6
HTM 433	Cultural and Heritage Tourism	6

Spring Semester (Jan. - May)

Course Code	Course Title	ECTS
HTM 351	Organisational Behaviour	6
HTM 409	Contemporary Issues in Hospitality and Tourism	6
HTM 421	Revenue Management	6
HTM 426	Strategy for Hospitality and Tourism	6
HTM 428	Risk and Crisis Management in the Hospitality Industry	6
HTM 437	Special Interest Tourism	6

Course descriptions

HTM 220 *Management of Hotel Operations*

The course provides students with an understanding of the primary functions of room operations management, including both the Front Office and the Housekeeping Departments. It examines the relation between the two functional areas and explores topics relevant to front office and housekeeping operations and responsibilities, such as reservations, registration, check-out and settlement procedures, the night audit, typical housekeeping responsibilities, managing inventories, stock and consumables selection criteria, and expense control. The course also explores human resources challenges, such as turnover.

HTM 312 *Oenology and Spirits*

This course develops the students' basic wine, beer and spirit knowledge to enable them to make appropriate beverage selection relative to food matches. The students explore wines by regions and grape varietal, and gain knowledge in the production of wines, spirits and beers and their gastronomical importance. Additionally, the major aspects of the Bar and Beverage operations are analysed such as planning, layout and design of the Bar, the Art of Mixology, major beverage families, wines, and marketing and selling techniques.

HTM 322 *Event Management*

The course examines the challenges associated with managing and servicing group business in the hospitality industry. Emphasis is given on the primary group business markets of conventions, conferences, incentive travel, expositions, tours, fairs, sports and other related segments. It explores budgetary issues, in-house planning and coordination, communication with the customer, marketing and other related Human Resources issues.

HTM 350 *Human Resources Management*

The course examines human resources practices in the dynamic and changing hospitality industry from a strategic perspective. It explores the role of human resources, leadership styles and motivation, human resources planning and its integration with the organisation's strategic management, the employment cycle, employee appraisals, compensation strategies, and current and future human resources challenges.

HTM 351 *Organisational Behaviour*

This course aims at providing an understanding of organisation theory and organisational behaviour; special emphasis is given in applications for tourism and hospitality firms. The main topics examined include the following: definitions and principles of organisation theory and organisational behaviour; characteristics of organisational behaviour in tourism enterprises; theories and practices of motivation; leadership theories and practices; organisational decision-making procedures; group dynamics; organisation structure and culture; delegation of authority and empowerment; change management; crisis management; and, examination of real-life case studies.

HTM 409 *Contemporary Issues in Hospitality and Tourism*

Apart from the examination of current events, trends and developments in the hospitality and tourism industry, this course complements the overall Hotel and Tourism Management programme by covering awareness topics in hospitality and tourism which are currently of interest. The series of special topics for this course are decided and designed by the faculty members and are complemented by industry professionals as guest speakers.

HTM 421 *Revenue Management*

Revenue Management is the act of skilfully, carefully and tactfully managing, controlling and directing capacity and sources of income, given the constraints of supply and demand. The purpose of a course in the emerging discipline of Revenue Management is to provoke the discussion on how Revenue Managers might improve the business and contribute to organisational objectives, through a range of skills and techniques needed to understand and practice revenue management. The course builds on the fields of Economics, Marketing, Psychology and Finance already studied in previous semesters. Initially, students will be exposed to the management science of Revenue management with the necessary underpinning theory, knowledge and applications. Students will then be exposed to a series of case studies from different service sector industries (airline, cruise-ship, hotel, restaurant and conference), through which they will have the opportunity to understand the context of a situation and its implications to provide the best possible solution to a specific problem.

HTM 426 *Strategy for Hospitality and Tourism*

The aim of this module is to provide an opportunity for students to understand, apply and critically evaluate strategic analysis for hospitality and tourism in organisations, government authorities and destinations. The examination and analysis of these will provide a basis for understanding and critically evaluating the factors that can contribute to successful strategy. Students will be able to evaluate strategies, their appropriateness and the issues that will determine whether they are successful or not. Key areas covered include: understanding the theory and practice of strategy in hospitality and tourism; developing appropriate strategies based on critical situation analysis; providing an evaluation of the strategies pursued in different and hospitality and tourism contexts; identifying and evaluating critical success factors.

HTM 428 *Risk Management in the Hospitality Industry*

The course provides an in-depth analysis of contemporary security concerns specific to accommodation and food and beverage operations. It includes development of security department organisations, fraud analysis, risk management, asset protection, loss prevention, disaster control, crisis communication, industrial safety, and emergency action planning.

HTM 433 *Cultural and Heritage Tourism*

This course aims at examining issues related to cultural and heritage tourism. The main topics examined include the following: definitions and principles of cultural tourism and heritage tourism; demand characteristics for cultural and heritage tourism; expectations and perceptions of culture and heritage tourists and travellers; development of cultural tourism products; heritage interpretation, authenticity and post-modernity; promotion and marketing of cultural tourism packages; information and communication technologies' applications in cultural tourism; and, examination of real-life case studies.

HTM 437 *Special Interest Tourism*

The aim of this module is to introduce students to the main theories and concepts of special interest tourism, as well as to examine alternative tourism in the context of special interest tourism. The module will examine various facets of special interest tourism in order to provide a better understanding of the dynamic nature of the niche tourism products offered under special interest tourism, such as ecotourism, agrotourism, mountain tourism, wellness tourism, sport tourism, etc.