

## COURSE OUTLINE

### 1. GENERAL INFORMATION

<b>FACULTY</b>	ECONOMY AND MANAGEMENT		
<b>DEPARTMENT</b>	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	<b>1605-230405</b>	<b>SEMESTER</b>	4th
<b>TITLE</b>	<b>TOURISM &amp; HOTEL BUSINESS ADMINISTRATION</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		3	5
<b>COURSE TYPE</b>	GENERAL BACKGROUND		
<b>PREREQUISITE COURSES</b>	NONE		
<b>TEACHING LANGUAGE</b>	GREEK AND ENGLISH		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBPAGE (URL)</b>			

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>The course aims to interpret the concepts of tourism business, tourism product, organization, management, and administration.</p> <p>Students should:</p> <ol style="list-style-type: none"> <li>1. be able to identify the types of tourism enterprises and the particularities of their tourism product and to describe the tourism circuit</li> <li>2. explain the basic principles that characterize the management of tourism enterprises and distinguish the methods and techniques of management of tourism enterprises</li> <li>3. produce planning plans, calculating the investment with the financial and operational elements of the tourism business</li> <li>4. combine resources and time (proper management of money, proper distribution of equipment and human resources, and proper use of time) to plan the organization of a tourism business</li> <li>5. explain the role of human resources in the provision of high-quality services and decision-making processes, to organize the information systems from which they can derive the appropriate information for the correct decision-making.</li> <li>6. evaluate the results of the audit with appropriate techniques and support the written intra-business and inter-business communication of tourism companies</li> </ol>
<b>General Skills</b>

- Search, analysis and synthesis of data and information, using the necessary technologies
- Adaptation to new situations
- Decision making

### 3. COURSE CONTENT

#### 1. TOURIST CIRCUIT - TOURIST ENTERPRISES

- I. Tourism
- II. Tourism industry
- III. Typology of tourism companies
- IV. HOSPITALITY COMPANIES
- V. Hosting companies & systems: Historical development
- VI. Functional structure E.F.
- VII. Departments - Employees - Responsibilities
- VIII. Supervisors - Directors - Administration - Responsibilities

#### 2. CONTINUATION OF TOURIST ENTERPRISES

- I. TOURIST AGENTS, TOUR OPERATORS (TO)
- II. TOURIST OFFICES, TRAVEL AGENCIES (TA)
- III. ONLINE TRAVEL AGENCIES (OTAs)
- IV. AIRLINES
- V. Types and objects of action, function, technology, sustainability.

#### 3. MANAGEMENT- LEADERSHIP, MOST IMPORTANT THEORIES, ADMINISTRATION

- I. The evolution of management over time: From production management to anthropocentric.
- II. Leadership, types of leadership, leadership behavior.
- III. The main classical and modern management theories (from Taylor to Total Quality Management, Effectiveness Management).
- IV. Management elements-phases

#### 4. ADMINISTRATION OF TOURIST ENTERPRISES

- I. The nature of management in Tourism Business Administration
- II. The role of the human factor in tourism businesses.
- III. The peculiarities in the Management of Tourism Enterprises.
- IV. Customer cycle, stages
- V. The hotel business: Organization, particularities, problems, costs, deadlock, internal control, inventory control, contracts.
- VI. Programming (phases, objectives, levels)
- VII. Circle of life

#### 5. PLANNING

- I. Strategic planning
- II. Hotel feasibility study
- III. Hotel establishment business plan
  - the technical elements of the investment
  - the investment budget and financing
  - financial and operational data
  - the indicators
  - the added value of the planned investment

#### 6. ORGANIZATION

- I. The equipment (machines, PCs, networks)
- II. Study and division of tasks
- III. Segmentation (business activities)
- IV. Human resources (job placement, assignment)
- V. Organization chart

<p>VI. Internal rule</p> <p><b>7. ORGANIZATION</b></p> <p>CASE STUDY OF 5 * HOTEL RECEPTION ORGANIZATION, CAPACITY OF 50 ROOMS</p> <p><b>8. DECISION MAKING</b></p> <p>I. The functional. Short-term and fast</p> <p>II. Regular decisions. Medium-term</p> <p>III. Strategic planning decisions. Long-term</p> <p>IV. Tourism management information systems and how they help in making the right decisions.</p> <p><b>9. DECISION MAKING</b></p> <p>HOTEL DECISION CASE STUDIES</p> <p>For sale RR or BB</p> <p>For sale in targeted markets</p> <p><b>10. CHECK</b></p> <p>I. CONTROL PROCEDURE</p> <p>II. Defining criteria</p> <p>III. Performance measurement</p> <p>IV. Ways of control</p> <p>V. Control results</p> <p>VI. Correction of discrepancies</p> <p>VII. Quantitative and quality control in the tourism business</p> <p>VIII. CONTROL SYSTEMS</p> <p>IX. CONTROL TECHNIQUES</p> <p><b>11. CHECK</b></p> <p>I. HOTEL CONTROL CASE STUDIES</p> <p>II. Necrosis</p> <p>III. Numerical indicators</p> <p>IV. REVENUE MANAGEMENT SYSTEM (RMS)</p> <p><b>12. CONTACT</b></p> <p>I. The importance of communication in the Tourism Business Administration.</p> <p>II. Forms, Types, Media of Business Communication</p> <p>III. Intra-company Communication</p> <p>IV. Inter-company Communication</p> <p>V. Impersonal communication</p> <p>VI. Written communication</p> <p>a) The letters</p> <p>b) The reports</p> <p>c) The reports</p> <p>d) The memoranda</p> <p>e) Written Presentations</p> <p>f) Service and information Notes</p> <p>13. CONTACT</p> <p>CASE STUDIES OF A WRITTEN CONTRACT OF TOURISM COMPANIES</p> <p>HOTELS-CUSTOMERS-AGENCIES-SUPPLIERS</p> <p>SALES MANAGER'S RECOMMENDATION FOR NATIONALITY STRUCTURE FOR THE NEW YEAR</p>
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**4. TEACHING AND LEARNING METHODS - ASSESSMENT**

<b>TEACHING METHOD</b>	Face to face in the room.
<b>ICT USE</b>	Use of ICT in teaching and communicating with students.

TEACHING ORGANIZATION	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures using PowerPoint	39
	Presentation of material from the Internet	31
	Case studies	80
	<b>TOTAL</b>	<b>150</b>
<b>ASSESSMENT</b>	<p>The evaluation is done in Greek, with questions of crisis and short development at the end of the semester.</p> <p>The test material is posted on moodle and, before the test, time is spent on answering questions about the test material.</p> <p>A file of students' examination documents is kept until they receive their degree.</p> <p>After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.</p>	

## 5. REFERENCES

### RECOMMENDED-BIBLIOGRAPHY

- "Tourism Business Administration" (2018) Laloumis Dimitrios, Publisher Nikitopoulos Sarantos & Co. EU, with code in Eudoxos: 77117984
- "Financial Management of Hotel Businesses" (2005), Marios Sotiriadis, Propompos Publications, with code in Eudoxos: 2827
- "Information systems and applications in hosting companies" (2018) Konstantinos Nerantzis, Propompos Publications, with code in Eudoxos: 77109017
- "The Management of the Tourism Business - Theory and Practical Approach" (1994). Karachontzitis, D., Komninakis, M. Galaios. Athena.
- "Hotel Business Management: Theory and Practice" (2000).Keiser, J., Ellin Publications. Athena.
- "Introduction to tourism, tourism management in the 21st century (2006). Page, S., Edited by Mavrodonti, Th., Papazisis Publications. Athena.
- Hotel management and operations, Denney G. Rutherford, Michael J. O'Fallon, John Wiley & Son 2010
- Hotel Operations Management, Hayes, D. & Ninemeier, J. (2004), New Jersey: Prentice-Hall
- Managing Front Office Operations, Michael L. Kasavana, and Richard M. Brooks
- Hotel and Lodging Management: An Introduction, 2nd Edition, Alan T. Stutts, James Wortman, 2005