

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230715	SEMESTER	7th (dir. Tourism)
TITLE	ACCOMMODATION OPERATIONS MANAGEMENT		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
COURSE TYPE	SCIENTIFIC AREA		
PREREQUISITE COURSES			
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning outcomes
<p>Upon successful completion of the course, students will be able to effectively understand, organize and execute the management of accommodation functions, with emphasis on the Departments: Reception, Housekeeping, Sales & Marketing, Maintenance, Security, Leisure, and Conference Facilities.</p> <p>More specifically, the student will be able to:</p> <ol style="list-style-type: none"> 1. KNOWLEDGE: describe and identify the structure of the accommodation industry, the trends in development as well as the new forms of tourist accommodation. 2. UNDERSTANDING: distinguish and explain the ways of staffing, organization, and administration, the segmentation, and division of accommodation functions. 3. APPLICATION: collect and classify relevant information in order to calculate revenue and review accommodation statistics. 4. ANALYSIS: plan and manage the basic functions of the Rooms Department, as well as the Departments of Sales & Marketing, Maintenance, Security, Leisure, and Conference rooms. 5. COMPOSITION: propose optimal ways to manage customer relationships and sales of hotel services, as well as offer high-quality services and customer satisfaction. 6. EVALUATION: evaluate the quality and service in the accommodation industry.
General Skills
<ul style="list-style-type: none"> • Search, analysis and synthesis of data and information, using the necessary technologies.

- Adaptation to new situations.
- Decision-making.
- Autonomous work.
- Teamwork.
- Work in an international environment.
- Respect for the natural environment.
- Promoting free, creative, and inductive thinking

3. COURSE CONTENT

The lectures of the course refer to the following topics:

1. Introduction to the accommodation industry
2. The structure of the accommodation industry
3. Trends in the development of tourist accommodation. New forms of tourist accommodation
4. Quality management in accommodation
5. Staffing of accommodation
6. Organization and management of accommodation
7. Management of accommodation operations
8. Sales of hotel services
9. Customer service in the accommodation industry
10. Organization, operation & administration of the room sector (Rooms Division)
11. Statistical analysis and control of the functions of the room sector (Rooms Division)
12. Rooms Division management plan design. Yield management
13. Organization, operation & administration of the Departments: Sales & Marketing, Maintenance, Security, Leisure, and Conference facilities

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Lectures, PowerPoint presentations, project presentations - commentary - discussion, case studies.	
ICT USE	PC, internet, e-mail, MOODLE, and ZOOM platforms.	
TEACHING ORGANIZATION	Activities	Working Load per Semester
	Lectures	39
	Bibliographic study and analysis	46
	Written Assignment	65
	TOTAL	150
ASSESSMENT	Language of assessment: Greek Evaluation methods: 1. Written work <ul style="list-style-type: none"> • For the successful completion of the course, students will prepare and present on specific dates a scientific paper on. The presentations will be made live during the lessons. • The assignments will be individual or group and will 	

	<p>be prepared with specific instructions and specifications.</p> <ul style="list-style-type: none"> • The topics of the assignments are suggested at the beginning of the semester by the teacher of the course. • The assignments will be submitted electronically (as a Word file) on the Moodle platform (https://exams-sod.the.ihu.gr/). • The detailed course guide, the supporting material, a large number of e-books, as well as all the information related to the course are posted on Moodle (https://exams-sod.the.ihu.gr/), which is entered the student using the codes of PYTHIA. • After the first entry in Moodle, registration for the course is required (the name in Greek letters). In case of inability to access Moodle (e.g., due to change of its codes) the student must contact the Network Management Center of IHU (http://www.noc.teithe.gr/). <p>2. Exams (Multiple Choice Test)</p> <p>The exams will be conducted with multiple-choice questions.</p> <p>The material to be examined is the following:</p> <ul style="list-style-type: none"> -Book "Hotel business room management", Theocharis N. (2016) Chapters: 1, 2, 4, 11, 14, 16, 17, 18, 19. -Presentations of the teacher in Moodle (https://exams-sod.the.ihu.gr/). <p>Note: Students have the opportunity to see the correct answers and to cross-check the accuracy of their grading in the teacher's office.</p> <p>Each student has the opportunity to choose either the 1st or the 2nd method.</p>
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5. REFERENCES

-Suggested bibliography:

- -Administration of hotel business rooms sector, Nikos Theocharis (2016), Propombos Publications (Coursebook in EYDOXOS)
- -Functions of hotel units, Suzanne Stewart Weissinger (2003), Ellin Publications
- -Reception Service, Tania Kapiki (2004), Interbooks
- -Hotel management and operations, Denney G. Rutherford, Michael J. O'Fallon, John Wiley and Sons, 2010
- -Foundations of lodging management, David K. Hayes, Jack D. Ninemeier, Allisha A. Miller, Pearson / Prentice Hall, 2012
- -Hotel and Lodging Management: An Introduction, 2nd Edition, Alan T. Stutts, James Wortman, 2005
- Hotel Operations Management, Hayes, D. & Ninemeier, J. (2004), New Jersey: Prentice-Hall
- -Managing Front Office Operations, Michael L. Kasavana, and Richard M.

Brooks

- -Managing Housekeeping Operations, Aleta A. Nitschke and William D. Frye
- -Quality Sanitation Management, Ronald F. Cichy
- -Managing Technology in the Hospitality Industry, Michael Kasavana, John j. Cahill
- -Front Office Management and Operations, DeveauLinsley and Patricia/ Portocarrero Nestor/ Escoffier Marcel
- -Front Office Operations, Dix Colin and Baird Chris
- -Front Office, Abbott Peter – Lewry Sue
- -Rooms at the Inn: Front Office Operations & Administration, Foster Denis
- -Hotel Front Office Management, James A. Bardi
- -Accounting for Hospitality Managers, Raymond Cote
- -Accounting for Club Operations, Raymond S. Schmidgall and James W. Damitio
- -Basic Hotel & Restaurant Accounting, Raymond Cote
- -Front Office Operations and Night Audit Workbook, Moreo Patrick – Sammons Gail – Dougan Jim
- -Security and Loss Prevention Management, Raymond C. Ellis Jr. and David M. Stipanuk
- -Glossary of Hospitality Terms, Educational Institute of the American Hotel and Lodging Association
- -Kapiki, S., Factors Enhancing Economic Performance in Hospitality. The Paradigm of Greek Hotel Companies, Journal of Tourism, Hospitality & Culinary Arts, Vol. 4(2), 2012, pp. 7-18, ISBN 1985-8914
- -Kapiki, S. et al., Assessment of the Lodging Industry Profitability Performance: Invest in Independent or Chain Ownership? International Journal Turizam, Vol. 18(2), 2014, pp. 84-94, ISSN 1821-1127
- -Kapiki, S. & Jaksic, D. Consumers' perceptions of the local hotel recreation facilities: the case of Greek and Serbian young people. International Journal of Tourism Policy 6.1 (2015): 46-63.

-Related scientific journals:

1. Journal of Hotel and Business Management
(<http://www.omicsgroup.org/journals/jhbmhome.php>)
2. Study of EstudosemHotels and Tourism
(<http://www.etur.com.br/conteudocompleto.asp?idconteudo=1213>)
3. Korean Journal of Hotel Administration (<http://www.kasha.or.kr/>)
4. Journal of Tourism, Heritage & Marketing Services - JTHSM
(<https://www.jthsm.gr/>)