

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230817	SEMESTER	8th (dir. Tourism)
TITLE	HOSPITALITY MANAGEMENT		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
COURSE TYPE	SCIENTIFIC AREA		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	https://exams-sod.the.ihu.gr/		

2. LEARNING OUTCOMES

Learning outcomes
<p>The general purpose of the course is to prepare the student for a career in an administrative position in the hospitality industry. Through the study and research that will be conducted using multiple sources, the student will be able to:</p> <ol style="list-style-type: none"> 1. KNOWLEDGE: recognize and describe the basic functions of hosting management (Planning / Planning, Organization, Leadership, Communication, Decision Making, Control). 2. UNDERSTANDING: distinguish and explain the characteristics and trends of the hospitality industry and also understand the current legislation for the establishment, operation, and management of hotels in Greece. 3. APPLICATION: examine strategic management, crisis management, and technological innovations in the hospitality industry and classify modern hospitality management approaches. 4. ANALYSIS: develop different types of meetings, conferences, and exhibitions, as well as various types of entertainment, theme parks, and clubs. 5. COMPOSITION: explain and review the principles governing the management of human resources in the hospitality industry. 6. EVALUATION: define modern and efficient management models in hospitality services and evaluate green hospitality and sustainability.
General Skills

- 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 diversity and multiculturalism.
- Respect for the natural environment.
- Promoting free, creative, and inductive thinking.

3. COURSE CONTENT

The course introduces students to the management of the hospitality industry. The main areas of study include the analysis and application of new theories and models, as well as current issues in the management of hosting companies.

The lectures of the course refer to the following topics:

1. Basic functions of hosting management (Planning / Planning, Organization, Leadership, Communication, Decision Making, Control). Best practices internationally.
2. The characteristics and trends of the hospitality industry. The current legislation for the establishment, operation, and management of hosting companies in Greece.
3. Strategic planning and strategic management in the hospitality industry.
4. Total quality leadership and management in hosting companies.
5. Brand management in the hospitality industry.
6. Modern approaches to hospitality management.
7. Technological innovations in the hospitality industry.
8. Crisis management in hosting companies.
9. Organization & administration of entertainment (leisure), theme parks, and clubs.
10. Event management in the hospitality industry.
11. Meetings, conferences, and exhibitions (MICE) industry development.
12. Human resource management in the hospitality industry.
13. Green hospitality and sustainability.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Lectures, PowerPoint presentations, work 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 Assessment or Unguided study	65
	TOTAL	150

ASSESSMENT	<p>Language of assessment: Greek</p> <p>Evaluation methods:</p> <p>1. Written assignment</p> <ul style="list-style-type: none"> • For the successful completion of the course, students will prepare a scientific paper and present it on specific dates. The presentations will be made live during the lessons. • The assignments will be individual or group and will be prepared with specific instructions and specifications. • The topics of the assignments are suggested at the beginning of the semester by the teacher of the course. • The works 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 (eg due to a 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> <ol style="list-style-type: none"> 1. Notes (Manual) "Principles of Hospitality Management" by Mrs. T. Kapiki (pdf file). 2. Presentations of the teacher in the folder PRESENTATIONS OF THE COURSE. <p>The above educational material is available at Moodle (https://exams-sod.the.ihu.gr/).</p> <p>Note: Students have the opportunity to see the correct answers and to cross-check the correctness 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>
-------------------	--

5. REFERENCES

-Suggested bibliography:

- Hotel room business management, Nikos Theocharis (2016), Propompos Publications
- Introduction to Hospitality Management, John R. Walker, (7th edition), 2017

- Strategic Management for Hospitality and Tourism, Fevzi Okumus, Levent Altinay & Prakash Chathoth, 2010,
ISBN: 978-0-7506-6522-3
- Introduction to management in the hospitality industry, Barrows, C., Powers, T., Reynolds, D., 2012
- Hospitality Today: An Introduction, 7th Edition, Rocco M. Angelo and Andrew N. Vladimir, 2011
- Hotel management and operations, Denney G. Rutherford, Michael J. O'Fallon, John Wiley & 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
- Hospitality operations: careers in the world's largest industry, Jack D. Ninemeier, Joe Perdue, Pearson / Prentice Hall, 2004
- Managing Technology in the Hospitality Industry, Michael Kasavana, John j. Cahill
- Managing Front Office Operations, Michael L. Kasavana and Richard M. Brooks
- Accounting for Hospitality Managers, Raymond Cote
- Professional Front Office Management, David K. Hayes
- Successful Service Operations Management (2nd edition), Metters, R., King-Metters, K., Pullman, M. & Walton, S. (2006), Ann Arbor, MI: South-Western
- Service Management: Operations, Strategy and Information Technology (4th Edition), Fitzsimmons, J., & Fitzsimmons, M. (2004), New York: McGraw-Hill
- Service Management and Operations, Haksever, C., Render, B., Russell, R. & Murdick, R. (2000), New Jersey: Prentice-Hall
- Service Operations Management, Johnston, R. & Clark, G. (2001), London: Financial Times / Prentice Hall
- Handbook of hospitality operations and IT, Jones, P. (2008), Oxford: Butterworth-Heinemann
- The management of hotel operations, Jones, P. & Lockwood, A. (2004), London: Thomson
- Operations Management, Slack, N, Chambers, S. & Johnston, R. (2004), Harlow, England: Financial Times / Prentice Hall
- Kapiki, S. and Fu, J. (2015). E-Hospitality Strategies Enhancing Competitiveness: Evidence from China and Central Macedonia, Greece in "Handbook on Tourism Development and Management", Editor: Kerri Hayden Collins, NOVA Science Publishers, ISBN: 978-1-63463-646-9, pp. 165-190.

Websites

- <http://www.hospitalitynet.org> (*Hospitality net, on-line magazine*)
- <http://www.traveldailynews.com> (*Daily travel and tourism news portal*)

- <http://www.hotelnewsresource.com> (Hotel news resource)
- <http://www.hotelmule.com> (On-line community for hospitality and tourism industry professionals)
- <http://www.4hoteliers.com/> (Hospitality, Hotel & Travel News)
- <http://www.unusualhotelsoftheworld.com> (Guide to unique and unusual hotel properties).

Related scientific journals:

1. *Advances in Hospitality and Leisure* (<http://www.emeraldinsight.com/products/books/series.htm?id=1745-3542>)
 2. *Anatolia: An International Journal of Tourism and Hospitality Research* (<http://www.tandfonline.com/loi/rana20/current>)
 3. *ASEAN Journal on Hospitality and Tourism* (<http://www.aseanjournal.com/>)
 4. *Asia Pacific Journal of Innovation in Hospitality and Tourism* (http://www.taylors.edu.my/apjiht/aims_n_scope.html)
 5. *Contemporary Issues in Hospitality Student Journal* (<http://www.sturesearcher.ch/>)
 6. *Cornell Hospitality Quarterly* (<http://cqx.sagepub.com/>)
 7. *Hospitality and Society* (<http://www.intellectbooks.co.uk/journals/view-Journal,id=194/view,page=2/>)
 8. *International Hospitality and Tourism Student Journal* (<http://www.sturesearch.ch/>)
 9. *International Journal of Contemporary Hospitality Management* (<http://www.emeraldinsight.com/products/journals/journals.htm?id=IJCHM>)
 10. *International Journal of Hospitality and Event Management* (<http://www.inderscience.com/jhome.php?jcode=ijhem>)
 11. *Journal of Hospitality & Tourism Studies* (<http://www.akht.or.kr/>)
 12. *Journal of Hospitality and Tourism* (<http://www.johat.org/>)
 13. *Journal of Hospitality and Tourism Cases* (<http://www.chrie.org/publications/jhtc/jhtc-abstractsv2-2/index.aspx>)
- Journal of Tourism, Heritage & Services Marketing - JTHSM* (<https://www.jthsm.gr/>).