

## **EXISTING**

**Name of Program: Hospitality and Tourism Management  
(BACHELOR OF ARTS)**

**Degree: Bachelor of Arts**

The BA Hospitality and Tourism Management program of study aims to prepare the new generation of professionals in the local and international field of Hospitality and Tourism by providing to its students the necessary academic, technical and research skills in order to respond to current and future challenges, to multicultural aspects, to new technological and innovative products patterns, to changes in service quality, brand development and performance management of Hospitality and Tourism enterprises.

### **GENERAL OBJECTIVES:**

- To develop in students a detailed understanding of the key concepts underpinning Hospitality and Tourism fields of study;
- To provide students with broad relevant knowledge, competences and ethical aspects related to business and management studies;
- To provide an in-depth knowledge of the manner in which high standards of service quality may have been achieved and maintained in the Hospitality and Tourism organizations;
- To develop students' analytical, decision-making and communication skills together with those qualities of self-reliance, responsibility, integrity and self-awareness which promote personal achievement and contribution to organizations;
- To build breadth of perspective through the general education requirements and provide sufficient specialization to meet basic professional and career requirements;
- To develop student's communication skills and employability opportunities including through the learning of new languages which are relevant to the diverse local and international tourist markets in which they will work;
- To provide a series of strategic management and leadership theories and concepts as well as their implications for planning and making sound ethical decisions, to analyze and resolve business problems;
- To provide the students with the necessary requirements for academic and/or career advancements in the Hospitality and Tourism;
- To help students gain research and data analysis competencies on Hospitality and Tourism Management issues;
- To develop in students a culture of deep understanding of current and future trends of the Hospitality and Tourism industry in existing and emerging niche markets and environments;
- To develop students understanding of the importance of social media and new technologies applications in the Hospitality and Tourism industry;
- To understand differences across cultures in society generally and employing organizations in particular;
- To create a new generation of professionals, able to provide innovative solutions on Hospitality and Tourism challenges.

### **LEARNING OUTCOMES:**

Graduates of this Program are expected to be able to:

- Demonstrate the theoretical knowledge, practical and inter-personal and language skills and the social responsibility required to pursue a management career in the Hospitality and Tourism industries;
- Distinguish and appreciate the role of the diverse organizations within the Hospitality and Tourism industries and their between relationship(s) in a national and international context;
- Provide hands-on decisions and policy solutions on challenging matters related to Hospitality and Tourism operations revenues and performance;
- Choose a career path for a range of options within the Hospitality and Tourism enterprises and/or progress to higher level relevant programs of studies;
- Critically reflect on the requirements of the changing environment and future trends and technological advancements in which the Hospitality and Tourism industries function, through innovative, flexible and creative management approaches;
- Critically analyze and evaluate contemporary issues within the subject areas of Hospitality and Tourism;
- Utilize and apply effectively and efficiently strategic and operational management techniques emphasizing sustainability within the entire tourism sector;
- Develop a sensitivity to the diverse needs of consumers, and a general 'customer orientation' within the Hospitality and Tourism industries;
- Develop the performance of the diverse workforce in the Hospitality and Tourism industries across cultures through the successful implementation of appropriate and performance-based measures;
- Explore future trends and the impact of emerging technologies in the development of new brands and innovative products and service quality standards in dynamic Hotel and Tourism markets and environments;
- Apply effective and efficient strategic and operational management tools within the tourism sector;
- Develop a critical insight for management issues in the dynamic, interrelated and multidimensional industries of Hospitality and Tourism;
- Connect theory and practice in the real business world, for the sustainable development and management of Hospitality and Tourism industries;
- Develop students' understanding of creating networks with the Hospitality and Tourism professional world;
- Develop critical thinking in regards to the new technology applications, the development of new brands and innovative products, and service quality encounters with a focus on niche tourism markets;
- Understand the importance of the systematic efforts of managing and developing the performance of the diverse human capital in the Hospitality and Tourism industry;
- Develop knowledge in maintaining revenues and budgetary controls in Hospitality and Tourism organizations.

#### **EMPLOYMENT OPPORTUNITIES:**

<b>DEGREE REQUIREMENTS</b>	<b>ECTS</b>
All students pursuing a Bachelor of Arts in Hospitality and Tourism Management program must complete the following requirements:	
<b>General Education Courses</b>	<b>30</b>
<b>Business Core Courses</b>	<b>36</b>
<b>Major Courses</b>	<b>156</b>
<b>Free Electives Courses</b>	<b>18</b>
<b>Total</b>	<b>240</b>

		ECTS
<b>Semester 1</b>		
AEF 110	Introduction to Financial Accounting	6
- - -	Free Elective	6
HTM 100	The Hospitality Business	6
HTM 105	Essentials of Culinary Arts	6
HTM 110	Designing and Managing Bar and Beverage Operations	6
<b>Semester 2</b>		
HTM 115	Fundamentals of Tourism and Global Changes	6
- - -	Free Elective	6
- - -	Language I	6
MAR 110	Social Media and Marketing Communications	6
HTM 120	Managing Front Office, Technology and Reservation Systems	6
<b>Semester 3</b>		
- - -	Language II	6
- - -	Free Elective	6
HTM 200	Event Development and Management	6
MGT 150	Organizational Behaviour	6
HTM 205	Facilities Management	6
<b>Semester 4</b>		
ENB 220	Writing for Business Studies	6
HTM 210	Service Encounters and Quality	6
HTM 215	Marketing Principles for Tourism and Hospitality	6
HTM 220	Revenue and Cost Control Management in Hospitality and Tourism	6

AEF 105	Business Statistics	6
<b>Semester 5</b>		
ENB 230	Business Communication in English	6
HTM 300	Food Service Sanitation, Hygiene and Risk Management	6
MGT 220	Managing and Developing Human Capital	6
HTM 305	Niche Tourism and Innovative Products	6
HTM 310	Hospitality Luxury Brand Management	6
<b>Semester 6</b>		
HTM 315	Sustainable and Responsible Tourism	6
BUS 220	Innovation and Entrepreneurship	6
HTM 320	Contemporary Challenges in Hospitality and Tourism Development & Management	6
HTM 325	The Art of Gastronomy	6
HTM 330	Managing Casino, Spa and Wellness Services	6
<b>Semester 7</b>		
HTM 400	Strategic Management and Leadership in Hospitality and Tourism	6
HTM 405	Managing Cultural Attractions	6
AEF 320	Corporate and Business Law I	6
HTM 410	Research Methods and Data Analysis in Hospitality and Tourism	6
HTM 415	Placement in Hospitality and Tourism Enterprises	6
<b>Semester 8</b>		
HTM 420	Internship in Hospitality and Tourism Enterprises	24
HTM 425	Independent Study in Hospitality and Tourism	6