

MODULE DESCRIPTOR

MODULE TITLE	INTRODUCTION TO HOSPITALITY AND TOURISM OPERATIONS		
MODULE CODE	TL1104 (L4)	CREDIT VALUE	20 CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

To provide students with an introduction to the hospitality and tourism sector within a global context. The module will enable students to understand the operational characteristics involved in managing a hospitality and tourism operation.

MODULE CONTENT

- Introduction to the hospitality and tourism Industry
- The history of hospitality and tourism sector
- The current structure of hospitality and tourism industry in a global context
- The hospitality and tourism product: areas may include, hotels, restaurants, bars, conference venues, tour operators, travel agents, cruise operations, attractions, timeshare and airlines operators
- Managing hospitality and tourism operations: front office, accommodation, food and beverage and conference and banqueting
- Managing resources in hospitality and tourism: human resources, finance, marketing, materials
- Managing facilities in hospitality and tourism operations
- Managing health, safety and security within hospitality and tourism operations
- Careers and destinations within hospitality and tourism
- Key issues and trends in the hospitality and tourism sector

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	describe the nature and range of the hospitality and tourism industry
2.	explain operational principles and techniques
3.	apply operational management principles and techniques to examples of hospitality and tourism.

TEACHING METHODS

This module will be delivered on the Cyprus campus and will utilise a combination of lectures, seminars and workshops. The seminars and associated research will be used to facilitate the development of students' understanding of hospitality and tourism operations and their ability to analyse operational techniques. Guest speakers will enable students to further appreciate the hospitality and tourism sectors. Additional learning resources will be available on E-Learn.

The assessment strategy will include an essay on a key theme within hospitality and tourism operations followed by a group presentation.

Formal lectures, typically including a power-point presentation which is also available on E-Learn. At least one lecture will feature a guest lecturer.

Seminars including tutor led, student lead & workshop approaches. Group work, meeting deadlines, professional presentation & other essential management graduate skills will be fostered through these sessions. The tutor will explain & discuss how these graduate skills contribute to employability in the seminar sessions.

ASSESSMENT METHODS

This module is assessed through an essay (60%) and a group presentation (40%).