



**CYPRUS UNIVERSITY OF TECHNOLOGY**  
**Faculty of Management and Economics**

**Department of Hotel and Tourism Management**

**Subjects available in English through supervised individual study**

**Academic Year 2016 - 2017**

Autumn Semester (Sept. - Dec.)

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS</b>
HTM 220	Management of Hotel Operations	6
HTM 350	Human Resources Management	6
HTM 433	Cultural and Heritage Tourism	6

Spring Semester (Jan. - May)

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS</b>
HTM 332	Tourism Planning and Development	6
HTM 351	Organizational Behaviour	6
HTM 409	Contemporary Issues in Hospitality and Tourism	6
HTM 426	Strategy for Hospitality and Tourism	6
HTM 428	Risk and Crisis Management in the Hospitality Industry	6

**HTM 220** *Management of Hotel Operations*

The course provides students with an understanding of the primary functions of room operations management, including both the Front Office and the Housekeeping Departments. It examines the relation between the two functional areas and explores topics relevant to front office and housekeeping operations and responsibilities, such as reservations, registration, check-out and settlement procedures, the night audit, typical housekeeping responsibilities, managing inventories, stock and consumables selection criteria, and expense control. The course also explores human resources challenges, such as turnover.

**HTM 332** *Tourism Planning and Development*

The planning and development of tourist resources and programmes within a geographic region. Planning models are reviewed and analysed. The relationship among tourists, tourist developments, and the planning of tourist attractions and services is examined. In particular, this course offers a comprehensive review of the tourism planning process used to develop or modify a travel destination area. Aspects of the strategic tourism planning process explored include: the development of goals and objectives; the identification of natural, cultural, social, and recreational resources; and the control procedures need to assure implementation and measure impacts.



### **HTM 350 *Human Resources Management***

The course examines human resources practices in the dynamic and changing hospitality industry from a strategic perspective. It explores the role of human resources, leadership styles and motivation, human resources planning and its integration with the organisation's strategic management, the employment cycle, employee appraisals, compensation strategies, and current and future human resources challenges.

### **HTM 351 *Organisational Behaviour***

This course aims at providing an understanding of organisation theory and organisational behaviour; special emphasis is given in applications for tourism and hospitality firms. The main topics examined include the following: definitions and principles of organisation theory and organisational behaviour; characteristics of organisational behaviour in tourism enterprises; theories and practices of motivation; leadership theories and practices; organisational decision-making procedures; group dynamics; organisation structure and culture; delegation of authority and empowerment; change management; crisis management; and, examination of real-life case studies.

### **HTM 409 *Contemporary Issues in Hospitality and Tourism***

Apart from the examination of current events, trends and developments in the hospitality and tourism industry, this course complements the overall Hotel and Tourism Management programme by covering awareness topics in hospitality and tourism which are currently of interest. The series of special topics for this course are decided and designed by the faculty members and are complemented by industry professionals as guest speakers.

### **HTM 426 *Strategy for Hospitality and Tourism***

The aim of this module is to provide an opportunity for students to understand, apply and critically evaluate strategic analysis for hospitality and tourism in organisations, government authorities and destinations. The examination and analysis of these will provide a basis for understanding and critically evaluating the factors that can contribute to successful strategy. Students will be able to evaluate strategies, their appropriateness and the issues that will determine whether or not they are successful. Key areas covered include: understanding the theory and practice of strategy in hospitality and tourism; developing appropriate strategies based on critical situation analysis; providing an evaluation of the strategies pursued in different and hospitality and tourism contexts; identifying and evaluating critical success factors.

### **HTM 428 *Risk Management in the Hospitality Industry***

The course provides an in-depth analysis of contemporary security concerns specific to accommodation and food and beverage operations. It includes development of security department organisations, fraud analysis, risk management, asset protection, loss prevention, disaster control, crisis communication, industrial safety, and emergency action planning.

### **HTM 433 *Cultural and Heritage Tourism***

This course aims at examining issues related to cultural and heritage tourism. The main topics examined include the following: definitions and principles of cultural tourism and heritage tourism; demand characteristics for cultural and heritage tourism; expectations and perceptions of culture and heritage tourists and travellers; development of cultural tourism products; heritage interpretation, authenticity and post-modernity; promotion and marketing of cultural tourism packages; information and communication technologies' applications in cultural tourism; and, examination of real-life case studies.