

MODULE OUTLINE DIT12

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	TOURISM MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
MODULE CODE	DIT12	YEAR OF STUDY	1 st (1 st semester)
MODULE TITLE	HOTEL ENTERPRISES AND SERVICES MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		HOURS	CREDITS
Weekly teaching hours (22 hours) * 13 weeks		286	10 ECTS
Module TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Background, Obligatory		
PREREQUISITE MODULES:	There are no prerequisites for this module.		
LANGUAGE OF INSTRUCTION AND EXAMS	Greek		
THE MODULE IS OFFERED TO ERASMUS STUDENTS	YES		
MODULE WEBSITE (URL)	https://www.eap.gr/en/undergraduate/tourism-administration/tourism-administration-topics/#dit12 Each module has its own space in the Learning Management System of the Hellenic Open University (https://courses.eap.gr), with controlled access (use of code) for students and teaching staff.		

2. LEARNING OUTCOMES

Learning Outcomes

- The module learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the module, are described in detail. It is necessary to consult:

After the successful completion of the course, students are expected to be able to:

- Know the structure and characteristics of the hotel industry.
- Describe and analyze the specific characteristics and elements that make up the hotel product.
- Know and implement the basic administrative and economic functions that are used on the management and organization of the hotel business in the modern social, political, economic and technological environment.
- Understand the role of leadership in the operating environment of a hotel business.
- Understand the concept and dimensions of service quality and the difficulties of measuring it.
- Use several models for measuring service quality.
- Critically examine specific issues and challenges in the hotel management.

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

<i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for diversity and multiculturalism</i>
<i>Decision-making</i>	<i>Environmental awareness</i>
<i>Individual/Independent work</i>	<i>Social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Group/Team work</i>	<i>Critical thinking</i>
<i>Working in an international environment</i>	<i>Development of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social Introduction of innovative research</i>	<i>..... awareness, altruism etc.)</i>

Search for, analysis and synthesis of data and information by the use of appropriate technologies
Adapting to new situations
Decision-making
Individual/Independent work
Project planning and management
Critical thinking
Development of free, creative and inductive thinking

3. MODULE CONTENT

The Thematic Module presents the most up-to-date knowledge on the management of hotel businesses, with emphasis on individual issues of service quality in the hotel industry. Its purpose is to familiarize students with modern hotel management practices, which aim to reduce the operational problems that arise due to the specific characteristics of hotel services. Emphasis is placed on the requirements of the modern socio-economic environment and on how to create competitive advantages through strategic management, planning, evaluation, and improvement of the quality of services offered, combined with the adoption of innovative practices for the development of new services.

The topics that a student has to work during the module DIT12, are analyzed below by educational week:

1. Introductory week - The phenomenon of tourism
2. Sociological and economic view of the tourist phenomenon
3. Theoretical approach to business organization and management
4. Tourism businesses
5. Human resource management in tourism companies
6. Financial organization of tourism companies
7. The hotel business sector
8. The work of the General Manager
9. Staff department

10. Financial organization of hotels
11. Procurement department
12. Management and control of hotels
13. Future trends

4. TEACHING METHODS-ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Distance education with three (3) Group Counseling Meetings (OSS) during the academic semester on weekends.	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	We use : • Remote meetings tools (webex) • Presentation software (e.g. power point) Additionally, the students use office automation tools, web browsers and e-reader for digital books.	
MODULE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc</i> <i>The study hours for each learning activity as well as the hours of selfdirected study are given following the principles of the ECTS.</i>	Activity	Semester Workload
	3OSS (* 4 hours)	12
	Preparation of Assignments (2 short assignments * 15 hours and 1 semester assignment * 30 hours)	60
	Examination	3
	Individual study	211
	Total module workload (hours)	286
STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures.</i> <i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students</i>	a1. Two (2) Short Written Assignments (SWA) with a weighting factor of 10% each in the final grade of the module. a2. One (1) Semester Assignment (SA) with a weighting factor of 20% on the final grade of the module. The written assignment score is activated only with a score equal to or above the pass mark (≥ 5) in the final or retake exams. a3. Final or repeated written examinations (FE) with a weighting factor of 60% on the final grade of the final examination. The Final Grade (FG) of each subject, on a scale of 10, is calculated as follows: Final grade FG = (SWA1*0,1) + (SWA2*0,1) + (SA*0,2) + (FE*0,6) Eligibility for the final examinations: The right to participate in the final examinations is secured by obtaining at least 50% of the sum of the potential passmark out of the total number of assignments assessed, i.e. 20 points out of 100, on the	

	basis of the weighting factors mentioned in points a1 and a2 above. All the criteria are posted, both in each written assignment, as well as in the general regulation of the Hellenic Open University at: https://www.eap.gr/education/study-regulations/ .
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5. SUGGESTED BIBLIOGRAPHY

• <i>Χυτήρης, Λ. & Άννινος, Λ. (2015). Διοίκηση Υπηρεσιών. Αθήνα: Σύνδεσμος Ελληνικών Ακαδημαϊκών Βιβλιοθηκών. Διαθέσιμο από: https://repository.kallipos.gr/bitstream/11419/4981/1/00_master_documentKOY.pdf</i> • <i>Wood, R.C. (2016). Hospitality Management: A Brief Introduction. London: SAGE.</i> • <i>Θεοχάρης, Ν. (2016). Διοίκηση Τομέα Δωματίων Ξενοδοχειακών Επιχειρήσεων. Αθήνα: Προπομπός.</i> • <i>Λαλούμης, Δ. (2018). Διοίκηση Τουριστικών Επιχειρήσεων. Αθήνα: Φαίδημος</i>
