

• **CULTURAL IMPACTS IN TOURISM**

course unit title: CULTURAL IMPACT IN TOURISM	course unit code	level of course unit	year of study	semester/trimester when the course unit is delivered:
type of course unit (compulsory, optional)	number of ECTS credits allocated	name of lecturer(s) KATERINA KIKILIA		mode of delivery (face-to- face, distance learning)
learning outcomes of the course unit:		<p>The aim of the course is to make the students able to understand the significance of culture and heritage for tourism development.</p> <p>Religion is an important aspect of culture and the exploitation of religious-cultural heritage contributes to tourism development.</p> <p>Upon completion of the course students will be able to:</p> <p>a) understand the concepts of culture and cultural heritage</p> <p>b) understand and manage the various aspects of culture</p> <p>c) understand the importance of religious tourism and particularly the difference pilgrimage and tourism.</p> <p>d) understand the cultural impact of religious tourism in tourist destinations</p> <p>e) identify key tourism related cultural, ecological and social impacts within a global context recognizing both positive and negative impacts.</p>		
prerequisites and co-requisites:				
recommended optional programme components				
course contents		<p>Culture and Tourism. Culture and cultural heritage. Cultural impacts in tourism. Cultural tourism and sustainable development. Institutions and actions (measures, projects). Monuments of world cultural heritage. Tourism impacts in culture (positive and negative). Attractions and events to ensure the sustainability of tourism resources (cultural and natural). Alternative types of tourism related to culture. The role of ecology. The interdependence of various types of tourism related impacts.</p>		
recommended or required reading:				
planned learning activities and teaching methods:		Lectures, case-studies		
assessment methods and criteria:		Written exams 60%, 2 written assignments (and oral presentations) 40%		
language of instruction:		English		

work placement(s):	
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- **ENGLISH FOR TOURISM**

SCHOOL	BUSINESS ECONOMIC AND SOCIAL STUDIES
DEPARTMENT	TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
SEMESTER OF SRUDIES	Z
COURSE TITLE	ENGLISH FOR TOURISM
COURSE TYPE	LECTURE (OBLIGATORY COURSE FOR ERASMUS STUDENTS)
LANGUAGE	ENGLISH (UPPER-INTERMEDIATE TO ADVANCED)
PREREQUISITES	It is wise that students have a foundational knowledge of the English language before attending the course.

GOALS, OBJECTIVES, LEARNING OUTCOMES

Students are introduced to the terminology used in the field of Tourism Management and familiarize themselves with the language used in authentic texts about Tourism Management and related topics as well as with the presentation of scientific papers.

Upon completion of the course students will be able to:

- read and comprehend textbooks and research articles.
- be able to attend oral presentations and participate in subsequent discussions.
- write short summaries of material they have read.
- locate resources for further information in the field of their interest.
- present short papers
- communicate with colleagues

COURSE EVALUATION

Evaluation of the acquired knowledge is based on the final written exam which takes place during the examination periods, as well as on optional assignments given during the course.

COURSE CONTENT AND MATERIALS

Course materials include authentic texts on Tourism Management and articles from scientific journals.

Course Content includes:

- Trends in Tourism
- Benefits from travelling
- Types of holiday
- Responsible Tourism
- Slow Tourism versus Mass Tourism

- Mountain Tourism in Greece
- Food Consumption during vacation
- New York Cafés
- Religious Tourism
- World Tourism Organization
- Day tours
- Information about some islands
- Different Generations in the Western world
- Responding in an interview
- Curriculum Vitae
- Vegetarianism
- Food for thought
- To tip or not to tip
- Vocabulary of foods and beverages
- Writing a research paper

RECOMMENDED BIBLIOGRAPHY:

1. *Jacob, M. & Strutt, P (2009). English for International Tourism, Coursebook Longman*
2. *Mol, H. (2008) English for Tourism and Hospitality in Higher Education Studies, Coursebook, Garnet :Reading*
3. *,Hardwick, C. English for Tourism ,British Council Specialist English [online] Available at: www.britishcouncil.org/professionals-specialisms-tourism-intro.htm*
4. *Moira, P. at al, Journal of Tourism and Leisure Studies, Volume 4, Issue 4,*
5. *Journal of Sustainable Tourism*
6. *Journal of Travel Research*
7. *Longman Dictionary of Contemporary English*
8. *Moira,P. at al, International Journal of Research in Tourism and Hospitality, Volume 1 , Issue 1 June 2015 pp9-22*
9. *Moira, P. at al, International Journal of Research in Tourism and Hospitality, Volume 3, Issue 4, 2017, pp 14-24*
10. *Moira, P.at al, International Journal of Research in Tourism and Hospitality, Volume 2, Issue 2, Common Ground Research Networks, USA: University of Illinois Research Park*
11. *A selection of topics from the LCCI Spoken English for Tourism Syllabus (at the professor's discretion)*
12. *Selected material from textbooks, newspaper articles, journals, brochures, advertisements, tourist information leaflets (at the professor's discretion)*

13. Terzoglou, E. *Reviewing English Grammar*

- **ENGLISH FOR SPECIFIC PURPOSES**

SCHOOL	BUSINESS ECONOMIC AND SOCIAL STUDIES
DEPARTMENT	TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
SEMESTER OF STUDIES	H
COURSE TITLE	ENGLISH FOR SPECIFIC PURPOSES
COURSE TYPE	LECTURE (OBLIGATORY COURSE FOR ERASMUS STUDENTS)
LANGUAGE:	ENGLISH (UPPER-INTERMEDIATE TO ADVANCED)
PREREQUISITES:	It is wise that students have a foundational knowledge of the English language before attending the course.

GOALS, OBJECTIVES, LEARNING OUTCOMES

Students are introduced to the terminology used in the field of Tourism Management and familiarize themselves with the language used in authentic texts about Tourism Management and related topics as well as with the presentation of scientific papers.

Upon completion of the course students will be able to:

- read and comprehend textbooks and research articles.
- be able to attend oral presentations and participate in subsequent discussions.
- write short summaries of material they have read.
- locate resources for further information in the field of their interest.
- present short papers
- communicate with colleagues

COURSE EVALUATION

Evaluation of the acquired knowledge is based on the final written exam which takes place during the examination periods, as well as on optional assignments given during the course

COURSE CONTENT AND MATERIALS

Course materials include authentic texts on Tourism Management and articles from scientific journals.

Course Content includes:

- Tourism: advantages and disadvantages
- Tourism: travelling for pleasure
- Dialogue on tourism

- Customer relations
- Guidelines for tourism of the future
- World Tourism Organization
- Tourism-key to development, prosperity and well-being
- International Tourism-key trends and outlook
- UNWTO:Tourism towards 2030
- Poverty alleviation through tourism
- Eco-Tourism
- Summer Holiday
- Safe Tourism
- Our rights when eating out
- Tourist versus Traveller
- Docklands: the new face of tourist London
- Portmeirion in Wales
- Is eating in a restaurant a relaxing experience?
- Writing a research paper

RECOMMENDED BIBLIOGRAPHY

1. *Jacob, M. & Strutt, P (2009). English for International Tourism, Coursebook Longman*
2. *Mol, H. (2008) English for Tourism and Hospitality in Higher Education Studies, Coursebook, Garnet :Reading*
3. *,Hardwick, C. English for Tourism ,British Council Specialist English [online] Available at: www.britishcouncil.org/professionals-specialisms-tourism-intro.htm*
4. *Moira, P. at al, Journal of Tourism and Leisure Studies, Volume 4, Issue 4,*
5. *Journal of Sustainable Tourism*
6. *Journal of Travel Research*
7. *Longman Dictionary of Contemporary English*
8. *Moira,P. at al, International Journal of Research in Tourism and Hospitality, Volume 1 , Issue 1
June 2015 pp9-22*
9. *Moira, P. at al, International Journal of Research in Tourism and Hospitality, Volume 3, Issue 4,
2017, pp 14-24*
10. *Moira, P.at al, International Journal of Research in Tourism and Hospitality, Volume 2, Issue 2,
Common Ground Research Networks, USA: University of Illinois Research Park*
11. *A selection of topics from the LCCI Spoken English for Tourism Syllabus
(at the professor's discretion)*
12. *Selected material from textbooks, newspaper articles, journals, brochures, advertisements,*

tourist information leaflets (at the professor's discretion)

13.Terzoglou, E. Reviewing English Grammar

• **EUROPEAN POLICIES IN TOURISM**

course unit title: European Policies in Tourism	course unit code	level of course unit	year of study	semester/trimester when the course unit is delivered:
type of course unit (compulsory, optional)	number of ECTS credits allocated	name of lecturer(s) AIKATERINA KIKILIA		mode of delivery (face-to- face, distance learning)
learning outcomes of the course unit:	<p>It is a basic introductory course on the European Union and its policies in the tourism sector. The content of the course aims to introduce students to the basic concepts and institutions of the European Union, and moreover to provide wide knowledge on policies that directly or indirectly affect tourism. Upon completion of the course students will be able to:</p> <ul style="list-style-type: none"> a) to know the stages and the historical evolution of the European Union b) to understand the institutional role of the European Unions Institutions c) to describe and evaluate the role of the European Union in the sector of tourism d) to analyze basic practices of the European Union emphasizing on tourism development e) to use statistical data from the European Union for policy making 			
prerequisites and co-requisites:				
recommended optional programme components				
course contents	<p>Historical evolution of the EU law. Institutions of the European Union, with emphasis on those with jurisdiction in tourism. Tourism in the European Union. Free provision of services within the European Union, with emphasis in tourism. Provision of conducted tour services. Travel packages. Free provision of services in maritime tourism cabotage. Specific tourism issues in the European Union (Eco-label, organized tours). Air transports in the European Union. The statistics of tourism in the European Union.</p>			

recommended or required reading:	
planned learning activities and teaching methods:	Lectures, case studies, written assignments
assessment methods and criteria:	Exams 70% and a written project (with oral presentation) 30%
language of instruction:	Greek and English
work placement(s):	

- **EVENT MANAGEMENT**

LEARNING OUTCOMES

This is a key introductory course in coordinating and carrying out Events.

The aim of this course is to provide students with the necessary knowledge in order to create executives able to apply knowledge and practices on the contemporary organization, overall management, coordination and crisis management of conferences and other types of events.

Upon successful completion of the course students will be able to:

- Distinguish all types of Events
- Recognize and analyze the structure of the market of professional events (MICE tourism)
- Recognize and analyze the structure of the conference market
- Manage the components of a conference event
- Recognize methods of conferencing
- Perform all necessary actions at all stages of organizing a conference
- Manage contemporary conference programs (congress and e-congress)
- Select the most appropriate formats for viewing and promoting a conference
- Manage effectively the crises that may occur before or during an event (crisis management),
- Organize contemporary ecological conferences

MODULE DESCRIPTION

The course is organized around topics such as:

- Theoretical approach of the concepts of events, business events and MICE tourism
- The impacts of MICE tourism and in particular conference tourism on the destination.
- Statistics and the position of Greece in the global conference map.
- Types and characteristics of corporate meetings and business trips, incentive trips, exhibitions and conferences.
- Analysis of the professional events market with an emphasis to the market of conference and exhibition tourism.
- The organizational process of motivation and exhibition tourism.
- The process of taking over an international conference event (Bidding) and the role of the Convention and Visitors Bureau (CVB).
- The marketing of the conference event, funding sources and sponsors.
- The full process of organizing, conducting and reporting a scientific conference: Evaluation and selection of professional conference organizer (PCO) of the organizing body, the organizational structure of the PCO, services provided by PCO and their collaboration contract.
- The conference organizer's collaboration with hotels: the hotel selection process, the negotiation policy, the awarding of the event and the cooperation contract. Conduct and review of the conference.
- Collaboration of the conference organizer with transportation and transfer companies
- Collaboration of the conference organizer with conference halls and venues.
- Modern Technological Equipment and technical specifications of facilities and equipment. The collaboration with the technical support companies
- The organizational process of the conference in stages and a timetable of actions.

- Managing the scientific part of the conference: Communicating with delegates, guest speakers-coordinators-chairmen of round tables. Actions during the conference.
- Crisis Management. Actions before and after the end of the conference.
- Organization of Ecological Conferences and Events - Green Meetings & Events

- **HOTEL FOOD & BEVERAGE MANAGEMENT**

COURSE DESCRIPTION

Food & Beverage Department (F&B) is a dynamic and versatile part of the Hotel business. It includes logistics, kitchen, bar, events organization, restaurants even the mini bar in a hotel room.

The complexity of the department, along with high numbers of work force with different backgrounds' in knowledge and training, makes F&B Management one of the most challenging and demanding departments in a hotel.

After completing the course, the students will be able to apply hospitality specific frontline and management skills within F&B procedures. The course introduces university students to the F&B industry and proceeds to cover the management of the various relative departments in combination with practice in labs inside the university.

Specifically, university students following the course completion will be able to:

- ✓ Create organizational charts for various F&B departments
- ✓ Create Job Descriptions for each department
- ✓ Create Standard Operational Procedures for each Job in the department
- ✓ Manage event contracts
- ✓ Apply basic service techniques
- ✓ Create menus for Restaurants
- ✓ Create wine lists
- ✓ Create Budget and PnL for the Department

COURSE TOPICS

1. About F&B department
2. Food & Beverage organizational chart
3. Job Description
4. Standard Operational Procedures
5. Restaurant Management
6. Bar Management
7. Hotel logistics
8. Standard Recipes
9. Budget
10. PnL
11. Department marketing
12. Market analysis

- **HOTEL BAR MANAGEMENT**

COURSE DESCRIPTION

Hotel Bars all over the world have become a major tourism attraction and therefore a significant income generator for Hotel business. From roof top bars with fascinating views to lobby bars, pool bars, health bars and so many more, the Bar industry constantly challenges hotels to compete with the open market.

The versatility of the products, the rising demand for originality in techniques for cocktails and coffee making along with the constantly rising number of brands for both alcoholic and non-alcoholic products, creates a demanding department for a future manager.

After completing the course, the students will be able to meet and manage the requirements for a successful Bar management. The course introduces university students to the Bar industry and proceeds to the management of the various types of bars with practice in a university lab. Moreover, as a plus, it offers tastings in various spirits since the professor is a certified Whisky Connoisseur.

Specifically, university students following the course completion will be able to:

- ✓ Create organizational charts
- ✓ Create Job Descriptions
- ✓ Create Standard Operational Procedures
- ✓ Manage event contracts
- ✓ Apply basic service techniques
- ✓ Create menus for Bars
- ✓ Create Budget and PnL for the Department

COURSE TOPICS

13. History of Distillation
14. Evolution of Bars
15. Coffee history
16. Bar organizational chart
17. Job Description
18. Standard Operational Procedures
19. Standard Recipes
20. Budget
21. Pnl
22. Department marketing
23. Market analysis
24. Product knowledge – local spirits
25. Tastings

- **HOTEL ROOMS DIVISION MANAGEMENT**

COURSE DESCRIPTION

The hotel business sector affects countries from an economic and social point of view. Since the basic factors of the tourist product are transportation, accommodation and food, hotels are a factor element of a country's tourism infrastructure.

The existence of hotels is therefore very important for the tourism development of a country, which (development) is quantitatively dependent on the number of total hotel rooms (capacity), on the category of hotels and on the quality of their products.

Rooms Division or RD is the big sector, which includes the Front Office Department, Housekeeping, Maintenance and Security department. Rooms Division, combined with the Food and Beverage department, cover almost the whole hotel product.

After completing the course the students will be able to apply hospitality specific frontline and management skills within the Rooms Division. The course introduces university students to the hospitality industry and proceeds to cover the management of the Front Office and Housekeeping departments in combination with facilities.

Specifically, university students after the course will be able to:

- ✓ Know the tasks of the Front Office employees
- ✓ Recognize differences between room types
- ✓ Manage contracts
- ✓ Fully understand the special features of OTAs and ADS (Alternate Distribution Systems)
- ✓ Recognize the types of room reservations
- ✓ Manage extranets
- ✓ Apply room management techniques
- ✓ Allocate rooms and handle the reservation plan
- ✓ Handle overbooking
- ✓ Apply methods to deal with difficult guests and to solve problems
- ✓ Serve VIPs guests
- ✓ Know Housekeeping department skills

COURSE TOPICS

1. Rooms Division organizational chart.
2. Front Office Department.
3. Room Types.
4. Selling Strategy – Occupancy increase
5. Check in and Check out procedures
6. Key cards (smart cards) - Safety
7. Reservations Department.
8. Contracts. Allotment, Commitment, Guarantee etc.
9. OTAs (On line Travel Agents) and Room Reservations
10. Overbooking handling.
11. Night Audit/ customers account handling.
12. Guest Relations Department.
13. PBX (Telephone Operator)
14. Housekeeping Department
15. Statistics
16. Hospitality skills, customers problems solving.

- **SPECIAL TOPICS IN ACCOUNTING & HOTEL ACCOUNTING**

MODULE HANDBOOK

I. GENERAL INFORMATION

Institution	University of West Attica	
School	Management, Economics and Social Sciences	
Department	Tourism Management	
Module Leader	Skordoulis	Michail

Module Title
Special Topics in Accounting and Hotels Accounting

Module Information

During the module's lectures, students will be taught accounting concepts that are necessary for their careers in tourism industry. The concepts of accounting in a hotel, as well as the objects of its accounting service, the application of Main Courante, the necessary books and data related to the operation of the hotel as well as the corresponding taxes will be examined. In addition, general accounting concepts such as ratios, asset and inventory valuation methods and payroll will be presented. New forms of tourism such as Airbnb are also being examined from the point of view of accounting management. Finally, a specific mention is made on the forms of business financing, with an emphasis on businesses in the tourism sector.

Module Aims

The purpose of the module is to provide students with the necessary accounting knowledge in order to pursue a career in tourism businesses and especially in hotel businesses which are asset-intensive businesses that implement systems for managing and optimizing their revenues and have particularities in terms of the accounting books they keep and the statements they compose.

The student will be able to know about depreciation and financial management of fixed assets as well as revaluation of fixed assets and valuation and inventory management.

In order to adequately meet the aim of the module, students will be asked to attend theoretical lectures while they will have to solve exercises from simple to complex level of difficulty in order to understand how the theoretical knowledge they receive is applied in practice. They will also be asked to prepare assignments.

II. MODULE ORGANIZATION AND EVALUATION

Module Outline

- Hotel characteristics
- Accounting organization of hotels
- Hotel taxes
- Hotel indexes
- Hotel relations with operators
- Accounting standardization
- Fixed assets
- Reserves
- Staff fees and expenses
- Airbnb financial management
- Forms of hotel business financing

Module Materials

- PowerPoint slides

Module Evaluation

- Module project (60%)
- Final exams (40%)