



## Module Structure

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**Module Title:** Introduction to the Hospitality & Tourism Industry

**Module Code:** HTCM101

**Programme of Study/Year of Study:** Hospitality and Tourism Management/Year 1

**Group:** HTMI                      **Semester:** Fall

**Number of Hours Taught:** 2 per week      **ECTS:** 3

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**Pre-requisite(s) :** No previous background assumed

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### Module Rationale

This module is designed to introduce students to hospitality and tourism industry subjects, providing them with the basic understanding and knowledge of the lodging and tourism industry by tracing the industry's growth and development, both inland and internationally, reviewing the organisation of lodging and tourism operations, and focusing on industry opportunities and future trends.

### Aims

It aims to raise student awareness of issues within hospitality and tourism, help them develop an interest in the field, and explore career opportunities. Furthermore it aims to enhance student awareness of the growing importance of the tourism and hospitality industry to our society, help them acquire a comprehensive understanding of the industry, and develop appropriate knowledge, values and skills that support the sustainable development of the industry. It also provides students with the fundamentals of the purposes and needs of hospitality and tourism management and a body of knowledge of the duties and responsibilities of the various departments in hospitality and tourism operations, as well as the means of their organisation and co-ordination.

## Intended Learning Outcomes

On successful completion of this module, students will be able to:

1. Introduce themselves to the Hospitality & Tourism Industry
2. Identify forces affecting growth and change in the industry
3. Identify the food service segments
4. Identify the divisions of activity found in restaurant operations
5. Explain the concepts of franchising, chains and independent restaurant industry organisations
6. Competitive conditions in Food Service
7. Introduce themselves to the evolution of lodging
8. Identify the criteria of classifying hotels
9. Name the major functional departments in a hotel
10. Understand and define tourism and describe the important impact of tourism on local and national economies
11. List the factors contributing to the growth of travel and tourism
12. Equate traveler's motives with their destinations by listing common reasons people travel
13. Define service its role and characteristics

## Delivery Methods:

Lectures, case studies, coursework, audiovisual aids

## Assessment:

Final Examination	40%
Assignments/Case Studies	20%
Team Assignment	40%

## Module Requirements

Refer to the students' manual for the module requirements.

## Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	02/10-05/10	<b>Introduction to the Tourism Industry</b> <ul style="list-style-type: none"><li>○ Historical Development</li><li>○ Butler's Model of Tourist destination Development</li></ul>	Instructor Notes
2.	08/10-12/10	<b>Tourism themes/Concept and issues</b> <ul style="list-style-type: none"><li>○ Tourism definitions</li><li>○ Tourism as a system</li></ul>	Instructor Notes

3.	15/10-19/10	<b>Hospitality Management</b> <ul style="list-style-type: none"> <li>○ Definitions</li> <li>○ Hospitality Industry Sectors</li> <li>○ Forces affecting the growth of the industry</li> </ul>	Chapter 1
4.	22/10-26/10	<b>The restaurant business:</b> <ul style="list-style-type: none"> <li>○ The varied field of food service</li> </ul>	Chapter 3
5.	29/10-02/11	<b>The dining and Eating Market</b>	Chapter 3
6.	05/11-09/11	<b>Restaurant operations:</b> <ul style="list-style-type: none"> <li>○ The Front of the House</li> <li>○ The Back of the House</li> <li>○ Making a Profit in Food Service Operations</li> </ul> <b>Case Study</b>	Chapter 4
7.	12/11-16/11	<b>Restaurant Industry Organisation:</b> <ul style="list-style-type: none"> <li>○ Chain Systems</li> <li>○ Independent Systems</li> <li>○ Franchised Systems</li> </ul>	Chapter 5
8.	19/11-23/11	<b>Lodging: Meeting guest needs</b> <ul style="list-style-type: none"> <li>○ The evolution of Lodging</li> <li>○ Classifications of Hotel Properties</li> <li>○ Types of travelers</li> </ul>	Chapter 9
9.	26/11-30/11	<b>Hotel and Lodging Operations:</b> <ul style="list-style-type: none"> <li>○ The rooms side of the house</li> <li>○ Hotel food and beverage operations</li> </ul>	Chapter 10
10.	03/12-07/12	<b>Hotel and Lodging Operations:</b> <ul style="list-style-type: none"> <li>○ Staff and support departments</li> <li>○ Entry ports and careers</li> </ul>	Chapter 10
11.	10/12-14/12	<b>Presentation of team assignment</b>	
12.	17/12-21/12	<b>Presentation of team assignment</b>	
13.	07/01-11/01/2018	<b>Revision</b>	

### Essential Reading

- Barrows C. W., Powers T. and Reynolds D., 2011. *Introduction to the Hospitality Industry*, 8<sup>th</sup> ed. New York; Wiley.

### Additional Reading

- J. R. Walker, 2008. *Introduction to Hospitality*, 5th ed.

