



## Module Structure

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**Module Title :** Professionalism and Hospitality

**Module Code :** HTCM161

**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 enable the students to acknowledge the need for professionalism and hospitality in the hospitality and tourism industry and prepare them for pursuing a successful career.

### Aims

Students will be able to recognise professionalism and hospitality, and identify the elements required of a competent professional. It aims to make the students understand the terms/constituents in the hospitality and tourism industry along with the importance of each of them. It also prepares them to effectively pursue professionalism and hospitality through the development of personal qualities and values.

### Intended Learning Outcomes

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

1. Define the two terms: Professionalism and Hospitality
2. Identify the keys to great service
3. Comprehend the hospitality skills into job descriptions
4. Recognise the history and characteristics of Cypriot Hospitality
5. Identify ways towards professionalism
6. Learn the rules for personal hygiene and appearance
7. Acknowledge the need for personal qualities, values and ethics
8. Understand the importance of teamwork, good communication skills, and how behavior and attitude in the workplace can affect others.

**Delivery Methods:**

Lectures, role playing, case studies, coursework, activities
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**Assessment:**

Coursework/Test	20%
Final Written Examination	30%
Final Oral Examination/Public Speaking	20%
Group Project and Presentation	20%
Professional Behavior in Class	10%

**Module Requirements**

Refer to the students' manual for the module requirements.
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**Module Plan and Content**

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	02/10-05/10	<ul style="list-style-type: none"> <li>• Definition of Hospitality</li> <li>• Hospitality Philosophy</li> </ul>	Handouts
2.	08/10-12/10	<ul style="list-style-type: none"> <li>• Hospitality and Character: The Key to great service</li> <li>• Exercise</li> </ul>	Handouts
3.	15/10-19/10	<ul style="list-style-type: none"> <li>• Hospitality and Family</li> <li>• Exercise</li> </ul>	Handouts
4.	22/10-26/10	<ul style="list-style-type: none"> <li>• Hospitality and Culture</li> <li>• History of Hospitality in Cyprus</li> <li>• Characteristics of Cypriot Hospitality</li> <li>• Exercise</li> </ul>	Handouts
5.	29/10-02/11	<ul style="list-style-type: none"> <li>• Hospitality skills into job description</li> <li>• Preparation of CV</li> <li>• Exercise</li> <li>• Test</li> </ul>	Handouts
6.	05/11-09/11	<ul style="list-style-type: none"> <li>• Definition of Professionalism</li> <li>• Traditional Views of Professionalism</li> <li>• Identify ways towards professionalism</li> </ul>	Handouts
7.	12/11-16/11	<ul style="list-style-type: none"> <li>• Traditional Views of Professionalism</li> <li>• Identify ways towards professionalism</li> <li>• Exercise</li> </ul>	Handouts
8.	19/11-23/11	<ul style="list-style-type: none"> <li>• Proper Etiquette and savoir-vivre</li> <li>• Exercise</li> </ul>	Handouts
9.	26/11-30/11	<ul style="list-style-type: none"> <li>• Gain Self-Knowledge</li> <li>• Recognise Your Values and Ethics</li> </ul>	Handouts
10.	03/12-07/12	<ul style="list-style-type: none"> <li>• Become more Reliable and Responsible (Personal and Team Responsibility)</li> <li>• Be Aggressively Nice</li> </ul>	Handouts
11.	10/12-14/12	<ul style="list-style-type: none"> <li>• Group Presentation</li> </ul>	
12.	17/12-21/12	<ul style="list-style-type: none"> <li>• Final Oral Examination/Public Speaking</li> </ul>	

Week	Dates	Topics to be Covered	Reference Chapter / Material
13.	07/01-11/01	<ul style="list-style-type: none"> <li>Revision</li> </ul>	

### Essential Reading

Handouts on Professionalism and Hospitality

### Additional Reading

- Ennis, P. and Tatlock, L., 2007. Practicing Hospitality. Illinois: Crossway
- Ferguson Mastering Career Skills, 2004. Professional Ethics and Etiquette. 2nd ed. New York: Checkmark Books
- Hall, S.J. Stephen, 1992. Ethics in Hospitality Management. Michigan: American Hotel & Motel Association
- Maister, D.H., 1997. True Professionalism. New York: The Free Press
- Robert F. Hartley, 2005. Business Ethics – Mistakes and successes. USA: John Wiley & Sons, Inc
- Trevino, L.K. & Nelson K.A., 2004. Managing Business Ethics. 3rd ed. USA: John Wiley & Sons, Inc



