

SCHOOL: Business Administration & Economics		DEPARTMENT: Business Administration - Program of Tourism & Hospitality Management	
COURSE TITLE	Quality Management in Tourism Accommodations	ACADEMIC YEAR	2013/2014
HOURS PER WEEK	4	ECTS CREDITS	6
LECTURER	Dr. Soultana Tania Kapiki		
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COURSE DESCRIPTION

AIMS
<p>This course provides an overview of quality and sustainable development, aiming at:</p> <ul style="list-style-type: none"> ▪ instructing students in basic concepts of sustainable products and services development ▪ assisting students in developing management competencies and how to apply good practices at the community level. <p>In addition, the basic aims of quality management are to improve the quality of the tourism experience through:</p> <ul style="list-style-type: none"> ▪ meeting social needs (achieve excellence in customer service, exceed guests needs and expectations, provide an environment where courtesy, helpfulness and a warm welcome are standard) ▪ improving the competitiveness of business on a regional & national level (increase levels of repeat visits, reinforce vital word of mouth recommendations) ▪ focusing on and developing individual skills and improving staff recruitment and levels of retention ▪ preserving the cultural environment ▪ preserving the natural environment. <p>Topics to be covered include: quality management, sustainable development, environmental management schemes, tourism eco-labels, ELTAS.</p>

LEARNING OUTCOMES
<p>On completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> ▪ demonstrate knowledge of a range of contemporary issues ▪ critically analyse the relationship between quality and the environment in ecological and socio-cultural terms ▪ illustrate a critical awareness of the fundamentals of quality, and its relevance to both environmental conservation (through EMS) and tourism management ▪ show a critical awareness of management solutions to lessen or eliminate tourism's negative impacts through strategies including: environmental management, environmental interpretation, resource allocation, and consensus agreement through participatory processes ▪ evaluate the concept of sustainability ▪ evaluate and apply concepts associated with the integrated quality management of tourist accommodations.

TEACHING METHODS
Lectures, power point presentations and class discussions, case studies.
PREREQUISITES
None.

ASSESSMENT METHODS
Students will be evaluated by one written exam. There is going to be a resit examination for those students

who will fail in the first exam period.

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