

# Tourism & Hospitality Management

## Purpose

This course is designed for students who are interested in increasing their skills in the area of tourism with advanced business management skills and specialised industry knowledge.

A flexible course structure allows students to tailor their course of study to meet their individual needs and career aspirations.

Students will have the opportunity to learn about the nature and characteristics of tourism and explore how it can be marketed, managed and planned, examining cases from around the world. Their management and entrepreneurial skills will be developed to assist them in finding employment in many different parts of this dynamic and growing industry.

## Objectives

- Offer a unique experience combining an academic study in “Hospitality Industry” with an opportunity to apply new skills and knowledge in hands on experience.
- Strengthen participants’ problem-solving and critical thinking skills through hands-on work experience.
- Develop multi skilled and entrepreneurship abilities within hospitality and tourism industry.
- With company visits, conferences, business tours and trips, this course will give students first-hand expe-

## Agenda

### DAY 1

- Introductory meeting
- Presentation of timetable
- Group ice breaker activities
- Presentations on best practices related to tourism and hospitality industry

### DAY 2

- Trends And Issues In Hospitality Management
- Hospitality Legislation – Labor Law
- Strategic Planning For Tourism
- Ethics In Tourism And Hospitality

### DAY 3

- Hotel Marketing
- Front Desk Organization and Operation
- Public Relations – Communication Skills
- Human Resource Management

### DAY 4

- Hotel Accounting – Finance
- Client Billing – Computer Software
- Product & Market Innovations
- Hygiene and Safety in the work place

### DAY 5

- Internship in a hotel

### DAY 6

- Internship in a hotel

### DAY 7

- Internship in a hotel

### DAY 8

- Internship in a hotel



rience and access to the major players in these industries to learn how the global tourist capital mastered the trade.

## Methods

- Lectures by guest experts
- Workshops
- Excursions to industry-specific companies
- Discussion
- Team work
- Case studies
- Internships

## Target Groups

- VET learners

## Place

Heraklion, Crete, Greece

## DAY 9

- Internship in a hotel

## DAY 10

- Final test
- Evaluation (Questionnaires)
- EuroPass Certifications