



Module Title	Introduction to the Hospitality Industry		
Module Code	HOS100		
Module Type	Compulsory	ECTS	6
Year / Semester	Year 1/Semester 1		
Module Purpose and Objectives	This module introduces students to hospitality industry opportunities, careers, responsibilities, and current issues. It emphasizes hospitality's importance in global tourism and covers topics like its history, operations, strategies, trends, and research findings.		
Learning Outcomes	<p>By the end of this module, students will be able to:</p> <ul style="list-style-type: none"> • Review and analyse the concept and framework of the hospitality industry. • List hotel organisation divisions (in the hotel) and explain responsibilities, activities, and career segments. • Describe the scope of the travel and tourism industry and its economic impact on national and international levels. • Identify risks and crises in the hospitality industry and propose solutions and actions. 		
Module Content	This module offers an overview of hospitality concepts, tracing the history of hotels and exploring career opportunities. Students examine trends and sustainable practices, alongside market segments and traveller characteristics. The diverse types of accommodations are discussed, along with forces shaping the hotel business and Cyprus Tourist Strategy 2030. Key concepts like customer satisfaction, CRM, globalisation, technology, CSR, and HR management are also covered. Regulatory aspects, including the role of the Deputy Ministry of Tourism, are introduced.		
Teaching Methodology	The module is delivered over a combination of lectures, videos, group discussions, audio visual aids, seminars, tutorials, workshops, case studies, hotel visits. All lecture material and additional information will be available through our Moodle platform.		
Assessment	Assessments will be an essay with the final grade including semester attendance and participation.		