MODULE DESCRIPTION

Module Title	Introduction to the Hospitality Industry				
Module Code	HTL-111				
Module Type	Compulsory				
Level	Undergraduate				
Year/Semester	Year 1/Semester 1				
Instructor's Name	**TBA**				
ECTS	6	**Lectures/week**	3 academic hours	**Laboratories/week**	N/A
Module Overview	**Aim & Objectives**: The aim of this introductory module is to help students acquire a basic understanding of the hospitality industry. Particular emphasis is given to the operation of the hotel unit, including its basic departments. The module introduces a historical review of the industry and the forces shaping its economic and social role in today's changing global environment. The course also covers issues in relation to the growth and development of the hospitality industry, its distinguishing characteristics and trends. Additionally, students are introduced to career opportunities and the employability skills needed to succeed in specific hospitality fields.				
Learning Outcomes	Upon successful completion of the module, students should be able to: ▪ Demonstrate knowledge the fundamental concepts and characteristics of the hospitality industry. ▪ Identify and describe the various sectors within the hospitality industry, such as lodging, food and beverage, tourism, and event management. ▪ Discuss current issues facing food service, current guest needs and explain general hotel/motel operations and the effects of sustainable developments practices. ▪ Describe the organization, structure and functional areas in commercial and institutional food service operation. ▪ Explain the importance of customer service and its role in the hospitality industry. ▪ Cite opportunities for education, training and career development in the hospitality industry. ▪ Gain knowledge and explore the principles and key components of successful hotel management. ▪ Analyze the impact of tourism and travel on the hospitality industry and understand the role of destination marketing organizations. ▪ Recognize the importance of ethical and sustainable practices in the hospitality industry.				

	▪ Identify emerging trends and technologies in the hospitality industry and their impact on operations and guest experiences. ▪ Apply critical thinking and problem-solving skills to real-world scenarios and case studies within the hospitality industry.	
Prerequisites	N/A	
Module Content	▪ Introducing Hospitality ▪ The Hotel business ▪ Rooms Division Operations ▪ Food and Beverage ▪ The Restaurant Business/ Restaurant Management ▪ The Engineering and Maintenance Division ▪ The Marketing and Sales Division ▪ The Human Resources Division ▪ The Accounting Division ▪ The Tourism Industry ▪ Managed Services ▪ Meetings, Conventions, Expositions ▪ Special Events	
Teaching Methodology	Lectures	Class notes, handouts, cases studies/examples, discussion/written questions.
	Multimedia	PowerPoint, audio and visual
	Class Assignments	Quizzes, group exercises, sample problems and solutions are provided for each chapter.
Bibliography	Required	▪ Walker, J., R., 2021. *Introduction to the Hospitality, 8thEdition*, Pearson.
	Recommended	▪ Reynolds, D., R., Rahman, I., Barrows, C., W., 2021. *Introduction to Hospitality Management, 1st Edition*, Wiley. ▪ Walker, J., R., 2015. *Exploring the Hospitality Industry, 3rd Edition*, Pearson. ▪ Hayes, D., K., Hayes, J., D., Peggy, A., 2021. *Revenue Management for the Hospitality Industry 2nd edition*, Willey. ▪ Hayes, D., Ninemeier, J., Miller, A., 2016. *Hotel Operations Management 3rd Edition,* Pearson.
Language of Instruction	English	
Assessment	The assessment of students is made up of two components: ▪ continuous assessment (40 marks) ▪ final written exam (60 marks)	

	The 40 marks of the continuous assessment are allocated as follows: ▪ the midterm exam (20 marks) ▪ attendance (5 marks) ▪ 2 assignments/projects (15 marks) The final written exam carries 60 marks and takes place at the end of each academic semester. This exam tests the whole content of a module taught in the current semester. The final mark for each module is the sum of the continuous assessment mark and the final written exam. Continuous Assessment + Final Exam = 100 marks 40 marks + 60 marks = 100 marks **THE PASSING MARK FOR EACH MODULE IS 50/100**

Mark's Description	**MARK RANGE**	**GENERAL CHARACTERISTICS**
Excellent	96 - 100	Exceptional breadth and depth of knowledge and understanding of the area of study; evidence of extensive and appropriate selection and critical evaluation/synthesis/analysis and of reading/research beyond the prescribed range, in both breadth and depth, to advance work/direct arguments; exceptional demonstration of relevant skills; excellent communication; performance deemed to be beyond expectation.
	91 - 95	Outstanding/excellent knowledge and understanding of the area of study as the student is typically able to go beyond what has been taught; evidence of extensive and appropriate selection and critical evaluation/synthesis/ analysis of reading/research within the prescribed range, to advance work/direct arguments; excellent demonstration of relevant skills; excellent communication; performance deemed according to expectation of the level.
Very good	88 - 90	Very good knowledge and understanding of the area of study as the student is typically able to relate facts/concepts together with some ability to apply to known/taught contexts; evidence of appropriate selection and evaluation of reading/research, some beyond the prescribed range, may rely on set sources to advance work/direct arguments; demonstrates autonomy in approach to learning; very good demonstration of relevant skills; strong communication skills.
	84 - 87	
	81 - 83	
Good	76 - 80	

	71 - 75 66 - 70	Good knowledge and understanding of the area of study balanced towards the descriptive rather than analytical; evidence of appropriate selection and evaluation of reading/research but generally reliant on set sources to advance work/direct arguments; good demonstration of relevant skills, though may be limited in range; communication shows clarity but structure may not always be coherent.
Satisfactory	61 - 65 56 - 60 50 - 55	Knowledge and understanding is satisfactory to deal with terminology, basic facts and concepts but fails to make meaningful synthesis; some ability to select and evaluate reading/research however work may be more generally descriptive; strong reliance on available support set sources to advance work; arguments may be weak or poorly constructed; adequate demonstration of relevant skills over a limited range; communication/presentation is generally competent but with some weaknesses.
Fail	21 - 49	Unsatisfactory in knowledge and understanding of the area of study; some ability to select and evaluate reading/research however work is more generally descriptive; fails to address some aspects of the brief; a limited use of sources to advance work; arguments may be weak/poor or weakly/poorly constructed; demonstration of relevant skills over a reduced range; communication shows limited clarity, poor presentation, structure may not be coherent.
	0 - 20	Highly unsatisfactory or no evidence of knowledge or understanding of the subject or taught concepts; facts reproduced in a disjointed or decontextualised manner; fails to address the outcomes addressed by the brief; typically ignores important sources in development of work and data/evidence inappropriately used; weak technical and practical competence hampers ability to demonstrate/communicate achievement of outcomes.