



Course Syllabus

Course Code	Course Title	ECTS Credits
THOM-475	Senior Year Seminar	6
Prerequisites	Department	Semester
N/A	Management	Fall / Spring
Type of Course	Field	Language of Instruction
Compulsory/Elective	Tourism, Leisure and Events Management	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	George Panayiotou, Yianna Orphanidou	4 th
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	N/A

Course Objectives:

The main objectives of the course are to:

- Critically analyse current industry problems and formulate a solution;
- Identify and adjust to future trends.
- Implement academic and applied research skills;
- Consider the importance of intellectual, personal and professional development and enrichment.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Adopt a problem-solution approach for an industry/ organization problem in the field of Tourism and Hospitality.
2. Synthesize the various aspects and dimensions of the skills developed throughout the learning journey.
3. Appraise the evidence that separates theory from practice.
4. Demonstrate knowledge, skills and competencies of varied research methods and tools.
5. Evaluate both the self and the exogenous outcomes of the learning journey.

Course Content:

- Industry Guest lectures.
- Professional seminars related to the Hospitality and Tourism industry.
- Research Design.
- Case Studies.
- Research methods and tools (including market research, statistical analysis, questionnaire design, interviews, focus groups).
- Problem-Solution approaches.
- Wider management considerations (Financial Management, Marketing Management, Resource Management, Strategic Management, Diversity and Cross-cultural, Management, Sustainability & Environmental Management, Hospitality/Tourism. Management.
- Ethical considerations.

Learning Activities and Teaching Methods:

PowerPoint Lectures, assignments, practical exercises, student presentations/assignments

Assessment Methods:

Homework, Assignments (Europass CV, Business Plan/ Research paper, Research tools)

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
RESEARCH METHODS IN TOURISM, HOSPITALITY AND EVENTS MANAGEMENT	Paul Brunt Susan Horner Natalie Semley	Sage publications	2017	ISBN: 9781473919150
EXPLORING THE HOSPITALITY INDUSTRY	John R. Walker	Pearson	2018	ISBN-13: 978-0134744919
The Tourism System	Alastair M Morrison Xinran You Lehto Jonathon Day	Kendall Hunt Publishing	2018	ISBN-13: 978-1465299253