



UNIVERSITY OF NICOSIA

ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

Course Code THOM 430	Course Title International Hotel Management	Credits (ECTS) 6
Department Hospitality, Tourism and Sports Management	Semester Fall / Spring	Prerequisites Senior
Type of Course Elective	Field Hospitality/Business	Language of Instruction English
Level of Course Undergraduate	Year of Study 3/4	Lecturer George Panayiotou

Objectives of the Course:

The main objectives of the course are to:

- Think critically in order to analyze a problem and develop a solution;
- Use academic methods (e.g. using referenced arguments);
- Identify and operate adequate software;
- Identify and adjust to future trends;
- Work in a multicultural environment;
- Work in an interdisciplinary context;
- Develop Awareness of and respect for points of view deriving from different social and cultural backgrounds;

Learning Outcomes:

After completion of the course students should be able to:

6. **Demonstrate** knowledge of the international dimensions of the industry;
7. **Explain** the significance of the industry within the global environment;
8. **Analyse, evaluate and discuss** the issues that need to be addressed when doing business beyond national borders;
9. **Identify future issues surrounding the industry.**
10. **Describe and demonstrate** knowledge of the various aspects of managing in a global context:
11. **Describe and analyse** the international dimensions of marketing, human resource management, financial management, strategy, diversity and operations management.

Course Content:

- **The concept of ‘centrism’ within the international hotel industry;**
- **Financial management within the global arena;**
- **International marketing;**
- **International human resource management;**
- **Strategic hotel management;**
- **Diversity and cross-cultural management;**
- **Sustainability;**

Teaching Methods:

PowerPoint Lectures, assignments, practical exercises, student presentations/assignments
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Assessment Methods:

Students' PowerPoint presentations, assignments, exercises, fieldtrip, Mid-Term exam, Final exam
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Required Textbooks:

Author	Title	Publisher	Year	ISBN
Lockyear, T. L. G.	The International Hotel Industry: Sustainable Management	Haworth Hospitality Press	2007	9780789033383

Recommended Textbooks/Reading:

Author	Title	Publisher	Year	ISBN
Gee, C. Y. & Singh, A. J.	International Hotels: Development and Management	AHMA	2008	9780866123297