



**HELLENIC REPUBLIC
MINISTRY OF TOURISM
ANOTERI SHOLI TOURISTIKIS
EKPEDEFSIS KRITIS**

PROGRAM OF STUDIES (2021-2022)

Anoteri Sholi Touristikis Ekpedefsis Kritis (ASTEK) belongs to the tertiary education level of the Greek Education System and operates under the Ministry of Tourism offering an academic program designed to prepare senior executives for the hospitality industry. The duration of the course offered is 4 years and it provides 240 ECTS points. During the three first years of studies, each year consists of two semesters of course work and three months of traineeship in selected 4 and 5 star hotels and other tourism enterprises, arranged and supervised by ASTEK. Therefore, ASTEK's graduates realize nine months of traineeship in total, during which they have the chance to reinforce the links between theory and practice.

The academic year starts in mid-October and ends in early June. Internship lasts from July, 1st to September, 30th.

COURSE MODULES

1st Year of Studies

Fall semester

1. Introduction to Tourism and Hotel industry
2. Food and Beverage Management I
3. Information and Communication Technology
4. Housekeeping Management
5. Marketing in Hospitality and Tourism
6. Introduction to Cooking

Spring semester

1. Bar-Oenology
2. Food and Beverage Management II
3. Principles of Accounting
4. English Tourism Terminology
5. Hospitality and Tourism Law
6. Foreign language I (choice among German, Italian, French)

2nd Year of Studies

Fall semester

1. Food Operations Management
2. Rooms division management
3. Human Resources management
4. Hospitality Accounting
5. Business Statistics

6. Foreign language II

Spring semester

1. Social Networks and New Technologies in Tourism
2. Hotel management
3. Event and conference management
4. Consumers' Behavior in Hotel and Tourism Industry
5. Tourism Geography
6. Foreign language III

3rd Year of Studies

Fall semester

1. Strategic management in Hotel and Tourism Industry
2. Research methodology
3. Hospitality Design
4. Organizational Psychology
5. Foreign language IV
6. Marketing of Tourism Destinations

Spring semester

1. Hospitality Resources and Revenue Management
2. Digital Marketing
3. Sociology of Tourism
4. Food management
5. Foreign language V
6. Optional Modules (one of the two) :
 - Total quality management
 - Customer Relations management and Intercultural Communication

4th Year of Studies

Fall semester

1. Entrepreneurship and Innovation in Tourism
2. Financial management
3. Business Strategy
4. International Human Resources and Talent management
5. Optional Modules (two out of the five) :
 - Sightseeing Management
 - Luxury Business Management
 - International Hotel Management
 - Analysis and Planning of Distribution and Transportation Systems
 - Tourism Design and Sustainable Development

Spring semester

1. Crisis Management in Tourism
2. Business Leadership and Professional Development
3. Diploma/ Research thesis or Practical Application: Case Study