



**Shiraz University Open and Specialized Training Courses**

**Summer ۲۰۱۷ Courses in Tourism Department**

**In partnership with Plymouth University (Greece)**

Courses in Tourism

## Courses for Shiraz

### ۱- Course Title: **Destination Marketing**

Duration: ۲۲ Hour

Course Dates: July ۱۸ - ۲۱, ۲۰۱۷

Venue: Shiraz

Lecturer: Anthony Giannopoulos

#### Course Schedule

NO	Destination Marketing	Date	Hour
۱	Basic Tourism, Marketing, Destination Concepts	July ۱۸, ۲۰۱۷	۳
۲	Destination Marketing Research	July ۱۸, ۲۰۱۷	۳
۳	Destination Experiences and Destination Choices	July ۱۹, ۲۰۱۷	۳
۴	Destination Segmentation, Targeting and Positioning	July ۱۹, ۲۰۱۷	۳
۵	Destination Branding	July ۲۰, ۲۰۱۷	۶
۶	Closing session: wrap-up and final assessment	July ۲۱, ۲۰۱۷	۴

عنوان دوره: بازاریابی مقصد

مدت دوره: ۲۲ ساعت

تاریخ برگزاری: ۲ الی ۵ مردادماه ۱۳۹۶

محل برگزاری: شیراز

ردیف	بازاریابی مقصد	تاریخ برگزاری	زمان
۱	مقدمه و اصول گردشگری، بازاریابی و مفاهیم مقصد	۲۷ تیر ۹۶	۳
۲	تحقیقات مرتبط با بازاریابی مقصد	۲۷ تیر ۹۶	۳
۳	تجربیات و انتخاب های مرتبط با مقصد گردشگری	۲۸ تیر ۹۶	۳
۴	تقسیم بندی مقصد، هدف گذاری و موقعیت گذاری	۲۸ تیر ۹۶	۳
۵	برندینگ مقصد	۲۹ تیر ۹۶	۶
۶	جمع بندی و ارزیابی دوره نهایی	۳۰ تیر ۹۶	۴

## Courses for Shiraz

۲- Course Title: **Human resource management**

Duration: ۲۴ Hour

Course Dates: July ۲۴ - ۲۷ ۲۰۱۷

Venue: Shiraz

Lecturer: Andrew Toumazatos

NO	Human Resource Management	Date	Hour
۱	Leadership & Management in The Hospitality Industry	July ۲۴, ۲۰۱۷	۳
۲	Training & Development for The Hospitality Industry	July ۲۴, ۲۰۱۷	۳
۳	Supervision in the Hospitality Industry	July ۲۵, ۲۰۱۷	۶
۴	Hospitality Today, An Introduction	July ۲۶, ۲۰۱۷	۶
۵	Managing Hospitality Human Resources	July ۲۷, ۲۰۱۷	۴
۶	Evaluation	July ۲۷, ۲۰۱۷	۲

عنوان دوره: مدیریت منابع انسانی

مدت دوره: ۲۴ ساعت

تاریخ برگزاری: ۲ الی ۵ مرداد ۱۳۹۶

مکان: شیراز

ردیف	مدیریت منابع انسانی	تاریخ برگزاری	زمان
۱	راهبری و مدیریت در صنعت مهمان نوازی	۲ مرداد ۹۶	۳
۲	آموزش و توسعه برای صنعت مهمان نوازی	۲ مرداد ۹۶	۳
۳	سرپرستی در صنعت مهمان نوازی	۳ مرداد ۹۶	۶
۴	مقدمه ای بر مهمان نوازی معاصر	۴ مرداد ۹۶	۶
۵	مدیریت منابع انسانی در مهمان نوازی	۵ مرداد ۹۶	۴
۶	ارزیابی دوره	۵ مرداد ۹۶	۲

## Courses for Shiraz

### ۳- Course Title: **Food & Beverage Management**

Duration: ۲۴ Hour

Course Dates: ۳۰ July – ۲ August ۲۰۱۷

Venue: Shiraz

Lecturer: Andrew Toumazatos

NO	Food & Beverage Management	Date	Hour
۱	Food Safety: Managing the HACCP Process	July ۳۰, ۲۰۱۷	۳
۲	Managing Service in Food & Beverage Operations	July ۳۰, ۲۰۱۷	۳
۳	Planning & Control for Food and Beverage Operations	July ۳۱, ۲۰۱۷	۶
۴	Supervision in the Hospitality Industry	Aug ۱, ۲۰۱۷	۶
۵	Purchasing for Food Service Operations	Aug ۲, ۲۰۱۷	۴
۶	evaluation	Aug ۲, ۲۰۱۷	۲

عنوان دوره: مدیریت غذا و نوشیدنی

مدت دوره: ۲۴ ساعت

تاریخ برگزاری: ۸ الی ۱۱ مرداد ماه ۱۳۹۶

مکان: شیراز

ردیف	مدیریت غذا و نوشیدنی	تاریخ برگزاری	زمان
۱	سلامت غذا مدیریت پروسه HACCP	۸ مرداد ۹۶	۳
۲	مدیریت سرویس در عملیات غذا و نوشیدنی	۸ مرداد ۹۶	۳
۳	برنامه ریزی و کنترل برای عملیات غذا و نوشیدنی	۹ مرداد ۹۶	۶
۴	سرپرستی در صنعت مهمان نوازی	۱۰ مرداد ۹۶	۶
۵	عملیات سرویس خرید غذا	۱۱ مرداد ۹۶	۴
۶	ارزیابی دوره	۱۱ مرداد ۹۶	۲

## Lecturers:

- ❖ Andrew Toumazatos
- ❖ Anthony Giannopoulos

Department

## Toumazatos Andreas

Industrial Placement Programme Manager of Hotel and Tourism Management Department.

Mr Andreas Toumazatos first teaching placement was at the National Organisation of Tourism Education and Training – OTET in Nafplio.

After a year he was transferred at the OTET school of Anavyssos and a year later at the Head office of the National Organisation of Tourism Education and Training- OTET where he worked at the “International and Public Relations office” and was responsible to contacting and liaise with several EU universities and EU programmes, seminars, competitions and exhibitions were OTET was involved as member.

He also worked for a year with the following Hotel and Culinary schools such as Le Monde, Xini IEK and Glion Institute and Hotel school in Athens.

After that he worked as a Senior Lecturer and the F&B Manager at Alpine Center Swiss Hotel School in Athens for 7 years, while he was also placed during the summer periods at the Admissions and Marketing and Sales department where he visited and recruited candidates and presenting the Master and the Bachelor degree programme to several High schools and Universities from Eastern Europe.

Then M.r Toumazatos was “promoted” to the mother school of Alpine Center the Cesar Ritz (ex DCT University) in Luzern, Switzerland where he worked for two academic years.

He then returned back to Athens Greece and worked as the Educational Director of INSETE as well at BCA - London Metropolitan University as the Ass. Head of the Hospitality department.

In addition he is also Head of the International recruitment department and the Educational network project that he established the last 7 years with direct links and co-operations with Educational agents from Greece, Cyprus, Russia, Ukraine and Serbia.

In addition to the above, the Internship Educational programme he has created and supervised all these years was awarded by the Greek Tourism Awards with the title of the “Best Educational Internship programme in Greece” for 2019 while also been appointed by InterContinental group as an “exclusive partner” with IHG Academy allowing the hotel brand to recruit students of the department for their “future global managers program”!

Today he is the Associate Head of the Hospitality and Tourism Department of BCA validated by Plymouth University and among his administrative and industrial networking tasks his teaching subjects are International Food and Beverage Management, Human Resource Management in the Hospitality Industry, Introduction to the Events Industry as well Change and Innovation in the Hospitality Industry.

## Degrees:

MSc Hospitality Management and Tourism, Bournemouth University

BA (Hons) Hotel Management, University of Wales

HND in Hospitality Management, Dundee Angus College of Further Education

HNC in Hospitality Operations, Dundee Angus College of Further Education

National Diploma in Hospitality Operations, Organisation of Tourism Education and Training - OTET



## Dr. Giannopoulos Antonios

**BA Hospitality and Tourism Management and MA International Hospitality and Tourism Management Programme Manager**

Dr. Antonios Giannopoulos holds a PhD in Marketing & Communication and an MBA from Athens University of Economics & Business. Research based on nationwide data collection in collaboration with 500 hotels [supported by SETE—Greek Tourism Confederation & regional associations].

In a progressive career path with particular focus on bridging the marketing academic/practitioner gap, he specialises in the services industry with solid academic background and accumulated practical experience. He has performed professional achievements within research organisations, the

services industry and dynamic innovation ecosystems, along with proven publication and presentation record of marketing knowledge on practices addressed to managers, employees and customers.

He is currently Programme Manager of the BA Hospitality and Tourism Management, MA International Hospitality and Tourism Management at the Hotel and Tourism Management Department of BCA, with supervisory activities on the academic operation and development of the department.

He has presented works and scientific publications on destination branding, market orientation and internal marketing, combined with invited speeches on hospitality, tourism and cultural diplomacy. In cooperation with local and international media, he has also published articles on marketing, branding, travel and tourism, acting as a foreign correspondent at international events such as ITB Berlin [[www.itb-berlin.de/en](http://www.itb-berlin.de/en)]. He is also founder and editor of "the voyager voice" [[www.thevoyagervoice.com](http://www.thevoyagervoice.com)].

Served as Marketing and Communication Manager at Corallia [<http://www.corallia.org>] with acquired knowledge on innovation cluster services and youth entrepreneurship initiatives, ensuring the implementation of the corporate marketing communication strategy. Throughout the years, he has provided consulting services in the field of destination management and tourism satellite account, customer satisfaction and guest loyalty [Athens Laboratory of Research in Marketing – [www.alarm.aueb.gr](http://www.alarm.aueb.gr)] and collaborated with the European Marketing Academy [[www.emac-online.org](http://www.emac-online.org)].

Also served as an auditor and registered expert for EU programmes and organisations at national and European level. As an official representative in the European Council of Doctoral Candidates and Junior Researchers [[www.eurodoc.net](http://www.eurodoc.net)], he participated in special workgroups in the frame of the European Research Area.

## Degrees:

**Ph.D. in Marketing and Communication [Services/Hospitality & Tourism], Athens University of Economics and Business**

Dissertation title | Balanced market orientation: conceptualisation, empirical validation and impact on organisational performance in the services sector (Hospitality Industry) | Sample: more than ۲,۲۰۰ respondents from ۱۰۰+ city and resort hotels in Greece (research and data collection supported by the Greek Tourism Confederation-SETE)

**Master in Business Administration (MBA), Athens University of Economics and Business**

Thesis title | Tourism in Greece: Survey on Tourists' Satisfaction from Service Quality and Evolutions in the Tourism Sector (Distinction)

**B.A. in Marketing and Management Science, Athens University of Economics and Business**

نکات مهم:

- ۱- شهریه هر دوره هفت میلیون و هفتصد هزار ریال می باشد که هزینه آموزش، گواهی BCA، پذیرایی چهار روز (پذیرایی بین وعده و ناهار) را در بر می گیرد.
- ۲- در صورت نیاز به دریافت گواهی دانشگاه Plymouth، بایستی هزینه گواهی به صورت مجزا پرداخت گردد.
- ۳- در صورت عدم نیاز به گواهی BCA، مبلغ دو میلیون ریال از شهریه دوره کسر می گردد.
- ۴- دوره توسط مدرس یونانی و به زبان انگلیسی ارائه می گردد. مترجم در کلاس حضور دارند و هر جا که نیاز به راهنمایی باشد، کمک خواهند نمود.
- ۵- لطفا جهت کسب اطلاعات بیشتر با شماره های ۰۹۱۷۵۱۲۴۲۱۰ و ۳۶۲۹۳۴۱۱ تماس بگیرید.
- ۶- محل برگزاری دوره ها :

خیابان قصرالدشت، نبش قم آباد، مرکز آموزش های آزاد و تخصصی دانشگاه شیراز