

Course Title	International Tourism							
Course Code	TTOU-320							
Course Type	This course serves as both Elective and Requirement, according to the program.							
	<table border="1"> <tr> <td>Hospitality Bachelor</td> <td>Tourism Elective</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Bachelor	Tourism Elective	All Programs	General Elective		
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All Programs	General Elective							
Level	Bachelor (1 st Cycle)							
Year / Semester	Year 3, A ¹ Semester							
Teacher's Name	Dr Kyrillos Nikolaou							
ECTS	6	Lectures / week	3	Laboratories / week				
Course Purpose and Objectives	<p>Tourism has become an integral part of modern history, economic and cultural life around the world. Understanding of tourism is an inseparable part of international economic relations. There are important factors of economic development in different countries of the world, these have an effect on inter-cultural dialog and support world peace.</p> <p>Students are expected to:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the global tourism environment and trends driving its development in terms of arrivals and expenditures • Understand of the patterns of development in tourism regions • Analyze and evaluate the various sectors of the international tourism industry and their likely evolution throughout the 21st century • Become familiar with important factors affecting national economic development 							

Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Define the term sustainable tourism development and its effects on international tourism development. 2. Obtain an in-depth understanding of tourism development in respective world tourism. 3. Analyze international tourism and evaluate individual markets for infiltration strategy. 4. Discuss the political, economic, socio-cultural, environmental and technological environment of international tourism in host and generating countries. 5. Synthesize and evaluate key tourism industry issues, impacts and trends at a local European and global level. 6. Identify the tourists' security and safety challenges and provide approaches to ensure safety. 		
Prerequisites	Junior	Required	
Course Content	<ol style="list-style-type: none"> 1. International tourism development and competition 2. Sustainable development of tourism. 3. Cultural heritage in international tourism: examples from particular countries according to their importance to international tourism: 4. International preservation of cultural heritage, properties of UNESCO world heritage list, examples of particular countries 5. Discussion of the political, economic, socio-cultural, environmental and technological environment of international tourism on host and generating countries 6. Europe as an important tourism destination: European Union and tourism 7. World Tourism Organization - global code of ethics - tourism rights: obligations of stakeholders in international tourism development 8. International human resource management 9. Tourist security and safety 10. E – tourism 11. Developing an international tourism project 12. Visitors, steps to a successful personal security program. 		
Teaching Methodology	<p>The course is delivered through lectures, group discussions and group activities.</p>		
Mode of delivery	<p>Face to face.</p>		

Bibliography	Required								
	1. Theobald, F. W. (2016, 3rd). Global Tourism. UK: Routledge. ISBN-10: 1138177482								
	Recommended								
	1. Coles, T., Hall, M., C. (2014). International business and tourism: Global issues, contemporary interactions. ISBN10: 0-415-42430-5								
Assessment	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="529 638 1382 896"> <tr> <td>30 – 50 %</td> <td>Final Exam</td> </tr> <tr> <td>20 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>10 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance & Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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Language	English								