

International Tourism

Course Title	International Tourism			
Course Code	TTOU-302			
Course Type	This course serves as both Elective and Requirement, according to the program.			
	Hospitality Bachelor		Tourism Elective	
	All Programs		General Elective	
Level	Bachelor (1 st Cycle)			
Year / Semester	Year 3, A ¹ Semester			
Teacher's Name	Dimitris Kouklos			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	The tourism has become an integral part of modern history, economic and cultural life around the world. Understanding of tourism as an inseparable part of international economic relations, important factors of economic development in different countries of the world, factors that implicate inter-cultural dialog and support world peace.			
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 o host and generating countries. 5. Synthesize and evaluate key tourism industry issues, impacts and trends at a local European and global levels. 6. Identify the tourists' security and safety challenges and provide approaches to ensure safety. 			
Prerequisites	TTOU – 200 Structure of Tourism or Junior	Required		

Course Content	<ol style="list-style-type: none"> 1. International tourism development. 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 countries and on generating countries 6. Europe as an important tourism destination: European Union and tourism 7. World Tourism Organization - global code of ethics: 8. Tourism rights: obligations of stakeholders in international tourism development 9. Tourist security and safety 10. Visitors, steps to a successful personal security program. 								
Teaching Methodology	The course is delivered through lectures, group discussions and group activities.								
Mode of delivery	Face to face.								
Bibliography	<p>Required</p> <ol style="list-style-type: none"> 1. Reisinger, Y., International Tourism: Cultures and Behaviour, Butterworth-Heinemann, 2008. <p>Recommended</p> <ol style="list-style-type: none"> 1. Pizam, A., Mansfeld, Y., Tourism, Security and Safety - From Theory to Practice, Elsevier Inc., 2006. 								
Assessment	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="517 1491 1367 1749"> <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								