

## Introduction to Travel & Tourism

<b>Course Title</b>	Introduction to Travel & Tourism							
<b>Course Code</b>	TTOU-100							
<b>Course Type</b>	This course serves as both Elective and Requirement, according to the program.							
	<table border="1"> <tr> <td>Hospitality Diploma/Bachelor</td> <td>Requirement</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Diploma/Bachelor	Requirement	All Programs	General Elective		
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All Programs	General Elective							
<b>Level</b>	Bachelor (1 <sup>st</sup> Cycle)							
<b>Year / Semester</b>	Year 1, A' Semester							
<b>Teacher's Name</b>	Dr Kyrillos Nikolaou							
<b>ECTS</b>	6	<b>Lectures / week</b>	3	<b>Laboratories / week</b>				
<b>Course Purpose and Objectives</b>	<p>This course provides an overview of the tourism industry characteristics; corporate philosophy; mission, goals and objectives/strategies; services and companies strive for excellence. The course is designed to enable students to evaluate critically the principles, practices and management of modern tourism industry. The course provides a basic understanding of the travel and tourism industry, the principles, and components that comprise it. It is intended that this course will help students to have a thorough understanding of:</p> <ul style="list-style-type: none"> <li>• The concepts and characteristics of tourism.</li> <li>• The place of tourism in the communities and environments that it affects.</li> <li>• The sectors of tourism and their importance.</li> <li>• The nature and characteristics of tourists.</li> <li>• The scope and importance of visitor attractions.</li> <li>• The positive and negative major impacts of tourism.</li> <li>• The future of the tourism industry.</li> </ul>							

<b>Learning Outcomes</b>	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Discuss tourism, the challenges and issues and the various themes of tourism.</li> <li>2. Classify tourism into various types and demands.</li> <li>3. Examine the history of tourism and the development of the tourism organizations.</li> <li>4. Analyze tourism from consumer perspective and categorize the travelers. Explain the motivation for travelling.</li> <li>5. Distinguish the accommodation sector into categories and identify the tourist transportation options.</li> <li>6. Understand the economic advantages and disadvantages of tourism and discuss its social and cultural impacts and its environmental effects.</li> <li>7. Identify and analyze the current trends and themes and future trends of tourism.</li> </ol>		
<b>Prerequisites</b>	None	<b>Required</b>	
<b>Course Content</b>	<ol style="list-style-type: none"> <li>1. Understanding tourism: themes and issues, types of tourism demand.</li> <li>2. The evolution and development of tourism: tourism history and its significance.</li> <li>3. Organizations of the tourism industry: WTO, UNESCO, IATA and ICAO, other international, regional, national and city level organizations.</li> <li>4. Travel intermediaries: tour operators and travel agents; the business of tour operation.</li> <li>5. Understanding the tourist as a consumer: theoretical and conceptual approaches to tourist motivation.</li> <li>6. Tourism accommodation and hospitality services.</li> <li>7. Transporting the tourist: land-based transport, water-based transport, air transport.</li> <li>8. Visitor attractions: the evolution of visitor's attractions, defining attractions, classification of attractions.</li> <li>9. Ingredients of a successful destination e.g. location, attractions, organization, support facilities.</li> <li>10. Trends and themes in the use of tourist resources: mass tourism, urban tourism, rural tourism, coastal tourism, adventure tourism, eco - tourism, cultural tourism, dark tourism, food and drink tourism, elite tourism, pop-cultural tourism</li> <li>11. The challenge of sustainability and defining sustainable tourism.</li> <li>12. Social and cultural impacts.</li> <li>13. Environmental impacts: positive and negative impacts of tourism.</li> </ol>		
<b>Teaching Methodology</b>	The course is delivered through lectures, group discussions and group activities.		
<b>Mode of delivery</b>	Face to face.		

<b>Bibliography</b>	<b>Required</b>								
	1. Goeldner, C., R., and Ritchie, J.R., <i>Tourism Principles, Practices, Philosophies</i> , 11 <sup>th</sup> ed., John Wiley & Sons, Inc, 2009.								
	<b>Recommended</b>								
	1. Page S. J., Connell J., <i>Tourism-a modern synthesis</i> , 2 <sup>nd</sup> ed., Thomson Learning, London, UK, 2007. 2. Shaw G., William M., <i>Critical Issues in Tourism</i> , 2 <sup>nd</sup> ed., Blackwell Publishers Inc. USA, 2002.								
<b>Assessment</b>	The following assessment methods are employed to assess this course: <table border="1" data-bbox="517 824 1369 1079"> <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 &amp; 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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<b>Language</b>	English								