

Structure of Tourism

Course Title	Structure of Tourism							
Course Code	TTOU-200							
Course Type	This course serves as both Elective and Requirement, according to the program.							
	<table border="1"> <tr> <td>Hospitality Bachelor</td> <td>Requirement</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Bachelor	Requirement	All Programs	General Elective		
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All Programs	General Elective							
Level	Bachelor (1 st Cycle)							
Year / Semester	Year 3, A' Semester							
Teacher's Name	Dr Constantinos Iakovou							
ECTS	6	Lectures / week	3	Laboratories / week				
Course Purpose and Objectives	This course is designed to enable students to evaluate critically the principles, practices and management of modern tourism. It examines in detail the current concerns, trends and operational and management approaches in tourism, to evaluate major managerial problems that the tourism industry faces, and to apply viable managerial strategies for dealing with these problems.							
Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Foster an in-depth understanding of the organization of tourism, the industry segments and trade associations. 2. Explain the role, characteristics and economics of tour operators and retail travel agents. 3. Recognize the inter-relationships between tourism and the domestic and international transport industry 4. Link the development of the tourism industry to the current context and evaluate the tourism industry from an economic perspective 5. Analyze the consumer market and tourist behavior. 6. Interpret trends in tourism demand and critically analyze the future of tourism industry. 							
Prerequisites	TTOU – 100 Introduction to Travel & Tourism			Required				

Course Content	<ol style="list-style-type: none"> 1. Organization of tourism 2. Industry segments and trade associations 3. The tour operator's product; operating characteristics of tour operator: economics, seasonality, a study of a tour operator 4. Retail travel agents; role of travel agents and different services offered; the operating characteristics of travel agents 5. Special segments of tourism: cultural and tourism, coastal tourism, responsible tourism 6. The cruise line industry 7. New forms in tourism industry 8. The consumer market and tourist behavior 9. The economics of the tourism industry 10. Globalization and its incidents in tourism industry 11. Tourism's future 								
Teaching Methodology	The course is delivered through lectures, group discussions and group activities.								
Mode of delivery	Face to face.								
Bibliography	Required								
	<ol style="list-style-type: none"> 1. Holloway, C., The Business of tourism, 8th ed., Financial Times/Prentice Hall, 2009. 2. Duval, T., Tourism and Transport-modes, networks and flows, Aspects of tourism text. Channel View Publications, 2007. 								
	Recommended								
<ol style="list-style-type: none"> 1. Mancini, M., Cruising: A guide to the cruise line industry, 2nd ed., Thompson Learning, 2004. 									
Assessment	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="517 1525 1369 1783"> <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								