

Tourism & Planning Development

Course Title	Tourism & Planning Development							
Course Code	TTOU-304							
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 4, B ¹ Semester							
Teacher's Name	Dr. Kyrillos Nikolaou							
ECTS	6	Lectures / week	3	Laboratories / week				
Course Purpose and Objectives	<p>This course provides an introduction to the nature and scope of tourism planning at the local, regional and national levels. Topics to be addressed include economic, social, environmental, and policy considerations within the sustainable development framework. This course also discusses planning and development guidelines to be considered in different geographical areas. Case studies a geographical approach will be used to discuss different strategies regarding planning, initiating and implementing tourism events and activities.</p>							
Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the basic techniques of assessment, planning and managing a community tourism program/industry. 2. Explain the principles and procedures of special events planning. 3. Develop and apply materials used to inventory, evaluate, plan, develop and monitor tourism development in various environments 4. Discuss the infrastructure necessary to support tourism development 5. Comprehend the current trends and developments within the travel and tourism industry 6. Determine the major barriers and drawback to tourism development that must be overcome if tourism growth is to occur 7. Identify the current global forces that are shaping the tourism industry for the future 							

	8. Improve analytical and critical thinking as well as communication skills concepts and terminology of sustainable tourism.		
Prerequisites	TTOU – 200 Structure of Tourism or Junior	Required	
Course Content	<ol style="list-style-type: none"> 1. The importance of planning tourism. 2. Approaches to tourism planning. 3. The tourism planning process. 4. Forms of tourism development. 5. Planning for tourism. 6. Economic environmental and socio cultural considerations. 7. Tourism market planning. 8. Implementing and monitoring the plan. 9. Planning for transport. 10. Tourism and society. 11. Planning tourism transport multidisciplinary perspectives. 12. The role of government policy and tourist transport. 		
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. Badam, B., <i>Tourism Planning and Development</i>, Commonwealth Publishers, 2009. 2. Smith, G., Allen, M., <i>Tourism Policy and Planning: Yesterday, Today and Tomorrow</i>, A Butterworth-Heinemann Title, 2007. 		
	Recommended		
	<ol style="list-style-type: none"> 1. Middleton T. C., & R. Hawkins, <i>Sustainable Tourism</i>, Butterworth Heinemann. 2. Innskeep E., <i>Tourism Planning, an Integrated and Sustainable Development Approach</i>, John Wiley. 		

Assessment	The following assessment methods are employed to assess this course: <table border="1" data-bbox="517 304 1369 562"><tr><td data-bbox="517 304 940 371">30 – 50 %</td><td data-bbox="944 304 1369 371">Final Exam</td></tr><tr><td data-bbox="517 378 940 445">20 – 40 %</td><td data-bbox="944 378 1369 445">Mid –Term / Tests / Quizzes</td></tr><tr><td data-bbox="517 452 940 519">10 – 30 %</td><td data-bbox="944 452 1369 519">Assignments / Projects</td></tr><tr><td data-bbox="517 526 940 562">0 – 10 %</td><td data-bbox="944 526 1369 562">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								