

Course Title	Introduction to Travel and Tourism							
Course Code	TTOU-100							
Course Type	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							
Level	Bachelor (1 st Cycle)							
Year / Semester	Year 1, A' Semester							
Teacher's Name	Dr Kyrillos Nikolaou							
ECTS	6	Lectures / week	3	Laboratories / week				
Course Purpose and Objectives	<p>This course provides an overview of 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 the modern tourism industry.</p> <p>Students are expected to:</p> <ul style="list-style-type: none"> • Understand the structure of the international travel, tourism and hospitality industry. • Examine the patterns of demand for international tourism. • Understand the positive and negative impacts of tourism development. • Explore the basic requirements for the development of a tourism • Analyze the tourism distribution system and the role of intermediaries. • Study the key types of tourist groups and how their needs are met. • Understand government interest and involvement in tourism. • Become familiar with current and likely future trends within the travel and tourism sectors. • Recognize the complexity of tourism both as an industry and a field of study • Think systematically, critically, and creatively about selected tourism concepts, including the ethics of tourism management • Examine tourism models, cases, and examples in an analytical manner 							

Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Recognize the concepts and characteristics of tourism. 2. Identify the nature and characteristics of tourists. 3. Explain the place of tourism in the communities and environments that it affects. 4. Describe the positive and negative major impacts of tourism. 5. Explain the sectors of tourism and their importance. 6. Explain the scope and importance of visitor attractions. 7. Discuss the future of tourism industry. 		
Prerequisites	None	Required	
Course Content	<ol style="list-style-type: none"> 1. Overview of the Tourism Industry 2. Define Tourism. The different perspectives of tourism 3. The Five Ages of Tourism 4. Tourism Organizations and Tour Operators 5. Categories of Tourism 6. Tourism and Sustainable Development 7. Travel motivations and tourism trends 8. Tourism and the destination concept 9. Classification of attractions 10. Environmental impacts of Tourism 11. Economic impacts of Tourism 12. Socio-cultural impacts of Tourism 		
Teaching Methodology	<p>The course is delivered through lectures, demonstrations, and group discussions. Add any other method that you use during your lectures</p>		
Mode of delivery	Face to face.		
Bibliography	Required		
	<p>Mancini, M. (2014). <i>Access: Introduction to Travel and Tourism</i>. USA, Massachusetts: Cengage. ISBN-10: 813152504X</p>		
	Recommended		
<p>Cook, Hsu & Marqua (2014), <i>The Business of Hospitality and Travel</i>, 5th Ed. NewYork: Prentice Hall.</p>			

<p>Assessment</p>	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="564 286 1415 544"> <tr> <td data-bbox="564 286 991 353">30 – 50 %</td> <td data-bbox="991 286 1415 353">Final Exam</td> </tr> <tr> <td data-bbox="564 353 991 421">20 – 40 %</td> <td data-bbox="991 353 1415 421">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td data-bbox="564 421 991 488">10 – 30 %</td> <td data-bbox="991 421 1415 488">Assignments / Projects</td> </tr> <tr> <td data-bbox="564 488 991 544">0 – 10 %</td> <td data-bbox="991 488 1415 544">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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<p>Language</p>	<p>English</p>								