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| **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.   |  |  | | --- | --- | | Hospitality Diploma/Bachelor | Requirement | | All Programs | General Elective | | | | | | | |
| **Level** | Bachelor (1st Cycle) | | | | | | |
| **Year / Semester** | Year 1, A’ Semester | | | | | | |
| **Teacher’s Name** | Dr Kyrillos Nikolaou | | | | | | |
| **ECTS** | 6 | **Lectures / week** | 3 | | **Laboratories / week** | |  |
| **Course Purpose and Objectives** | 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.  Students are expected to:   * 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** | Upon completion of this course students will be able to:   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** | 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** | The course is delivered through lectures, demonstrations, and group discussions.  Add any other method that you use during your lectures | | | | | | |
| **Mode of delivery** | Face to face. | | | | | | |
| **Bibliography** | **Required** | | | | | | |
| Mancini, M. (2014). Access: Introduction to Travel and Tourism. USA, Masschussetss: Cengage. ISBN-10: 813152504X | | | | | | |
| **Recommended** | | | | | | |
| Cook, Hsu & Marqua (2014), *The Business of Hospitality and Travel*, 5th Ed. NewYork: Prentice Hall. | | | | | | |
| **Assessment** | The following assessment methods are employed to assess this course:   |  |  | | --- | --- | | 30 – 50 % | Final Exam | | 20 – 40 % | Mid –Term / Tests / Quizzes | | 10 – 30 % | Assignments / Projects | | 0 – 10 % | Class Attendance & Participation | | | | | | | |
| **Language** | English | | | | | | |