

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	Diploma (Short 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.			
Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Recognize the nature, concepts and characteristics of tourism. 2. Explain the sectors of tourism and their impact on local communities 3. Explain the scope and importance of visitor attractions. 			
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	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								
	Cook, R. Hsu, C.H.C, Hsu, C. & Taylor L. Tourism: The Business of Hospitality and Travel, (6 th ed.) Pearson								
	Recommended								
	Sharma, S. Introduction to Tourism. SAGE Publications Ltd (1 st ed.)								
Assessment	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="512 857 1364 1115"> <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								