



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
TOUR-400	International Tourism	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
Senior	Management	Fall/Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Compulsory/Elective	Tourism, Leisure and Events Management	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Dr Werner Gronau	4 <sup>th</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face-to-Face	N/A	N/A

### Course Objectives:

The main objectives of the course are to:

- Provide students with a basic understandings and concepts of international tourism.
- Illustrate the complexities and demands of working in and associated to, the industry.
- Be introduced and accustomed to the management aspects of the international tourism.
- Acquire the skills to analyze the structures, systems and the interrelationships between travel and tourism.
- Develop and asses concepts in the field.
- Analyze the external and internal environments and to formulate future strategies.

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. **Analyze** the characteristics of the international tourism market.
2. **Comprehend** the tourism policies pursued by the industrialized and developing countries.
3. **Apply** theories of international trade to the international tourism sector.
4. **Focus** on a number of developments in the hospitality sector.
5. **Critically evaluate** geopolitical and Policy issues.
6. **Identify** future industry trends.
7. **Apply** knowledge in the working environment.

**Course Content:**

1. **Clarification and Meaning; an Introduction:** overview the issues of travel and tourism as well as looking at the scope and complexities of the travel and tourism industry
  2. **The Issues of Tourism Impact:** Outlines the positive and negative aspects of tourism as well as looking at alternatives for tourism
  3. **Planning and Development:** analysis the changing directions and trends associated with tourism, as well as sustainability concepts, practices and issues, also the underlying issues facing the global economy. Ethical considerations.
  4. **Marketing and Consumer Issues:** the importance of targeting the correct segments, the styles and modes of current/future travel, strategic approaches and quality issues.
  5. **Geopolitical and Policy issues of tourism:** The role of governments and cultural politics
  6. **Alternate issues:** Aging populations, trends, educational issues
  7. **Case studies / Articles :** A selection of current case studies and academic articles related to international tourism such as:
    - o Trends, forecasts and policies in international tourism
    - o Demand and Economic determinants of international tourism
    - o Supply in the accommodation sector
    - o International air transport demand and public health
    - o International tourism and the industrialized/ developing nations
    - o International and regional organizations in tourism
- Tourism human resource planning and development

**Learning Activities and Teaching Methods:**

PowerPoint Lectures, lab workshop assignments, practical exercises, student presentations/ assignments

**Assessment Methods:**

Students' PowerPoint Presentations, Assignments, Exercises, Mid-Term exam, Final exam

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
The Tourism System, 8 <sup>th</sup> Ed.	Alastair M Morrison Xinran You Lehto Jonathon Day	Kendall Hunt Publishing	2018	9781465299253

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Contemporary Tourist Behaviour, 2 <sup>nd</sup> Ed.	David Bowen	CABI	2022	9781786391698