



University of Nicosia, Cyprus

Course Code TOUR 105	Course Title Introduction to Travel and Tourism	ECTS Credits 6
Department Hospitality, Tourism and Sports Management	Semester Fall, Spring	Prerequisites None
Type of Course Required	Field Tourism and Hospitality	Language of Instruction English/Greek
Level of Course 1 st Cycle	Year of Study 1st	Lecturer Yianna Orphanidou
Mode of Delivery face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

- develop knowledge, and attitudes that may lead to successful employment;
- gain a knowledge of preparation and service within the Travel and Tourism industry in order to fulfill the requirements of an entry level employee within the industry;
- provide service excellence within a business setting;
- identify the careers and opportunities in the field of travel and tourism
- evaluate the impact of travel and tourism industry,

Learning Outcomes:

After completion of the course students should be able to:

1. **Articulate the conceptual issues associated with the study of tourism and learn how different definitions of tourism were developed** (students should be able to use travel and tourism terminology)
2. **Articulate the principal factors that have influenced the development of tourism** (students should be able to evaluate travel and tourism impacts)
3. **Identify the different forms of tourism demand and the factors that influence them** (students should acquire knowledge on tourism models and frameworks)
4. **Study theories and models relating to the explanation of tourist motivation** (students should acquire knowledge and skills to implement models to different tourist destinations)
5. **Identify the critical issues associated with human resource management in tourism** (students should be able to identify skills and competencies needed and the implications of the human factor for the tourism industry)

6. **Identify the role of the public sector in the development of the tourism sector and how it assists and directs its development** (students should be able to evaluate the implications of the tourism development based on local policies and law)
7. **Explain the economic, environmental and socio-cultural impacts of tourism and familiarize students with the concept of sustainable tourism**
8. **Identify the difference of car and camper van rentals and learn how to give advice and book vehicles.** (students should be able to use and give recommendations to tourists for transportation means, use reservation systems and decode car characteristics)
9. **Identify the role of water transportation in the worldwide travel industry and learn about ferry and the cruise product.** (students should acquire knowledge of the cruise industry- ship sizes , utilities and routes)
10. **Interact with customers, understand their needs, offer advice for traveling and improve their selling skills** (students should acquire ability of customer service communication and problem solving skills)

Course Content:

- **Understanding tourism demand :Introduction to tourism:** themes, concepts and issues, and the historical development of tourism
- **Managing tourism operations:** human resource management in tourism. Procedures and policies. Destination development, accessibility of tourist destinations
- **Impact of tourist activity:** Economic impacts ,Social and cultural impacts Environmental Impacts and Cultural impacts
- **Water transport :** ferries, cruise industry, cruises companies, packages, routes, transportation management
- **Customer service:** Role of the Travel Agent; what is really Good Service Techniques, making Customers Feel Important Methods for responding to customers needs Handling upset customers
- **Stress management:** principle sources and methods to cope, emotional labor, emotional intelligence

Learning Activities and Teaching Methods:

Lectures, Case Studies Analysis and Discussion, Academic/Industry journals Paper Discussions, In-Class Exercises, and Presentations.

Assessment Methods:

Class activities, Role plays Homework, Project, Mid-Term, and Final Exam.

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Page, J. S., Brunt, P., Busby, G., and Connell, J.,	Tourism: A modern synthesis.	Thomson Learning	2006 2 nd ed.	978-1-84480-198-5

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Goeldner, C. R. & Brent Ritchie, J. R.	Tourism: Principles, Practices, Philosophies.	Wiley	2008 11 th ed.	978-0-470-08459-5
Weaver, D. & Lawton, L.	Tourism Management	Wiley	2006 3 rd ed.	978-0-470-80954-9