



Course Syllabus

Course Code	Course Title	ECTS Credits
TOUR-105	Introduction to Travel and Tourism	6
Prerequisites	Department	Semester
N/A	Management	Fall/Spring
Type of Course	Field	Language of Instruction
Compulsory	Tourism, Leisure and Events Management	English/Greek
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Ms Yianna Orphanidou	1 st
Mode of Delivery	Work Placement	Corequisites
Face-to-Face	N/A	N/A

Course Objectives:

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 are expected to be able to:

1. Articulate the conceptual issues and definitions associated with the study of tourism.
2. Articulate the principal factors influencing the development of tourism.
3. Identify the different forms of tourism demand, traveler-needs, tourism motivation and selling.
4. Explain the critical issues associated with human resource management in tourism.
5. Identify the role of the public sector in the development of tourism industry.
6. Explain the economic, environmental and socio-cultural impacts of tourism within the framework of sustainability.
7. Identify the different means and characteristics of tourism transportation including road (car and camper van rentals) trains, sea (ferry and the cruise products) and air.

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
- Managing tourism operations: Marketing and selling based on customer needs/ research
- Impact of tourist activity: Economic impacts, Social and cultural impacts Environmental Impacts and Cultural impacts
- Tourism Sustainability
- 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 / Readings:

Title	Author(s)	Publisher	Year	ISBN
Tourism: A modern synthesis	Page, J. S., Brunt, P., Busby, G., and Connell, J.	Thomson Learning	2020	9781003005520
Tourism Management 6 th Edition	Stephen Page	Routledge	2019	13: 978-1138391161

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Tourism: Principles and Practice, 6 th Edition	John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill	Pearson	2017	1292172355