



University of Nicosia, Cyprus

Course Code TOUR 215	Course Title Structure of Tourism	ECTS Credits 6
Department Hospitality, Tourism and Sports Management	Semester Fall / Spring	Prerequisites None
Type of Course Major	Field Tourism	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 2 nd	Lecturer Theo Charalambous
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:

- Introduce students to the structure of the tourism industry
- Introduce students to the various fields of tourism industry
- Create awareness on actual challenges in the industry
- Create awareness of the impacts of the tourism industry
- Aid students to understand the opportunities related to the tourism industry:
 - for developing peripheral regions
 - for increase the image of a country
 - for supporting sustainable growth
 - etc.
- Develop in students:
 - the awareness for the responsibility of tourism industry for sustainable development
 - the awareness for the variety of tourism related businesses
 - the ability to present academic content in a sufficient way

Learning Outcomes:

After completion of the course students should be able to:

1. **work** with academic content.
2. **present** academic content in front of audience by using appropriate technology
3. **acquire** knowledge by firsthand experience on field trips
4. **express** themselves in an adequate way
5. **articulate** the nature and structure of the tourism industry
6. **develop** state of the art tourism products
7. **evaluate** the role of tourism industry in various fields such as economic, social and

environmental.

8. **provide** an overview of actual developments in the field such as new distribution ways, changing market requirements, upcoming trends
9. **critically review** advantages and disadvantages of the tourism industry
10. **produce** an oral presentation based on academic literature;

Course Content:

- A detailed knowledge on World, National and Regional Organizations in tourism
- Overview on the major sectors of tourism industry, namely: transportation, hospitality and related services, organizations in the distribution process, leisure facilities, etc..
- A into deep understanding of travel behavior and motivations to travel
- An understanding of the role of sociology for tourism industry
- Designing of innovative tourism products
- Forecasting techniques for demand in the tourism industry
- Techniques for coping with varying tourism demand
- An introduction in tourism planning principles, in terms of regulations, goals and framework conditions.
- Field trips on specific course related issues

Learning Activities and Teaching Methods:

PowerPoint Lectures, videos, field trips, student presentations/assignments/exercises

Assessment Methods:

Students' PowerPoint presentations, assignments, exercises, Mid-Term exam, Final exam

Required Textbook/Reading:

Author	Title	Publisher	Year	ISBN
Goeldner, C. R. & Brent Ritchie, J. R.	Tourism Principles, Practices, Philosophies	John Wiley and Sons	2008 11 th ed.	978-0-470-08459-5

Recommended Textbooks/Reading:

- Tourist Studies, An International Journal
- Journal of Hospitality and Tourism Research