



# UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

<b>Course Code</b> TOUR 320	<b>Course Title</b> Destination & Visitor Management	<b>ECTS Credits</b> 6
<b>Department</b> Hospitality, Tourism and Sports Management	<b>Semester</b> Fall / Spring	<b>Prerequisites</b> Junior
<b>Type of Course</b> Major	<b>Field</b> Hospitality/Business	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 2 <sup>nd</sup>	<b>Lecturer(s)</b> Dr Yioula Melanthiou/ Yianna Orphanidou
<b>Mode of Delivery</b> face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None

## Objectives of the Course:

The main objectives of the course are to:

- synthesize theory with practice in the real world of tourism/hospitality.
- critically analyze cases and real world situations;
- evaluate situations/issues/problems from a variety of stakeholder perspectives;
- interact in an effective manner with customers and colleagues;
- evaluate field-specific situations; critique ethical considerations

## Learning Outcomes:

After completion of the course students should be able to:

1. **explain** various knowledge and concepts in the area of visitor management;
2. **appraise** various issues in relation to visitor management;
3. **analyze** various issues in relation to visitor management;
4. **evaluate** various issues in relation to visitor management;
5. **evaluate** various concepts, theories, and principles in managing visitors in order to provide satisfactory experiences to the visitors;
6. **criticize** various concepts, theories, and principles in managing visitors in order to provide satisfactory experiences to the visitors;
7. **communicate and react** proactively to the stakeholders of various tourism and recreation settings in managing visitor experiences.

## Course Content:

- Understanding visitors, tourists, and recreationists;
- A general model of communication;

- Helping visitors find their way around;
- How to manage visitor information sources;
- How to communicate with visitors;
- Interpretation skills;
- Understanding and getting to know your visitors;
- Visitor attractions and visitor management;
- National parks and visitor management;
- Sustainability and visitor management.

### **Learning Activities and Teaching Methods:**

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

### **Assessment Methods;**

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

### **Required Textbooks/Reading:**

<b>Author</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Mason, P.	Tourism Impacts, Planning and Management	Butterworth-Heinemann	2008 2 <sup>nd</sup> ed.	9780750684927

### **Recommended Textbooks/Reading:**

<b>Author</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Shackley, M.	Visitor Management	Butterworth-Heinemann	2002	9780750647830