



UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code TOUR 400	Course Title International Tourism	ECTS Credits 6
Department Hospitality, Tourism and Sports Management	Semester Fall / Spring	Prerequisites Senior
Type of Course Major/Elective	Field Tourism / Business	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 4th	Lecturer George Panayiotou
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:

- Provide students with a basic understandings and concepts of international tourism
- Illustrate the complexities and demands of working in and associated to, the industry.
- Introduce and accustom 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 should 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:

- **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
- **The Issues of Tourism Impact:** Outlines the positive and negative aspects of tourism as well as looking at alternatives for tourism
 - **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.
 - **Marketing and Consumer Issues:** the importance of targeting the correct segments, the styles and modes of current/future travel, strategic approaches and quality issues.
 - **Geopolitical and Policy issues of tourism:** The role of governments and cultural politics
 - **Alternate issues:** Aging populations, trends, educational issues
 - **Case studies / Articles :** A selection of current case studies and academic articles related to international tourism such as:
 - Trends and forecasts in international tourism
 - The tourism market in world-wide destinations
 - International tourism demand
 - Economic determinants of international tourism
 - Supply in the accommodation sector
 - International air transport demand
 - The economic impacts of tourism
 - International tourist policies and public health
 - International tourism and the industrialized nations
 - International tourism and the developing nations
 - International and regional organizations in tourism
 - Tourism policy and planning
 - 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, Midterm exam, Final exam

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Panayiotou, G.	THOM-400 Lecture Notes	n/a	2009	n/a
Theobald, W. F. (Ed)	Global Tourism, Third Edition	Butterworth-Heinemann	2004	0750677899
Various	TRVL-400 International Tourism Cases and Articles	UNic	n/a	n/a

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Horner, S.	International Cases in Tourism Management 1 edition	Butterworth- Heinemann;	2004	0750655143