

## Global Learning Semesters

### Course Syllabus

Course: TRVL-215 Structure of Tourism

Department: Hospitality and Tourism

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
TRVL-215	Structure of Tourism	3
Semester Offered	Contact Hours	Prerequisites
Fall	42	TRVL-105 or HOSP-100
Department	Level of Course	Language of Instruction
Hospitality and Tourism	Lower Division	English

### Course Description

The course aims to provide a thorough understanding of the major concepts in tourism, and how tourism has developed into a significant factor in the economy of a nation. Further the social and cultural implications of tourism are analysed, and the various components of the travel industry are reviewed. In addition, an insight into travel marketing and tourism planning are covered.

### Instructor

Mr. John Kouis

### Course Aims and Objectives

To enable students to understand the organization and the implications of tourism

### Teaching Methods

The course is delivered through lectures and guest speakers.

### Course Teaching Hours

42 hours (lectures). The course is delivered during the Fall semester over a 14-week period (3 hours / week).

### Evaluation and Grading

Class Participation:	10%
Report:	20%
Mid-term:	30%
Final Exam:	40%

## Readings and Resources

### Required Textbook

-Macintosh R , Goeldner C, Tourism Principles Practices Philosophies, New York, John Wiler Sons, Inc.

### Recommended Reading

-Tribe, J, The Economics of Leisure and Tourism.

-Holloway, J, C. The Business of Tourism, 5th Edition. Longman.

-Law, C. M. Urban Tourism: Attracting Visitors to Large Cities, Mansell. London.

-Lickorish, L. J and Jenkins, C. L. An Introduction to Tourism, Butterworth Heinemann. Oxford.

- International Tourism: A Global Perspective. World Tourism Organization