

Global Learning Semesters

Course Syllabus

Course: TRVL-230 Tourism Services Marketing

Department: Hospitality and Tourism

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
TRVL-230	Tourism Services Marketing	3
Semester Offered	Contact Hours	Prerequisites
Spring	42	Electives
Department	Level of Course	Language of Instruction
Hospitality and Tourism	Lower Division	English

Course Description

This course studies the dimensions of organized travel. An analysis of effective planning in tourism marketing and the delivery of quality services, covering all the aspects of marketing in relation to the travel and tourism industry. Emphasis on the travel marketing mix is given

Instructor

Mr. John Kouis

Course Aims and Objectives

To enable students to develop effective marketing plans for travel operations.

Teaching Methods

The course is delivered through lectures, case analyses and guest speakers

Course Teaching Hours

42 hours (lectures). The course is delivered during the Spring semester over a 14 week period.

Evaluation and Grading

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

Readings and Resources

Required Textbook

Eric Law, Tourism Marketing Service and Quality Management Perspectives, Stanler Thornes, 1995, ISBN 0-7487-0428-0
IATA Module 5, International Travel Agents Training Programme, Standard Course, April 1997

Recommended Reading

J. C. Holloway SRV Plant, Marketing for Tourism, RVB Davidson, ISBN 0273030623
Marketing in Travel and Tourism, Victor T.C. Middleton, 2nd Ed., 1998, ISBN 0750609737
European Chronicles
Cornell Chronicles
Tourism Chronicles
Annals of Tourism Research
Journal of Hospitality and Leisure Marketing
The journal of Tourism Studies
The journal of Travel and Tourism Marketing