

Global Learning Semesters

Course Syllabus

Course: TRVL-330 Tourism Services Marketing

Department: Hospitality and Tourism

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
TRVL-330	Tourism Services Marketing	3
Semester Offered	Contact Hours	Prerequisites
Spring	42	TRVL 215
Department	Level of Course	Language of Instruction
Hospitality and Tourism	Upper Division	English

Course Description

The course investigates the dimensions of organized travel, providing 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. The marketing mix for travel services is analysed and implemented through case studies.

Instructor

Mr. John Kouis

Course Aims and Objectives

To enable students to develop effective marketing plans for travel operations and to ensure effective service delivery.

Teaching Methods

The course is delivered through lectures and case studies.

Course Teaching Hours

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

Evaluation and Grading

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

Readings and Resources

Required Textbook

Law, E., *Tourism Marketing: Service and Quality Management Perspectives*. Stanley Thornes.

Recommended Reading

Nykiel, R., *Marketing in the Hospitality Industry*, Educ. Inst. of AHLA, (ISBN: 0-86612-143-9)

Abbey, J., *Hospitality Sales & Advertising*, Educ. Inst. of AHLA, (ISBN: 0-86612-174-9)