

Global Learning Semesters

Course Syllabus

Course: TRVL-400 International Tourism

Department: Hospitality and Tourism

Host Institution: University of Nicosia, Nicosia, Cyprus



| Course Summary | | |
|-------------------------|-----------------------|--------------------------|
| Course Code | Course Title | Recommended Credit Hours |
| TRVL-400 | International Tourism | 3 |
| Semester Offered | Contact Hours | Prerequisites |
| Fall | 42 | Senior |
| Department | Level of Course | Language of Instruction |
| Hospitality and Tourism | Upper Division | English |

Course Description

The course aims to apply theories of international trade to the international tourism sector, and cover trend analysis, demand evaluation and forecasting, economic issues, regional organizations, planning and human resource issues, and the availability of tourism and related services globally. The course analyzes the international tourism market in general, and reviews the tourism policies in different parts of the world.

Instructor

Mr. George Panayiotou

Course Aims and Objectives

The student will acquire the skills to analyze the characteristics of the international tourism market and the tourism policies pursued by the industrialized and developing countries.

Teaching Methods

The course is delivered through lectures and case studies.

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

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

Readings and Resources

Required Textbook

Vellas, F and Becherel, L, International Tourism. Macmillan Business.

Recommended Reading

International Tourism: A Global Perspective. World Tourism Organization.