

Course Title	Fundamentals of Tourism and Global Changes				
Course Code	HTM115				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	1 st Year/2 nd Semester				
Instructor's Name	TBA				
ECTS	6	Lectures/week	3 Hours/ 14 weeks	Laboratories/ week	None
Course Purpose and Objectives	<p>To introduce students to the fundamental themes of tourism in changing global environment. Real-life case studies on Hospitality and Tourism are presented to serve as an example on how to bridge the gap between industry and academia.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • to provide an organizational framework with which to locate the various components of the international tourism industry • to supply knowledge concerning the elements that compose the global tourist experience • to provide the various concepts associated with tourism from an economic, social, environmental, and political perspective • to familiarize students with the concepts of the tourism demand and supply 				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate the main concepts and practices of tourism in an international changing environment. • Assess and criticize the organization of a tourist trip and the significance of tourism for destinations at an international level. • Examine and elaborate the components of tourism and how the global tourism phenomenon is planned from a managerial perspective. • Evaluate and analyze how tourist demand is formed, how tourists behave while traveling and how supply is shaped. • Argue about and analyze the impacts of tourism in economy, society, culture, and environment, and its interaction with the other economic sectors. • Manage working a writing and develop new management and behavioral skills through it. 				
Prerequisites	None	Co-requisites	None		

Course Content	<p>Tourism overview and global forces</p> <p>Organization of tourism and passenger transportation</p> <p>Hospitality and related services - Distribution in tourism</p> <p>Types of activities and motivation for pleasure travel</p> <p>Cultural and international tourism - Sociology of tourism</p> <p>Tourism components and supply - Demand for tourism</p> <p>Tourism economic impact and tourism policy</p> <p>Tourism planning - Tourism sustainability</p> <p>Travel and tourism research</p> <p>Tourism marketing - The future of tourism</p>		
Teaching Methodology	Face-to-Face		
Bibliography	<p>Goeldner, C. R. and Ritchie B. J. R.: Tourism, Principles, Practices, Philosophies, Latest Edition, New Jersey: John Willey & Sons.</p> <p>Theobald F.T.: Global Tourism, Latest Edition, Oxford: Routledge.</p> <p>Fletcher, J., Fyall, A., Gilbert, D., and Wanhill, S.: Tourism Principles and Practices, Latest Edition, Pearson.</p> <p>Godfrey, K. and Clarke, J.: Tourism Development Handbook: A Practical Approach to Planning and Marketing, Latest Edition, Cengage Learning Business Press.</p> <p>Cooper, C. et al.: Tourism Principles and Practices, Latest Edition, Pitman.</p> <p>Mill, R.C. and Morrison, A.: The tourism system: An Introductory Text, Latest Edition, Prentice Hall.</p>		
Assessment	Examinations	70%	
	Assignments	20%	
	Class Participation and Attendance	10%	
	Total	100%	
Language	English		