



Module Structure

Module Title : Tourism Principles and Practices

Module Code : HTPM131

Programme of Study/Year of Study : Hospitality and Tourism Management/Year 1

Group : HTMI

Semester : Fall

Number of Hours Taught : 2 per week

ECTS : 3

Instructor: Susan Elfving

Office Hours:

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Pre-requisite(s) :

Module Rationale

This module examines basic tourism principles but also explores the new challenges and opportunities appearing in the tourism scene and examines ways of responding to them. It provides an understanding of tourism development issues as well as the economic, environmental and socio-cultural impacts of tourism development. Additionally it explores future tourism issues and prospects.

Aims

This module provides students with an understanding of what tourism is and the principal factors that have influenced its development. Students are introduced to the themes and concepts of tourism as well as the functioning and evolution of the tourism system. They are familiarised with tourism demand and supply and the relationship between tourism and economy, the environment, culture and society. They are exposed to the different types of tourism organisations and the career opportunities available in the field of tourism. The module also facilitates the choice of specialisation area in the second year of studies.

Intended Learning Outcomes

- Acknowledge the importance of studying tourism
- Understand how tourism has evolved over time
- Learn the different sectors of the tourist industry and their features
- Identify career opportunities in the industry
- Gain understanding of the impacts of tourism and how negative impacts could be eliminated

Delivery Methods:

Lectures, case studies

Assessment:

Tests (2)	30%
Assignment	20%
Case study	10%
Final exam	40%

Module Requirements

Refer to students' manual for the module requirements

Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	02/10-06/10	Introduction to Tourism	Chapter 1
2.	08/10-12/10	Tourism through the ages	Chapter 2
3.	15/10-19/10	Demand for tourism	Chapter 3
4.	22/10-26/10	The Concept of Carrying Capacity	Chapter 4
5.	29/10-02/11	TEST I Career opportunities in the tourism industry	Chapter 5
6.	05/11-09/11	Economic Impact of tourism	Chapter 7
7.	12/11-16/11	Socio-cultural Impact of tourism	
8.	19/11-23/11	Environmental Impacts of tourism	Chapter 9
9.	26/11-30/11	Case Study	Chapter 12
10.	03/12-07/12	TEST II Passenger Transportation	Chapter 14
11.	10/12-14/12	World, National, Regional and other organisations Presentation Project	
12.	17/12-21/12	Understanding travel behavior Tourism Presentation Project	Chapter 16
13.	07/01-11/01	Tourism prospects. REVISION	Chapter 20

Essential Reading

Goeldner, C., Ritchie, J.R., 2012. Tourism Principles, Practices, Philosophies. 12th edition. New Jersey: John Wiley

Additional Reading

Lawton, L., Weaver, D. 2010. Tourism Management, 4th ed. Australia: John Wiley

