



Module Structure

Module Title : Contemporary Issues in Hospitality and Tourism Management

Module Code : HTMM362

Programme of Study/Year of Study : Hospitality & Tourism Management/Year 3

Group : HTMIII **Semester :** Spring

Number of Hours Taught : 2 per week **ECTS :** 3

Instructor: Margaritis Antoniadis

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Pre-requisite(s) : Travel and Tourism Operations, Travel and Tourism Management

Module Rationale

This module is designed to provide students the knowledge of contemporary issues affecting the hospitality and tourism industry. This course will be used for a better understanding of a selection of hospitality and tourism scenarios, characterised by issues such as special interest, activity based, impacts, planning, marketing, fragile destinations, ethics and sustainability.

Aims

This course aims to introduce students to the existence of great interest in defining niche tourism based on contemporary issues and cases written by specialists with an emphasis on linking niche tourism theory to practice. Another aim of it is to enable students, as future managers, to recognise the most significant contemporary issues in hospitality and tourism management and equip them with tools to effectively respond to these drivers of change.

Intended Learning Outcomes

On successful completion of this module, students will be able to:

1. Define niche tourism,
2. Identify “niche” production, consumption and complexity,
3. Understand the evolution of tourism industry to service large-scale demand for travel,
4. Identify different forms of tourism explaining needs and wants of certain types of customers,
5. Identify and analyse various issues related to hospitality and tourism industry.



Delivery Methods:

Lectures, Discussion, Coursework presentations, and other Activities

Assessment:

Individual Coursework presentations	15%
Group Project and presentation	30%
Mid-Term Examination	15%
Final Written Examination	40%

Module Requirements

Refer to the students' manual for the module requirements

Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	29/01– 02/02	<ul style="list-style-type: none">Niche tourism: An Introduction“Niche” production, consumption and complexityNiche tourism as a contested concept	Introduction from <i>Niche Tourism: Contemporary Issues, Trends & Cases</i>
2.	05/02-09/02	<ul style="list-style-type: none">The horizons of tourist experienceForeign employeesTrade unions role	Introduction from <i>Niche Tourism: Contemporary Issues, Trends & Cases</i>
3.	12/02-16/02	<ul style="list-style-type: none">Special interest tourism: Photographic Tourism	Chapter 1
4.	20/02-23/02	<ul style="list-style-type: none">Special interest tourism - Youth Tourism	Chapter 3
5.	26/02-02/03	<ul style="list-style-type: none">Special interest tourism – Dark Tourism	Chapter 4
6.	05/03-09/03	<ul style="list-style-type: none">27/02/2017: Green Monday HolidaySpecial interest tourism - Gastronomic Tourism (food and wine)	Chapter 6
7.	12/03-16/03	<ul style="list-style-type: none">Activity based tourism – Small ship cruising Mid-Term Exam: 12/03/2018	Chapter 12
8.	19/03-23/03	<ul style="list-style-type: none">Activity based tourism – Sports tourism	Chapter 13
9.	26/03-30/03	<ul style="list-style-type: none">Activity based tourism – Adventure tourism	Chapter 16
10.	02/04-03/04 11/04-13/04	<ul style="list-style-type: none">Activity based tourism – Wildlife tourism	Chapter 14
04/04 – 10/04		EASTER HOLIDAY	
11.	16/04-20/04	<ul style="list-style-type: none">Tradition and Culture-based Tourism – Cultural heritage tourism & Religion Tourism	Chapter 9

Week	Dates	Topics to be Covered	Reference Chapter / Material
12.	23/04-27/04	<ul style="list-style-type: none"> Intensified Seasonality Changing Markets with growth from Central, Eastern Europe and Russia 	Handouts
13.	30/04-04/05	<ul style="list-style-type: none"> Economic Crisis and its effects to the Hospitality Industry Project Assignment Due: 24/04/2017 Project assignment presentations 	Handouts
14.	07/05-11/05	<p>01/05/2017: Holiday</p> <ul style="list-style-type: none"> Future of niche tourism – Space tourism Revision for Final Exam 	Chapter 17
14/05 – 25/05		SPRING SEMESTER EXAMS	

Essential Reading

Novelli M. 2005. *Niche Tourism: Contemporary Issues, trends and Cases*. 3rd ed. Oxford: Elsevier/Butterworth-Heinemann

Additional Reading

- Bauer T.G. and McKercher, B., 2003. *Sex and Tourism: Journeys of Romance, Love, and Lust*. New York: The Haworth Hospitality Press
- Hall C. M., et al, 2002. *Wine Tourism around the World: Development, Management and Markets*. Oxford: Butterworth-Heinemann
- Κεφάλας Σωτήρης, 2003. *Η Ξενοδοχειακή και η Επισιτιστική Βιομηχανία στην Κύπρο (Προβλήματα και Προοπτικές)*
- Περιοδικό «Ξενοδόχος», Επίσημη Έκδοση του Παγκύπριου Συνδέσμου Ξενοδόχων. Εκδόσεις 2008 – 2015.
- Singh T.V., 2004. *New Horizons in Tourism: Strange Experiences and Stranger Practices*. Oxford: CABI Publishing
- Wearing S., 2001. *Volunteer Tourism: Experiences that make a difference*. Oxford: CABI Publishing

