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| **Course title: Business of Tourism** | | |
| Module Leader | School | Campus |
| Ivan Monich | Name of the University | Campus of the University |
| Teaching period | April 06, 2020 | -- |

**Introduction**

Tourism is a global industry, with more than a billion international trips taken annually, and it is forecast that this will expand to 1.8 billion by 2030 (UNWTO, 2014). The course will introduce you to this vast and fascinating industry. Through its various lectures and seminars, you will first learn about the factors that have led up to making this the world’s fastest-growing business, then examine what that business entails. You will look at the nature of tourism, its appeal, its phenomenal growth over the past half-century, the resulting impact on both developed and developing societies and, above all, its steady process of institutionalization. The manner in which tourism has become commercialised and organised since its inception, but more especially over the past half-century. It will also be about travel, but only those forms of travel specifically undertaken within the framework of a defined tourism journey.

The content of the course, therefore, strives to balance the need to present an enduring overview of the industry with an appreciation of current trends and influences. Examples are included which are designed to provide additional context and flavour to the explanations found in the main body of the text. These are drawn from a variety of countries across the globe and have been selected to offer insight into the current practices shaping the business of tourism today.

**Expected Learning Outcomes**

By the end of the course, students should be able to:

* Recognise why tourism is an important area of study.
* Define what is meant by tourism – both conceptually and technically – and distinguish it from travel, leisure and recreation.
* Identify the composition and major characteristics of tourism products.
* Outline the various forms of tourist destination and their appeal.
* Develop marketing strategies based on product, price, place and promotion objectives.
* Understand the key players in the global tourism industry and how various micro and macroenvironmental forces shape the tourism industry worldwide.
* Demonstrate an ability to work in a team and to manage a team-based project.
* Examine the concepts, methods and applications of business within the context of the tourism, hospitality and events industries.

**Assessment method**

Students' achievements are measured and evaluated by:

* the ability to develop a critical appreciation of the role of marketing in tourism industry and business.
* the ability to develop team working skills, in particular: organization, negotiation, delegation.
* the ability to build teamwork; co-operation; leadership; following.

Students’ achievement will be graded according to the faculty and university standard using percentages: 0%- 59% (fail); 60%-100% (pass).

For detailed information regarding the exam and assessments, please, see the Exam Plan file.

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| Ratio of mark (the respective sum to 100%)  Written exam (mandatory) [60%]  Individual presentation and written essay (mandatory) [30%]  Course and Class activities participation and interaction [10%]  The following grading system will be used:  Pass with distinction (85% or more)  Pass (60% or more)  Fail (less than 60%). |

**Syllabus (Indicative content)**

The content is grouped into 3 blocks. Each block includes lecture and seminar classes (case-studies).

PART 1 DEFINING AND ANALYSING TOURISM AND ITS IMPACTS

* An introduction to tourism
* The development and growth of tourism up to the mid-twentieth century
* The era of popular tourism:1950 to the twenty-first century
* The demand for tourism
* The economic impacts of tourism
* The socio-cultural impacts of tourism
* The environmental impacts of tourism

PART 2 THE TRAVEL AND TOURISM PRODUCT

* The structure and organisation of the travel and tourism industry
* Tourist destinations
* Tourist attractions
* Business tourism
* The hospitality sector: accommodation and catering services
* Tourist transport by air
* Tourist transport by water
* Tourist transport on land

PART 3 INTERMEDIARIES IN THE PROVISION OF TRAVEL AND TOURISM SERVICES

* The management of visitors
* The structure and role of the public sector in tourism
* Tour operating
* Selling and distributing travel and tourism
* Ancillary tourism services

**Readings**

The main textbook: Business of Tourism, 10th Edition, Claire Humphreys, J. Christopher Holloway, 808 pages, 10th Edition, Pearson Education Limited.

Papers: McAlpine, T. (2014) ‘The sharing economy’, Cues, 37(12), December. https://www.cues.org/article/view/id/The-Sharing-Economy (accessed 7 December 2016).

**Additional materials**

Video lectures are shared on the teacher’s website and are available to download and online watching.

The course content and case-studies could be updated during the semester.