

DEREE COLLEGE SYLLABUS FOR:		US CREDITS: 3/0/3
HT 1001 INTRODUCTION TO THE TOURISM AND HOSPITALITY INDUSTRY – LEVEL 4		UK CREDITS: 15
(Updated Fall 2021)		
PREREQUISITES:		
CATALOG DESCRIPTION:	Introduction to the nature, scope, structure, functions and interrelations of key sectors within the tourism and hospitality industry, with emphasis on how distinctive features of tourism supply and demand affect management and policy decision-making.	
RATIONALE:	The course introduces students to the subject of tourism and hospitality management, highlighting how various management functions are affected by the nature of the tourism product, and discussing tools and methods employed by companies in various sectors within the tourism industry in addressing the challenges and opportunities arising.	
LEARNING OUTCOMES:	<p>As a result of taking this course the student should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of the structure, scope and particularities of the tourism and hospitality industry and the tourism product. 2. Explain methods and tools employed by tourism and hospitality organisations in responding to opportunities and challenges arising from the nature of tourism demand and supply. 3. Discuss the broader impact of the tourism industry and how this affects tourism management and policy decision-making. 	
METHOD OF TEACHING AND LEARNING:	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> ➤ Class lectures, interactive learning (class discussions, group work) and practical problems solved in class. ➤ Exercises and primary source documents are assigned as homework, the solutions of which are reviewed in class. ➤ Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material. ➤ Use of Blackboard, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources. 	

<p>ASSESSMENT:</p>	<p>Summative:</p> <table border="1" data-bbox="678 199 1421 331"> <tr> <td>First Assessment: In-class written examination (One-hour closed-book)</td> <td>40%</td> </tr> <tr> <td>Final Assessment: In-class written examination (Two-hour, closed-book)</td> <td>60%</td> </tr> </table> <p>Formative:</p> <table border="1" data-bbox="678 388 1421 424"> <tr> <td>Mock examination</td> <td>0%</td> </tr> </table> <p>The formative assessment aims to prepare students for the summative assessments. The first assessment tests Learning Outcomes 1 and 2. The final assessment tests Learning Outcomes 1, 2, and 3.</p> <p>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.</p>	First Assessment: In-class written examination (One-hour closed-book)	40%	Final Assessment: In-class written examination (Two-hour, closed-book)	60%	Mock examination	0%
First Assessment: In-class written examination (One-hour closed-book)	40%						
Final Assessment: In-class written examination (Two-hour, closed-book)	60%						
Mock examination	0%						
<p>INDICATIVE READING:</p>	<p>REQUIRED MATERIAL:</p> <ul style="list-style-type: none"> • Cook, RA, Hsu, CHC & Taylor, LL (2018) <i>The Business of Hospitality and Travel</i> (6th ed.). London: Pearson 						
	<p>RECOMMENDED READING:</p> <p>A. BOOKS</p> <ul style="list-style-type: none"> • Buhalis, D. and Costa, C. (2006) <i>Tourism Management Dynamics: Trends, Management and Tools</i>, Oxford: Butterworth-Heinemann. • Fletcher, J, Fyall, A, Gilbert, D and Wanhill, S (2013) <i>Tourism: Principles and Practice</i> (5th ed.). Harlow: Pearson. • Holloway, JC & Humphreys, C (2012) <i>The Business of Tourism</i> (9th ed.), London: Pearson • Horner, S. and Swarbrooke, J. (2004) <i>International Cases in Tourism Management</i>, Oxford: Butterworth-Heinemann. <p>B. ARTICLES</p> <ul style="list-style-type: none"> • Bastakis, C, Buhalis, D & Butler, RW (2004) The perception of small and medium sized tourism accommodation providers on the impacts of the tour operators' power in Eastern Mediterranean, <i>Tourism Management</i>, 25, 151-170 • Buhalis, D. (1999) "Tourism on the Greek islands: Issues of peripherality, competitiveness and development", <i>International Journal of Tourism Research</i>, 1, 341-358. • Butler, R. (1994) "Seasonality in Tourism: Issues and Problems", A. Seaton et al. (Eds) <i>Tourism: The State of the Art</i>, pp. 332-339. Chichester: Wiley. 						

	<ul style="list-style-type: none"> • Huang, J & Lockwood, A (2006) Understanding the challenges of implementing best practices in hospitality and tourism SMEs. <i>Benchmarking: an International Journal</i>, 13(3), pp.337-354 • Pine II, B. J. and Gilmore, J. H. (1998) “Welcome to the experience economy”, <i>Harvard Business Review</i>, 76(4), 97-105. • Romero, I & Tejada, P (2019) Tourism intermediaries and innovation in the hotel industry. <i>Current Issues in Tourism</i> Vol.22(1), pp.1-13. • Taheri, B, Hosany, S & Altinay, L (2019) Consumer engagement in the tourism industry: new trends and implications for research. <i>The Service Industries Journal</i> Vol.39(7-8), pp.463-468.
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>REQUIRED MATERIAL: N/A</p> <p>RECOMMENDED MATERIAL: N/A</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Use of appropriate academic conventions as applicable in oral and written communications.</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Blackboard, MS Office, search engines</p>
<p>WWW RESOURCES:</p>	<p>Useful sources include:</p> <p>http://www.unwto.org http://www.sete.gr http://www.gnto.gr http://www.wttc.org/ http://www.skift.com http://www.travelmole.com</p>
<p>INDICATIVE CONTENT:</p>	<p>Historical development of the tourism industry The multidisciplinary nature of tourism studies The characteristics of tourism and hospitality products Key sectors operating in the tourism industry - Accommodation and hospitality - Transportation - Attractions - Tourist destinations - Tourism distribution Key theory models in tourism The impacts of tourism Service quality and the tourist experience The role of the public sector in tourism</p>