

Course Title	Global Tourism & Leisure			
Course Code	TOUR307			
Course Type	Compulsory			
Level	Higher Diploma			
Year / Semester	3 rd Year / 5 th Semester			
Teacher's Name	Demos Parapanos			
ECTS	4	Lectures / week	2	Laboratories / week None
Course Purpose and Objectives	To provide an introduction to Global trends in tourism and leisure and highlight their major constituents.			
Learning Outcomes	<p>Upon successful completion of this course, students are expected to:</p> <ul style="list-style-type: none"> • Understand principles, scope and cultural significance of global tourism. • Have usable knowledge about global tourism resources. • Understand potential benefits and risks of global tourism developments. • Understand demand and supply for urban and rural tourism. • Understand ways to apply marketing concept to global tourism. • Understand ways to apply barriers and boundaries to contain global tourism. • Understand planning and management processes for global tourism. • Be able to apply concepts of sustainable tourism. 			
Prerequisites	TRAV102	Co-requisites	None	
Course Content	<p>Themes to be discussed:</p> <ul style="list-style-type: none"> • Introduction to the Study of Tourism and Globalization • Resources of World Tourism Organization • Globalization and the Political Economy of Leisure • The Globalization of Tourism • The "Touristification" of the Globe 			

	<ul style="list-style-type: none"> • Tourism Research • Sites and Sights of Tourist-Local Interaction: Authenticity and Commoditization • Presenting & Representing Culture and Heritage in a Global Context (UNESCO Films) • Representing History: Historical Sites and Theme Parks Around the World • Cultural Ownership in a Global World • Global-Local Dynamics: Strategies of Opportunity • Responsibility, Fairness and Voice in Global Tourism • Principles of sustainable tourism development • Tourism and environmental sustainability
Teaching Methodology	Course topics are presented by a variety of teaching approaches including lectures, exercises, multimedia cases, homework case analysis and class presentations and discussions of assigned readings.
Bibliography	<p>Compulsory reading</p> <ul style="list-style-type: none"> • Gmelch, Sharon Bohn (2018), <i>Tourists and Tourism: A Reader</i>.3rd, Waveland Press, Inc., ISBN:978-1478636229. <p>Additional reading</p> <ul style="list-style-type: none"> • Kirshenblatt-Gimblett, Barbara (1998), <i>Destination Culture: Tourism, Museums and Heritage</i>, University of California Press, ISBN: 978-0520209664. • Brown, Michael F. (2003), <i>Who Owns Native Culture?</i> Harvard University Press, ISBN: 0-674-01633-5. • Alain de Botton (2004), <i>The Art of Travel</i>, Vintage Books, ISBN: 0-375-72534-2.
Assessment	<ul style="list-style-type: none"> ▪ Class participation 10% ▪ Assignments/Tests 20% ▪ Mid-term exam 20% ▪ Final exam 50%
Language	English