**NEAR EAST UNIVERSITY**

**SCHOOL OF TOURISM AND HOTEL MANAGEMENT**

**COURSE OUTLINE**

**INTERNATIONAL CASES IN TOURISM- THM 415**

**SUMMER SEMESTER 2015**

**Lecturer**: Özlem Yamak

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**Pre-requisites:** None

**Credit Hours:** (3,1) 3

**Course Schedule:** Every Monday and Wednesday from 12:00 to 15:00

**Course Description:** This course is designed to provide students with an overview of international cases in tourism, and its aplication to the tourism and hospitality industries. This overview covers the discussions of current issues occurred in the international and regional tourism and hotel industries. Industry based case studies are designed for students to further develop their analytical and strategic thinking skills.

**Required Textbook:**

Horner, S. And Swarbrooke (2004). **International Cases in Tourism Management.** Elsevier, Oxford, UK.

**Course Performance Requirements**

Mid-term Exam 25%

Assignment 15%

Attendance+Participation 10%

Quizes 10%

Final Exam 40%

Total 100%

**To pass this course, as well as pass level overall, a student must also achieve a minimum score of 20% in the final exam.**

**Breakdown of the Course Content**

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| **DATE** | **TOPICS** |
| 1.07.2015 | Introduction |
| 06.07.2015 | Key issues in International Tourism Management  (Sustainable development, globalisation, impacts of tourism etc...) |
| 08.07.2015 | Case Study 1 British Airways |
| 13.07.2015 | Case Study 2 Tourism in Asia Pacific |
| 15.07.2015 | Case Study 3 Boutiqu Hotel |
| 20. 07.2015 | **National Holiday** |
| 22.07.2015 | Case Study 4 Clubbing and the Party Tourism in the Mediterranean |
| 27.07.2015 | Case Study 5 Ecotourism-Belize |
| 29.07.2015 | Case Study 6 Tourism and Rural Development |
| 03.08.2015 | Case Study 7 Airline Frequent Flayer Programmes |
| 05.08.2015 | Case Study 8 Dubai |
| 07.08.2015 | **End Of Classes** |

**The outline is tentative and topics may change or shift in terms of their timing**.