

Introduction to the Travel and Tourism Industry

The course aims to provide students with knowledge regarding the scope and importance of tourism on a global scale and the main reasons for its development. In addition, it will help students understand how tourism demand is shaped and what the determinants of tourism supply are, as well as the full range of economic, political, social, cultural and environmental impacts that tourism can have both locally and nationally, as well as at an international level. Finally, the specifics of each sector of the tourism industry and the factors that influence their development in the future will be analyzed. The content of the course includes: tourism as a global phenomenon; tourism demand and its influencing factors; the economic, social and cultural effects of tourism; the relationship between transport and tourism; the contribution of land transport and air transport to the development of tourism; new trends and developments in the aviation sector; characteristics of the accommodation industry; tour operators (tour operators) and retail travel sales.