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| Course Title                  | <b>ASPECTS OF TOURISM AND CULTURE IN HOSPITALITY</b>  |
| Course Code                   | <b>HTL 229</b>  |
| Course Purpose and Objectives | <p>The purpose of this course is to explore the importance of tourism and culture within the hotel industry. Students will understand how the hotel industry evolves as a result to tourism needs and demands. Consequently, aspects of tourism will be explored.</p> <p>Specifically, this course will focus on (i) cultural tourism and its impact upon the hotel industry (ii) Health and Wellness tourism within the hospitality industry, (iii) Sustainability and hotel environmental practices.</p> <p>This course purpose is to highlight aspects of tourism, and cultural practices and show their contribution in the hotel industries development.</p> <p>Students will cover a diverse range of tourism and cultural aspects including intercultural competence and intercultural sensitivity, context in communication, power distance, gender, religion, assertiveness, individualism and collectivism, performance orientation, and humane orientation. This will enable students to appreciate and value their importance in shaping the hotel industry's practices and administration.</p> <p>Concluding, students will review how tourists' health, wellness, and sustainability awareness has raised demands and expectations within the hotel sector.</p> |
| Learning Outcomes             | <ol style="list-style-type: none"> <li>1. Define the relationship between culture and tourism, in the hotel industry.</li> <li>2. Identify the role of culture in the hotel industries development.</li> <li>3. Demonstrate aspects of tourism practices and their contribution to the evolution of the hotel industry.</li> <li>4. Outline the development of contemporary spa and demonstrate the impacts of spa operations on culture, society, tourism, and hospitality.</li> <li>5. State the importance of sustainable tourism and the hotel industry's sustainable and environmental practices.</li> </ol>   |
| Course Content                | <ul style="list-style-type: none"> <li>• The scope and significance of cultural tourism</li> <li>• Convergence of tourism and culture</li> <li>• Cultural tourism demand</li> <li>• The impact of tourism on culture</li> <li>• Cultural tourism product development in the hotel industry</li> <li>• Wellness tourism and hospitality</li> <li>• The model of health tourism</li> <li>• The design of wellness resorts</li> <li>• Tourism, sustainability and the hotels</li> </ul>  |