

COURSE OUTLINE

(1) GENERAL

SCHOOL	ECONOMICS, BUSINESS AND INTERNATIONAL STUDIES		
ACADEMIC UNIT	BUSINESS DEPARTMENT		
LEVEL OF STUDIES	POSTGRADUATE		
COURSE CODE	ΔTE511	SEMESTER	1st
COURSE TITLE	Principles of Tourism and Tourism Policy		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
Lectures and Practical Exercises	3	3	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIALIZED GENERAL		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://mbatourism.unipi.gr/mba/		

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p>Consult Appendix A</p> <ul style="list-style-type: none"> ● <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> ● <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> ● <i>Guidelines for writing Learning Outcomes</i>
<p>Upon successful completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Identify and distinguish the fundamental concepts, approaches, and principles of Tourism: definition of tourism and the tourist, the importance of tourism in modern society and economy, the reasons for the development of tourism and its prospects 2. Distinguish between the various categories of tourism with special emphasis on understanding alternative forms of tourism. 3. Identify and examine the most basic concepts of the tourist phenomenon: Tourist Demand, Tourist Supply and Tourist Destinations 4. Analyze the effects of tourism on society and the environment. 5. Develop tourism policies at destination level.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

1. Search, analysis and synthesis of data and information, using the necessary technologies to search for information on the basic concepts of the Tourism phenomenon.
2. Decision Making: Will be able to manage complex technical or professional activities or work plans, assuming responsibility for decision making in unpredictable work or study environments. Investigating possibilities for developing innovative experiential experiences and related thematic Tourism products and services.
3. Autonomous & Teamwork and Presentation and Communication Skills: Effective organization of work and promotion and promotion of agritourism and ecotourism experiences and related thematic products and services with new media (Digital, Social Media, Mobile, etc.).

(3) SYLLABUS

The main purpose of the course is to introduce the students to the basic Concepts and Principles of Tourism and to the understanding of the special characteristics of the phenomenon.

PART ONE: TOURISM CONCEPTS & PRINCIPLES

- Definition of Tourism
- Concepts of Tourism
- World Tourism – Key Characteristics and Dimensions
- Greek Tourism – Basic Characteristics and Sizes

PART TWO: TOURIST DEMAND

- Definition of Tourism Demand
- Tourist Behavior
- Tourism Demand Measurement
- Tourism Market Research

PART THREE: TOURISM PRODUCTS

- Attractions
- Accommodation
- Intermediates
- Transportation
- Organizations of the public sector of tourism policy

PART FOUR: TOURISM DESTINATION

- Definition and Ingredients
- The Tourist Experience
- Measuring the Attractiveness of a Destination
- Development Policy

PART FIVE: TOURISM MARKETING

- Basic Marketing Concepts
- Tourism Marketing
- Tourism Marketing Planning
- Application of Marketing Mix in Tourism

PART SIX: DEVELOPMENT POLICY IN TOURISM

PART SEVEN: NEW TECHNOLOGIES IN TOURISM

PART EIGHT: CASE STUDIES IN TOURISM

(4) TEACHING and LEARNING METHODS - EVALUATION

<p style="text-align: center;">DELIVERY <i>Face-to-face, Distance learning, etc.</i></p>	Face-to-face																	
<p style="text-align: center;">USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<p>Use of ICT in teaching:</p> <ul style="list-style-type: none"> -Videos relevant to the module’s content (educative Videos, advertisements, short part of a movies or series free on the internet) - Podcasts (YouTube) relevant to the module’s content -The internet to search for information and to collect data for the relevant exercise/study (in-class or at home) -Voting Technology Applications (Google Forms, Survey Monkey) <p>Use of ICT in the Communication with students:</p> <ul style="list-style-type: none"> -E-mail exchange 																	
<p style="text-align: center;">TEACHING METHODS</p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Activity</i></th> <th style="text-align: center;"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures-Interactive Teaching (Discussion, Real examples from the Tourism Sector, Videos, Podcasts, Voting Technology)- Presentation of Case studies and exercises, Educational Visits/Guest speakers</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Case studies at home</td> <td style="text-align: center;">8</td> </tr> <tr> <td>Essay writing or empirical research (individual- or team-work)</td> <td style="text-align: center;">30</td> </tr> <tr> <td>Exercises to take at home</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Exams</td> <td style="text-align: center;">2</td> </tr> <tr> <td>Self-directed study of the relevant literature (as this is described in the module’s syllabus, relevant studies, journal articles, educational links as posted in the e-class)</td> <td style="text-align: center;">24</td> </tr> <tr> <td>Course total</td> <td style="text-align: center;">84</td> </tr> </tbody> </table>		<i>Activity</i>	<i>Semester workload</i>	Lectures-Interactive Teaching (Discussion, Real examples from the Tourism Sector, Videos, Podcasts, Voting Technology)- Presentation of Case studies and exercises, Educational Visits/Guest speakers	10	Case studies at home	8	Essay writing or empirical research (individual- or team-work)	30	Exercises to take at home	10	Exams	2	Self-directed study of the relevant literature (as this is described in the module’s syllabus, relevant studies, journal articles, educational links as posted in the e-class)	24	Course total	84
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<p style="text-align: center;">STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Language of evaluation: Greek:</p> <p>Students are evaluated with a combination of formative and summative assessment. The final mark is awarded based on summative assessment – final written examination. The examination material is announced in class, on the e-class platform and in the module syllabus at the beginning of classes. The written assessment is composed of the following:</p> <ul style="list-style-type: none"> -Short answer questions -Open-ended questions -Problem solving 																	

	<p>(Students are given the chance for their performance to be evaluated through oral-assessment, if they fulfil the criteria for disability students or students with special needs, and a written assessment is not possible for them or would be of a disadvantage to them. The relevant proof though needs to be submitted in advance of the examination).</p> <p>Even though the written examination is 100% of the final mark, the final mark could be improved (as described below) before the final assessment/examination. Students can be awarded bonus marks with the following task, given that a mark of 5/10 would be at least achieved in the final/written examination.</p> <p>-Written team-work essay – to be awarded up to 3 marks.</p> <p>Students get fully informed about their evaluation process throughout the year and provided with relevant assessment examples, in-class by the module leader.</p>
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(5) ATTACHED BIBLIOGRAPHY

Suggested bibliography:

- Cooper C, Fletcher J, Fyall, A Gilbert D and Wanhill S (2018) *Tourism Principles and Practice* 6th ed London: Prentice Hall.

Related academic journals:

- Annals of Tourism Research
- Journal of Service Research
- Tourism Management
- International Journal of Contemporary Hospitality Management
- International Journal of Hospitality Management
- Cornell Hotel & Restaurant Administration Quarterly
- Current Issues in Tourism
- Event Management
- Hospitality & Society
- International Journal of Tourism Research