

COURSE OUTLINE

(1) GENERAL

SCHOOL	SCHOOL OF BUSINESS		
ACADEMIC UNIT	DEPARTMENT OF TOURISM ECONOMICS AND MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TO1002	SEMESTER	WINTER
COURSE TITLE	AN INTRODUCTION TO TOURISM		
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	3	5	
<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>	GENERAL BACKGROUND		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)			

(2) LEARNING OUTCOMES

<p>Learning outcomes <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><i>Consult Appendix A</i></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>This course aims to outline the main characteristics of the tourism phenomenon worldwide, focusing on the major parameters that constitute the tourism market. It provides a comprehensive and authoritative introduction to all facets of tourism including: the history of tourism; factors influencing the tourism industry; tourism in developing countries; sustainable tourism; forecasting future trends etc. The main learning outcomes of the course:</p> <ul style="list-style-type: none"> ✓ Define, understand, and explore a variety of tourism concepts ✓ Identify evolving issues and trends in the tourism industry ✓ Assess the impact of tourism as a worldwide economic, environmental, cultural, political and social factor

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?

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

This course offers a wide spectrum of knowledge in the field of tourism. The students will be able to search and analyze data and information about travel motivators and tourism generators and describe how tourism functions at the local, national and international level.

(3) SYLLABUS

Module Contents (Syllabus):

- ✓ Nature and characteristics of the tourism industry
- ✓ The history of tourism
- ✓ The measurement of tourism
- ✓ Factors influencing tourism demand
- ✓ The economic impact of tourism
- ✓ Social aspects of tourism
- ✓ Tourism and the environment
- ✓ Major tourism trends
- ✓ Marketing tourism
- ✓ Tourism development

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face – to - face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Presentations using power point, making use of e-class, short videos to develop dialogue.	
TEACHING METHODS <i>The manner and methods of teaching are described in detail. 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>	Activity	Semester workload
<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</i>	Lectures	39
	Case studies	30
	Studying	56

ECTS		
	Course total	125
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <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> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	<ul style="list-style-type: none"> ✓ Language of evaluation: Greek ✓ Final Exams (50%) ✓ Assignments (50%) 	

(5) ATTACHED BIBLIOGRAPHY

- *Suggested bibliography:*

- Lickorish L., Jenkins, C., (2004), Μία εισαγωγή στον τουρισμό, Εκδόσεις ΚΡΙΤΙΚΗ ΑΕ
- Τσάρτας, Π., Λύτρας, Π., (2017), Τουρισμός, τουριστική ανάπτυξη: Συμβολές Ελλήνων επιστημόνων, Εκδόσεις Α. Παπαζήσης