

## COURSE OUTLINE

### (1) GENERAL

|   |  |                |        |
|---|--|----------------|--------|
| SCHOOL  | SCHOOL OF BUSINESS                             |                |        |
| ACADEMIC UNIT   | DEPARTMENT OF TOURISM ECONOMICS AND MANAGEMENT |                |        |
| LEVEL OF STUDIES  | UNDERGRADUATE                                  |                |        |
| COURSE CODE   | TO2009   | SEMESTER       | SPRING |
| COURSE TITLE  | LEISURE TIME & TOURISM                         |                |        |
| <b>INDEPENDENT TEACHING ACTIVITIES</b><br><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> | <b>WEEKLY TEACHING HOURS</b>                   | <b>CREDITS</b> |        |
| LECTURES  | 3  | 5              |        |
| <i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>  |  |                |        |
| <b>COURSE TYPE</b><br><i>general background, special background, specialised general knowledge, skills development</i>  | GENERAL BACKGROUND                             |                |        |
| <b>PREREQUISITE COURSES:</b>  | NO   |                |        |
| <b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>  | GREEK  |                |        |
| <b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>  | NO   |                |        |
| <b>COURSE WEBSITE (URL)</b>   |  |                |        |

### (2) LEARNING OUTCOMES

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|---|
| <p><b>Learning outcomes</b><br/> <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"> <li>• <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>• <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul>   |
| <p>Current module presents the interconnection between tourism and leisure time. The framework of the notion of leisure time is discussed and moreover its relation with the tourism activity is discussed. The module approaches both demand and supply side. Finally, the factors that affect the consumption and the production of leisure time and recreation are presented.</p> <p>At the end of the semester student will be able to:</p> <ul style="list-style-type: none"> <li>• Categorize the notion of leisure time and its activities</li> <li>• Understand the factors that configure leisure time</li> <li>• Comprehend the interrelationship between leisure time, tourism and recreation industry</li> <li>• Identify special characteristics of marketing and management of leisure time and tourism organizations.</li> </ul> |

### 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...  |
|  | .....  |

By completing the module successfully, students acquire a wide set of skills that offer them a competitive advantage in case they engage in tourism research or if they are employed in tourist destination and tourism business management. They are able to collect and partly analyse information and data and approach in an autonomous way tourist destinations' management and planning.

### (3) SYLLABUS

#### Module Contents (Syllabus):

- ✓ Conceptual approaches to the notion of Time and Leisure Time
- ✓ Leisure Time and Recreation to contemporary societies.
- ✓ Market characteristics of Leisure Time and Recreation
- ✓ Social and other factors that affect the demand of leisure time.
- ✓ The supply side: Stakeholders (private and public sector) in the Leisure time and Recreation industry.
- ✓ Leisure time and tourism industry
- ✓ Tourism products that are related directly to Leisure Time and Recreation
- ✓ Marketing and Management peculiarities of leisure time and recreation organizations

### (4) TEACHING and LEARNING METHODS - EVALUATION

|   |   |                          |
|---|---|--------------------------|
| <b>DELIVERY</b><br><i>Face-to-face, Distance learning, etc.</i>   | Face – to - face  |                          |
| <b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b><br><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. |                          |
| <b>TEACHING METHODS</b><br><i>The manner and methods of teaching are described in detail.<br/>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><br><br><i>The student's study hours for each learning activity are given as well as the hours of non-</i> | <b>Activity</b>   | <b>Semester workload</b> |
|   | Lectures  | 39                       |
|   | Case studies  | 30                       |
|   | Studying  | 56                       |
|   |   |                          |
|   |   |                          |
|   |   |                          |

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

### (5) ATTACHED BIBLIOGRAPHY

**- Suggested bibliography:**

1. Lytras, P. (2002), Recreation society, Nikitopoulos Publ. (in Greek)
2. Αλεξανδρή Κ. (2016), *Αρχές Μάνατζμεντ και Μάρκετινγκ*, Εκδόσεις Αφοί Κυριακίδη Α.Ε.

**- Additional books**

3. Tribe, J. (2011), *The Economics of Recreation, Leisure and Tourism (4<sup>th</sup> Ed.)*, Elsevier