

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	BUSINESS SCHOOL		
<b>ACADEMIC UNIT</b>	Department of Tourism Economics and Management		
<b>LEVEL OF STUDIES</b>	UNDERGRADUATE PROGRAMME		
<b>COURSE CODE</b>	TO4023		<b>Spring</b>
<b>COURSE TITLE</b>	GREEK TOURISM DEVELOPMENT		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <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> <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND		
<b>PREREQUISITE COURSES:</b>	NONE		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	GREEK		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	NO		
<b>COURSE WEBSITE (URL)</b>	<a href="http://www.ba.aegean.gr/docs/studyguide2015-16en.pdf">http://www.ba.aegean.gr/docs/studyguide2015-16en.pdf</a> <a href="http://eclass.chios.aegean.gr/courses/DBA171/">http://eclass.chios.aegean.gr/courses/DBA171/</a>		

### (2) LEARNING OUTCOMES

#### Learning outcomes

*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.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of this module is the interdisciplinary analysis of tourism as it comprises one of the most dynamic sectors of the Greek economy. In particular, it attempts to analyze the characteristics of tourism supply and demand and the patterns of tourism development that are shaped in the Greek territory, as well as the tourism policy that has been adopted over time in terms of development and advertising. In addition, issues of competitiveness of Greek tourism are examined; and its impact on the economic, social and cultural environment is assessed. Finally, the module concludes with critical matters about the evolution of Greek tourism in contemporary reality.

After the successful completion of this module, the student will be able to:

- be aware of the special characteristics (in terms of supply and demand) of tourism development in Greece.
- appreciate the economic, spatial and development dimension of Greek tourism.
- Understand the main issues of competitiveness of Greek tourism and to recognize the weaknesses as well as the comparative advantages of the Greek tourist product.
- comprehend the national policies and their impact on the patterns of tourism development in Greece.
- be aware of the stakeholders (public and private) involved in tourism and configured the tourist development of Greece.
- analyze and evaluate the impacts (positive and negative) of tourism on the economic, social, cultural and natural environment of the country.
- know the reliable sources that can search for information on development issues related to Greek tourism.
- investigate and looking for new and alternative areas of development action for the enhancement, enrichment and further development of Greek tourism.

#### **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*  
*Adapting to new situations*  
*Decision-making*  
*Working independently*  
*Team work*  
*Working in an international environment*  
*Working in an interdisciplinary environment*  
*Production of new research ideas*

*Project planning and management*  
*Respect for difference and multiculturalism*  
*Respect for the natural environment*  
*Showing social, professional and ethical responsibility and sensitivity to gender issues*  
*Criticism and self-criticism*  
*Production of free, creative and inductive thinking*  
 .....  
*Others...*  
 .....

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Decision-making
- Working independently
- Team work
- Respect for difference and multiculturalism
- Respect for the natural environment
- Showing social, professional and ethical responsibility
- Production of free, creative and inductive thinking

### **(3) SYLLABUS**

- Evolution of tourism development in Greece over decades
- Specific features and gradual tourism development patterns in Greece
- The development of Special and Alternative forms of tourism in Greece
- The characteristics and motivations of tourists / visitors in Greece
- The problems, discontinuities and the main areas of implementation of tourism policy in Greece
- The competitiveness issues of the tourist product of Greece
- The importance of tourism for the economy and employment in Greece
- The social and cultural impacts of tourism development in Greece
- The environmental impact of tourism development in Greece
- The evolution of Greek tourism in the 21st century, and the crucial points in this process

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

<p style="text-align: center;"><b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i></p>	Face-to-face																							
<p style="text-align: center;"><b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<ul style="list-style-type: none"> <li>▪ Use of ICT in teaching (Lectures presentations with delivered over Powerpoint, Case studies, Team work using internet sources (web pages, videos etc.)</li> <li>▪ Communication with students based on the Eclass platform and via emails</li> <li>▪ PowerPoint slides and the related learning material are uploaded on the Eclass platform in order to facilitate the learning process.</li> </ul>																							
<p style="text-align: center;"><b>TEACHING METHODS</b> <i>The manner and methods of teaching are described in detail.</i> <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="width: 70%;"><i>Activity</i></th> <th style="width: 30%;"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td style="text-align: center;">39</td> </tr> <tr> <td>Case studies' analysis</td> <td style="text-align: center;">13</td> </tr> <tr> <td>Study of special issues that have been approached through in depth discussion with students</td> <td style="text-align: center;">13</td> </tr> <tr> <td>Educational visits</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Self-directed Study</td> <td style="text-align: center;">55</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td>Course total</td> <td style="text-align: center;"><b>125</b></td> </tr> </tbody> </table>		<i>Activity</i>	<i>Semester workload</i>	Lectures	39	Case studies' analysis	13	Study of special issues that have been approached through in depth discussion with students	13	Educational visits	5	Self-directed Study	55									Course total	<b>125</b>
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<p style="text-align: center;"><b>STUDENT PERFORMANCE EVALUATION</b> <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>	<ul style="list-style-type: none"> <li>▪ Assessment methods comprise a final written examination (which accounts for 100% of the total mark).</li> <li>▪ Students are assessed in Greek language.</li> </ul>																							

#### (5) ATTACHED BIBLIOGRAPHY

**Suggested bibliography:**

**A) Principal References**

- Tsartas, P. (2010). Greek Tourism Development. Characteristics, Investigations, Suggestions, Athens: Kririki (in Greek).
- Kokkosis, Ch. and Tsartas, P. (2001). Sustainable Tourism Development and the Environment. Athens: Kririki (in Greek).
- Karagiannis G. St. and, Exarchus, C. (2015). Tourism Development. Athens: Diavlos SA (in

Greek).

## **B) Additional References**

- Andriotis, K. (2005). *Tourism Development and Design*, Athens: Stamoulis (in Greek).
- Avgerinos, S., Zacharatos, G., Iakovidou, O., Kokkosis, X., Koussi, M., Briassouli, E., Spilanis, G. and Tsartas, P., (2000). *Tourism Development. Multidisciplinary Approaches*, Athens: Exandas (in Greek).
- Beeton, S., (2006). *Community development through tourism*, Collingwood, VIC : Land Links.
- Briassouli, E. (2000). *Tourism development planning: typical approaches*. Athens: Exandas (in Greek).
- Burns, B.M., Novelli, M., (2008). *Tourism Development: Growths, Myths and Inequalities*, UK: University of Brighton.
- Buttler, R., (2006). *The tourism area life cycle*, NY : Channel View.
- Giannopoulos, K., and Diakomichalis, N.M, (2012). *Satellite Tourism Account*, Athens: Papazisis (in Greek).
- Graci, S. and Dodds, R. (2010). *Sustainable Tourism in Island Destinations (Tourism Environment and Development)*. 1st Edition, London: Routledge.
- Hall, CM (2008). *Tourism Planning: Policies, Processes and Relationships*. 2nd Edition, Harlow: Prentice Hall.
- Hatzidakis, A. (2011). *Analysis of the course of the Tourist Movement 2001-2010*, Athens: EOT (in Greek).
- IOBE (2013). *Employment in the Tourist Sector*, Athens: IOBE (in Greek).
- Kokkosis, Ch., Tsartas, P. & Grimba, E., (2011). *Special and Alternative Forms of Tourism*. Athens: Kririki (in Greek).
- Kumral, N. and Onder, A.O. (2014). *Tourism, Regional Development and Public Policy*. 1st Edition, London: Routledge.
- Lagos, D. (2005). *Tourism Economics*, Athens: Kritiki (in Greek).
- Lagos, D. (2007). *Theories of Regional Economic Development*. Athens: Kritiki (in Greek).
- Papadaki-Tzedaki, (1999). *Endogenous Tourism Development: Structured or Degraded Local Development*; Athens: Papazisis (in Greek).
- Sharpley, R., Telfer, D.J., (2014). *Tourism and Development (2nd edition): Concepts and Issues (Aspects of Tourism)*, Bristol: Channel View Publications.
- Sotiriadis, M. & Farsari, I. (2009). *Alternative and Special Forms of Tourism*, Athens: Interbooks (in Greek).
- Tsartas, P. (1989). *Social and Economic Implications of Tourism Development in the Prefecture of Cyclades and especially in the islands of Ios and Serifos during the period 1950-1980*. Athens: EKKE (in Greek).
- Tsartas, P. (1991). *Research on the Social Characteristics of Employment. Study III. Tourism and Rural Multiactivity*. Athens: EKKE (in Greek).
- Varvaresos, S. (1998). *Tourism concepts, sizes, structures. Greek reality*, Athens: Propobos (in Greek).
- Varvaresos, St. (2013). *Economics of Tourism: Conceptual, Theoretical and Methodological Approaches (2nd Edition)*, Athens: Propobos (in Greek).
- Vassiliadis, C. (2009). *The Management and Marketing of Tourist Destinations: A Viable Strategic Approach to Marketing-Management Activities*, Athens: Stamoulis (in Greek).
- Venetsanopoulou, M., (2006). *The State Contribution to Tourism. Special and Alternative forms of tourism*, Athens: Interbooks (in Greek).
- WTTC (2006) *Greece the Impact of Tourism on Employment and the Economy*. London: World Travel and Tourism Council (in Greek).
- Zacharatos, G. (1985). *Tourism Consumption*, Athens: KEPE (in Greek).

- Zacharatos, Ger. (2000). Package Tour - Production and distribution of the tourist trip. Athens: Propobos (in Greek).

***Related academic journals:***

- Annals of Tourism Research
- Anatolia
- E-Journal of Tourism
- International Journal of Culture, Tourism and Hospitality Research
- International Journal of Hospitality & Tourism Administration
- International Journal of Tourism Research
- Journal of Hospitality & Tourism Research
- Journal of Human Resources in Hospitality & Tourism
- Journal of Quality Assurance in Hospitality & Tourism
- Journal of Sustainable Tourism
- Journal of Travel & Tourism Marketing
- Total Quality Management and Business Excellence
- Tourism & Management Studies
- Tourism and Hospitality: Planning & Development
- Tourism Management
- Tourismos