

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	SCHOOL OF BUSINESS		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF TOURISM ECONOMICS AND MANAGEMENT		
<b>LEVEL OF STUDIES</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	TO6035	<b>SEMESTER</b>	6 <sup>th</sup>
<b>COURSE TITLE</b>	TOURISM MARKETING RESEARCH		
<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	6
<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>	INTRODUCTION TO TOURISM MARKETING		
<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="https://eclass.aegean.gr/courses/TOUREM142/">https://eclass.aegean.gr/courses/TOUREM142/</a>		

### (2) LEARNING OUTCOMES

<p><b>Learning outcomes</b></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><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>The purpose of this module is to understand the concept of tourism market research and its association with marketing management. More specifically, this module aims to analyse the relationship between decision making and the appropriate tourism market research techniques used. Finally, the distinctive role of tourism market research is being investigated as well as the qualitative and quantitative tourism market research.</p> <p>After successfully attending the module, the student will be able to:</p> <ul style="list-style-type: none"> <li>↪ Understand the basic methods of tourism market research.</li> <li>↪ Analyze the concept of Marketing Information Systems.</li> </ul>

- ↪ Use the main qualitative techniques of tourism market research.
- ↪ Explain the use of in-depth interviews and focus groups.
- ↪ Analyze the basic sampling techniques used in tourism market research.
- ↪ Design questionnaires and use a variety of question types.
- ↪ Explain the main statistical analysis methods and tourism market research reports.

### 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
- Production of free, creative and inductive thinking.

### (3) SYLLABUS

- Introduction to tourism market research
- Tourism market research methodology
- Qualitative market research: focus groups
- Qualitative market research: in-depth interviews
- Projective techniques
- Observation techniques
- Questionnaire design
- Sampling
- Statistical analysis methods in tourism market research
- Tourism market research reports.

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

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Face-to-face																							
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	<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 on the Eclass platform and by email</li> <li>↪ PowerPoint slides and related learning material are uploaded on the Eclass platform to facilitate the learning process.</li> </ul>																							
<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>  <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>	<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</td> <td style="text-align: center;">39</td> </tr> <tr> <td>Implementation of methodologies and case studies' analysis</td> <td style="text-align: center;">26</td> </tr> <tr> <td>Self-directed Study</td> <td style="text-align: center;">85</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td>Course total</td> <td style="text-align: center;"><b>150</b></td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	39	Implementation of methodologies and case studies' analysis	26	Self-directed Study	85													Course total	<b>150</b>	
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<b>STUDENT PERFORMANCE EVALUATION</b> <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"> <li>• Assessment methods comprise a final written examination (which accounts for 100% of the total mark), and/or conducting a primary research (which also accounts for 100% of the total mark).</li> <li>• Students are assessed in Greek.</li> </ul>																							

#### (5) ATTACHED BIBLIOGRAPHY

<ul style="list-style-type: none"> <li>• <b>Suggested bibliography:</b></li> <li>  <b>A) Principal Reference:</b></li> <li>• Siomkos G., Mavros, D. (2018), <i>Research and Marketing Metrics</i>, Athens: Broken Hill Publishers Ltd (in Greek).</li> <li>• Stathakopoulos, Vlasios (2017), <i>Market Research Methods</i>, Athens: Unibooks IKE (in Greek).</li> </ul>
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- Christou, E. (2019), *Tourism Market Research*, Athens: Nikitopoulos E. (in Greek).

**B) Additional References:**

- Siomkos, G. & Vasilikopoulou, A. (2005), *Implementation of Data analysis in Market Research*. Athens: Stamoulis (in Greek).
- Brunt, P. (2000) *Market Research in Travel and Tourism*, Butterworth-Heinemann
- Nykiel, R.A. (2007), *Handbook of Marketing Research Methodologies for Hospitality and Tourism*, NY: Routledge
- Kolb, B. (2018), *Marketing Research for the Tourism, Hospitality and Events Industries*, Routledge
- Kotler P., Bowen J.R., Makens J.C. & Baloglu S. (2019), *Marketing for Hospitality and Tourism*, 8<sup>th</sup> ed. Boston: Pearson.
- Middleton V.T..C. & Clarke J.R. (2001), *Marketing in Travel and Tourism*, 3<sup>rd</sup> ed. Oxford: Butterworth-Heinemann.

• ***Related academic journals:***

- Journal of Marketing Research
- Journal of Marketing
- Journal of Business Research
- Journal of Applied Business Research
- Journal of Service Research
- International Journal of Research in Marketing
- International Journal of Marketing Research
- International Journal of Management Reviews
- European Journal of Marketing
- Journal of Targeting, Measurement and Analysis for Marketing
- Annals of Tourism Research
- International Journal of Culture, Tourism and Hospitality Research
- International Journal of Tourism Research
- Journal of Hospitality & Tourism Research
- Journal of Travel & Tourism Marketing
- Tourism Management
- Tourismos