

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	SCHOOL OF BUSINESS		
<b>ACADEMIC UNIT</b>	TOURISM AND ECONOMICS MANAGEMENT		
<b>LEVEL OF STUDIES</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	TO0060	<b>SEMESTER</b>	7th
<b>COURSE TITLE</b>	TOURISM AND SUSTAINABLE 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	6
PRACTICAL EXERCISES			
STUDY VISITS			
<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>	SPECIALISED GENERAL KNOWLEDGE		
<b>PREREQUISITE COURSES:</b>	NO		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	GREEK and ENGLISH for ERASMUS STUDENTS		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBSITE (URL)</b>	<a href="https://eclass.aegean.gr/courses/TOUREM185/">https://eclass.aegean.gr/courses/TOUREM185/</a> <a href="https://miro.com/app/board/o9J_l304J3w=/">https://miro.com/app/board/o9J_l304J3w=/</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>Upon the completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Analyse the notion of sustainable development through the economic, environmental, social and cultural dimension of the tourism impacts</li> <li>• Elaborate on the principles of sustainable tourism development, current trends and main issues which affect the tourism market</li> <li>• Learn how to combine sustainable development with destination management and tourism business operations</li> <li>• Critically assess the advantages and disadvantages corresponding to various forms of tourism in relation to their impacts (economic, social and environmental) upon destinations</li> <li>• Evaluate sustainable practices implemented in the global tourism industry</li> </ul>
<p><b>General Competences</b></p> <p><i>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></p> <p><i>Search for, analysis and synthesis of data and information, Project planning and management</i></p>

<i>with the use of the necessary technology</i> <i>Adapting to new situations</i> <i>Decision-making</i> <i>Working independently</i> <i>Team work</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> <i>Production of new research ideas</i>	<i>Respect for difference and multiculturalism</i> <i>Respect for the natural environment</i> <i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i> <i>Criticism and self-criticism</i> <i>Production of free, creative and inductive thinking</i> <i>.....</i> <i>Others...</i> <i>.....</i>
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This course is designed to provide students with

- fundamental scientific knowledge with a practical orientation in order to reduce the negative social, environmental, cultural and economic consequences of tourism development
- analysis and inclusion of international treaties and legislation (national and European) on the concept of sustainability and how it can be applied at the level of destinations, tourism enterprises and activities;
- through practical exercises, the to apply decision-making, planning of sustainable tourism projects and management of funds

### (3) SYLLABUS

<p>The Basic modules of the course comprise the following topics:</p> <ul style="list-style-type: none"> <li>• World Tourism - the evolution of the tourism phenomenon</li> <li>• The Stages of Destination Development</li> <li>• Destination management and the role of stakeholders</li> <li>• The Tourism Ecosystem and the importance of Sustainable Development</li> <li>• Introduction to the concept of the Impact of Tourism</li> <li>• Impact of Tourism Development on the Environment</li> <li>• Impact of Tourism Development on Society and Culture</li> <li>• Climate Change and Tourism</li> <li>• International Charters, Conventions, Treaties and Recommendations on Sustainable Development and Climate Change</li> <li>• Creating Value for the Visitor as a Responsible Citizen (CCB)</li> <li>• Responsible Tourism and other forms of Tourism</li> <li>• Creative Tourism as an interaction between host society and visitors</li> <li>• Quality cultural experience as an ultimate goal in tourism planning</li> </ul>
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### (4) TEACHING and LEARNING METHODS - EVALUATION

<p><b>DELIVERY</b>  <i>Face-to-face, Distance learning, etc.</i></p>	<ul style="list-style-type: none"> <li>• Face to face</li> <li>• Additional collaboration through educational platforms that enhance asynchronous collaboration and collaboration between students (Aegean eClass, MIRO), as well as stronger interaction between teachers and students</li> <li>• Practical training in the field (loci of tourism service generations like businesses, authorities, organization and tourism attractions)</li> </ul>
<p><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>• presentations in powerpoint</li> <li>• posting of educational material and multimedia on the Aegean e-Class</li> <li>• presentations on the MIRO interactive platform</li> </ul>

	<ul style="list-style-type: none"> <li>• exercises on the collaborative educational platform MIRO</li> <li>• video projection for dialogue and discussion development</li> <li>• use of technological educational applications (MIRO, Wheel of Names, Mentimeter, Slido, youtube, vimeo, Intelligence, Aegean Library, EUROSTAT, Europa Bookshop; other e-Libraries etc.)</li> <li>• use of Communication Platforms (ZOOM, SKYPE) to invite domain specific experts and present achievements and good practices</li> </ul>	
<p style="text-align: center;"><b>TEACHING METHODS</b></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>	<i>Activity</i>	<i>Semester workload</i>
	Lectures	39
	Practical exercises focusing on the application of methodologies and the analysis of case studies	41
	Independent Study	70
	<b>Courses Total</b>	<b>150</b>
<p><b>STUDENT PERFORMANCE EVALUATION</b></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>	<ul style="list-style-type: none"> <li>➤ Assessment in the Greek language and in English for ERASMUS students</li> <li>➤ Final written examination or written assignment (80%)</li> <li>➤ Oral presentation (20%)</li> </ul>	

#### (5) ATTACHED BIBLIOGRAPHY

<ul style="list-style-type: none"> <li>• Middleton, V.T.C., Hawkins, R. (2004), Τουριστικό Μάρκετινγκ για Βιώσιμη Ανάπτυξη, Εκδόσεις ΚΡΙΤΙΚΗ</li> <li>• Τσάρτας, Π., Λύτρας, Π., (2017), Τουρισμός, τουριστική ανάπτυξη: Συμβολές Ελλήνων επιστημόνων, Εκδόσεις ΠΑΠΑΖΗΣΗΣ</li> <li>• List of References uploaded at the eClass</li> </ul>
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