

COURSE OUTLINE

(1) GENERAL

SCHOOL	SCHOOL OF BUSINESS		
ACADEMIC UNIT	DEPARTMENT OF TOURISM ECONOMICS AND MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TO1002	SEMESTER	1st
COURSE TITLE	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)	https://eclass.aegean.gr/courses/TOUREM134/		

(2) LEARNING OUTCOMES

<p>Learning outcomes</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"> • <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.</p> <p>Upon successful completion of the course, students:</p> <p>a) will have acquired theoretical knowledge to:</p> <ul style="list-style-type: none"> • define, understand, and explore a variety of tourism concepts, • understand which factors and how influence tourism supply and demand, • assess the impact of tourism as a worldwide economic, environmental, cultural, political and social factor. <p>b) will be able to:</p> <ul style="list-style-type: none"> • identify evolving issues and trends in the tourism industry,

- explain the impacts of planning and policy implementation on tourism development and their importance,
- c) will have acquired the following skills:
- interpret statistics on the measurement of tourism activity,
 - search for information and data in specialized sources, such as websites of international and national tourism organizations, as well as on the websites of libraries and publishing houses to search for scientific articles,
 - become familiar with the use of primary sources.

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

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Others...

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This course offers a wide spectrum of knowledge in the field of tourism, and it aims to the following general competences to be acquired by the degree-holder:

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Adapting to new situations
- Working independently
- Respect for difference and multiculturalism
- Criticism
- Production of free, creative and inductive thinking
- Working in an interdisciplinary environment
- Respect for the natural environment
- Showing social, professional and ethical responsibility and sensitivity to gender issues

(3) SYLLABUS

This course is an introduction on the following topics:

- 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

<p style="text-align: center;">DELIVERY</p> <p style="text-align: center;"><i>Face-to-face, Distance learning, etc.</i></p>	Face-to-face									
<p style="text-align: center;">USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</p> <p style="text-align: center;"><i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<ul style="list-style-type: none"> • Use of ICT in teaching (PowerPoint presentations of the Lectures, search and presentation of audiovisual material on internet - websites, videos, etc.). • Communication with students on the e-class platform and by email • PowerPoint slides and related learning material are uploaded on the e-class platform to facilitate the learning process. 									
<p style="text-align: center;">TEACHING METHODS</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 style="text-align: center;"><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%; text-align: center;"> <thead> <tr> <th style="width: 60%;"><i>Activity</i></th> <th style="width: 40%;"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>39</td> </tr> <tr> <td>Independent study</td> <td>86</td> </tr> <tr> <td>Course total (25 hours/ECTS)</td> <td>125</td> </tr> </tbody> </table>		<i>Activity</i>	<i>Semester workload</i>	Lectures	39	Independent study	86	Course total (25 hours/ECTS)	125
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<p style="text-align: center;">STUDENT PERFORMANCE EVALUATION</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 style="text-align: center;"><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Evaluation of students and assessment of learning outcomes takes place in Greek via written exams with open-ended questions at the end of the semester.</p> <p>In special cases of learning difficulties, performance evaluation takes place via oral exams.</p>									

(5) ATTACHED BIBLIOGRAPHY

<p><i>Suggested Bibliography:</i></p> <ul style="list-style-type: none"> • Lickorish L., Jenkins, C., (2004), An introduction to Tourism, KRITIKI Publications (in Greek). • Tsartas, P., Lytras, P., (2017), Tourism, tourism development: Contributions of Greek scientists, A. Papazisis Publications, (in Greek). <p><i>Related Scientific Journals:</i></p> <ul style="list-style-type: none"> • Tourismos: An International Multidisciplinary Journal • Annals of Tourism Research • Current Issues in Tourism
