

COURSE OUTLINE

(1) GENERAL

SCHOOL	BUSINESS SCHOOL		
ACADEMIC UNIT	DEPARTMENT OF TOURISM ECONOMICS AND MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TO3013	SEMESTER	4 th
COURSE TITLE	TOURISM ECONOMICS		
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/TOUREM193/		

(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>Tourism Economics is part of the social sciences that deals with a range of theoretical and empirical issues that are constitutive of all efforts to understand how individuals, households, firms and society manage scarce wealth-producing resources to maximize efficiency of tourist activity. The purpose of the course is to understand the theoretical framework of tourism economics from a microeconomic and macroeconomic point of view. Issues related to the delimitation of the cognitive object of tourism economics, the conceptual content and characteristics of tourism and tourists are examined. The economic dimension of tourism is analyzed in the context of the systemic view and how it is measured, as well as the approaches that determine the relationship between working time and free time. Also, the theoretical background and the factors that shape tourism demand are examined and the sectoral structure of the tourism industry is examined, which forms structures and characteristics that affect the various forms of tourism markets. Then the tourist production function and its properties are</p>

studied, and the problem of minimizing tourist costs is examined. Finally, the concepts of GDP, inflation, unemployment and interest rates are analyzed.

Upon successful completion of the course, the student should be able to:

- understand the content and characteristics of the tourism economy and tourists and analyze the economic dimension of the tourism industry.
- forecast tourism demand with quantitative and qualitative methods and analyze the sectoral structure of the tourism industry.
- analyze the concept of tourist supply and distinguish the forms of the tourist market
- calculate GDP
- understand the concepts of inflation, unemployment and interest rates

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...

The course aims to develop the following general skills:

- Understanding of the basic concepts and principles of the leisure and tourism economy
- Appreciation of the special characteristics of tourism products and services and the ways in which leisure and tourism businesses operate.
- Analysis of the decision-making process of leisure and tourism organizations
- Development of quantitative skills for economic analysis in demand forecasting and planning
- Conduct economic analysis to support the decision-making process of stakeholders in the leisure and tourism industry using empirical data

(3) SYLLABUS

Course content:

1. Introduction to Tourism Economics, conceptual content and characteristics of tourism and tourists
2. Economic dimension of tourism
3. Theory of preferences and choices of the tourist-consumer
4. The economic analysis of tourism demand
5. The tourism supply
6. The sectoral structure of the tourism industry
7. Theory of tourism production and tourism cost
8. Forms and balance of the tourist market
9. Tourism Satellite Account – TSA
10. GDP, tourist consumption, tourist investment
11. Unemployment, inflation

12. Interest rates
13. Repetitive lesson

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<ul style="list-style-type: none"> • Use of ICT in teaching (Lectures of the course through Power Point slides, case studies, search and presentation of audio-visual material via the 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. 	
TEACHING METHODS <i>The manner and methods of teaching are described in detail. 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>	Activity	Semester workload
	Lectures	39
	Self-directed Study	86
	Course total	125
STUDENT PERFORMANCE EVALUATION <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>	<p>Language of evaluation: Greek</p> <p>The assessment includes one of the following:</p> <ol style="list-style-type: none"> 1. Mid-term optional exam and final written exams 2. Final written exams 	

(5) ATTACHED BIBLIOGRAPHY

Suggested Bibliography

- Lagos, D. (2018). Tourism Economics, 2nd ed., Kritiki Publications, Athens (in Greek).
- Varvaresos, S. (1997). Tourism: Τουρισμός: Economic approaches, Propobos Publications, Athens (in Greek).
- Zacharatos, G. (2000). Package Tour Production and Distribution of the tourist travel, Propobos Publications, Athens (in Greek).
- Zacharatos, G. (1985). Tourist Consumption, KEPE Publications, Athens (in Greek).
- Igoumenakis, N. (1997). Tourism Economy, 2nd Volume, Interbooks Publications, Athens (in Greek).
- Kalfiotis, S. (1976). Tourism Economics Interbooks Publications, Athens (in Greek).

- Lagos, D. & Liargovas, P. (2002), Tourism Economy, Pedagogical Institute Publications (in Greek).
- Gee C., J. Makens, D. Choy (2001). Τουριστική & Ταξιδιωτική Βιομηχανία, (επιμέλεια Θ. Μαυροδόνη), Αθήνα: ΕΛΛΗΝ.
- Candela. G. & Figini P. (2012), «The Economics of Tourism Destinations». Germany: Springer
- Stabler, M. J., Papatheodorou, A. & Sinclair, M. T. (2010), «The economics of tourism» (2ed ed.). London: Routledge.
- Lundberg D., Krishnamoorthy, M. & Stavenga, M. (1995). Tourism Economics, USA: John Wiley & Sons, Inc.
- Tribe, J. (2011), The economics of recreation, leisure and tourism, (4th ed.). Oxford: Butterworth-Heinemann.
- Vanhove, N. (2005), Economics of tourism destinations. London: Butterworth-Heinemann

Related Scientific Journals:

- Annals of Tourism Research
- Current Issues in Tourism
- Journal of Hospitality and Tourism Research
- Journal of Travel and Tourism Research
- Tourism Analysis
- Tourism Economics