

COURSE OUTLINE: TOURISM DEVELOPMENT & PLANNING

GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
ACADEMIC UNIT	ECONOMICS		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	OA200	SEMESTER	8th (Major A)
COURSE TITLE	Tourism Development & Planning		
INSTRUCTOR(S)	Professor T. Metaxas		
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
		3	6
<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, specialized general knowledge, skills development</i>	Specialised general knowledge		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	English		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes		
COURSE WEBSITE (URL)	https://www.econ.uth.gr/		

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*

Students after finishing this module will be able to:

- Knowing how to schedule, develop and manage a research procedure (empirical or theoretical) with reference on strategic planning in tourism and tourism services
- Knowing but also evaluate research outcomes
- Present a scientific research
- Planning and developing a scientific research
- Understanding how to develop and implement a Strategic Place/ City Marketing Plan-Tourism Destination Plan
- Understanding the Destination Branding Process
- Understanding how to analyse the key elements and distinctive characteristics of a place by using various methodologies and materials, such as SWOT and PEST Analysis, Comparative Analysis, Case Study etc.
- Planning and implement empirical and field research investigating tourist motivation, satisfaction, tourism trends, behavior or tourism policies, using quantitative and qualitative data

It has to be noticed that for students who develop a very good/ excellent assignment will provided the **motive to present their study to a conference or to international scientific databases** with the supervision of their professor.

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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- Searching, analysing and composing several data with the use of the appropriate tools

- Individual working

- Team working

- Working in international environment

- Working in multi -scientific environment

- *Producing new research ideas*

SYLLABUS

The main objective of this module is tourism development in European level in the frame of Strategic Planning procedure as an efficient tool of successful destination management and development. The aim of the module is understanding both in theoretical and empirical/ practical level, through the use of case studies, those factors that compose tourism development practice, using modern methods and procedures

More particularly the sections of the module refer to:

- Identification of tourism as economic parameter
- Identification of Sustainable Tourism Development – analysis of its dimensions
- Reviewing the international and European tourism development
- Tourism Supply and Demand
- Tourism Industries
- Tourism and Culture
- Tourism development models (From mass tourism to sustainable tourism)
- Place Marketing και Branding
- Strategic Image Management (SIM)
- Tourism and Industrial Heritage
- Tourism and European policies
- Case studies

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>	• Use of the e-class electronic platform to post: (a) lecture notes, (b) workshop exercises, (c) announcements and communication with the students.														
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,</i>	<table border="1"> <thead> <tr> <th><i>Activity</i></th><th><i>Semester workload</i></th></tr> </thead> <tbody> <tr> <td>Lectures</td><td>39</td></tr> <tr> <td>Bibliographic study</td><td>93</td></tr> <tr> <td>Homework preparation</td><td>40</td></tr> <tr> <td>Progress meetings</td><td>6</td></tr> <tr> <td>Final exams</td><td>2</td></tr> <tr> <td>Course total</td><td>180</td></tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	39	Bibliographic study	93	Homework preparation	40	Progress meetings	6	Final exams	2	Course total	180
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<i>educational visits, project, essay writing, artistic creativity, etc. 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>	
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>	The final course grade is composed as follows: a) Written examinations at semester end — 30% of the final grade. Exams in Greek with essay, analysis and critical-thinking questions. b) Preparation of a scientific research paper — 60% of the final grade. Paper length 7,000–9,000 words; individual or groups of 2–3; based mainly on international academic journal literature. c) Progress meetings — 10% of the final grade. Progress meetings schedule: 1st meeting • Structure of the paper • Core bibliography and relevant articles • Guidance on questionnaire design (if applicable) • Division of tasks among team members • Guidance for finding academic papers (journal publications & working papers) in international databases 2nd meeting • Submission of first draft for comments • Evaluation of bibliography and articles • Identification of any problems • Recommendations (where appropriate)

ATTACHED BIBLIOGRAPHY

Middleton, V. Hawkins R. 2004 'Τουριστικό Μάρκετινγκ για Βιώσιμη Ανάπτυξη', εκδόσεις Κριτική, Αθήνα

Ashworth G. Kavaratzis M. 2010 'Towards Effective Place Brand Management', E.Elgar Publications, Cheltenham, UK.

Kotler P., Rein I., and Haider H.D. (1993) *Marketing Places: Attracting Investment, Industry, and Tourism to Cities, Regions and Nations*: Free Press, N.Y

Διεθνή Περιοδικά

Tourism Management

Annals of Tourism Research

Journal of Hospitality and Research