

SYLLABUS

1. General

College	College of Applied Economic and Social Sciences		
Department	Regional and Economic Development		
Level of Studies	Undergraduate		
Course Code	POA 4738	Semester	7
Course Title	Tourism Development		
Faculty Name	Vlami Aimilia		
Office Hours	Monday 15.00-18.00		
email	avlami@aua.gr		
INDEPENDENT TEACHING ACTIVITIES where credit is awarded for discrete parts of the course e.g. lectures, laboratory exercises, etc. If credit is awarded for the whole course, indicate the weekly teaching hours and the total number of credits		WEEKLY CONTACT HOURS	ECTS
Lectures		5	5
COURSE TYPE Background, General Knowledge, Scientific Area, Skills Development	Major Course		
Prerequisites	-		
Language of instruction and examinations	Greek		
Course Offered to Erasmus Students	No		
Course Webpage	https://oeclass.aua.gr/eclass/		

2. COURSE LEARNING OUTCOMES

Learning Outcomes

- *The learning outcomes of the course describe the specific knowledge, skills and competences of an appropriate level that students will acquire after successful completion of the course.*

Knowledge:

- Understand the basic concepts and theoretical approaches related to development and tourism development.
- Explain the drivers and development factors of inbound tourism at national and regional-local level.
- Understand the patterns of tourism development that occur in the area and their characteristics.
- Understand and interpret the physical and technical data of a place that functions as a tourist destination.
- Understand the evolutionary patterns of tourism development at different spatial scales.

Competencies:

- To interpret the developments and variables affecting tourism in Greece.
- Critically interpret the impacts of and potential challenges/obstacles to tourism development in different types of tourist destinations.
- Describe the patterns of tourism development that occur in the area and their characteristics.

Skills:

- To analyse and evaluate tourism development plans and proposals of macro- and micro-economic nature at national and regional-local level.
- To use the necessary basic methods of measurement and analysis of the tourism phenomenon both at market and spatial (national, regional, local) development levels.

General skills

Taking into account the general competences that the graduate should have acquired (as listed in the Diploma Supplement and listed below), which one(s) does the course aim at?

Search, analysis and synthesis of data and information, including the use of the necessary technologies

Adaptation to new situations

Decision-making

Autonomous work

Group work

Working in an international environment

Working in an interdisciplinary environment

Generating new research ideas

Project planning and management

Respect for diversity and multiculturalism

Respect for the natural environment

Demonstrating social, professional and ethical responsibility and gender sensitivity

Exercise of criticism and self-criticism

Promotion of free, creative and deductive thinking

Search, analysis and synthesis of data and information, using the necessary technologies

Project planning and management

Working in an interdisciplinary environment

Decision-making

Generating new research ideas

3. COURSE CONTENT

- The concept of Tourism Development, its basic theories and the factors of its formation.
- Concept of Sustainable/Sustainable Development, carrying capacity and principles of sustainable/sustainable tourism development.
- Tourism Development Standards at International Level.
- The characteristics of tourists and the evolutionary stages of tourism development in different destinations.
- The importance and role of state intervention in tourism in the form of tourism policy.

- The critical policy areas for tourism development.
- The relationship between tourism policy and the economic development policy of a host country.
- Hotel capital formation as a driver of tourism and regional development.
- Diversification products of the hospitality sector and its impact on tourism development.
- The characteristics of the development of Greek tourism and the role of the hotel industry.
- Factors shaping the tourist incentives for choosing Greece as a tourist destination.
- The impact of tourism development on the natural, built and man-made environment at different spatial scales in Greece.
- Approaches to tourism development and development choices in Greece: the Greek tourism development patterns and sustainability.
- Sustainable tourism development and small and medium-sized enterprises.
- Sustainability certification systems in the tourism industry.
- Creating value for the visitor as a Responsible Citizen (CCB).
- Trends and perspectives of Greek tourism development.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>METHOD OF DELIVERY Face-to-face, Distance learning, etc.</p>	Lectures and meetings with students	
<p>USE OF TECHNOLOGY, INFORMATION AND COMMUNICATION <i>Use of ICT in teaching, laboratory training, communication with students</i></p>	Computer and interactive whiteboard will be used in the teaching. Communication with students will be on a personal level, also using e-mail and direct telecommunication (e.g. skype)	
<p>ORGANISATION OF TEACHING <i>The way and methods of teaching are described in detail.</i> <i>Lectures, Seminars, Laboratory Exercise, Field Exercise, Study & Analysis of Literature, Tutorials, Practical (Placement), Clinical Exercise, Artistic Workshop, Interactive teaching, Educational visits, Study visits, Project work, Writing of work / assignments, Artistic creation, etc.</i></p> <p><i>The student's study hours for each learning activity as well as the hours of unguided study are indicated so that the total workload at semester level corresponds to the ECTS standards.</i></p>	<p>Activity</p>	<p>Workload</p>
	Lectures	65 hours
	Study of course material (material taught)	33 hours
	Exercises and practice of in economic applications	27 hours
<p>STUDENT ASSESSMENT <i>Description of the evaluation process</i> <i>Language of Assessment, Assessment Methods, Formative or Inferential, Multiple Choice Test, Short Answer Questions, Test Development Questions, Problem Solving, Written Work, Report, Oral Examination, Oral Examination, Public Presentation, Laboratory Work, Clinical Examination of a Patient, Artistic Interpretation, Other</i></p> <p><i>Explicitly identified assessment criteria are stated and if and where they are accessible to students.</i></p>	Written Final Exams and tentative midterm examinations during the course	

5. BIBLIOGRAPHY

Main Textbooks (all in Greek):

- Kokkosis Ch. & Tsartas P., (2019), Sustainable Tourism Development and Environment, 2nd edition, Athens, Greece: Kritiki.
- Tsartas P. & Sarantakou E., (2022), Elliniki Turistiki Developxi, Athens: Kritiki.
- Vlami A., (2023) Boutique Hotels. Product diversification of tourism development. Aspects of a new form of hotel hospitality, Athens, Promobos Publications.