

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-210517	SEMESTER	5th (dir. Tourism)
TITLE	SUSTAINABLE TOURISM AND POLICY		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
COURSE TYPE	SPECIAL BACKGROUND		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning outcomes
<p>Upon successful completion of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. KNOWLEDGE: to define the concept of sustainable development and the basic principles that compose it. 2. UNDERSTANDING: to distinguish how the principles of sustainable development are applied in the tourism sector in general in the formulation of tourism policy and in particular at the micro (economic) (business) level. 3. IMPLEMENTATION: to be able to critically examine the attitudes and behaviors of tourism companies about the principles of sustainable tourism to be predictable and possible a preventive approach but also to encourage their activities about the principles of sustainability. 4. ANALYSIS: to discover what are the practical tools that the tourism company can and should, especially the small and medium ones, use to achieve the goal of sustainable tourism. 5. COMPOSITION: to create a tourism business model based on sustainability 6. EVALUATION: compare and evaluate case studies.
General Skills
<ul style="list-style-type: none"> ✓ Search, analysis, and synthesis of data and information, using the necessary technologies ✓ Adaptation to new situations ✓ Decision making

- ✓ Autonomous work
- ✓ Teamwork
- ✓ Work in an international environment
- ✓ Work in an interdisciplinary environment
- ✓ Production of new research ideas
- ✓ Respect for diversity and multiculturalism
- ✓ Respect for the natural environment

3. COURSE CONTENT

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The content of the course deals with the following topics:

1. INTRODUCTION TO THE SUBJECT OF SUSTAINABLE TOURISM DEVELOPMENT. Background of the subject.
2. Thoughts on the issue of Sustainable Tourism Development. Agenda 21 and Tourism.
3. Concerns about the relationship between sustainability and small and medium tourism business.
4. SUSTAINABLE DEVELOPMENT. Concept and ambiguous approaches of sustainable development. Basic principles of sustainable development.
5. Bearing Capacity .. Biodiversity .. Intergenerational Justice. Inter-Spatial Responsibility.
6. Participation. Critical Natural Capital. Holistic Approach. Principle of Precaution.
7. TOURISM BEHAVIOR AND TRENDS IN TOURISM. Types of tourists. "New Tourism" and "New Tourist". Forms of "New Tourism".
8. SUSTAINABLE TOURISM DEVELOPMENT. Basic principles and interpretations of sustainable tourism.
9. Sustainable tourism and practical approaches. Sustainable tourism and entrepreneurship.
10. Business size and sustainability effects. Sustainability and small and medium business.
11. Sustainability certification systems in the tourism industry
12. Sustainability and tourism policy of destination development
13. Good sustainability practices from domestic and international reality.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to face, Online
ICT USE	Use of Information and Communication Technologies (ICT) in Teaching. Namely: <ul style="list-style-type: none"> • PC, POWERPOINT • USE OF PROFESSIONAL EQUIPMENT IN LABORATORY EDUCATION • MULTIMEDIA • INTERNET • E-MAIL

TEACHING ORGANIZATION	Activities	Working Load per Semester
	Lectures	39
	Bibliographic study and analysis	41
	Project Writing and Presentation	70
	TOTAL	150
ASSESSMENT	<p>Language of Assessment: Greek</p> <p>Evaluation methods: Short answer and multiple-choice questions. Written paper with a public presentation. Final written examination.</p> <p>Evaluation criteria: Participation in the course. Success in test answers and final exam. Written work and successful presentation based on the following elements:</p> <p>A. Title and originality of the theme. B. Summary of the topic. C. Importance of research (topic). D. Definition of the research problem. E. definition of hypotheses and research questions. F. Research design. G. Bibliographic review. H. Bibliography and references. I. successful public presentation with critical analysis of arguments and findings. I. Managing questions from the audience.</p> <p>The criteria are published on the course website.</p>	

5. REFERENCES

-Suggested bibliography:

- Sustainable Tourism on a Finite Planet Megan Epler Wood (Earthscan from Routledge, 2017)
- International Cases in Sustainable Travel & Tourism, Edited by Dagmar Lund-Durlacher (Goodfellow Publishers, 2013)
- Green Growth and Travelism: Letters from Leaders, Edited by Geoffrey Lipman, Terry DeLacy, Shaun Vorster, Rebecca Hawkins, and Min Jiang (Goodfellow Publishers, 2012)
- Taking Responsibility for Tourism, Harold Goodwin, (Goodfellow Publishers 2011)
- Sustainable Tourism in Island Destinations, Sonya Graci and Rachel Dodds (2010, Earthscan / Routledge)
- Sustainable Tourism Management, by John Swarbrooke, 2015 CABI INTERNATIONAL
- Fotis Kilipiris (2009). Sustainable Tourism Development: Empirical approaches. Disigma Thessaloniki, (2009).
- Middleton, V. Sustainable Tourism: A Marketing Perspective. Oxford, Butterworth Heinechann, (1998)

Related scientific journals

- Annals of Tourism Research
- International Journal of Contemporary Hospitality Management
- Journal of Hospitality and Tourism Research
- Journal of Travel & Tourism Marketing
- Journal of Quality Assurance in Hospitality & Tourism
- Journal of Sustainable Tourism Management