

COURSE OUTLINE

1. GENERAL INFORMATION

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| FACULTY | ECONOMY AND MANAGEMENT | | |
| DEPARTMENT | ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM | | |
| LEVEL OF STUDY | UNDERGRADUATE | | |
| COURSE CODE | 1605-210518 | SEMESTER | 5th |
| TITLE | Tourism Market Research | | |
| Autonomous Teaching Activities | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures, Laboratory Exercises | | 3 | 5 |
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| COURSE TYPE | MANDATORY COURSE (DIR.) | | |
| PREREQUISITE COURSES | NONE | | |
| TEACHING LANGUAGE | GREEK | | |
| COURSE OFFERED TO ERASMUS STUDENTS | NO | | |
| COURSE WEBPAGE (URL) | https://exams-sod.the.ihu.gr/course/view.php?id=281 | | |

2. LEARNING OUTCOMES

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| Learning outcomes |
| <p>This course aims to understand the concept and content of tourism market research. It links market research with tourism marketing and analyzes the relationship between decision-making and research design. The usefulness of the research is also presented and the peculiarities of the tourism market research are identified. The concepts of quantitative and qualitative research are also analyzed. Upon completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> • Understand the basic methodologies used for tourism market research. • Describe the types of research projects and analyze the stages of the research process as well as the types of research according to the origin of the data. • Explain the ways of collecting primary data and comparatively evaluate the methods of communication with the public. • Describe the limitations of tourism market research and identify the organizations that conduct market research or use its results. • Analyze the concept of sampling in tourism market research as well as the basic sampling methodologies that can be used. • Analyze probability theory and examine the context of sampling. • Distinguish alternative types of sampling and their usefulness, to analyze how a population is selected and the sample size is calculated. |

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| <ul style="list-style-type: none"> • Compile questionnaires and construct open or closed questions. • Explain the technique of interviewing. • Use basic techniques of qualitative research. • Evaluate the philosophy and elements of a Marketing Information System. |
| General Skills |
| <ul style="list-style-type: none"> • Search, analysis and synthesis of data and information, using the necessary technologies • Adaptation to new situations • Group and/or individual work • Work in an interdisciplinary environment • Production of new research ideas • Project design and management • Demonstration of social, professional, and moral responsibility • Exercise criticism and self-criticism • Promoting free, creative, and inductive thinking |

3. COURSE CONTENT

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| <ol style="list-style-type: none"> 1. Introduction - Definitions - Classification of Tourism Market Research 2. Tourism Market Research Methodologies - Types of Research Plans - Research Stages 3. Secondary Research - Primary Research 4. Primary Research - Applications and Limitations of Tourism Market Research 5. Sampling - Definitions - Theory - Types of Sampling 6. Design of the Sample 7. Questionnaire design 8. Errors in the Questions - Sequence of Questions 9. Open-ended Questions - Closed-ended Questions 10. Pilot Test & Information Collection 11. In-Depth Interviews & Qualitative Research 12. Marketing Information System in Tourism 13. Drafting of the Tourism Market Research Report |
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4. TEACHING AND LEARNING METHODS - ASSESSMENT

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| TEACHING METHOD | Face to face (lectures) live in a classroom and practice exercises. | |
| ICT USE | Use of modern teaching methods by electronic means (where required). Learning process support through the electronic platform e-class | |
| TEACHING ORGANIZATION | Activities | Working Load per Semester |
| | Lectures | 39 |
| | Practice Exercises | 40 |
| | Bibliographic study and analysis | 22 |
| | Progress | 15 |
| | Self-study | 44 |
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| | TOTAL | 150 |
| ASSESSMENT | Written final exam (60%) that includes: | |

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| | <ul style="list-style-type: none"> ✓ Theoretical questions ✓ Issues of analytical approach and thinking ✓ Multiple-choice questions <p>Group work (40%) which includes:</p> <ul style="list-style-type: none"> ✓ Primary research ✓ Public presentation ✓ Report (research report) |
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5. REFERENCES

-Suggested bibliography:

- Veal A.J. & Christou E. (2021). Research Methodologies in Tourism. Nicosia, Cyprus: Broken Hill Publishers, ISBN: 9789925588343.
- Siomkos, G.I. & Black, D. (2018). Research and Marketing Metrics. Nicosia, Cyprus: Broken Hill Publishers, ISBN: 9789925563647.
- Samantha, E. (2019). Market Research Methods. Athens: Benou Publications, ISBN: 978-960-359-151-1.
- Christou, E. (2019). Tourism Market Research. Athens: Faidimos, ISBN: 978-618-5062-32-3.

Related scientific journals

- European Journal of Tourism Research (<https://ejtr.vumk.eu>)
- Annals of Tourism Research (<https://www.journals.elsevier.com/annals-of-tourism-research>)
- Journal of Marketing Research (<https://journals.sagepub.com/home/mrj>)
- International Journal of Research in Marketing (<https://www.journals.elsevier.com/international-journal-of-research-in-marketing>)