

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230206	SEMESTER	2nd
TITLE	INTRODUCTION TO TOURISM		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
COURSE TYPE	GENERAL BACKGROUND		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH (ERASMUS STUDENTS)		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning outcomes
<p>With the effective teaching of this course the student will be able to:</p> <ol style="list-style-type: none"> 1. Knowledge: recognize the importance of tourism in modern society, through the study of the past. Also, the student will be able to recognize the elements of the present and the future of the relevant factors that constitute and determine this important socio-economic phenomenon. 2. Understanding: distinguish the knowledge that will allow him to be aware of the various concepts and definitions of the various tourist sites, as flows but also to explain the results. 3. Application: classify and discover the psychological, economic, cultural, and geographical factors that underlie tourism activities and behaviors as well as examine tourist flows. 4. Analysis: combine and develop the range of economic, political, social, cultural, and environmental impacts that tourism can have both locally-regionally nationally, and internationally. 5. Composition: compose and explain the effect of tourism on the tourist himself, as well as on the realization of the tourist offer. 6. Evaluation: compare the different forms of tourism, and propose alternative forms. To calculate and judge the preferences of the buying public.
General Skills

- 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
- Project design and management
- Production of new research ideas

3. COURSE CONTENT

1. Definition of the tourism system, tourism, and the tourist. Historical background in tourism.
2. The evolution of travel and tourism over time. Foreign travelers in Greece.
3. The 20th century and the rise of the tourist phenomenon.
4. Forms of Tourism: Individual - mass, incoming - outgoing.
5. International-domestic. Alternative forms of tourism (detailed examination).
6. Tourism Demand: Concepts, definitions, and indicators of tourism demand. Determinants of tourism demand.
7. The measurement of tourist demand. Tourist Offer: The various factors of the tourism industry.
8. Government agencies, intermediaries (tour operators), companies and means of tourist transport, tourist attractions, the hospitality industry (accommodation).
9. Impact of Tourism: Definition of the concept place of destination and the complex elements of the "tourism profession".
10. The economic impact of tourism, positive and negative. The measurement of economic impact.
11. The multiplier of tourist income. The social and cultural implications of tourism.
12. The environmental impact of tourism. Environmental impact studies and tourist development plans of destinations.
13. The concept of bearing capacity and its measurement. The concept of sustainability and tourism development. Indicators for measuring sustainable tourism.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to Face
ICT USE	Use of Moodle academic platform to communicate with students and post support material. Use of the internet to find resources

TEACHING ORGANIZATION	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Interactive Teaching	40
	Bibliographic study and analysis	30
	Seminars	41
	Total	150
ASSESSMENT	<p>Concluding evaluation with multiple choice questions and short answer: 70%</p> <p>Formative assessment with intermediate individual exercises: 30%</p> <p>The test material is posted on Moodle and, before the test, time is spent on answering questions about the test material.</p> <p>A file of students' examination documents is kept until they receive their degree.</p> <p>After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.</p>	

5. REFERENCES

-Suggested bibliography:

- Fletcher John, Fyall Alan, Gilbert David, Wanhill Stephen (2019) Tourism: Principles and practice, BROKEN HILL PUBLISHERS LTD
- Peter Robinson, Michael Lück, Stephen L.J. Smith (2022), Tourism, EKDOSIS PROPOMPOSI.KE.
- Sven Gross, Louisa Klemmer, (2014) Introduction to Tourism Transport, CABI
- Stephen Page, Tourism Management: An introduction, Routledge
- **Related scientific journals**
 - Advances in Hospitality and Tourism Research
 - Annals of Tourism Research
 - Current Issues in Tourism
 - European Journal of Tourism Research
 - Tourism Management