

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605- 230517	SEMESTER	5th
TITLE	Tourism Market Research		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures, Laboratory Exercises		3	5
COURSE TYPE	MANDATORY COURSE (DIR.)		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	https://exams-sod.the.ihu.gr/course/view.php?id=281		

2. LEARNING OUTCOMES

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. • Compile questionnaires and construct open or closed questions.

<ul style="list-style-type: none"> • 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

<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

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	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Practice Exercises	40
	Bibliographic study and analysis	22
	Progress	15
	Self-study	44
	TOTAL	150
ASSESSMENT	Written final exam (60%) that includes: ✓ Theoretical questions	

	<ul style="list-style-type: none"> ✓ 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>)