

COURSE OUTLINE

1. GENERAL

SCHOOL:	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	TOURISM AND HOSPITALITY MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	3101095	SEMESTER OF STUDY	1
COURSE TITLE	PRINCIPLES OF TOURISM		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures and Workshops-Project Work		4 (3+1)	5
COURSE UNIT TYPE	Special Background Course		
PREREQUISITES :			
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	NO		
MODULE WEB PAGE (URL)	http://moodle.teipir.gr/course/info.php?id=73		

2. LEARNING OUTCOMES

Learning Outcomes

The aim of the course is to enable students to recognize tourism as a social and economic phenomenon, to get to know its historical development/evolution and those factors which contributed to its creation. In addition, for students to conceive the significance of tourism and its relation with culture, together with an acquaintance with the related institutions (public and private). The course also aims to illustrate the importance of tourism for a country's development/growth.

Upon successful completion of the course, students will be able to:

- Recognize tourism as a social and economic phenomenon.
- Be familiar with the historical evolution of the Tourism phenomenon.
- Analyze the tourism phenomenon as a complex phenomenon, whose dimensions refer to a social, economic, cultural but also environmental level.
- Analyze and explain the typology of tourism.
- Be familiar with the institutions (national and international, state and private) having competences in the tourism sector.
- Understand the multifarious aspects of tourism and its impacts to a country or a region.

General Skills

- Individual work
- Teamwork
- Adapt to new situations
- Respect to diversity and multiculturalism
- Promotion of free and creative thinking

3. COURSE CONTENTS

The course is organized around topics such as:

- Tourism and introductory concepts of tourism (definition, measurement attempts)
- Nature and the characteristics of tourism industry.

- Evolution of tourism over time.
- Tourism typology and distinctions.
- Tourism Institutions.
- Tourism and culture.
- Cultural heritage and enhancement of cultural-industrial heritage as a key component of tourism development.
- Techniques and policies of tourism management.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY		
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	Presentation of Case Studies, Class Discussions	13
	Preparation of Group Project	20
	Independent and Directed Learning	53
	TOTAL	125
ASSESSMENT METHODS	<p>I. Final Examination (80%) includes:</p> <ul style="list-style-type: none"> - Multiple choice questions - Topics for elaboration - Problem solving (issues concerning tourism) - Comparative evaluation of learning outcomes <p>II. Teamwork (20%)</p>	

5. RESOURCES

- Recommended Book and Journal Article Resources:

Book resources:

- Moira Polyxeni & Parthenis Sp. (2011). *Cultural-Industrial Tourism*, Anoikti Vivliothiki Publishing, Athens (in Greek).
- Lickorich, L. and Jenkins, C., (2004). *An Introduction to Tourism*, ed, Kritiki, Athens.
- Igoumenakis N. and Kravaritis K. – Lytras P. (1999). *Introduction to Tourism*, Interbooks Publishing, Athens, (in Greek)

Journals

- Annals of Tourism Research
- Annals of Leisure Research
- Journal of Travel Research
- Tourism Management, Research, Policies, Practice