COURSE OUTLINE

1. GENERAL

<table>
<thead>
<tr>
<th>SCHOOL:</th>
<th>BUSINESS AND ECONOMICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEPARTMENT:</td>
<td>BUSINESS ADMINISTRATION</td>
</tr>
<tr>
<td>DIVISION:</td>
<td>TOURISM AND HOSPITALITY MANAGEMENT</td>
</tr>
<tr>
<td>LEVEL OF STUDY:</td>
<td>UNDERGRADUATE</td>
</tr>
<tr>
<td>COURSE UNIT CODE:</td>
<td>3101095</td>
</tr>
<tr>
<td>SEMESTER OF STUDY:</td>
<td>1</td>
</tr>
<tr>
<td>COURSE TITLE:</td>
<td>PRINCIPLES OF TOURISM</td>
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COURSEWORK BREAKDOWN

<table>
<thead>
<tr>
<th>Teaching Weekly Hours</th>
<th>ECTS Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures and Workshops-Project Work</td>
<td>4 (3+1)</td>
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</tbody>
</table>

COURSE UNIT TYPE: Special Background Course

PREREQUISITES:

LANGUAGE OF INSTRUCTION/EXAMS: GREEK

COURSE DELIVERED TO ERASMUS STUDENTS: NO


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.
4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY | In-Class
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| USE OF INFORMATION AND COMMUNICATION TECHNOLOGY |
| --- | --- |

<table>
<thead>
<tr>
<th>TEACHING METHODS</th>
<th>Method description</th>
<th>Semester Workload</th>
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<tbody>
<tr>
<td>Lectures</td>
<td></td>
<td>39</td>
</tr>
<tr>
<td>Presentation of Case Studies, Class Discussions</td>
<td></td>
<td>13</td>
</tr>
<tr>
<td>Preparation of Group Project</td>
<td></td>
<td>20</td>
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<tr>
<td>Independent and Directed Learning</td>
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<td>53</td>
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<td><strong>TOTAL</strong></td>
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<td><strong>125</strong></td>
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</table>

ASSESSMENT METHODS

I. Final Examination (80%) includes:
- Multiple choice questions
- Topics for elaboration
- Problem solving (issues concerning tourism)
- Comparative evaluation of learning outcomes

II. Teamwork (20%)

5. RESOURCES

- Recommended Book and Journal Article Resources:

  **Book resources:**

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