

COURSE OUTLINE

1. GENERAL

SCHOOL:	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	TOURISM AND HOSPITALITY MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	3104095	SEMESTER OF STUDY	7
COURSE TITLE	TOURISM MARKET ANALYSIS		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures and Workshops-Project Work		6 (4+2)	6
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=132		

2. LEARNING OUTCOMES

Learning Outcomes

The course aims to enable students to understand the concept and content of tourism market research. It connects market research to the procedure of tourism marketing and analyzes the relation between decision making and planning research projects. The significance of research in tourism is presented, the particularities and the special features of tourism market research are indicated and the main parts of research are described. In addition, the notions of quantitative and qualitative research are analyzed.

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

- Understand the key methodologies used for tourism market research.
- Describe the types of research planning.
- Analyze the stages of research procedure as well as the types of research according to the origin of the data.
- Explain the various ways of collecting primary data and evaluate the methods of communication with the public.
- Describe the restrictions of tourism market research.
- Identify the organizations carrying out research in tourism.
- Use the results of previous researches.
- Analyze the notion of sampling in tourism research market and the key sampling methodologies which may be used.
- Form questionnaires and construct open or closed questions of all types.
- Explain the technique of interviewing.
- Use key techniques of qualitative research.

General Skills

- Individual work
- Teamwork
- Search, analysis and synthesis of data and information through the use of appropriate technologies.
- Decision making.
- Adapt to new situations.
- Work in an interdisciplinary environment.

3. COURSE CONTENTS

The course is organized around topics such as:

- Introductory concepts in research.
- Special features of tourism market research.
- Tourism Market research methodologies (types of market planning, research methods, types of markets, restrictions, TMR organizations).
- Sample and sampling, Questionnaires.
- Planning, Questions, Methods and techniques of data collection.
- Interviews.
- Qualitative research.
- Data analysis and data processing.
- Drafting of the final report.
- Presentation.
- Applications.

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	52
	Presentation of Case Studies, Class Discussions	26
	Preparation of Individual Project	22
	Independent and Directed Learning	50
	TOTAL	150
ASSESSMENT METHODS	I. Final Examination (60%) includes: <ul style="list-style-type: none"> - Multiple choice questions - Questions of judgment - Problem solving (issues concerning tourism questionnaires) - Comparative evaluation of learning outcomes II. Individual Project (40%)	

5. RESOURCES

- Recommended Book and Journal Article Resources:

Book resources:

- Christou E. (1999). *Tourism Market Research*, ed. Interbooks, (in Greek).
- Moira, P. (2006) *Tourism Market Research*, ed. National School of Public Administration. (in Greek)

-Journal Resources:

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