**COURSE OUTLINE**

1. **General information**

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| **FACULTY/SCHOOL** | School of Economics, Business and International Studies | | | |
| **DEPARTMENT** | of Tourism Studies | | | |
| **LEVEL OF STUDY** | Undergraduate | | | |
| **COURSE UNIT CODE** | **ΤΣΚ302** |  | **3o** | |
| **COURSE TITLE** | International Economics and International Tourism Market | | | |
| **INDEPENDENT TEACHING ACTIVITIES**  *in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits* | | **WEEKLY**  **TEACHNG**  **HOURS** | | **CREDITS** |
| Lectures | | 4 | | 6 |
| *Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4* | |  | |  |
| **COURSE TYPE**  *Background knowledge,  Scientific expertise,*  *General Knowledge,*  *Skills Development* | Background knowledge | | | |
| **PREREQUISITE COURSES:** |  | | | |
| **LANGUAGE OF INSTRUCTION:** | Greek | | | |
| **LANGUAGE OF EXAMINATION/ASSESSMENT:** |
| **THE COURSE IS OFFERED TO**  **ERASMUS STUDENTS** | YES | | | |
| **COURSE WEBSITE (URL)** |  | | | |

1. **LEARNING OUTCOMES**

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| ***Learning Outcomes*** | |
| *The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail.*  *It is necessary to consult:*  ***APPENDIX A***   * *Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications’ Framework.* * *Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and*   ***APPENDIX B***   * *Guidelines for writing Learning Outcomes* | |
| The aim of the course is the concise exposition of the principles of International Economics and the main contemporary practices of the International Tourism Market. Reference is made to the analysis of the equilibrium in an open economy and the use of relevant models to evaluate the effects of economic interdependence among distinct economies. The impact of commercial policy as well as of economic integration are briefly analyzed. The course further analyzes the main practices in the foreign exchange market, and presents the effects of exchange rate policy and international arbitrage practices.  In addition, the course introduces students to the international tourism market in order to highlight the strategic decisions that should be undertaken in a highly competitive market. In this direction, the course analyzes concepts such as destination attractiveness, destination management, niche market, e-marketing, etc.  Upon completion of the course students will be able to comprehend the following:   1. Open economy equilibrium, absolute advantage, comparative advantage 2. International factor movements, foreign direct investment, international trade and development 3. Tariffs and commercial policy 4. International economic integration 5. Foreign Exchange – Foreign Exchange markets – Foreign Exchange Policy 6. Arbitrage 7. Global Trade Policy – World Trade Organization – World Tourism Organization – Fora of international tourism cooperation 8. Public policy and tourism positive externalities 9. Contemporary customer tendencies and niche tourism markets 10. Destination management in an highly competitive international market 11. e-marketing tools | |
| **General Competences** | |
| *Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?* | |
| *Search for, analysis and synthesis of data and information by the use of appropriate technologies,*  *Adapting to new situations*  *Decision-making*  *Individual/Independent work*  *Group/Team work*  *Working in an international environment*  *Working in an interdisciplinary environment*  *Introduction of innovative research* | *Project planning and management*  *Respect for diversity and multiculturalism*  *Environmental awareness*  *Social, professional and ethical responsibility and sensitivity to gender issues*  *Critical thinking*  *Development of free, creative and inductive thinking*  *……*  *(Other….…citizenship, spiritual freedom, social awareness, altruism etc.)*  *…….* |
| *Adapting to new situations*  *Decision-making*  *Search for, analysis and synthesis of data and information by the use of appropriate technologies,*  *Development of free, creative and inductive thinking*  *Respect for diversity and multiculturalism*  *Working in an international environment*  *Working in an interdisciplinary environment* | |

1. **COURSE CONTENT**

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| Course Content:   1. Open economy equilibrium, absolute advantage, comparative advantage, 2. International factor movements, foreign direct investment, international trade and development. 3. Tariffs and commercial policy, 4. International economic integration, 5. Foreign Exchange – Foreign Exchange markets – Foreign Exchange Policy. 6. Arbitrage 7. Global Trade Policy – World Trade Organization – World Tourism Organization – Fora of international tourism cooperation. 8. Public policy and tourism positive externalities 9. Contemporary customer tendencies and niche tourism markets 10. Destination management in an international highly competitive market 11. e-marketing tools |

1. **TEACHING METHODS--ASSESSMENT**

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| **MODES OF DELIVERY** *Face-to-face, in-class lecturing, distance teaching and distance learning etc.* | Face to Face |
| **USE OF INFORMATION AND COMMUNICATION TECHNOLOGY** *Use of ICT in teaching, Laboratory Education, Communication with students* | Use of ICT in lectures  Communication with students: face to face, through e-mail, and the electronic platform eclass. |
| **COURSE DESIGN**  *Description of teaching techniques, practices and methods:*  *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.*  *The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.* | |  |  | | --- | --- | | ***Activity/Method*** | ***Semester workload*** | | Lectures | 52 | | Individual Study | 96 | | Exam | 2 | |  |  | |  |  | |  |  | |  |  | | **Total** | 150 | |  |  | |  |  | |
| **STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS**  *Detailed description of the evaluation procedures:*  *Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other……etc.*  *Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.* | Course assessment through written final examination.  The language of assessment is Greek |

1. **SUGGESTED BIBLIOGRAPHY:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Book Title** | **Author** | **Publisher** | **Year of Publication** | Location | **ΕΥΔΟΞΟΣ** | | ΕΙΣΑΓΩΓΗ ΣΤΗ ΔΙΕΘΝΗ ΟΙΚΟΝΟΜΙΚΗ | Χ. ΠΑΠΑΖΟΓΛΟΥ | ΕΚΔΟΣΕΙΣ ΤΣΟΤΡΑΣ ΑΘ. | 2014 | ΑΘΗΝΑ | 68389115 | | ΔΙΕΘΝΗΣ ΟΙΚΟΝΟΜΙΚΗ | FEENSTRA ROBERT - TAYLOR ALAN | ΕΠΙΚΕΝΤΡΟ Α.Ε. | 2012 | ΑΘΗΝΑ | 22767614 | | Selected excerpts from the aforementioned bibliography and lecture notes as internally disseminated through the eclass platform. | | | | | | |