

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	ECONOMICS, BUSINESS AND INTERNATIONAL STUDIES		
DEPARTMENT	TOURISM STUDIES		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	TSK303	Semester	3 rd
COURSE TITLE	TOURISM ECONOMICS - TOURISM SOCIOLOGY		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	WEEKLY TEACHING HOURS	CREDITS	
Lectures, Assignments-Semiotic Analysis Exercises-Presentations-Group and Individual	3	5	
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4</i>			
COURSE TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	BACKGROUND KNOWLEDGE		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION:	GREEK		
LANGUAGE OF EXAMINATION/ASSESSMENT:			
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/TOY108/		

(2) LEARNING OUTCOMES

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 goal of the course is to understand and interpret the concept of tourism through the prism of the social sciences.

Upon completion of the course, students will have acquired the theoretical framework for understanding, analyzing, and evaluating the basic economic, social, and cultural issues of the tourism industry in order to work effectively in the field.

Specifically, students will have the opportunity to:

- define the concept of tourism as an inherent human need and as a socio-economic phenomenon,
- -recognize the relationship between tourism and science and the development of tourism studies,
- evaluate the basic concepts of tourism economics,
- -distinguish the stages of development of tourism products and, in general, the concept of tourism development,
- study the basic economic figures in the field of travel and transportation,

- explain the socio-economic factors that have led to the development of modern tourism,
- distinguish the typologies historically attributed to tourists by social scientists,
- discover the symbolic processes related to tourism,
- develop the relationship between tourism and the media and new technologies,
- develop the relationship between tourism and postmodernism and globalization,
- explain the new trends in the social theory of tourism research,
- support specific issues related to tourism, such as gender equality, environmental issues and animal rights.

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

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(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)

.....

The course aims to develop students' skills in:

- flexibility and adaptation to new situations
- creativity and capacity for innovation
- individual work, teamwork and autonomous teamwork
- working in an international and interdisciplinary environment
- understanding and deciphering symbols in the field of tourism
- respect for diversity and multiculturalism
- respect for the natural environment and animal welfare
- demonstrating social, professional and moral responsibility and sensitivity in relation to gender, race, ethnicity, religion, age, physical or mental condition, beliefs or sexual orientation, etc.

(3) COURSE CONTENT

In the first section the concept of tourism is developed, a brief historical outline of this phenomenon is given, and the scientific disciplines through which the themes of tourism are developed are mentioned.

After relating the concept of tourism to the two levels of economic analysis, the contribution that the tourism industry can make to the economy of a country is briefly presented. This is followed by brief remarks on issues related to the relationship between politics and tourism development and a very brief description of the historical stages of tourism development in Greece.

Economic issues related to travel and tourism transportation, their demand and supply, and their costs are examined in more detail. Also, some of the impacts of transport technology on social life and the natural environment are presented.

The basic sociological theories are introduced and the main approaches of the special branch of tourism sociology are presented, i.e. the theories of Daniel Boorstin, Dean MacCannell, Erik Cohen, Chriss Rojek, Stanley Plog, Maxine Feifer and Ian Munt are briefly described.

The phenomenon of tourism is examined in relation to social representations theory, the symbolic function of tourist consumption, and cultural capital theory, and some issues concerning the semiotic analysis of tourism are briefly addressed with examples.

The following section explains the ways in which the media contribute to the development of tourism. After a brief reference to communication theories, questions are developed that relate specifically to the relationship

between tourism and print media, cinema, television, and new digital communication. Questions about the relationship between the media and communication and Greek tourism are listed. There are also some references to the image of tourism as projected by the media, in relation to gender, environment and animal rights.

Through the prism of postmodern social thought, issues related to tourism and authenticity, hyperreality and sociocultural identity are presented, while the symbolic meaning of the tourist space is explored. Finally, the concept of globalization is briefly discussed in relation to culture and the development of global tourism, and some basic modern directions of social research in tourism studies are presented.

(4) TEACHING METHODS--ASSESSMENT

<p>MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i></p>	Face-to face													
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i></p>	<p>Use of ICT in teaching: PowerPoint Projection of MP4 Files (Advertisements)</p> <p>Use of ICT in the Communication with students: -Platform of the module (e-class) -E-mail exchange</p>													
<p>COURSE DESIGN <i>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.</i></p> <p><i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i></p>	<table border="1"> <thead> <tr> <th data-bbox="671 837 1015 871"><i>Activity/Method</i></th> <th data-bbox="1015 837 1358 871"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td data-bbox="671 871 1015 960">Lectures (including 3 hours of semiotic analysis of tourist commercials)</td> <td data-bbox="1015 871 1358 960">39</td> </tr> <tr> <td data-bbox="671 960 1015 1050">Essay writing and presentations (individual or teamwork)</td> <td data-bbox="1015 960 1358 1050">30</td> </tr> <tr> <td data-bbox="671 1050 1015 1106">Self-directed study by the student</td> <td data-bbox="1015 1050 1358 1106">60</td> </tr> <tr> <td data-bbox="671 1106 1015 1140">Assessment</td> <td data-bbox="1015 1106 1358 1140">2</td> </tr> <tr> <td data-bbox="671 1140 1015 1173">Total</td> <td data-bbox="1015 1140 1358 1173">131</td> </tr> </tbody> </table>		<i>Activity/Method</i>	<i>Semester workload</i>	Lectures (including 3 hours of semiotic analysis of tourist commercials)	39	Essay writing and presentations (individual or teamwork)	30	Self-directed study by the student	60	Assessment	2	Total	131
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<p>STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures:</i></p> <p><i>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.</i></p> <p><i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i></p>	<p>Students are evaluated through written examination that include short-answer questions, essay questions, and semiotic analysis exercises.</p>													

(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:

Transport Economics. Samprakos Evangelos. Varvarigos Publications (2018). (In Greek).

Mobility, Tourism and Society. Tsangaris Michael. Kallipos Publications (2022). [e-book with open access]. (In Greek).

Tourism Economics. Lagos, Dimitris. Kritiki Publications (2018). (In Greek).

Tourists, Travel, Places. Tsartas, Paris, Zagotsi Smaragda and Kyriakaki Anna. Kritiki Publications (2020). (In

Greek).

Tourism Studies and the Social Sciences. Holden Andrew. Routledge (2006).

Tourism and Society. A. Farmaki. Ion Publications (2017). (In Greek).

- Suggested Academic Journals:

Annals of Tourism Research <https://www.journals.elsevier.com/annals-of-tourism-research>

Tourist Studies <https://www.journals.elsevier.com/tourism-management>

Athens Journal of Tourism, <https://www.athensjournals.gr/ajt>

The European Journal of Tourism Research, <https://ejtr.vumk.eu/index.php/about>

Journal of Travel Research, <https://journals.sagepub.com/home/jtr>

International Journal of Tourism Research

<https://onlinelibrary.wiley.com/journal/15221970>