

COURSE OUTLINE

(1) General information

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| FACULTY/SCHOOL | ECONOMICS, BUSINESS AND INTERNATIONAL STUDIES | | |
| DEPARTMENT | TOURISM STUDIES | | |
| LEVEL OF STUDY | UNDERGRADUATE | | |
| COURSE UNIT CODE | TSK501 | SEMESTER | 5 th |
| COURSE TITLE | TOURISM DEVELOPMENT STRATEGIES AND POLICIES | | |
| 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 | | 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> | SCIENTIFIC EXPERTISE | | |
| 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/TOY153/ | | |

(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*

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

- Understand strategic tourism development planning at national and international level.
- Analyze policies for the modernization and upgrading of existing tourist infrastructure.
- Analyze policies for the modernization and upgrading of existing tourist superstructure.
- Understand and evaluate tourism development models and standards in tourist areas

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

Project planning and management

Respect for diversity and multiculturalism

Environmental awareness

Social, professional and ethical responsibility and

sensitivity to gender issues

Critical thinking

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| <i>Group/Team work</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> <i>Introduction of innovative research</i> | <i>Development of free, creative and inductive thinking</i> <i>(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i> |
| <ul style="list-style-type: none"> • Individual/Independent work • Group/Team work • Working in an interdisciplinary environment • Environmental awareness • Development of free, creative and inductive thinking | |

(3) COURSE CONTENT

The course aims to the understanding of a destination's tourism development in order to attract tourists and visitors through strategic development, as well as tourism policy making by tourism organizations. The course will focus on presenting an integrated and holistic approach of tourism at both national and international level. More specifically, the course content includes the examination of both national and regional dimension of tourism development, the potential of tourism development, the sustainable dimension of tourism and the interaction of the tourism sector with other sectors of economic activity. Moreover, the best possible solutions for strategy and policy planning and implementation of tourism development are presented, through regional, national and international tourism institutions and organizations

(4) TEACHING METHODS--ASSESSMENT

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| MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i> | Face-to-face, in-class lecturing | |
| USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i> | Use of ICT in teaching Use of Email and Eclass (Digital Platform of the course) to communicate with students | |
| 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> <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> | Activity/Method | Semester workload |
| | Lectures | 39 |
| | Individual or group assignment or exercises | 36 |
| | Self-directed study | 50 |
| | Examination | 2 |
| | Total | 127 |
| STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>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.</i> | Language of evaluation: Greek Written examination (80%): - Multiple Choice Test -Short or normal Answer Questions Individual or group exercises / tasks (20%): -Written assignment -PowerPoint presentation | |

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| Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students. | |
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(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:

- Andriotis, K. (2005). *Tourism Development and Planning*. Stamoulis Publishing, Athens (in Greek).
- Karagiannis, S.G., Exarhos, G.S. (2015). *Tourism Development- Social Responsibility and Reflections*. 1st Edition, Diavlos Publications, Athens (in Greek).
- Kokossis, H, Tsartas, P. (2019). *Sustainable Tourism Development and Environment*. 2nd Edition, Kritiki Publications, Athens (in Greek).
- Hall, C.M. (2008). *Tourism Planning Policies, Processes and Relationships*. 2nd Edition, Pearson Education.

-Relevant academic journals:

- Annals of Tourism Research
- European Journal of Tourism Research
- International Journal of Applied Sciences in Tourism
- Journal of Tourism Research
- Tourism Economics
- Tourism Analysis
- Tourism Issues
- Tourism Management
- Journal of Outdoor Recreation and Tourism