

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	ECONOMIC, BUSINESS AND INTERNATIONAL STUDIES		
DEPARTMENT	TOURISM STUDIES		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	TSK615		5 th or 7 th
COURSE TITLE	CONTEMPORARY TOURISM ISSUES		
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	4
<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:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/TOY130/		

(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 purpose of this course is to enable students understand some of the contemporary issues and challenges in tourism industry as a whole and on business unit level. On completing the course unit, students should have developed the following skills and abilities:

- Analyze and evaluate contemporary issues and challenges in global tourism.
- Identify and critically evaluate the challenges and current issues in tourism by applying relevant theories and concepts.
- Identify and describe the key indicators and models to improve the quality of tourism services.

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*

*Project planning and management
Respect for diversity and multiculturalism
Environmental awareness
Social, professional and ethical responsibility and*

<i>Decision-making</i> <i>Individual/Independent work</i> <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>sensitivity to gender issues</i> <i>Critical thinking</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"> • Adapting to new situations • Individual/Independent work • Group/Team work • Respect for diversity and multiculturalism • Environmental awareness • Social, professional and ethical responsibility and sensitivity to gender issues. • Critical thinking 	

(3) COURSE CONTENT

The course aims to present the impact of contemporary challenges in the tourism industry. The course will focus on understanding the qualitative characteristics of tourism services, ratios, models and planning in order to improve the quality of tourism services. Moreover, the course content includes the definition of the concept of e-Tourism, the characteristics of innovation and development of new tourism services, the concept of business environment and tourism development, the overdevelopment of tourism, as well as its implications. Finally, the course will analyze the concept of digital technology and its impact on the tourism industry and will identify the new trends and challenges of tourism.

(4) TEACHING METHODS--ASSESSMENT

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>	Support of learning process through the e-class platform. Use of the e-class platform and of e-mails, to communicate with the students.	
COURSE DESIGN <i>Description of teaching techniques, practices and methods:</i> <i>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 Team/Group assignments	24
	Self-study	40
	Assessment	2
	Total	105
STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures:</i> <i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving, written work,</i>	Final written exam (80%) which includes: <ul style="list-style-type: none"> - Multiple choice questions - Short answer questions Students will be given the opportunity to participate in a coursework followed by a presentation, with accounts of 20% of the total grade. The coursework will focus on academic topics relevant to the topics discussed during the course.	

<p><i>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>	
--	--

(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:

- Fletcher John, Fyall Alan, Gilbert David, Wanhill Stephen. (2019). "Tourism: Principles and Practice". 1st Edition, Broken Hill Publishers Ltd. ISBN: 9789925575558
- Tsartas P., Lytras P. (Collective volume). (2017). "Tourism, Tourism Development: Contributions of Greek Academics". 1st Edition, Papazissi Publishing. ISBN: 978-960-02-3309-4 (in Greek)

-Related Scientific Journals:

Tourism Management; International Journal of Contemporary Hospitality Management; The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality; International Journal of Hospitality Management; Journal of Hospitality and Tourism Management; Transportation; International Journal of Tourism Research