

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	Economics, Business and International Studies		
DEPARTMENT	Tourism Studies		
LEVEL OF STUDY	Undergraduate		
COURSE UNIT CODE	TSK621	SEMESTER	6 th or 8 th
COURSE TITLE	Strategic Planning for Investments and Real Estate in Tourism		
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	
	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)			

(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 aim of the course is to use strategic planning methods in attracting and developing investments in tourism. The strategic planning approach is applied more broadly from the perspective of tourism investment and in the field of leisure real estate. Through the course, the main categories of large-scale tourism investments, mixed-used developments and the key factors for their attraction and implementation are analysed. Special reference is made to the latest trends in leisure real estate, and innovative rental pool contracts. Students taking this elective will gain knowledge on the use of strategic planning models for the development of innovative tourism investments.

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

- Examine the tourism investment market using strategic planning.
- Identify the dynamic nature of the tourism investment environment.
- Identify strategic planning theories for attracting and developing tourism investment.
- Examine the environment of tourism investment groups and mixed developments.
- Identify the role of large-scale investments and their multiplier forces in the destination.
- Understand the sectors and current trends in tourism real estate.
- To study short-term rentals as a tourism phenomenon with their positive and negative effects.
- Recognise the uncertainty and risks in the tourism investment and tourism real estate environment.

General Competences	
<i>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?</i>	
<i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for diversity and multiculturalism</i>
<i>Decision-making</i>	<i>Environmental awareness</i>
<i>Individual/Independent work</i>	<i>Social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Group/Team work</i>	<i>Critical thinking</i>
<i>Working in an international environment</i>	<i>Development of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>
<i>Introduction of innovative research</i>	<i>(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i>

<p>Search, analysis and synthesis of data and information, using the necessary technologies</p> <p>Decision making</p> <p>Individual/Independent work</p> <p>Group/Team work</p> <p>Respect for diversity and multiculturalism</p> <p>Critical thinking</p> <p>Social, professional and ethical responsibility and sensitivity to gender issues</p> <p>Working in an international environment</p> <p>Working in an interdisciplinary environment</p>	

(3) COURSE CONTENT

<p>Strategic Planning for tourism investments</p> <p>The role of investment in tourism development</p> <p>Market analysis of tourism investment and land development</p> <p>Analysis of the leisure real estate market</p> <p>Systemic approach to large-scale investment</p> <p>Factors for the planning and development of tourism investments</p> <p>Strategies for tourism investment development</p> <p>Modern approaches to investment and tourism real estate</p> <p>Introduction to the valuation of investment and tourism real estate</p> <p>Short-term leases as tourism investments and their implications</p> <p>Modern tools for strategic planning of tourism investments</p> <p>Sustainability and large-scale tourism investment</p> <p>Uncertainty and Risk Management in Tourism Investment</p>
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(4) TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	<p>About the content of the course Videos (Youtube videos)</p> <p>-Internet for searching information in the context of exercise / work (inside and outside the classroom)</p> <p>- Analysis of online case studies</p> <p>Use of ICT in Communication with students:</p> <p>-Online Platform of the course (messages, announcements)</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>	Activity/Method	Semester workload
	Lectures	30
	Interactive teaching	9
	Self-study	40
	Essay writing	20
	Exams	2
Total	101	

<p>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</p>	
<p>STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS Detailed description of the evaluation procedures:</p> <p>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.</p> <p>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</p>	<p>Language of evaluation: Greek:</p> <p>Students are assessed by a written final exam. The exam material is announced in the e-class, in the classroom and in the expanded course outline, at the beginning of the year.</p> <p>The written examination includes Short or normal Answer Questions.</p>

(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:

Books:
Georgopoulos, N. (2013). Γ. 2013.
G. G. Kiochos, P. & Potamianos, E. (2022). Real Estate Methods of Estimating the Value of Real Estate and Real Estate Management, Kiochos, P. P. P. Potosyan, (2022).
Liargovas P, (2007). Foreign Direct Investment and Competitiveness - The Experience of Greece and other European Countries, Papazisis, Ed.

Scientific Publications:
Banka, M., Tien, N. H., Dao, M. T. H., & Minh, D. T. (2022). Analysis of business strategy of real estate developers in Vietnam: the application of QSPM matrix. International Journal of multidisciplinary research and growth evaluation, 3(1), 188-196.
Battisti, E., Shams, S. R., Sakka, G., & Miglietta, N. (2020). Big data and risk management in business processes: implications for corporate real estate. Business Process Management Journal, 26(5), 1141-1155.
Bothlikar, M. S., & Nanda, T. P. (2021). A Thematic Literature Review on The Impact of Covid-19 Pandemic on Indian Real Estate. CSID Journal of Infrastructure Development, 5(1), 83-95.
Capellán, R. U., Ollero, J. L. S., & Pozo, A. G. (2021). The influence of the real estate investment trust in the real estate sector on the Costa del Sol. European Research on Management and Business Economics, 27(1), 100133.
Ferreira, S. M., & Marques, C. P. (2017). The challenges of real estate development in tourism destinations: A review of the literature. Journal of Destination Marketing & Management, 6(1), 1-10.
Garcia-Teruel, R. M. (2019). A legal approach to real estate crowdfunding platforms. Computer Law & Security Review, 35(3), 281-294.
Herrera, M., & Hutton, T. A. (2019). The evolving landscape of risk and resilience in tourism real estate development. Journal of Sustainable Tourism, 27(2), 175-191.
Hiep, P. M., Tien, N. H., Dana, L. P., Kuc, B. R., Van Tien, N., & Ha, V. X. (2021). Enhancing Social Responsibility and Sustainability in Real Estate Industry. Turkish Journal of Computer and Mathematics Education (TURCOMAT), 12(14), 4999-5013
Kaklauskas, A., Zavadskas, E. K., Lepkova, N., Raslanas, S., Dauksys, K., Vetloviene, I., & Ubarte, I. (2021). Sustainable construction investment, real estate development, and COVID-19: a review of literature in the field. Sustainability, 13(13), 7420.
Kieltyka, L., Hiep, P. M., Dao, M. T. H., & Minh, D. T. (2022). Comparative analysis of business strategy of Hung Thinh and Novaland real estate developers using McKinsey matrix. International Journal of Multidisciplinary Research and Growth Evaluation, 3(1), 175-180.
Kumar, S., Talasila, V., & Pasumarthy, R. (2021). A novel architecture to identify locations for Real Estate Investment. International Journal of Information Management, 56, 102012.
Ngoc, N. M., & Tien, N. H. (2021). Branding Strategy for Gamuda Land Real Estate Developer in Ho Chi Minh City Vietnam. Celadon City Project. Psychology and education, 58(5), 3308-3316.
Smith, S. (2018). Literature review: Risks and challenges facing tourism real estate entrepreneurs. Journal of Tourism Research, 20(3), 123-139.

Song, H., Li, X., & Huang, G. (2019). Tourism real estate development in China: Challenges and opportunities. *Journal of Sustainable Tourism*, 27(5), 511-526.

Taylor, Z. J. (2020). The real estate risk fix: Residential insurance-linked securitization in the Florida metropolis. *Environment and Planning A: Economy and Space*, 52(6), 1131-1149.

Ullah, F., & Sepasgozar, S. M. (2020). Key factors influencing purchase or rent decisions in smart real estate investments: A system dynamics approach using online forum thread data. *Sustainability*, 12(11), 4382.

Wang, D., Li, X., & Wu, B. (2018). The rise of the sharing economy and its impact on tourism real estate development. *Current Issues in Tourism*, 21(10), 1182-1197.

-Relevant academic journals:

Current Issues in Tourism
Journal of Sustainable Tourism
Journal of Property Investment and Finance
Journal of Real Estate Literature
Journal of European Real Estate Research
Tourism Review