

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	ECONOMIC, BUSINESS AND INTERNATIONAL STUDIES		
DEPARTMENT	TOURISM STUDIES		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	TSK803	SEMESTER	8th
COURSE TITLE	DIGITAL MARKETING 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	
Lectures	3	6	
<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/TOY162/		

(2) LEARNING OUTCOMES

<p>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:</p> <p>APPENDIX A</p> <ul style="list-style-type: none"> • 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 <p>APPENDIX B</p> <ul style="list-style-type: none"> • Guidelines for writing Learning Outcomes 								
<p>Upon successful completion of this essential course of the Tourism Studies curriculum, the student will be able to:</p> <ul style="list-style-type: none"> • Identify the meaning and content of Digital Marketing in Tourism in the new digital era • Distinguish how the current tourist who lives and trades in a digital environment thinks and works. • Acknowledge the tools and promotion means of digital marketing in Tourism • Combine all the above into a digital marketing plan for a tourism business or organisation 								
<p>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?</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">Search for, analysis and synthesis of data and information by the use of appropriate technologies,</td> <td style="width: 50%; border: none;">Project planning and management</td> </tr> <tr> <td style="border: none;">Adapting to new situations</td> <td style="border: none;">Respect for diversity and multiculturalism</td> </tr> <tr> <td style="border: none;">Decision-making</td> <td style="border: none;">Environmental awareness</td> </tr> <tr> <td style="border: none;">Individual/Independent work</td> <td style="border: none;">Social, professional and ethical responsibility and sensitivity to gender issues</td> </tr> </table>	Search for, analysis and synthesis of data and information by the use of appropriate technologies,	Project planning and management	Adapting to new situations	Respect for diversity and multiculturalism	Decision-making	Environmental awareness	Individual/Independent work	Social, professional and ethical responsibility and sensitivity to gender issues
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Decision-making	Environmental awareness							
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<p><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></p>	<p><i>Critical thinking</i> <i>Development of free, creative and inductive thinking</i> <i>(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i> </p>
<p>Students, upon completion of this course, will have acquired the following general skills:</p> <ul style="list-style-type: none"> • Collection, analysis and synthesis of information through the use of New Digital Media in Tourism Marketing • Adaptation to the need of understanding concepts via the use of case studies from the global tourism industry. • Individual or group work. • Decision making • Generation of new business and research ideas • Respect for diversity, since the individuality of consumers constitutes an emphasis point of this course as well as of the entire Marketing philosophy in general and Tourism in particular. • Exercise criticism and self-criticism. • Promoting free, creative and inductive thinking. 	

(3) COURSE CONTENT

The evolution of digital technology as well as information and communication technologies, in general, constitutes today a fundamental factor in shaping the economic and business, but also the institutional, social, political, and cultural environment around the world.

At the business level, these conditions change particularly the business environment, making it the fastest growing, most uncertain, but at the same time fertile field of opportunities for the development of new activities. Big multinational companies in the field of Tourism, such as Airbnb and Expedia Group, unknown a few years ago, are emerging as key regulators in our modern economy and are proposing the digital transformation of communication and transaction processes with respect to customers through innovative business models.

Online and mobile sales in the field of Tourism are growing rapidly and tourism businesses are now paying special attention to creating a digital relationship with their customers. In addition, modern digital technologies and devices such as smartphones, smart products, technical intelligence, social networking platforms, etc. promise an upgraded value proposition and customer experience with significant transformations/enhancements in the daily lives of tourists in the near future.

These technologies are now present in every aspect of the individuals' daily lives or of a large part of the earth's population. In developed countries, all forms and contents of communication, personal or professional, information, education, entertainment, research, work, citizens' interactions with the state, the operation of businesses as well as transactions, especially in the field of Tourism, are now based on digital infrastructure and applications. In addition, 2/3 of the 7.6 billion inhabitants nowadays have a mobile phone. More than 3 billion people worldwide nowadays use social media every month, and 9 out of 10 of these users have access to their chosen platforms via their mobile phones. More specifically, recently, the new digital media have had a significant impact in the field of Tourism, reshaping the business model, creating new data on the present and future of Tourism both in our country and worldwide.

Upon the completion of the course participants should know:

- the concept of marketing and digital marketing in Tourism in the new era and the new digital economy
- how the tourist- consumer, who lives and trades in a digital environment, thinks and behaves
- for the protection of personal data (GDPR), the new legal environment that has been formed and its impact on the digital consumer
- the development techniques and promotion of digital marketing in Tourism
- the process of designing and developing a website for a tourism business
- about search engines and the optimization techniques of the results as well as search advertising (building an advertising campaign through an integrated approach of keywords) which can be carried out by a tourism business
- how the conceptual content of social media and subsequent social platforms is analyzed, explaining why they have been so widely accepted by tourists and businesses in the global tourism industry.
- how we can proceed to a detailed overview of the mobile ecosystem (mobile marketing & apps) which seems to dominate the next years in the tourism field
- how we can extract data and information on the tourism marketing performance in the new digital environment
- to combine all of the above into a digital marketing plan for a tourism business
- about new innovative digital marketing and business models, such as the shared economy that dominate the

tourism industry and show the way in other sectors of the economy, as well.

(4) TEACHING METHODS--ASSESSMENT

<p>MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i></p>	<p>Face-to-face</p>															
<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: -Videos relevant to the module’s content (educative Videos, advertisements, short part of a movies or series free on the internet) - Podcasts (YouTube) relevant to the module’s content -The internet to search for information and to collect data for the relevant exercise/study (in-class or at home) -Voting Technology Applications (Google Forms, Survey Monkey)</p> <p>Use of ICT in the Communication with students: -Digital Platform of the module (e-class) for exchanging messages, uploading the module’s material, uploading relevant announcements, and submitting assignments, exercises, and case studies) -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><i>Activity/Method</i></th> <th><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures-Interactive Teaching</td> <td>40</td> </tr> <tr> <td>case studies, exercises</td> <td>30</td> </tr> <tr> <td>Essay writing</td> <td>30</td> </tr> <tr> <td>Self-directed study of the relevant literature</td> <td>48</td> </tr> <tr> <td>Exams</td> <td>2</td> </tr> <tr> <td>Total</td> <td>150</td> </tr> </tbody> </table>		<i>Activity/Method</i>	<i>Semester workload</i>	Lectures-Interactive Teaching	40	case studies, exercises	30	Essay writing	30	Self-directed study of the relevant literature	48	Exams	2	Total	150
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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>	<ul style="list-style-type: none"> • Language of evaluation: Greek <p>Students are evaluated with a combination of formative and summative assessment. The final mark is awarded based on summative assessment – final written examination. The examination material is announced in class, on the e-class platform and in the module syllabus at the beginning of classes. The written assessment is composed of the following: - Multiple Choice Questions at a specific time - Case study of a tourism business or destination based on the content of the course</p> <p>(Students are given the chance for their performance to be evaluated through oral-assessment, if the fulfil the criteria for disability students or students with special needs, and a written assessment is not possible for them or would be of a disadvantage to them. The relevant proof though needs to be submitted in advance of the examination).</p> <p>Even though the written examination is 100% of the final mark, the final mark could be improved (as described below) before the final assessment/examination. Students can be awarded bonus marks with the following task, <u>given that a mark of 5/10 would be at least achieved in the final/written examination:</u></p>															

	<ul style="list-style-type: none"> • Written assignment/essay to be awarded up to 3 marks: Conducting, presenting and criticizing an individual or group work on new digital media topics in tourism marketing (eg creating a digital marketing plan for a company in the tourism industry with a specific subject) <p>Students get fully informed about their evaluation process throughout the year and provided with relevant assessment examples, in-class, via the module's online platform (e-class), by the module leader.</p>
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(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:

1. «Digital Marketing», M. Vlachopoulou, Rosili Publications, Athens, 2021 (In Greek).
2. «Tourism and Hospitality Marketing». Ph. Kotler & et al, Broken Hill Publications, Cyprus, Nicosia, 2019 (In Greek).
3. «e-Marketing», G. Siomkos – I. Tsiamis, Broken Hill Publications, Cyprus, Nicosia, 2019 (In Greek).

- Relevant academic Journals:

- Information Technology & Tourism (ITT) Journal
- International Journal of Tourism Research
- Journal of Hospitality and Tourism Management
- Journal of Destination Marketing & Management
- Tourism Management Journal
- Annals of Tourism Research Journal