

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	ECONOMICS, BUSINESS AND INTERNATIONAL STUDIES		
DEPARTMENT	TOURISM STUDIES		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	TSK613		5 th or 7 th
COURSE TITLE	SPECIAL FORMS OF TOURISM 6 - CONFERENCE, EDUCATIONAL, SCHOOL 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 and Practical Exercises		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/TOY124/		
COURSE DESCRIPTION	<p>Conference Tourism encompasses the organized meetings of people with common interests or professional qualities and with the primary purpose of training and the exchange of information and views between the participants / speakers attending the event. On the other hand, educational tourism is defined as the activity in which the participants have as their main or secondary goal the education and learning. In this form the adult educational excursions, the trips made by University faculties as well as the trips primary or secondary schools such as school trips are included. Both general forms of special tourism aim to attract a significant number of people to a specific destination, extending the tourist season and promoting its particular local characteristics.</p> <p>The main objective of the course is the essential acquisition of knowledge about the modern organization and operation of tourism companies with emphasis on the field of alternative forms of tourism and in particular the Conference, Educational - School. The course introduces students to the current challenges of the tourism sector (hotels, travel agencies, conference offices, conference centers) with an emphasis on the areas of business travel and incentives. The terminology of the organization of conferences is presented, conference, educational, school market is analyzed, and the process of organization of these alternative forms is developed. The course achieves the analysis of the relationship of tourism companies with partner companies (suppliers) and related professions, a process that leads to an understanding of the operation of business travel and in particular the MICE Market.</p>		

(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 course emphasizes the strategic importance of niche tourism markets (conference, educational, school tourism) for tourism businesses and destinations, highlighting how targeted marketing initiatives contribute to diversification, seasonality management, and revenue growth.

Students examine trends such as experiential learning, youth mobility, and academic exchanges, analyzing how these shape product design and influence marketing approaches within the educational and MICE tourism segments.

The course explores motivations, decision criteria, and stakeholder dynamics (e.g., schools, institutions, organizers) that influence buyer behavior in these specialized tourism forms, enabling accurate profiling and targeted engagement strategies.

Students learn to create marketing strategies tailored to the unique needs of conference organizers, educators, and student groups, including product and partnership development, and value proposition articulation.

Through project-based assignments and case analysis, students develop the capacity to manage the delivery and monitoring of special tourism programs, incorporating stakeholder coordination, risk assessment, and feedback loops for continuous improvement.

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

1. Identify and distinguish the fundamental concepts, approaches and principles of management and quality standards of Conference, Educational and School Tourism and presentation of all international and Greek trends in these alternative forms of tourism
2. To develop the skills and abilities needed to immerse themselves in how the buyer of Conference, Educational and School Tourism thinks and decides, to recognize their needs and to find ways to satisfy them in a globalized environment.
3. Successfully formulate Conference, Educational and School Tourism programs and strategies and innovative experiential and thematic experiences
4. They can identify and evaluate / justify the new trends of Conference, Educational and School Tourism experiences and related thematic products and 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

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.)

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1. Search, analysis and synthesis of data and information, using the necessary technologies for the process of designing and managing Conference, Educational and School Tourism programs and strategies.
2. Decision making: Will be able to manage complex technical or professional activities or work plans, taking responsibility for making decisions in unpredictable work or study environments. Exploring possibilities for the development of innovative experiential experiences and related thematic products and services of Conference, Educational and School Tourism.
3. Autonomous & Group work and Presentation and communication skills: Effective work organization and promotion and promotion of agritourism and ecotourism experiences and related thematic products and services with new media (Digital, Social Media, Mobile, etc.).

(3) COURSE CONTENT

This course explores the growing significance of conference, educational, and school tourism within the broader tourism industry, emphasizing their strategic role in product diversification, off-season revenue generation, and destination development. Students engage with the unique characteristics of these niche markets, examining how educational mobility, knowledge exchange, and academic collaboration shape tourism experiences and drive targeted marketing innovation.

Through the analysis of global trends—such as experiential learning, international student flows, and academic event tourism—students gain insights into how evolving needs influence the design, packaging, and promotion of tourism products in the educational and MICE (Meetings, Incentives, Conferences, and Exhibitions) sectors. The course places strong emphasis on understanding buyer behavior, motivations, and decision-making processes among key stakeholders including schools, universities, youth organizations, and event organizers.

Students acquire practical skills in developing tailored marketing strategies, value propositions, and partnership models for each specialized audience. Project-based learning and real-world case studies support the development of stakeholder coordination plans, risk assessments, and performance monitoring systems, ensuring students can design, implement, and refine effective tourism programs in these highly targeted segments.

(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>Use of ICT in teaching:</p> <ul style="list-style-type: none"> -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>Use of ICT in the Communication with students:</p> <ul style="list-style-type: none"> -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 	
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-Interactive Teaching (Discussion, Real examples from the Tourism Sector, Videos, Podcasts, Voting Technology Ψηφοφορία)- Presentation of Case studies and exercises, Educational Visits/Guest speakers	39
	Case studies at home	15
	Essay writing or empirical research (individual- or team-work)	20
	Exercises to take at home	10
	Exams	2
	Self-directed study of the relevant literature (as this is described in the module's syllabus, relevant studies, journal articles, educational links as posted in the e-class)	34
	Total	120

<p>STUDENT PERFORMANCE</p> <p>EVALUATION/ASSESSMENT METHODS</p> <p><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>Language of evaluation: Greek</p> <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:</p> <ul style="list-style-type: none"> -Short answer questions -Open-ended questions -Problem solving <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 team-work essay (up to 5 persons) – to be awarded up to 3 marks. <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:

Book [8381]: INTRODUCTION TO PROFESSIONAL TOURISM, LAZANA K. FILIO Book Code in Eudoxus: 8381
Edition: 1/2003
Authors: LAZANA K. FILIO
ISBN: 960-390-125-3
Type: Book
Publisher (Publisher): NIKITOPOULOS E KE SIA EE

EVENTS (EVENT MARKETING MANAGEMENT), VASILEIADIS CHRISTOS
Book Code in Eudoxus: 41959805
Edition: 1st / 2014
Authors: VASILEIADIS CHRISTOS
ISBN: 978-960-8396-85-2
Type: Book
Distributor (Publisher): PROPERTY EXPLOITATION AND PROPERTY MANAGEMENT OF THE UNIVERSITY OF MACEDONIA ECONOMIC AND SOCIAL SCIENCES

- Relevant academic journals:

Journal of Sustainable Tourism. The JST advances critical understanding of the relationships between tourism and sustainable development. The journal publishes theoretical, conceptual and empirical research that explores one or more of the economic, social, cultural, political, organisational or environmental aspects of the subject.

<http://www.tandfonline.com/toc/rsus20/current#.Uf-ImJm93I>

Journal of Travel Research (JTR), published quarterly, is the premier, peer-reviewed research journal focusing on travel and tourism behavior, management and development.

<http://jtr.sagepub.com/>

[Annals of Tourism Research](#)

[Journal of Service Research](#)

[Tourism Management](#)

[International Journal of Contemporary Hospitality Management](#)

[International Journal of Hospitality Management](#)

[Cornell Hotel & Restaurant Administration Quarterly](#)

[Current Issues in Tourism](#)

[Event Management](#)

[Hospitality & Society](#)

[International Journal of Tourism Research](#)

[Journal of Hospitality & Tourism Research](#)

[Journal of Service Management](#)

[Journal of Travel & Tourism Marketing](#)

[Leisure Sciences](#)

[Leisure Studies](#)

[Museum Management & Curatorship](#)

[Scandinavian Journal of Hospitality & Tourism](#)

[Service Industries Journal](#)

[Tourism Analysis](#)

[Tourism Economics](#)

[Tourism Geographies](#)

[Tourism & Hospitality: Planning & Development](#)

[Tourism Recreation Research](#)

[Tourist Studies](#)

[Advances in Hospitality & Leisure](#)

[Anatolia: An International Journal of Tourism & Hospitality Research](#)

[Asia Pacific Journal of Tourism Research](#)

[British Food Journal](#)

[Facilities](#)

[FIU Hospitality Review](#)

[International Journal of Culture, Tourism & Hospitality Research](#)

[International Journal of Event & Festival Management](#)

[International Journal of Heritage Studies](#)

[International Journal of Hospitality & Tourism Administration](#)

[Journal of China Tourism Research](#)

[Journal of Convention & Event Tourism](#)

[Journal of Ecotourism](#)

[Journal of Foodservice Business Research](#)

[Journal of Hospitality & Tourism Education](#)

[Journal of Hospitality & Tourism Management](#)

[Journal of Hospitality Marketing & Management](#)

[Journal of Hospitality, Leisure, Sport & Tourism Education](#)

[Journal of Human Resources in Hospitality & Tourism](#)

[Journal of Policy Research, Leisure & Events](#)

[Journal of Quality Assurance in Hospitality & Tourism](#)

[Journal of Sport & Tourism](#)

[Journal of Travel & Tourism Research](#)

[Journal of Vacation Marketing](#)

[Managing Leisure: An International Journal](#)

[Tourism Culture & Communication](#)

Tourism Review

Tourism: An International Interdisciplinary Journal

Visitor Studies