COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	Economics, Business and International Studies
DEPARTMENT	Tourism Studies
LEVEL OF STUDY	Undergraduate

COURSE UNIT CODE	TSK619	**SEMESTER**	6th or 8th

COURSE TITLE	Strategic Marketing for Tourism Destinations

INDEPENDENT TEACHING ACTIVITIES *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*	**WEEKLY TEACHING HOURS**	**CREDITS**
	3	4
Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4		

COURSE TYPE *Background knowledge, Scientific expertise, General Knowledge, Skills Development*	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 course explores the role of Destination Management and Marketing Organisations (DMMOs), enabling students to understand how strategic marketing supports destination development. It highlights how marketing fosters sustainable tourism and stakeholder alignment.
Students assess the impacts of tourism (economic, cultural, environmental) and explore sustainability, stakeholder interaction, and trends like smart destinations, demonstrating alignment with dynamic marketing environments.
The syllabus includes visitor preferences, stakeholder experience, and tourism demand analysis, directly examining factors affecting traveller behaviour in a destination context.
Students are taught how to compose strategic marketing plans, including destination product development and destination branding, addressing the entire planning process.
Case studies, strategy formulation exercises, and planning tools are embedded in the course content, teaching students how to implement and evaluate marketing strategies for destinations.

After completing the course students are expected to be able to:
- Analyze the tourism system at the level of tourist destinations and the main participants (stakeholders) that make it up.
- Assess the economic, cultural, social and environmental impacts of the tourism phenomenon on a destination.
- Acknowledge the life cycle stages of tourism destinations.
- Recognize and distinguish the importance of all variables of the Marketing mix at the level of tourist

destinations.
- Understand the complex concept of destination branding.
- Propose strategic marketing management models for all participants of a destination.
- Compose strategic marketing plans for the sustainable tourism development of a destination.

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,	*Project planning and management*
	Respect for diversity and multiculturalism
	Environmental awareness
Adapting to new situations	*Social, professional and ethical responsibility and*
Decision-making	*sensitivity to gender issues*
Individual/Independent work	*Critical thinking*
Group/Team work	*Development of free, creative and inductive thinking*
Working in an international environment	*......*
Working in an interdisciplinary environment	*(Other.......citizenship, spiritual freedom, social awareness,*
Introduction of innovative research	*altruism etc.)*
	....

- Search for, analysis and synthesis of data and information by the use of the appropriate technologies.
- Decision-making.
- Individual / Independent work.
- Group/Team work.
- Working in an international environment.
- Research project planning and management.
- Respect for diversity and multiculturalism.
- Social, professional and ethical responsibility and sensitivity to gender issues.
- Critical thinking.
- Development of free, creative and inductive thinking.
- Collection, editing / analysis and interpretation of primary data for decision making.

(3) COURSE CONTENT

This course examines the strategic role of marketing in the sustainable development and competitiveness of tourism destinations, with a focus on the functions and responsibilities of Destination Management and Marketing Organisations (DMMOs). Students explore how destination marketing fosters stakeholder collaboration, enhances visitor experiences, and supports long-term value creation in increasingly complex and dynamic tourism environments.

Through the lens of strategic marketing, the course addresses critical issues such as tourism's economic, cultural, and environmental impacts, the integration of sustainability principles, and the emergence of smart destinations. Emphasis is placed on understanding tourism demand, traveler behavior, and stakeholder expectations, enabling students to design marketing strategies that are both market-responsive and context-sensitive.

Students are trained in the full destination marketing planning process—from market research and product development to branding, positioning, and communication strategy. Practical exercises in strategy formulation, scenario planning, and performance evaluation are supported by real-world case studies that demonstrate how destination marketing can balance competitiveness with responsibility.

By the end of the course, students will be equipped to develop and implement strategic marketing plans that align diverse stakeholder interests, adapt to market trends, and reinforce the sustainable positioning of tourism destinations.

(4) TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY *Face-to-face, in-class lecturing, distance teaching and distance learning etc.*	Face-to-face

USE OF INFORMATION AND COMMUNICATION TECHNOLOGY *Use of ICT in teaching, Laboratory Education, Communication with students*	Information and communication technologies are used for:
	- Supporting lectures, e.g. power point, video projections
	- Watching educational videos
	- Live streaming of guest speakers all over the globe
	- Learning material uploaded on the course website
	- Students using and searching the internet for identifying learning material
	- Students using the internet for co-creating and monitoring the brand reputation and image of an organization
	Use of ICT in the Communication with students:
	-Digital Platform of the module (e-class) for exchanging messages, uploading relevant announcements
	-E-mail exchange

COURSE DESIGN *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.* *The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.*	*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	7
	Essay writing or empirical research (individual- or team-work)	20
	Exercises to take at home	5
	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)	27
	Exams	2
	Total	**100**

STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS		
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.* *Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.*	Language of evaluation: Greek: 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	
	-Short answer questions -Open-ended questions -Problem solving	
	(Students are given the chance for their performance to be evaluated through oral-assessment, if they fulfill the criteria for disabled 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). ~~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> -Written team-work essay (up to 5 persons) – to be awarded **up to 3 marks.** 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.	

| | Students get fully informed about their evaluation process throughout the year and are provided with relevant assessment examples, in-class, via the module's online platform (e-class), by the module leader. |

(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:
Morrison, A. 2018. Marketing and Managing Tourism Destinations. 2nd edition. New York: Routledge
Βασιλειάδης Χ., 2009. Η Διοικητική και το Μάρκετινγκ των Τουριστικών Προορισμών. 2η έκδοση, Αθήνα: Εκδόσεις Σταμούλης.
Σχεδιασμός και διαχείριση τουριστικών προορισμών, Σαραντάκου Ευθυμία, Καραχάλης Νικόλαος - Γεώργιος Λεπτομέρειες

-Relevant academic journals:
Journal of Destination Management
Journal of Travel and Tourism Marketing
Journal of Tourism, Heritage & Services Marketing