

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	ECONOMICS, BUSINESS AND INTERNATIONAL STUDIES		
DEPARTMENT	TOURISM STUDIES		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	TSK626	SEMESTER	6 th or 8 th
COURSE TITLE	Strategies for the development of luxury 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	4
Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4			
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 course "Strategies for Luxury Tourism Development" aims to provide a comprehensive understanding of the strategies and practices required for the successful development and management of luxury tourism. Students will gain the knowledge and skills necessary to develop and implement effective strategies that will enhance competitiveness and innovation in this sector. Luxury tourism market analysis, luxury product design and development, and the conversion of destinations into luxury destinations are key elements of the course. In addition, the course covers marketing and promotion of luxury tourism, management and operation of luxury businesses, as well as sustainability, responsibility and inclusion in luxury tourism. Special emphasis is also placed on innovation and technology in the luxury tourism sector, helping students to leverage technological tools and solutions to enhance the customer experience and improve business processes. Students will be able to:

- Evaluate current trends and prospects in the global luxury tourism market.
- Analyze the characteristics and needs of luxury tourism consumers.
- Design and develop luxury tourism products and services that meet market demands.
- Implement strategies to create unique and authentic luxury experiences.
- Develop strategies to transform traditional destinations into luxury destinations.
- Explain the strategic role of luxury tourism marketing within the broader objectives of destination development and business growth.
- Assess how marketing enhances brand equity and competitive positioning in the luxury tourism sector.

- Understand the steps required to upgrade a destination's infrastructure and services.
- Evaluate global trends influencing the luxury tourism market and how they inform strategic and marketing decision-making.
- Understand contemporary marketing and promotional strategies in the luxury tourism sector.
- Formulate marketing objectives, target segments, and value propositions within a strategic luxury framework.
- Design and implement digital marketing strategies to attract high-end customers.
- Develop performance metrics and control mechanisms to assess the effectiveness of luxury marketing campaigns.
- Manage the operations of luxury businesses to ensure high quality services.
- Develop skills in human resource management, customer service and luxury business management.
- Understand the importance of sustainability and corporate social responsibility in the luxury tourism sector.
- Design strategies to adopt sustainability practices and promote ethical standards in luxury businesses.
- Utilize technological tools and solutions to enhance the customer experience and improve business processes.

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
.....
(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)
.....*

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

(3) COURSE CONTENT

1. Introduction to Luxury Tourism
2. Modern Trends in Luxury Tourism
3. Market and Visitor Analysis
4. Strategic Planning and Development of Luxury Products
5. Conversion of Destinations into high-end Luxury Destinations
6. Marketing to attract Luxury Tourism
7. Analysis of luxury tourism businesses
8. Management of Luxury Businesses
9. Human Resources Management and Luxury Customer Service
10. Strategies for attracting luxury investment
11. Sustainability and Responsibility in Luxury Tourism
12. Inclusion and Cultural Understanding for Luxury Tourism
13. Innovation and Technology in Luxury 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	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	About the content of the course Videos (Youtube videos) -Internet for searching information in the context of exercise / work (inside and outside the classroom) - Analysis of online case studies Use of ICT in Communication with students: -Online Platform of the course (messages, announcements)	
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	30
	Interactive teaching	9
	Self-study	40
	Essay writing	20
	Exams	2
	Total	101
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, essay/report, oral exam, presentation, laboratory work, other.....etc.</i> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i>	Language of evaluation: Greek: 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. The written examination includes Short or normal Answer Questions.	

(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography: <u>Books:</u> Georgopoulos, N. (2013). Γ. 2013. <u>Scientific Publications:</u> Ariffin, A. A. M., Maghzi, A., Soon, J. L. M., & Alam, S. S. (2018). Exploring the influence of hospitality on guest satisfaction in luxury hotel services. E-Review of Tourism Research, 15(1), 1–20. Cetin, G., & Walls, A. (2016). Understanding the Customer Experiences from the Perspective of Guests and Hotel Managers: Empirical Findings from Luxury Hotels in Istanbul, Turkey. Journal of Hospitality Marketing & Management, 25(4), 395–424. https://doi.org/10.1080/19368623.2015.1034395 Chandon, J.-L., Laurent, G., & Valette- Florence, P. (2016). Pursuing the concept of luxury: Introduction to the JBR Special Issue on “Luxury Marketing from Tradition to Innovation.” Journal of Business Research, 69(1), 299–303. https://doi.org/2443/10.1016/j.jbusres.2015.08.001 Chandon, J.-L., Laurent, G., & Valette-Florence, P. (2017). In search of new planets in the luxury galaxy. Journal of Business Research, 77, 140–146. https://doi.org/10.1016/j.jbusres.2017.04.006 Conejo, F. J., Cunningham, L. F., & Young, C. E. (2020). Toward a Luxury Service Value Taxonomy: Empirical Evidence and Future Directions. Services Marketing Quarterly, 41(1), 1–21. https://doi.org/10.1080/15332969.2019.1707374 Jeong, J. Y., & Hyun, S. S. (2019). Roles of passengers’ engagement memory and two-way communication in the premium price and information cost perceptions of a luxury cruise. Tourism Management Perspectives, 32, 100559. https://doi.org/10.1016/j.tmp.2019.100559

Iloranta, R. (2021). Luxury tourism – a review of the literature. *European Journal of Tourism Research*, 30, 3007. <https://doi.org/10.54055/ejtr.v30i.1925>

Yeoman, I., & McMahon-Beattie, U. (2018). The future of luxury: mega drivers, new faces and scenarios. *Journal of Revenue and Pricing Management*, 17(4), 204–217. <https://doi.org/10.1057/s41272-018-0140-6>

-Relevant academic journals:

Current Issues in Tourism

International Journal of Tourism Research

Journal of Sustainable Tourism

Journal of Quality Assurance in Hospitality & Tourism

Tourism Review