

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	ECONOMIC, BUSINESS AND INTERNATIONAL STUDIES		
DEPARTMENT	TOURISM STUDIES		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	TSK701	SEMESTER	7 th
COURSE TITLE	TOURISM DESTINATION AND BUSINESS BRANDING (BRAND MANAGEMENT)		
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
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 emphasizes branding in the context of both tourism organizations and destinations, highlighting how brand identity and strategy contribute to overall organizational performance. Topics include branding and social media, influencer marketing, and internationalisation strategies—core external factors influencing strategic branding decisions. The course directly links branding to consumer behaviour and explores how brand image and identity affect service quality and organizational effectiveness. Students learn to create brand strategies and brand architecture, aligning them with sustainability and responsible tourism goals, a critical element in strategic planning. Students are taught to monitor and manage brand reputation, including through social media, as well as assess participation in international brand networks.

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

- Identify and develop the basic elements of branding such as brand name, logo, symbols, brand philosophy
- create an effective brand strategy for tourism organisations and destinations
- develop a brand identity in accordance with sustainability and responsible goals within the tourism

industry <ul style="list-style-type: none"> - classify and appraise the frameworks and models for analysing and monitoring the brand image and identity of a tourism organization and/or destination - associate the role and impact of brand on consumer behaviour, and so, on service quality and organizational performance - design effective human resource strategies for materializing organizational branding strategies - manage and monitor the brands in the online and social media world - evaluate the conditions, advantages and disadvantages of participating in international brand networks for promoting and strengthening the brand of a tourism organization and/or destination 																			
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> <table> <tr> <td><i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i></td><td><i>Project planning and management</i></td></tr> <tr> <td><i>Adapting to new situations</i></td><td><i>Respect for diversity and multiculturalism</i></td></tr> <tr> <td><i>Decision-making</i></td><td><i>Environmental awareness</i></td></tr> <tr> <td><i>Individual/Independent work</i></td><td><i>Social, professional and ethical responsibility and sensitivity to gender issues</i></td></tr> <tr> <td><i>Group/Team work</i></td><td><i>Critical thinking</i></td></tr> <tr> <td><i>Working in an international environment</i></td><td><i>Development of free, creative and inductive thinking</i></td></tr> <tr> <td><i>Working in an interdisciplinary environment</i></td><td><i>.....</i></td></tr> <tr> <td><i>Introduction of innovative research</i></td><td><i>(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i></td></tr> <tr> <td></td><td><i>.....</i></td></tr> </table>		<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>.....</i>	<i>Introduction of innovative research</i>	<i>(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i>		<i>.....</i>
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Ability to search, analyse and connect data and information by using technologies and databases Decision making Working independently Team working Conduct multi-disciplinary and cross-disciplinary research Design and implementation of research projects Respect on diversity and variety Demonstration of social, professional and ethical responsibility and sensitivity while conducting research Critical thinking and self-criticism Free, creative and deductive thinking Collection, analysis and interpretation of primary data for decision-making																			

(3) COURSE CONTENT

This course explores the strategic function of branding within tourism organizations and destinations, emphasizing how effective brand identity and brand strategy enhance organizational performance, customer loyalty, and market competitiveness. It examines branding as a multidimensional concept that integrates marketing, communication, and experience design to shape perceptions and drive value in a global tourism environment.

Students are introduced to key principles of brand architecture, positioning, and differentiation, with a particular focus on their application to both business entities (e.g., hotels, tour operators) and destination brands. Contemporary themes such as digital branding, influencer marketing, social media engagement, and internationalization strategies are addressed as critical factors influencing brand development and reputation management.

The course also explores the interplay between branding and consumer behavior, analyzing how brand image, trust, and identity influence service expectations, perceived quality, and tourism choice. Students learn to design brand strategies that align with sustainability principles, cultural integrity, and responsible tourism goals—core elements of modern strategic planning.

Practical components include case studies, brand audits, and the development of branding action plans. Students gain hands-on experience in managing brand reputation in digital environments, evaluating brand performance, and exploring participation in international tourism brand networks.

By the end of the course, students will be able to formulate, implement, and monitor comprehensive branding strategies for tourism organizations and destinations, grounded in consumer insight, sustainability, and strategic alignment.

(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>Information and communication technologies are used for:</p> <ul style="list-style-type: none"> - 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 <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 relevant announcements -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>	<table> <thead> <tr> <th><i>Activity/Method</i></th><th><i>Semester workload</i></th></tr> </thead> <tbody> <tr> <td>Lectures</td><td>39</td></tr> <tr> <td>Essay writing</td><td>40</td></tr> <tr> <td>Self-directed study of the relevant literature</td><td>59</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	39	Essay writing	40	Self-directed study of the relevant literature	59	Exams	2	Total	150
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STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures:</i>	<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"> -Multiple choice questions -Short answer questions -Open-ended questions -Problem solving <p>(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).</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, given that a mark of 5/10 would be at least achieved in the final/written examination.</p>												

	<p>-Written team-work essay (up to 5 persons) – to be awarded up to 3 marks.</p> <p>Students get fully informed about their evaluation process throughout the year and provided with relevant assessment</p> <table border="1" data-bbox="699 309 1362 524"> <tr> <td data-bbox="699 309 1031 344">- examples, in-class, via the module's online platform (e-class), by the module leader.</td><td data-bbox="1031 309 1362 344"></td></tr> <tr> <td data-bbox="699 344 1031 380"></td><td data-bbox="1031 344 1362 380"></td></tr> <tr> <td data-bbox="699 380 1031 416"></td><td data-bbox="1031 380 1362 416"></td></tr> <tr> <td data-bbox="699 416 1031 452"></td><td data-bbox="1031 416 1362 452"></td></tr> <tr> <td data-bbox="699 452 1031 488"></td><td data-bbox="1031 452 1362 488"></td></tr> <tr> <td data-bbox="699 488 1031 524"></td><td data-bbox="1031 488 1362 524"></td></tr> </table>	- examples, in-class, via the module's online platform (e-class), by the module leader.											
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(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:

- Almeyda-Ibáñez, M., & George, B. P. (2017). The evolution of destination branding: A review of branding literature in tourism. *Journal of Tourism, Heritage & Services Marketing (JTHSM)*, 3(1), 9-17.
- Buhalis, D., & Inversini, A. (2014). Tourism branding, identity, reputation co-creation, and word-of-mouth in the age of social media. In *Tourism management, marketing, and development* (pp. 15-40). Palgrave Macmillan, New York.
- Cai, L., Gartner, W. C., & Munar, A. M. (Eds.). (2009). *Tourism branding: communities in action*. Emerald Group Publishing.
- Harish, R. (2010). Brand architecture in tourism branding: the way forward for India. *Journal of Indian Business Research*.
- Kolb, B. (2017). *Tourism marketing for cities and towns: Using social media and branding to attract tourists*. Routledge.
- Mandagi, D. W., & Centeno, D. D. (2021). Brand gestalt scale development and validation: A takeoff from tourism destination branding. *Journal of Destination Marketing & Management*, 19, 100539.
- Moro, S., & Rita, P. (2018). Brand strategies

- Relevant academic Journals:

- Annals of Tourism Research
- Journal of Hospitality and Tourism Research
- Journal of Hospitality & Tourism Marketing
- Journal of Hospitality & Tourism Management
- Journal of Brand Marketing

- Journal of Product & Brand Management
- Tourism Management Perspectives
- International Journal of Tourism Research
- Tourism Review
- International Journal of Hospitality Management

Journal of Hospitality Marketing and Management