

COURSE OUTLINE

(1) General information

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|---|---|------------------------------|-----------------|
| FACULTY/SCHOOL | ECONOMIC, BUSINESS AND INTERNATIONAL STUDIES | | |
| DEPARTMENT | TOURISM STUDIES | | |
| LEVEL OF STUDY | UNDERGRADUATE | | |
| COURSE UNIT CODE | TSK803 | SEMESTER | 8 th |
| 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 |
| 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) | https://eclass.unipi.gr/courses/TOY162/ | | |

(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

Upon successful completion of this essential course of the Tourism Studies curriculum, the student will be able to:

- **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

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

Project planning and management

Respect for diversity and multiculturalism

Environmental awareness

Social, professional and ethical responsibility and

sensitivity to gender issues

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| <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> | <i>Critical thinking</i> <i>Development of free, creative and inductive thinking</i> <i>(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i> |
| <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

This course explores the evolving role of digital marketing within the tourism industry, focusing on how digital strategies create meaningful, data-driven relationships between tourism businesses and consumers. Emphasizing marketing's strategic contribution, the course equips students to understand the digital tourist's mindset, behavior, and expectations in an increasingly personalized and tech-driven environment.

Students examine the transformative impact of digital technologies—including mobile platforms, social media, search engines, big data, and GDPR regulations—on marketing models, communication channels, and consumer engagement in tourism. Emphasis is placed on the role of digital ecosystems in shaping brand identity, influencing decision-making, and delivering value through targeted, responsive campaigns.

A key focus of the course is the development of integrated digital marketing plans for tourism organizations. Students are trained to apply tools such as SEO, content strategy, mobile and email marketing, social media engagement, and performance analytics. Through real-world case studies and project-based learning, students design and manage digital campaigns, select appropriate platforms, and use performance metrics to monitor and optimize marketing actions.

By the end of the course, students will be equipped to develop structured, strategic, and adaptive digital marketing solutions that enhance visibility, engagement, and customer satisfaction in the tourism sector.

(4) TEACHING METHODS--ASSESSMENT

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| 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 |

| <p>COURSE DESIGN</p> <p><i>Description of teaching techniques, practices and methods:</i> <i>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> <tr> <th>Activity/Method</th><th>Semester workload</th></tr> <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> </table> | Activity/Method | Semester workload | 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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| Total | 150 | | | | | | | | | | | | | | |
| <p>STUDENT PERFORMANCE 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"> -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, <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> | | | | | | | | | | | | | | |

(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