

TP0074: TOURISM DEVELOPMENT, STRATEGY AND POLICY
COURSE OUTLINE
GENERAL

SCHOOL	INTER-DEPARTMENTAL SCHOOL		
ACADEMIC UNIT	INTER-DEPARTMENTAL PROGRAMME		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	TP0074	SEMESTER	B'
COURSE TITLE	TOURISM DEVELOPMENT, STRATEGY AND POLICY		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
LECTURES	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIALISED GENERAL KNOWLEDGE		
PREREQUISITE COURSES:	NONE		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://tourism-pms.aegean.gr/index.php/spoudes/mathimata		

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors 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 the course, students should:

- have understood the theory of tourism development and how this relates to the design of tourism strategies and policies;
- creatively and efficiently apply the theoretical background in the context of relevant case studies involving tourism destinations in developed and developing countries;
- critically assess the interdependence of tourism development, strategy and policy at an international, national and local level;
- synthesize and propose actions and policies of integrated quality management, poverty and inequality alleviation in tourism destinations;
- develop strategies to maximise the benefits that arise from partnerships among involved stakeholders in tourism destinations.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology *Project planning and management*
Respect for difference and multiculturalism

<i>Adapting to new situations</i>	<i>Respect for the natural environment</i>
<i>Decision-making</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Working independently</i>	<i>Criticism and self-criticism</i>
<i>Team work</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an international environment</i>
<i>Working in an interdisciplinary environment</i>	<i>Others...</i>
<i>Production of new research ideas</i>
Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Decision-making	
Working independently	
Team work	
Production of free, creative and inductive thinking	

SYLLABUS

- Tourism Strategy: Centre, Periphery and Disparities
- Tourism Policy at International and Supranational Levels
- Tourism Policy at National, Regional and Local Levels
- Tourism Strategy, Integrated Quality Management and Overtourism
- Tourism Policy, Competitiveness and Crisis Management
- Tourism Policy in Greece from the early post WWII years until today
- Regional Tourism Organizations: Peloponnesus Tourism Organization as a Case Study
- Tourism Development Strategy and Policy in Developing Countries
- Cooperative Schemes in Tourism: The Case of Athens Tourism Partnership

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face-to-Face <i>Face-to-face, Distance learning, etc.</i>	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Synchronous Distance Learning using New Technologies	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Use of ICT in teaching (PowerPoint presentations delivered over Zoom)	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	<i>Use of ICT in teaching, laboratory education, communication with students</i>	
TEACHING METHODS	Communication with students on the Moodle platform and by email	
TEACHING METHODS	PowerPoint slides and related learning material are uploaded on the Moodle platform to facilitate the learning process.	
TEACHING METHODS	Activity	Semester workload
TEACHING METHODS	Lectures	30
TEACHING METHODS	Project	45
TEACHING METHODS	Self-directed Study	75
TEACHING METHODS		
TEACHING METHODS		
TEACHING METHODS		
TEACHING METHODS		
TEACHING METHODS		
TEACHING METHODS	Course total	150
TEACHING METHODS		
TEACHING METHODS		
STUDENT PERFORMANCE EVALUATION		
STUDENT PERFORMANCE EVALUATION	The manner and methods of teaching are described in detail.	
STUDENT PERFORMANCE EVALUATION	<i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i>	
STUDENT PERFORMANCE EVALUATION	The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	
STUDENT PERFORMANCE EVALUATION	Assessment methods comprise a written individual or group assignment (accounting for 40% of the total mark) and a final open book written exam (accounting for 60% of the total mark). Alternatively, students may produce an extended individual or group written assignment (accounting for 100% of the total mark) with compulsory use of primary data	
STUDENT PERFORMANCE EVALUATION	<i>Description of the evaluation procedure</i>	
STUDENT PERFORMANCE EVALUATION	<i>Language of evaluation, methods of evaluation, summative or</i>	

<p><i>conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>research and final presentation. Students are assessed in Greek.</p>
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ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Hall C. M. (2008) *Tourism Planning: Policies, Processes and Relationships*. 2nd Edition, Harlow: Prentice Hall.
- Edgell, D. L. Sr. and Swanson, J. R. (2019) *Tourism Policy and Planning: Yesterday, Today, and Tomorrow*, 3rd Edition, Abingdon: Routledge.
- Keller, P. and Bieger, T. (eds.) (2011) *Tourism Development after the Crises: Global Imbalances - Poverty Alleviation*, Berlin: Erich Schmidt Verlag.
- Telfer, D. J. and Sharpley, R. (2016) *Tourism and Development in the Developing World*, Abingdon: Routledge.
- Papatheodorou, A. (2006) *Corporate Rivalry and Market Power: Competition Issues in the Tourism Industry*. London: IB Tauris.
- Stabler, M., Papatheodorou, A. and Sinclair, M. T. (2010) *The Economics of Tourism*. 2nd Edition, Abingdon: Routledge.
- Kokossis, C. and Tsartas, P. (2019) *Sustainable Tourism Development and the Environment* (in Greek), second edition. Athens: Kritiki Editions.
- Lagos, D. (2007) *Theories of Regional Economic Development* (in Greek). Athens: Kritiki Editions.
- Lagos, D. (2016) *Theoretical Perspectives in Tourism* (in Greek). Athens: Kritiki Editions.
- Tsartas, P. and Lytras, P. (eds) (2017) *Tourism, Tourism Development: Contributions of Greek Scientists* (in Greek), Athens: Papazisis Editions

- Tsartas, P. and Sarantakou, E. (2022) Tourism Development and Policy in Greece (in Greek), second edition, Athens: Kritiki Editions.

- *Related academic journals:*

- Annals of Tourism Research
- Journal of Destination Marketing & Management
- Journal of Travel Research
- Tourism Economics
- Tourism Geographies
- Tourism Management
- Tourismos
- Tourism Planning and Development