

COURSE OUTLINE

GENERAL

SCHOOL	INTERDEPARTMENTAL SCHOOL		
ACADEMIC UNIT	INTERDEPARTMENTAL PROGRAMME		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	TP0075	SEMESTER	B'
COURSE TITLE	PLANNING AND MANAGING SUSTAINABLE AND RESILIENT TOURISM DESTINATIONS		
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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			
COURSE TYPE	SPECIALISED KNOWLEDGE		
<i>general background, special background, specialised general knowledge, skills development</i>			
PREREQUISITE COURSES:	NONE		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		

LEARNING OUTCOMES

Learning outcomes <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of</i>
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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*

The purpose of the course is to allow students to get to know and understand the concept of the tourism destination and the strategies and practices for managing and organizing them in the context of sustainable development.

After successfully attending the module, the students will be able to:

- know the specific elements and characteristics of tourism destinations.
- understand the basic principles governing the organization and management of tourism destinations in relation to sustainable development
- are aware of good management practices in strategic planning of tourism destinations internationally and in Greece
- assess the performance of Destination Management Organisations

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 Project planning and management data and information, with the use of the necessary technology

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

Showing social, professional and ethical responsibility and sensitivity to gender issues

<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>.....</i>
<i>Working in an interdisciplinary environment</i>	<i>Others...</i>
	<i>.....</i>
<i>Production of new research ideas</i>	
Decision-making	
Working independently	
Team work	
Criticism and self-refelction	
Production of free, creative and inductive thinking	

SYLLABUS

The units that will be covered during the lectures are as follows:

- Conceptual approach of tourism destinations
- Characteristics and the life cycle of tourism destinations
- The image/identity of tourism destinations and their impact on tourist demand
- Strategic planning of tourism development
- Sustainable tourism development and Resilient Destinations
- e-tourism and Smart Destinations
- Promotion and Marketing of tourism destinations
- Destination Management and Marketing Organisations (DMMOs)
- Planning practices for tourism destinations and visitor management
- Best practices from international and Greek destinations

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	➤ Use of ICT in teaching (powerpoint presentations) ➤ Communication with students on the eclass platform and by email ➤ Powerpoint slides and related learning material are uploaded on the eclass platform.	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <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> <i>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</i>	Activity	Semester workload
	Lectures	30
	Implementation of methodologies and case studies' analysis	52
	Self-directed study	68
	Course total	150
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i>	➤ Assessment is in Greek. ➤ Assessment methods comprise a assignment based on a destination (which accounts for	

<i>Language of evaluation, methods of evaluation, summative or 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> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	100% of the total mark). Students also have to present their work and answer questions. ➤ A detailed matrix with the exact evaluation criteria is included in the syllabus
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ATTACHED BIBLIOGRAPHY

Suggested bibliography:

Principal References:

In Greek

- Deffner A., Karachalis N. (eds.)(2012) *Place Marketing and Branding*, Thessaly University Press, Volos.
- INSETE (2020). The COVID-19 pandemic and Greek Tourism. https://insete.gr/wp-content/uploads/2020/04/2004_COVID-19_Greek_Tourism.pdf.
- Karachalis N.(2015) «Strategies for managing the image and the promotion of cities (city branding) and cultural regeneration» in Poullos et al., *Cultural Management, Local Community and Sustainable Development*, Kallippos Hellenic On-line Academic Textbooks and Support Material, Athens. <https://repository.kallipos.gr/handle/11419/2391>
- Vassiliades, Chr., (2008), *Customer Relationship Management and Marketing of Tourism Destinations*, Athens: Kleitharithmos.
- Kokkossis Ch., Tsartas P., (2001), *Sustainable Tourism Development and the Environment*, Athens: Kritiki.

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- Sarantakou E., Karachalis (2023), *Planning and management of Tourism Destinations*, Athens: Kritiki (forthcoming)
- Vanhove, N. (2019). *Tourism Destinations' Economics*, Athens: Gutenberg, ISBN: 9789600120202.

In English:

- Jovicic D. (2019) "From the traditional understanding of tourism destination to the smart tourism destination", *Current Issues in Tourism*, 22:3, 276-282, DOI: 10.1080/13683500.2017.1313203
- Lichrou, M., O'Malley, L. & Patterson, M. (2010) "Narratives of a tourism destination: Local particularities and their implications for place marketing and branding". *Place Branding and Public Diplomacy*, 6, 134–144 (2010). <https://doi.org/10.1057/pb.2010.10>
- Reinhold, S., Beritelli, P. and Grünig, R. (2019), "A business model typology for destination management organizations", *Tourism Review*, Vol. 74 No. 6, pp. 1135-1152. <https://doi.org/10.1108/TR-03-2017-0065>
- Sheehan L, Ritchie JRB, Hudson S. (2007) "The Destination Promotion Triad: Understanding Asymmetric Stakeholder Interdependencies Among the City, Hotels, and DMO". *Journal of Travel Research*. 46(1):64-74. doi:10.1177/0047287507302383
- United Nations World Tourism Organization (2007), *A Practical Guide to Tourism Destination Management*. WTO, Madrid. ISBN: 978-92-844-1243-3.
- Wang Y. and Pizam A. (2011). *Destination Marketing and Management: Theories and applications*, London: CAB International.
- Williams S. (2009) *Tourism Geography*, Routledge
- Xiang Z., Tanvi Kothari T., Hu C & Fesenmaier D. (2007) "Benchmarking as a Strategic Tool for Destination Management Organizations", *Journal of Travel & Tourism Marketing*, 22:1, 81-93, DOI: 10.1300/J073v22n01_06.
- Zacher, D., Philipp, J., & Pechlaner, H. (2022). "Destination Resilience". In *Encyclopedia of Tourism Management and Marketing*. Cheltenham, UK: Edward Elgar Publishing. Retrieved Mar 12, 2023, from <https://www.elgaronline.com/view/book/9781800377486/b-9781800377486.destination.resilience.xml>

