COURSE DESCRIPTION

1. GENERAL

SCHOOL	ECONOMIC SCIENCES
DEPARTMENT	TOURISM
LEVEL	Undergraduate

COURSE CODE	TOU160	**SEMESTER**	5th
COURSE TITLE	Regional Tourism Development		

INDEPENDENT TEACHING ACTIVITIES	**WEEKLY TEACHING HOURS**	**ECTS**
Lectures	4	5

COURSE CATEGORY	Specific Background
COURSE TYPE	Elective
PREREQUISITES	-
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
URL	https://tourism.ionio.gr/en/undergraduate-studies/courses/1207/
ECLASS	

2. TEACHING RESULTS

Teaching Results

Upon the completion of the course, the students are expected to:

-have a sufficient knowledge of the theoretical principles and the planning process methodology for the crafting and implementation of regional tourism policy and development

-recognise the importance of involving the local community in the process of crafting and implementing regional tourism policy and development

-be in the position to be part of a management team that is responsible for the crafting and implementation of regional tourism policy and development

General Skills

3. CONTENT

The course examines the concepts of governance, development, branding and region in connection with tourism.

The course, specifically, explores the associated policies, governance systems, the relationship between the public and the private sectors and the stakeholder groups involved in the decision-making process on international, European, state and local levels. Good practices for the crafting and implementation of tourism development strategies are sought, and their benefits for the national and regional economy and for specific tourism and commercial sectors are highlighted. Emphasis is on periods of crises (e.g. economic, and pandemic).

1. Concepts: space, region, policy and development; and their connection with tourism
2. Theories and models of space development
3. Governance systems, the relationship between the public and the private sectors, stakeholders
4. The importance of branding in regional tourism development
5. Planning process methodology for the crafting and implementation of regional tourism policy and development (A)
6. Planning process methodology for the crafting and implementation of regional tourism policy and development

(B)
7. Managing revenues at the planningprocess methodology. Emphasis on the periods of crises (e.g. economic, and pandemic).
8. The importance of the involvement of the local community in the planning process methodology.
9. The role of the licensed tour guide as a vehicle of tourism policy and development
10. Good practices: analysis of case studies from the European Union
11. Good practices: analysis of case studies outside the European Union
12. Good practices: analysis of case studies from Greece
13. Student projects: presentation, and discussion

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	-Use of powerpoint at the lectures -Making use of the course portal, for the uploading of teaching material -Email for the communication with students
TEACHING STRUCTURE	Activity — Semester Workload Lectures — 52 Literature Study and Analysis — 73 **Course Total** (ECTS: 5) — **125**
EVALUATION OF STUDENTS	-A combination of exercises, projects, and exams

5. BIBLIOGRAPHY

-Bitsani, E. 2004. *Cultural Management and Regional Development*. Maria Tsakouridou publishing house. In Greek

-Karachalis N. & Poulios I. (eds.) 2015, *Athens, Modern Capital and Historic City: Challenges for Heritage Management at Times of Crisis*, PHAROS Journal. Athens: Netherlands Institute of Athens. Open access: https://poj.peeters-leuven.be/content.php?url=issue&journal_code=PHA&issue=1&vol=21