



COURSE DESCRIPTION

1. GENERAL

SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	TOURISM		
LEVEL	Undergraduate		
COURSE CODE	TOU180	SEMESTER	6 th
COURSE TITLE	Special Interest Tourism I: Maritime Tourism		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	ECTS	
Lectures	4	5	
COURSE CATEGORY	Specialization		
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/1217/		
ECLASS	https://opencourses.ionio.gr/courses/DTO223/		

2. TEACHING RESULTS

Teaching Results
By successfully completing the course students will be able to: <ul style="list-style-type: none">• explain various concepts in marine tourism.• explore the working conditions on cruise ships, the impacts, and the effects of cruising.• apply skills, knowledge, and abilities related to administrative concepts in cruise service management.• analyze and evaluate issues related to cruise services and management.• identify and solve problems related to the planning and management of maritime tourism.• cooperate, seek and gather the necessary information for the composition and presentation of their projects.
General Skills

3. CONTENT

The aim of the course is to familiarize students with one of the fastest growing sectors in tourism, namely maritime tourism, including cruising. Emphasis is placed on the structure of this branch of the tourism industry, its main characteristics, its global dimension, as well as regions that are of greater interest for its development, along with specific practical issues. Students study marketing topics related to this specific activity, revenue enhancement strategies, risk management, as well as issues concerning the target audience and the impact of cruising on destinations that serve as stations or starting points.

Introduction to maritime tourism

Typology of maritime tourism

Maritime tourism: yachting and cruising

Cruise Categories

Cruise Companies



Geography of cruises and ports
Cruise management and cabotage
Cruise planning
Cruise and health
Work Environment on a cruise ship
Maritime Tourism and its effects
Planning and management of maritime tourism
Student projects: presentation, and discussion
Summary and course evaluation

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD									
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	Use of ICT in Teaching: Electronic Classroom Management System (Open eClass), Powerpoint slides, lecture notes in pdf, spreadsheets, appropriate softwares, internet and videos Use of ICT in Communication: Communication with students is achieved through the use of the Electronic Classroom Management System (Open eClass) and e-mail.								
TEACHING STRUCTURE	<table> <tr> <td>Activity</td> <td>Semester Workload</td> </tr> <tr> <td>Lectures</td> <td>52</td> </tr> <tr> <td>Literature Study and Analysis</td> <td>73</td> </tr> <tr> <td>Course Total (ECTS: 5)</td> <td>125</td> </tr> </table>	Activity	Semester Workload	Lectures	52	Literature Study and Analysis	73	Course Total (ECTS: 5)	125
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Course Total (ECTS: 5)	125								
EVALUATION OF STUDENTS	Applications-Exercises-Projects Independent individual/group optional project Final examination The evaluation criteria are made known to the students at the beginning of the course.								

5. BIBLIOGRAPHY

Diakomichalis, M. (2009). Maritime tourism and its economic effects] Athens: Stamoulis. [in Greek]

Moiras, P., & Mylonopoulos, D. (2020). Maritime Tourism. Athens: Phaidimos. [in Greek]

Moiras, P., & Mylonopoulos, D. (2020). Cruise: Sociological, Cultural, Economic, Legal, and Environmental Approaches. Athens: Tziola. [in Greek]