



COURSE DESCRIPTION

1. GENERAL

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| SCHOOL | ECONOMIC SCIENCES | | |
| DEPARTMENT | TOURISM | | |
| LEVEL | Undergraduate | | |
| COURSE CODE | ECO130 | SEMESTER | 7 th |
| COURSE TITLE | Sharing Economy | | |
| 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/1231/ | | |
| ECLASS | | | |

2. TEACHING RESULTS

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| Teaching Results |
| Upon completion of the course, students will be able to understand the principles and concepts of sharing economy and will have acquired knowledge about different sharing economy business models, such as peer-to-peer, business-to-peer and hybrid models. They will have studied successful business ventures of the sharing economy in order to better understand the strategies and challenges that exist. Students will also be able to critically examine the economic and social impacts of the sharing economy and explore how collaborative consumption and resource efficiency can contribute to sustainable development. The course will expose students to the technological advancements driving the sharing economy, such as blockchain, IoT, and AI. They will explore how these technologies shape sharing platforms and drive innovation. In this way, they will be able to examine emerging trends and anticipate future developments in the sharing economy. |
| General Skills |
| <ul style="list-style-type: none">• Seek, analyze and synthesize data• Autonomous work• Team work• Work in international environment• Production of new research ideas• Project design and management |

3. CONTENT

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| <p>This course provides an introduction to the sharing economy and examines its impact on the tourism industry (businesses and consumers). The development of a common economy in many industries underscores the challenges and opportunities while providing a range of options for delivering innovative experiences from consumers. Focusing on new sharing economy ventures (see Kickstarter, Uber, Airbnb), participants will be taught concepts, models and financial principles that are useful for analyzing new market dynamics, creating a new venture, expanding existing ventures. activities and the development of sustainable strategies.</p> <p>Week 1: Introduction to the Sharing Economy-Basic concepts</p> |
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Week 2: Business Models of the Sharing Economy

Week 3: Introduction to Airbnb and related platforms-Usage tools

Week 4: Typology of guests and owners-Airbnb experiences

Week 5: Delivery Management-Review Management

Week 6: Sharing Economy and Sustainable Tourism Development

Week 7: Social issues-local problems-international response

Week 8: Ethical dilemmas and social responsibility

Week 9: Economic benefits-impact in Greece

Week 10: Legal and regulatory challenges

Week 11: Entrepreneurship and innovation in the collaborative economy

Week 12: Modern tools and technologies in the Sharing Economy (blockchain, metaverse, etc.)

Week 13: Repetition through examples-Overview of lectures

4. TEACHING AND LEARNING METHODS - EVALUATION

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|--|---|----------|-------------------|----------|----|-------------------------------|----|-------------------------------|------------|
| TEACHING METHOD | Lectures | | | | | | | | |
| USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES | <ul style="list-style-type: none"> • Use of notes • Learning process support through the e-class online platform | | | | | | | | |
| 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 |
| Activity | Semester Workload | | | | | | | | |
| Lectures | 52 | | | | | | | | |
| Literature Study and Analysis | 73 | | | | | | | | |
| Course Total (ECTS: 5) | 125 | | | | | | | | |
| EVALUATION OF STUDENTS | <ul style="list-style-type: none"> • Short Answer Questions • Essay Development Questions • Optional individual essay • Public Presentation | | | | | | | | |

5. BIBLIOGRAPHY

- Book [112697512]: AIRBNB, Protopapadakis N. Ioannis