



COURSE DESCRIPTION

1. GENERAL

SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	TOURISM		
LEVEL	Undergraduate		
COURSE CODE	TOU100	SEMESTER	1 st
COURSE TITLE	Introduction to Tourism and Hospitality		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	ECTS	
Lectures	4	5	
COURSE CATEGORY	General Background		
COURSE TYPE	Compulsory		
PREREQUISITES	-		
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS			
URL	https://tourism.ionio.gr/en/undergraduate-studies/courses/1328/		
ECLASS			

2. TEACHING RESULTS

Teaching Results
On successful completion of this course, students will be able to: <ul style="list-style-type: none">• Interpret the conceptual framework and characteristics of tourism and tourists.• Analyze the tourism product / package components and distinguish the business sectors that comprise the tourism sector.• Evaluate the economic, social, cultural, and environmental impacts of tourism on a destination.• Recognize the stages that make up the lifecycle of a tourism destination and the main tourism development models.• Associate mass, alternative, and special interest tourism with sustainable development.• Realize the necessity of tourism planning and tourism policy.
General Skills

3. CONTENT

The objective of this course is to introduce students to the basic concepts and issues related to tourism as a social phenomenon, an activity and a sector of the economy. Indicatively, the course comprises the conceptual framework and characteristics of tourism and tourists, the factors that affect tourism demand, the components of a tourism product / package, the business sectors that comprise the tourism sector, the economic, social, cultural and environmental impacts of tourism, tourism's relationship with sustainable development, tourism policy and planning, the main tourism development models, and tourism marketing.

Week 1: Introductory week – Historical evolution of tourism

Week 2: The conceptual framework and characteristics of tourism and tourists

Week 3: Customer behaviour in tourism – Factors that affect tourism demand

Week 4: The components of the tourism product / package



Week 5: The structure of tourism sector

Week 6: The economic, social, cultural, and environmental impacts of tourism

Week 7: The tourism destination – The stages of the tourism destination lifecycle

Week 8: Alternative tourism, special interest tourism, and sustainable tourism development

Week 9: The main models of tourism development

Week 10: The role of public sector in tourism

Week 11: Tourism planning – Stages of designing a tourism development plan

Week 12: Tourism policy

Week 13: Tourism marketing strategy

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD	Lectures								
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	<ul style="list-style-type: none"> • Use of ICTs in Teaching: Using presentation software (power point) in face-to-face lectures, use of asynchronous online learning (uploading educational material on the course's open eclass platform). • Use of ICTs in Communication: Using the open eclass platform (uploading announcements, responding to students' messages, etc.) and email. 								
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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Literature Study and Analysis	73								
Course Total (ECTS: 5)	125								
EVALUATION OF STUDENTS	ExaminationFinal written exam with development questions. Attendance RewardAttendance will be factored into final grade performance.								

5. BIBLIOGRAPHY

- Fletcher, J., Fyall, A., Gilbert, D. & Wanhill, S. (2019). *Introduction to tourism: Principles and practices* (Eds. C. Chatzigeorgiou, A. Panagopoulos & I. Dimou). Nicosia: Broken Hill Publishers Ltd, ISBN: 9789925575558 (in Greek).
- Page, S. J. (2006). *Introduction to tourism: Tourism management in the 21st century* (Ed. T. Mavrodontis). Athens: Papazisis Publications, ISBN: 9789600219852 (in Greek).