**SYLLABUS**

1. **GENERAL**

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| **SCHOOL** | Applied Economic and Social Sciences | | | | |
| **SECTION** | Regional and Economic Development | | | | |
| **LEVEL OF STUDIES** | Undergraduate | | | | |
| **COURSE CODE** | 6632 | **SEMESTER OF STUDY** | | 6 ο | |
| **COURSE TITLE** | Tourism Economics | | | | |
| **TEACHER** | Vlami Aimilia | | | | |
| **OFFICE HOURS** | Wednesday 12.00-15.00 | | | | |
| **email** | avlami@aua.gr | | | | |
| **INDEPENDENT TEACHING ACTIVITIES** *where credit is awarded for discrete parts of the course e.g. lectures, laboratory exercises, etc. If credit is awarded for the whole course, indicate the weekly teaching hours and the total number of credits* | | | **WEEKLY TEACHING  HOURS** | | **TEACHING/CREDIT UNITS** |
| Lectures | | | 4 | | 5 |
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| *Add rows if necessary. The teaching organisation and the teaching methods used are described in detail in 4.* | | |  | |  |
| **TYPE OF COURSE**  *Background , General Knowledge, Scientific Area, Skills Development* | Scientific area course | | | | |
| **PREREQUISITE COURSES:** |  | | | | |
| **LANGUAGE OF TEACHING AND EXAMINATION:** | Greek | | | | |
| **THE COURSE IS OFFERED TO ERASMUS STUDENTS** |  | | | | |
| **ELECTRONIC COURSE PAGE (URL)** | The course will be presented together with notes and other supporting material in the https://oeclass.aua.gr/eclass/ | | | | |

1. **LEARNING OUTCOMES**

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| **Learning Outcomes** | |
| *The learning outcomes of the course are described as the specific knowledge, skills and competences of an appropriate level that students will acquire after successful completion of the course.*  *Consult Annex A*   * *Description of the Level of Learning Outcomes for each cycle of study according to the Qualifications Framework of the European Higher Education Area* * *Descriptive Indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning*   *and Annex B*   * *Learning Outcomes Writing Comprehensive Guide* | |
| Knowledge   * Understand that the tourism product is multidimensional and know the factors that make it up in both the country of origin and the country of destination. * Understand the conceptual framework of tourism, the demand and supply models governing tourism and use them for forecasting. * Understand the net economic contribution of tourism to the overall economy and use satellite accounts and general equilibrium models of the economy in this direction. * Understand the meaning of the various multipliers of tourism product revenues, the impact of tourism on wages, property values and product prices in the market of the destination country.   Skills:   * They will understand, have opinions and analyse real economic phenomena related to tourism, tourism businesses and destinations. * They will have sufficient knowledge of the basic dimensions of tourism and its impact on the national and regional economy * Interpret the form of market organisation in which the tourism enterprise operates and the pricing strategies of the tourism product. * They will understand the elements that make up the modern tourism phenomenon in Greece and the factors that shape it * To analyse the financial programmes of tourism enterprises in Greece and the European Union. * Interpret the developments and variables that affect tourism in Greece and internationally | |
| **General skills** | |
| *Taking into account the general competences that the graduate should have acquired (as listed in the Diploma Supplement and listed below), which one(s) does the course aim at?* | |
| ***Search, analysis and synthesis of data and information, using the necessary technologies***  *Adapting to new situations*  ***Decision-making***  *Autonomous work*  *Teamwork*  *Working in an international environment*  *Working in an interdisciplinary environment*  ***Generating new research ideas*** | *Project planning and management*  *Respect for diversity and multiculturalism*  ***Respect for the natural environment***  *Demonstrate social, professional and ethical responsibility and sensitivity to gender issues*  *Exercise of criticism and self-criticism*  ***Promoting free, creative and inductive thinking*** |
| To understand the fundamental concepts of the economics of tourism.  To know the main economic forces that apply to tourist areas, to understand the causes of differential tourism development, to understand how space affects the attractiveness of tourist destinations and how it affects the dynamics of tourist destinations.  To understand the extension of the use of the concepts and tools of microeconomic and macroeconomic analysis in tourism issues, to know indicators and quantitative methods of measuring tourism growth, tourism demand, tourism competition, and to measure various tourism indicators.  To learn how tourism development is created and enhanced at national and regional level, the role of investment and infrastructure, the different tourism development policies and incentives, the institutions and the way tourism economic development is distributed in the area.  To learn about the different relationships that can be established between tourist destinations and the process by which the development of tourism in one destination contributes to the development of others, and to learn about different schools of thought on this issue.  Know how the availability of natural resources, labour, manpower, technology and information affects the economic activity of tourism in the area. | |

1. **COURSE CONTENT**

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| Conceptual content and characteristics of tourism and tourists. Components and the historical development of tourist travel. Microeconomic and macroeconomic view of tourism demand. Sectoral structure and function of tourism in the context of the national host economy. Tourism production, tourism costs, tourism supply, forms of tourism markets. Importance and role of state intervention in tourism in the form of tourism economic policy. The importance of tourism financing policy in a host country. Microeconomic dimension of investment programmes. The economics of Greek tourism at national and regional level; The economics of Greek tourism at national and regional level; The dimensions of the Greek tourism industry: production costs, tourism expenditure, tourism investment, tourism product-income; The characteristics and factors determining tourism demand in Greece; The impact of tourism on the Greek national and regional economy. |

1. **TEACHING and LEARNING METHODS - EVALUATION**

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| **METHOD OF DELIVERY** *Face-to-face, Distance learning, etc.* | Lectures and meetings with students |
| **USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES** *Use of ICT in Teaching, Laboratory Training, Communication with students* | Computer and interactive whiteboard will be used in the teaching.  Communication with students will be on a personal level, also using email and tele-communication (e.g. Skype) |
| **ORGANISATION OF TEACHING**  *The way and methods of teaching are described in detail.*  *Lectures, Seminars, Laboratory Exercise, Field Exercise, Study & Analysis of Literature, Tutoring, Practical (Placement), Clinical Exercise, Artistic Workshop, Interactive teaching, Educational visits, Study visits, Project work, Writing work / assignments, Artistic creation, etc.*  *The student's study hours for each learning activity as well as the hours of unguided study are indicated so that the total workload at semester level corresponds to the ECTS standards.* | |  |  | | --- | --- | | ***Activity*** | ***Semester workload*** | | Lectures | 52 hours | | Study of course material (material taught) | 52 hours | | Exercises and practice of in economic applications | 21 hours | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | | Course Total | 125 hours | |
| **STUDENT ASSESSMENT**  *Description of the evaluation process*  *Language of Evaluation, Evaluation Methods, Formative or Inferential, Multiple Choice Test, Multiple Choice Test, Short Answer Questions, Test Development Questions, Problem Solving, Written Work, Report, Oral Examination, Oral Examination, Public Presentation, Laboratory Work, Clinical Examination of a Patient, Artistic Interpretation, Other*  *Explicitly identified assessment criteria are stated and if and where they are accessible to students.* | Written exams at the end of the course and progress exams during the semester. |

1. **RECOMMENDED-BIBLIOGRAPHY**

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| **Basic textbooks:**   * Agiomyrgianakis, G.M. and Menegaki, A.M. (2019). Scientific translation of the book "The economics of tourist destinations: Theory & Practice" 3rd edition, Norbert Vanhove, Routledge (2018), Gutenberg Publications * Agiomyrgianakis, G.M. and Menegaki, A.M. (2019). Scientific translation of the book "The Economics of Leisure, Leisure & Tourism" 5th edition, John Tribe, Routledge, Gutenberg Publications * Zacharatos Ger., (2000) Package Tour Production and distribution of tourist travel, Promobos Publications, Athens * Lagos, D., (2018) *Tourism Economics*, 2nd edition, Athens, Kritiki Publications. * Varvaresos, S., (2013) *Economics of Tourism, Conceptual, theoretical and methodological approaches*, 2nd renewed edition, Athens, Promobos Publications. * Poulaki I. (2022), Scientific translation of the book "Tourism", 2nd edition, Michael Lück, Peter Robinson & Stephen Smith, Athens Promobos Publications   *Foreign Language Bibliography*   * Stabler, M. J., Papatheodorou, A. & Sinclair, M. T. (2010), The economics of tourism (2nd ed.) London: Routledge. * Lundberg D., M. Krishnamoorthy, M. Stavenga, (1995), Tourism Economics, John Wiley & Sons, Inc. * Dwyer, L., Forsyth, P., & Dwyer, W. (2020). *tourism economics and policy*. channel view publications.     *Indicative Articles*   * Vlami A. (2022), Boutique Hotels. Product diversification of tourism development. Aspects of a new form of hotel hospitality, Athens, Promobos Publications. * Vlami, A. (2021) Developments and Challenges in the Greek Hospitality Sector for Economic Tourism Growth: the Case of Boutique Hotels. In Balsalobre-Lorente D., Driha O.M., Shahbaz M. (eds) Strategies in Sustainable Tourism, Economic Growth and Clean Energy. Springer, Cham. https://doi.org/10.1007/978-3-030-59675-0\_11. * Vlami, A. (2020) Tourism Economic and Tourism Development in Greece, in the Period of the Economic Adjustment Programmes, Journal of Business & Economic Policy, ISSN: 2375-0766, 2375-0774 (Online) Vol. 7, No. 1, 20-28, March 2020 doi:10.30845/jbep.v7n1p3. * Menegaki, A.N. (2018). economic aspects of cyclical implementation in Greek sustainable hospitality, International Journal of Tourism Policy, 8(4):271-301) * Menegaki, A.N., Tiwari, A.K. and Agiomirgianakis, G.M. (2020). asymmetries in European inbound and outbound tourism: normal, luxury or inferior good, Fresh evidence from a Quantile Regression, European Journal of Tourism Research,25:2508 * Vlami A. (2017) The financing policy of the Greek Hotel Industry & the regionalization of Greek Tourism, Module B1: Financial Management and Operation of Hotels, in Tsarta P.& "Tourism, Tourism Development, Contributions of Greek Scientists", p. 517-524, Athens, Greece: Papazisis.   *Related scientific journals*  tourism economics  Annals of Tourism Research  International Journal of Tourism Research  Journal of Hospitality & tourism research  tourism management  Tourismos |