



**HAROKOPIO UNIVERSITY OF ATHENS**  
**SCHOOL OF ENVIRONMENT, GEOGRAPHY AND APPLIED ECONOMICS**  
**DEPARTMENT OF ECONOMICS AND SUSTAINABLE DEVELOPMENT**

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**STUDY GUIDE**

**ACADEMIC YEAR 2023-2024**

**OF THE INTERNATIONAL, INTERINSTITUTIONAL AND INTERDEPARTMENTAL  
POSTGRADUATE PROGRAMME OF STUDIES (I.I.I.P.P.S.)  
“SUSTAINABLE TOURISM DEVELOPMENT: HERITAGE, ENVIRONMENT, SOCIETY”**

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## Useful Information

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School of Environment, Geography and Applied Economics

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## Introduction

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The Departments of “Economics and Sustainable Development” and “Geography” of the School of Environment, Geography and Applied Economics, the Department of “Informatics and Telematics” of the School of Digital Technology of Harokopio University of Athens, the Department of “Business Administration” of the School of Business of the University of the Aegean and IREST (Institut de Recherche et d’ Etudes Supérieures du Tourisme) of Université Paris 1 Panthéon-Sorbonne (hereinafter Paris 1), operate since 2018-2019 an International, Interinstitutional and Interdepartmental Postgraduate Programme of Studies (I.I.I.P.P.S.) in English language entitled “Sustainable Tourism Development: Heritage, Environment, Society”, according to the provisions of Law 4957/2022 (A’141) as applicable.

## Administrative Bodies

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The Department of Economics and Sustainable Development of Harokopio University of Athens is in charge of the administrative support of the Programme regarding the activities that take place in the Greek territory. As regards the activities that are carried out in France, the Université Paris 1 is in charge.

The competent bodies for the organization and operation of the I.I.I.P.P.S. within Harokopio University of Athens, according to Law 4957/2022 and the Implementation Agreement among the cooperating Institutions, are as follows:

- [1] **The Senate of Harokopio University of Athens**, which decides on any academic, administrative, organizational and financial issue related to Postgraduate Studies.
- [2] **The Postgraduate Studies Committee** which is composed of one (1) member of the Teaching and Research Staff of each School of Harokopio University of Athens, one (1) member of the category of Special Teaching Staff or Laboratory Teaching Staff or Technical Assistants and Laboratory Staff, and the Vice Rector of Academic Affairs and Quality Assurance, acting as President. It is responsible, among other issues, for the assessment of the establishment of new Postgraduate Programmes or the modification of the existing ones.
- [3] **The Curriculum Committee (C.C.)** of the I.I.I.P.P.S., which is in charge of the appointment of the members of the Coordinating Committee of the Programme, the establishment of Committees responsible for the selection or examination of postgraduate students, the distribution of teaching workload among the instructors of the I.I.I.P.P.S., the identification of the successful completion of courses to award the Postgraduate Degree to students, as well as for any other issue referred to in the applicable provisions. The Curriculum Committee consists of seven members of the Teaching and Research Staff of the cooperating Departments and is constituted by decision of the Senate of the leading Institution for a two-year term, upon the suggestions of the Assemblies of the cooperating Departments or competent bodies of the collaborating Institutions. The exact number of members of the Curriculum Committee and the representation of each collaborating Department or Institution, whether national or foreign, shall be specified in the Implementation Agreement of the collaborating Institutions. The chairmanship of the C.C. will be held by the two co-directors of the Programme, members of the C.C. one of whom belongs to Harokopio University of Athens and the other to IREST of Paris 1.
- [4] **The Coordinating Committee of the I.I.I.P.P.S.**, which is in charge of the monitoring and coordination of the operation of the Programme, as well as the drafting of suggestions/proposals regarding the I.I.I.P.P.S., in accordance with the Implementation Agreement and the legislation in force. The Coordinating Committee consists of five (5) members of the C.C.: two (2) professors/researchers from Paris 1, two (2) members of the Teaching and Research Staff of Harokopio University of Athens and one (1) member of the Teaching and Research Staff of the

University of the Aegean, who specialize in topics relevant to the I.I.I.P.P.S. and undertake teaching assignments in it. The Coordinating Committee is formed by decision of the C.C. for a two-year term, in which the two (2) co directors and three (3) of the members of the C.C. must participate.

- [5] **The Director of the I.I.I.P.P.S.:** The Direction of the Master is ensured by the two co-directors, members of the C.C. and Coordinating Committee, one of whom represents the Harokopio University of Athens and shall be the Administrative Director, the other the University of Paris 1. The two co-directors are in charge of the organizational and operational management of the I.I.I.P.P.S. They make suggestions both in the Coordinating Committee as well as in C.C. on any issue related to the effective operation and qualitative improvement of the Programme. The co-director from Harokopio University of Athens is the Administrative Director of the Programme and at the same time the “Scientific Responsible” of the Project/Programme (article 234 of Law 4957/2022), who is in charge of financial matters specific to the management of the double degree located in Harokopio University of Athens. He/she is also responsible for drafting the budget and the assessment report of the I.I.I.P.P.S., which he/she submits to the competent bodies, signing agreements to meet the needs of the Programme, monitoring the implementation of the budget and issuing payment orders related to the expenses of the I.I.I.P.P.S. The co-directors of the I.I.I.P.P.S. are members of the Coordinating Committee and appointed by decision of the C.C., for a two-year term, subject to unrestricted renewal. The two co-directors preside the Coordinating Committee, are members of the Teaching and Researching Staff with priority from the rank of Professor or Associate Professor and their field of expertise is the same or similar with that of the I.I.I.P.P.S.: “Sustainable Tourism Development: Heritage, Environment, Society”. The term and responsibilities of the co-directors of the I.I.I.P.P.S. shall conform to the provisions of the applicable law and of the Implementation Agreement among the cooperating Institutions.
- [6] **Student Selection Committee (S.S.C.)** The setting up of a Committee in charge of the evaluation of candidate students as well as of the preparation and submission of the evaluation report to the C.C., according to the criteria set forth in the present Regulation, is provided. The S.S.C. is defined by the C.C. and consists of two (2) representatives of Harokopio University of Athens and two (2) representatives of Paris 1/IREST.

## Scope – Aim – Objective

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The **scope** of the I.I.I.P.P.S. “Sustainable Tourism Development: Heritage, Environment, Society” is the provision of specialized studies to graduates of Greek and Foreign Higher Education Institutions and Technological Educational Institutes in the scientific field of Sustainable Tourism Development.

The **aim** of the Programme is to provide high-level specialization for professions related to Tourism Discipline and Promotion of Heritage.

The specific **objectives** of the Programme include thorough research, acquisition of knowledge on tourism management and sustainable tourism development in conjunction with heritage, environment and society, development of analytical and critical thinking skills on sustainable tourism development issues and practices, as well as preparation for doctoral studies.

## Learning Outcomes

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After the successful completion of the I.I.I.P.P.S. “Sustainable Tourism Development: Heritage, Environment, Society”, the graduates should be able to:

- obtain specialized knowledge with respect to the international tourism industry and its trends,
- define and comprehend the geographical aspects of tourism, together with the vital issues of tourism change and development,

- develop skills related to analytical and critical thinking in issues of tourism development in relation to cultural heritage, environment and society.
- apply basic theories and develop appropriate strategies of tourism destination management,
- develop skills in the management of structures and activities of Destination Management Organizations
- design and manage tourism projects and programmes aiming at sustainable local community development,
- appreciate the value of cultural heritage in sustainable tourism development,
- apply sustainable management practices in the promotion and advertisement of cultural goods,
- develop skills related to complete decision making in complex problems of the tourism domain, and in issues related to crisis management in the tourism and hotel industry,
- design and apply empirical research protocols, analyze statistical data and evaluate research results.

## **Professional Prospects**

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The I.I.I.P.P.S. "Sustainable Tourism Development: Heritage, Environment, Society" is addressed to high-level students who wish to conduct research and acquire specialized knowledge, skills and competencies in the Sciences of Tourism and Culture, with an in-depth understanding of sustainability.

## **Admission**

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### **Categories and number of postgraduate students**

The I.I.I.P.P.S. is open for applications to graduates of the Department of Economics and Sustainable Development of Harokopio University of Athens, graduates of Business Administration, Cultural Management, Economics and other Departments of Greek Universities related to the fields of study of the I.I.I.P.P.S. as well as Departments from accredited foreign universities. Additionally, graduates of Technological Educational Institutes (TEI) related to the subject of the I.I.I.P.P.S., as well as holders of Degrees and diplomas as referred to in the Implementation Agreement are also accepted.

The total number of entrants in the I.I.I.P.P.S. is referred to in the Implementation Agreement and shall not exceed the number of incoming undergraduate students of the Department of Economics and Sustainable Development. On that basis and in order to ensure the high quality of all cycles of study of the Department, the maximum number of postgraduate students of the I.I.I.P.P.S. is set at a maximum of sixty (60) students per year.

### **Admission and selection procedure of postgraduate students**

Each academic year, during the spring semester, i.e., six (6) months before the beginning of the I.I.I.P.P.S., the C.C. makes a call for expression of interest for admission at the I.I.I.P.P.S. "Sustainable Tourism Development: Heritage, Environment, Society". That call includes:

- the title of the I.I.I.P.P.S. that will receive postgraduate students,
- the conditions for the participation of candidate students in the selection procedure,
- the required skills of candidate,
- the necessary supporting documents to be submitted,
- the deadlines and the precise procedure for the submission of all supporting documents.

The call is published in the daily press and on the website of Harokopio University of Athens and is notified to the Ministries concerned, legal entities of Public Law or legal entities of Private Law, as well as their supervising bodies.

The applications of candidates shall be accompanied by the following supporting documents:

- [1] an application form, fulfilled and signed by the candidate (the form is available at the Secretariat of I.I.I.P.P.S. and is posted on the corresponding website of the Department),
- [2] a two-sided copy of the candidate's ID,
- [3] a detailed curriculum vitae,
- [4] a copy of the candidate's first cycle degree from a higher education institution in Greece or an equivalent degree from abroad, which is included in the National Registry of Foreign Recognized Academic Title Types and has been issued by a foreign institution included in the National Registry of Foreign Recognized Higher Education Institutes of Foreign Countries other than France (French national diploma conferring the grade of Master 1). The relevant recognition may be decided even after the enrollment of the candidate in the I.I.I.P.P.S., but definitely before the completion of his/her studies and the award of the Postgraduate Degree.
- [5] Certificate of studies with a Transcript of Records (TOR) of all undergraduate courses and the bachelor's thesis (if carried out),
- [6] other copies of University or Technological Educational Institute Degrees (if any),
- [7] copies of postgraduate Degrees (if any),
- [8] certified copies of language certificates,
- [9] copies of certificates of attendance of educational or training programs (if any),
- [10] certificate of professional experience related to the subject of the I.I.I.P.P.S. (if any),
- [11] letters of recommendation (with the name, title, position, address and telephone of the author; at least one out of two letters of recommendation may be written by an academic professor),
- [12] any additional certificate deemed important by the candidate for the evaluation of his/her candidacy.

Applications not accompanied by the necessary certificates and other supporting documents are not taken into account during the selection procedure. The applications and supporting documents of the candidates are submitted electronically through the special web portal: <https://application.hua.gr/>, or via the corresponding portal of the University Paris 1 and are assessed by the S.S.C., which is responsible for the preparation and the submission of the assessment report of candidates to the C.C. for their admission to the I.I.I.P.P.S.

The S.S.C. is responsible for:

- [1] reviewing the validity of applications,
- [2] reviewing and assessing all certificates submitted,
- [3] reviewing language proficiency. A language proficiency of at least a B2 level is required and it can be certified either by a National Foreign Language Certificate or by another Foreign Language Certificate of the same level. The holders of undergraduate or Postgraduate Degrees awarded by foreign Higher Education Institutions recognized by the Hellenic NARIC are excluded from this obligation.
- [4] preparing the schedule for the oral interviews of candidates, which is announced on the website of the I.I.I.P.P.S.,
- [5] organizing and conducting interviews,
- [6] ranking candidates in order of success, taking into account the assessment results and the qualifications of candidates.

## Criteria for the selection of postgraduate students

The I.I.I.P.P.S. "Sustainable Tourism Development: Heritage, Environment, Society" is addressed to high-level students who are selected on the basis of the following criteria:

- **Credit points allocation of candidates' certified qualifications:** Bachelor's Degree grade, relevance of undergraduate studies, bachelor's thesis, second Bachelor's Degree, English language certificate, certificate in foreign languages other than English, PhD Degree, Postgraduate Degree, attendance of relevant educational or training programs, professional activity in the field of tourism or in cultural institutions, publications in scientific journals or conference proceedings with review committee, other related work, certified P/C knowledge, recommendation letters.
- **Personal interview.**

The aforementioned assessment criteria may be different following a decision of the C.C. taken before the publication of the call for expression of interest.

Based on the above, the S.S.C. submits its proposals (rank order) to the C.C. for approval and ratification. Candidates who are successful in the selection procedure are notified by the Secretariat and the enrollment of them is completed at least fifteen (15) days before the beginning of the Programme.

## Rights and obligations of postgraduate students

- The student status is obtained after the enrollment of students in the I.I.I.P.P.S., which is compulsory. Students are registered both in Harokopio University of Athens and Paris 1. It is highlighted that in case a student does not complete his/her studies in the minimum period of studies (two academic semesters), re-registration in Paris 1 and payment of a re-registration fee is required.
- Each postgraduate student, upon his/her enrollment in the Programme, accepts: [1] the operating rules of the I.I.I.P.P.S. as referred to in the present Regulation of Studies, concerning the conditions of attendance in the Programme and recognizes the right of C.C. to decide upon his/her deletion in case of failure to comply with the above-mentioned rules or in case of their violation, [2] all assignments delivered by the instructors of the Programme as well as the teaching and grading methods of each instructor during the course, [3] the timetable of courses and examinations, mandatory activities that are necessary for the operation of the Programme, as well as any change in the timetable that may arise due to holidays, professors' impediments or any other unforeseen factors.
- The attendance of the courses is compulsory. A postgraduate student who has not completed 75% of the attendance hours of each course is not eligible to take the exam and has to re-attend the course in order to sit for an examination.
- Each postgraduate student has the right to apply once for permission to suspend his/her studies at the I.I.I.P.P.S., upon his/her justified request to the C.C. The suspension may last no longer than one (1) academic year. The time of suspension of studies at the I.I.I.P.P.S. is not calculated in case of exceeding the duration of studies. In case of suspension, the postgraduate student does not pay any additional tuition fees. After the end of the suspension period, the student is required to attend all courses, in which he/she had not been successfully evaluated before the suspension of his/her studies.
- In order to ensure the quality and the improvement of the provided educational services, the postgraduate students complete course evaluations at the end of each semester. Students fill out a course evaluation survey that consists of questions on the evaluation of the instructor/instructors of each course and the course itself.



- The postgraduate students participate through their representatives in the collective university decision-making bodies.
- The postgraduate students are entitled to facilities (e.g. for travel) in proportion to the students of the Undergraduate Programmes of Studies.

### **Tuition fees**

The total tuition fees corresponding to each new student amount to four thousand five hundred (4,500) euros, payable in predetermined installments. The exact amount of the tuition fees for each year may be reviewed and decided by the C.C.

In particular, each new student pays to the Harokopio University of Athens the amount of 4,257 euros, of which the Harokopio University of Athens transfers to Paris 1 the amount of 757 euros corresponding to the administrative costs incurred by Paris 1 for the management of the double degree. This amount does not have the meaning of "tuition fees" of article 86 of Law 4957/2022, but is a separate amount paid to Paris 1 for its administrative process.

In addition, new students, as well as those who have not completed their studies in the minimum period of study (two academic semesters), pay directly to Paris 1 the amount corresponding to their annual registration or re-registration at Paris 1 (AUR: Annual University Registration fees) respectively. This amount is set by France at national level and is two hundred and forty-three (243) euros (for the year 2022), subject to change and paid directly by the students to Paris 1. The AUR fees do not have the meaning of "tuition fees" in Article 86 of Law 4957/2022, but are a separate amount paid directly to Paris 1 for the administrative and academic registration of students.

It should be noted that students who qualify under current legislation for exemption from tuition fees are not exempted from paying the above-mentioned Paris 1 administrative fees (€757), nor are they exempted from paying their registration/re-registration fees (AUR) to Paris 1. In any case, these exempted students cannot exceed the thirty percent (30%) of the total number of students enrolled in the I.I.I.P.P.S.

If the candidates cannot meet the conditions under which they have been accepted in the Programme or if they leave the Programme any time after the acceptance of their application, they are not entitled to claim reimbursement of the tuition fees already paid for their participation in the Programme. In any case of deletion of a postgraduate student any paid tuition fees shall not be refunded.

Exceptionally, students who have applied for an exemption from the tuition fees, but are not finally exempted, or are classified in excess of 30% of the total number of students admitted to the I.I.I.P.P.S. and entitled to an exemption, they have the right, if they don't wish to attend the I.I.I.P.P.S., to a refund of the amount paid for their participation in the Programme, upon their request for deletion and reimbursement. The deadline for submitting a request for deletion and reimbursement of the paid tuition fees is within ten (10) days after the announcement of the results of the beneficiaries of the exemption.

### **Scholarships - Compensatory actions by the I.I.I.P.P.S.**

The I.I.I.P.P.S. "Sustainable Tourism Development: Heritage, Environment, Society" may award, by decision of the Coordinating Committee, financial awards of compensatory nature that reach a total value up to 10,000 euro per cycle of studies to its graduates, based on the following academic criteria: [1] Overall average of grades: at least eight and forty-five centimeters (8.45) ("Excellent"). [2] Master's Thesis grade: ten (10). In the event of a tie, prizes will be awarded based on socioeconomic criteria. Finally, the I.I.I.P.P. retains the right to adjust the financial parameters of its awards according to its financial capacities.

1. Free of charge participation in international and/or Panhellenic scientific conferences and workshops held at Harokopio University of Athens or at the cooperating Universities of the Aegean and Paris-1 Panthéon-Sorbonne, and (co-)organized by the I.I.I.P.P.S. The I.I.I.P.P.S. covers the financial cost for these participations. The students may attend for free these events and/or present, in collaboration with their instructor, research results obtained during their studies at the I.I.I.P.P.S.
2. Free visits to tourist, cultural and environmental sites, organizations and/or activities, for example tourist zones, archaeological sites, cultural sites, environmental programs of cultural awareness etc. aiming at creating a practical link between tourism and culture. The corresponding expenditures, e.g., tickets, lecturers, consumables etc. may be covered by the budget of the I.I.I.P.P.S.
3. Participation of students in educational excursions and cultural walks, with part of the expenses being covered by the budget of the I.I.I.P.P.S.
4. Free use of all research tools available in the infrastructures of the cooperating Universities, including access to library academic material, by the students during their studies for research purposes in order to complete the essays assigned to them.
5. Free provision of books for bibliographic documentation and study to students during their studies for research purposes in order to complete the essays assigned to them.
6. Provision of free individual, group and/or supervisory counseling by the Advisory Center of the University aiming at: (a) providing assistance and psychosocial support to students facing personal problems, adaptation problems in the academic environment as well as communication or relationship problems; b) the development and enhancement of students' learning skills; c) supporting students with special educational needs; d) counseling of foreign students; and e) vocational consultancy.

## **Studies and Diploma Award**

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### **Duration of studies**

The duration of studies for the award of a Postgraduate Degree (Master's Degree) is set at one (1) year (two (2) academic semesters - minimum duration of studies), which is provided for the instruction of courses and for the elaboration and completion of the Master's Thesis.

The maximum time needed for the award of a Master's Degree should not exceed one (1) additional academic semester, in addition to the minimum length of studies; this extension may be given either for writing the Master's Thesis or for attending courses and sitting for the examination. In case of extension of the maximum period of studies, the student is deleted following a decision of the C.C. For serious reasons and upon a student's request - accompanied by the relevant documents – the C.C. may accept the extension of studies for only one (1) additional semester. In this case, the student must complete his/her studies successfully within the time set, otherwise, after the expiration of that period, the student is deleted from the I.I.I.P.P.S. following a decision of the C.C. Finally, in exceptional cases, the student may re-attend the I.I.I.P.P.S. after a decision made by the C.C., in accordance to the Implementation Agreement.

### **Rules of attendance**

All courses last six months and are mandatory, each class lasts three hours and courses are offered either during the winter or spring semester. Their completion is followed by an examination period.

The teaching of the courses takes place face-to-face. Synchronous distance learning methods may also be used in cases where it is not possible for the lecturers or part of the students to be transferred, in a percentage that in no case will exceed thirty per cent (30%) (Article 48 of the Regulation of Studies of Harokopio University of Athens). The means and methods of distance learning are based on the

Institution's infrastructure and are supported by the Institution's e-Government Centre, as described in the Distance Learning Regulation of Harokopio University of Athens.

All course obligations, such as writing, presenting and assigning essays, shall be fully completed within the semester and until the end of the examination period.

English is the official language of the I.I.I.P.P.S. The supporting scientific material of all courses is also provided in English. A postgraduate student who has not completed 75% of the attendance hours of each course is not eligible to take the exam and has to re-attend the course in order to sit for an examination.

The timetable of attendance and examination in the context of courses and activities is announced by the Secretariat of the I.I.I.P.P.S. at the beginning of each academic semester. The timetable may be modified in special cases, for example holidays, unexpected professors' absenteeism or other teaching needs.

### **Evaluation of students' performance**

The evaluation of students is carried out through written and/or oral examinations and/or assignments. At the beginning of each semester, course leaders inform students about the criteria and methods of evaluation and grading which are also described in detail on the course page of the e-learning platform of Harokopio University of Athens.

Evaluation and grading in each course is the sole responsibility of the course leader. The course performance is evaluated by a grading scale from 0 to 10. The degree can be an integer or a decimal that is rounded to the nearest half unit. Six (06) is the minimum successful score.

A student fails a course when: (a) his/her final course grade is less than six (06), (b) he/she has not completed his/her course obligations during the semester when the corresponding course was offered, and (c) he/she does not take the course examination. It is highlighted that if plagiarism is identified in a student's assignment, the assignment receives a zero.

There are three (3) examination periods: in February, in June and in September. During these periods classes do not take place. The examination topics of each course are determined by the Professor(s) in charge of the course. Written examinations may in no case last more than three (3) hours. The examination is conducted under the responsibility of the professor in charge of the course who remains at the University throughout its conduct.

During the examination, cheating from books, notes, another student's paper, using electronic media (such as mobile phones, computers, etc.), collaborating with other students, or hindering the smooth conduct of an examination leads to a zero grade. The incident will be noted on the exam paper by the invigilator who will also sign it with his/her initials and subsequently, the incident will be referred to the C.C.

Within ten (10) days of the examination of a course, the examiner announces the grades on the e-class as well as the day and time when students can see their exam papers. Within fifteen (15) days after the course examination, the course leader submits and finalizes, through the electronic system of the Secretariat, the grades of the course. Then, through the students' portal of the same system, the grades become public to the students.

In cases where the final evaluation of a student's performance in a course depends or/and on other additional activities (e.g., submission and/or presentation of assignments, attendance, etc.), the student has to successfully complete all the assigned activities, until the examination period, in order to get his/her final grade for that course.

In case a postgraduate student fails the examination, he/she can re-sit the exam in September of the same calendar year, deliver any pending essay or fulfill any other activities assigned by the instructor

and related to the final evaluation. If he/she fails to fulfill all the above-mentioned obligations in the scheduled time, his/her participation in this course is considered unsuccessful.

If a postgraduate student also fails during the re-examination in September, he/she is therefore deemed to have failed to complete the Programme according to the Regulation of the I.I.I.P.P.S., and he/she can apply to be examined by a Three-Member Committee consisted of members of the Teaching and Research staff/researchers from collaborating institutions, specialized in the same or related area as the area under examination; the Three-Member Committee is appointed by the C.C. The course leader is exempted from the Committee. The Committee has to decide upon the student's re-examination process. The examination by the Committee shall take place within three (3) months after the date of submission of the student's application for re-examination. If the student fails the examination held by the Three-Member Committee, the C.C. may decide on a case-by-case basis after considering the student's overall performance, either to allow him/her to re-attend the course or to delete him/her from the I.I.I.P.P.S.

In case the student does not apply for the appointment of a Three-Member committee, the C.C. may decide on a case-by-case basis after taking into consideration the overall performance of the student, the re-attendance of the course by the student.

A student who has attended less than 75% of the total duration of the course has to re-attend the course, and also re-take over the assignments or other activities required by the instructor. If he/she fails to comply with the above mentioned, after the expiration of the statutory time period, the issue is referred to the Coordinating Committee of the I.I.I.P.P.S., which suggests a student's permanent deletion from the register of the I.I.I.P.P.S.

If a postgraduate student has been diagnosed with special educational needs, appropriate adjustments are carried out in his/her evaluation procedure (e.g., provision of additional time, intermission, etc.) in order to ensure the conditions for an equal participation. These adjustments are approved by the co-Directors of the I.I.I.P.P.S. and the C.C. It is outlined that these adjustments are designed in a way that guarantees that the characteristics of the examination procedure followed for the rest of the students will not be altered.

The final grade of the P.P.S. is calculated based on the grades that a student has received in all courses of the Curriculum and in his/her Master's Thesis, according to their respective weight ratios. More precisely, the final grade is the sum of a student's average score in courses multiplied by the coefficient 0.6 and the average grade in the Master's Thesis multiplied by the coefficient 0.4. The final grade is derived by approximation to the second decimal point and is characterized on the basis of the following grading scale:

- Excellent: 10,0 to 8,45
- Very good: 8,44 to 6,95
- Good: 6,94 to 6,0

### **Awarded Degree - Graduation Ceremony**

The I.I.I.P.P.S. awards two distinct Degrees: one from Paris 1 and one from Harokopio University of Athens and the University of the Aegean; its form, award, as well as the graduation ceremony are defined in the Implementation Agreement and the Regulation of Studies of Harokopio University of Athens.

## Curriculum and Course Syllabi

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### Curriculum

There is a web page for all I.I.I.P.P.S. courses on the e-learning platform of Harokopio University of Athens (e-class). The e-class of each course contains the course syllabus that offers information about the course content, learning outcomes, teaching, and learning methods, forms and criteria for the evaluation of students' performance and indicative bibliography. Additionally, the e-class contains information on the Programme and the content of course modules, the conditions for its successful completion, instructions for assignments, students' participation in other research or educational activities, material of lectures and essays as well as other students supporting material. Finally, on the e-class of each course announcements are posted regarding the organization of the course or other important information according to the judgment of its instructor.

In order to be awarded the Postgraduate Degree, postgraduate students have to accumulate sixty (60) credits (ECTS), divided into two (2) academic semesters, ten (10) of which correspond to the Master's Thesis. The Coordinating Committee may propose to the C.C. modifications in the Curriculum and in teaching methods, according to the Implementation Agreement.

More specifically, the courses offered per semester and the corresponding credits are as follows:

<b>CURRICULUM</b>		
<b>a/a</b>	<b>1st Semester</b>	<b>ECTS</b>
1	Geography of Tourism	5
2	Economics of Tourism	5
3	Research Methods	5
4	Heritage and Cultural Tourism	5
5	Heritage Management	5
6	Heritage Marketing	5
<b>Total amount of ECTS for the 1st Semester</b>		<b>30 ECTS</b>

<b>a/a</b>	<b>2nd Semester</b>	<b>ECTS</b>
1	Tourism Development Plans	5
2	Destination Management	5
3	Sustainable Tourism	5
4	Empirical Project or Internship	5
5	Thesis	10
<b>Total amount of ECTS for the 2nd Semester</b>		<b>30 ECTS</b>

<b>Total amount of ECTS</b>	<b>60</b>
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### **Empirical Project/ Internship**

During the second (2nd) semester of studies, the students of I.I.I.P.P.S. carry out an Internship in tourism and/or cultural institutions and enterprises. The Internship aims to develop and cultivate specialized knowledge and skills related to tourism management and sustainable tourism development, in conjunction with heritage, environment and society. The Internship may last from six (6) to twelve (12) weeks.

Instead of completing an Internship, students have the possibility to do an Empirical Project attending lectures related to the scientific fields of Tourism and Culture, organized by the Programme.

The Empirical Project/ Internship corresponds to one (1) course and is compulsory. In the context of the Empirical Project/ Internship, students are evaluated. The evaluation criteria and methods are announced to the students at the beginning of the corresponding semester in which the Empirical Project/ Internship takes place, and they are uploaded to the e-learning platform (e-class) of the corresponding course, as well as in the Regulation of Internship.

### **Master's Thesis**

A Master's Thesis is required in order to complete the studies of the I.I.I.P.P.S. "Sustainable Tourism Development: Heritage, Environment, Society". Before taking over the Master's Thesis, a student shall have successfully completed all compulsory courses of the winter semester, with the exemption of two (2) at most.

The Master's Thesis is submitted and graded after the completion of all learning and financial obligations of the students. The Master's Thesis corresponds to ten (10) Credits (ECTS), which represent a workload of two (2) full-time courses. The maximum number of Master's Thesis that each instructor can supervise per academic year of the I.I.I.P.P.S. is set to three (3). The relevant decision is taken by the C.C.

At the beginning of the spring semester and within a time period that is announced by the Secretariat, students submit electronically to the Secretariat of the I.I.I.P.P.S. a proposal with the subject of their Master's Thesis, following communication and consultation with their instructors and after having received their assent. The Secretariat of the I.I.I.P.P.S., communicates the list of declared Master's Thesis topics to the instructors to examine all topics that concern them and to suggest two additional instructors in order to set up the Three-Member Examining Committee for the evaluation of the Master's Thesis. The topics of Master's Thesis, as well as the Three-Member Examining Committees are announced and approved by the C.C. and notified to the students by the Secretariat.

Generally, a supervising professor systematically monitors the progress of the elaboration and completion of a student's Master's Thesis and guides him/her with specific remarks, comments, suggestions and corrections in order to achieve a result of better quality. If a student does not cooperate consistently with the supervisor, the latter may apply to the Secretariat of the I.I.I.P.P.S. for termination of his/her cooperation with that student. In this case, the student shall find another supervising professor to collaborate with.

A student has to defend his/her Master's Thesis in front of the Examining Committee in order to get evaluated. The public defense of all Master's Thesis takes place three (3) times per year, at the end of examination periods. In order to organize the defense of the Master's Thesis, each student shall have previously consulted with his/her supervising teacher. After receiving the approval of the supervisor and informing the Secretariat about the day and time of the Master's Thesis defense, the process may be launched. The Secretariat of the I.I.I.P.P.S. publicizes the event by releasing an electronic announcement to the academic community.

The public defense of the Master's Thesis lasts thirty (30) minutes and takes place on a scheduled day and time in the presence of the Three-Member Examining Committee, which submits to the Secretariat the final grade of the Thesis.

In case of rejection of the Master's Thesis, a new evaluation date is set, at least three (3) months after the first judgment. During this period the student has to make any corrections requested by the Three-Member Examining Committee.

In case of a new rejection of the Master's Thesis, the postgraduate student loses his/her student status and is expelled from the I.I.I.P.P.S. It is noted that only in case of severe health problems - and once the student has submitted the relevant document(s) - it is possible for the C.C. to approve an extension of one (1) additional academic semester for the student concerned. After the expiration of the above-mentioned extension and in case of unsuccessful completion and evaluation of the Master's Thesis, the postgraduate student loses his/her student status and is deleted from the I.I.I.P.P.S.

Following the successful public defense of the Master's Thesis the student has to submit his/her Thesis in electronic form to the Institutional Repository of the University Library. Students must follow the template created by the Library and the Information Center of the Institution in order to write their thesis. Instructions on how to write and submit the Thesis are provided by the Library during its user training seminars, and are also available on its website. The I.I.I.P.P.S. reserves the right to publish the Master's Thesis of students on the Department's website and / or on online accessible repositories of digital documents in which the Department participates.

The intellectual property rights deriving from the elaboration of a Master's Thesis belong jointly and equally to the postgraduate student, the supervisor, the cooperating Departments and IREST, unless otherwise provided, in case the research has been funded by research programs of the Institution. It is taken for granted that the Master's Thesis is an original work of the student, who submits it for review to the competent evaluation Committees of the I.I.I.P.P.S.

## Qualitative criteria for the assessment of a Master's Thesis

The assessment of the Master's Thesis is based on the following criteria:

- the completeness and quality of its content,
- the level of understanding of a topic and corresponding to its requirements,
- its position in relation to international literature,
- the successful public defense and examination.

In particular, the Master's Thesis shall:

- be bibliographically documented and methodologically accurate,
- clearly outline its objectives and research questions,
- be distinguished by expressive clarity and logical structure,
- produce methodologically sound research findings and comparative conclusions with respect to those of the international scientific community,
- be an interesting study for the academic community, with scientific proposals useful in the professional area of the author,
- produce a scientific work to be published in reputable scientific journals and/or to be presented in international and national scientific conferences,
- create scientific and research conditions for further study and research on the issue under negotiation.

## Types of Master's Theses and Writing Guidelines

The Master's Thesis is an individual work and constitutes an independent scientific and systematic approach and analysis of a topic, it is based on the available technology and existing literature and exploits the knowledge and skills acquired during the study period. More specifically, the Master's Thesis is a scientific endeavor of academic standards that offers the postgraduate student the opportunity to highlight and promote his/her scientific, writing and research skills, which he/she has developed during his/her studies at the I.I.I.P.S. under the guidance of his/her professors, in particular the supervising professor and the Three-Member Examining Committee.

The Master's Thesis shall be written in English, including an extensive abstract in Greek.

The Master's Thesis, depending on the researcher's scientific questions and on the research methodology to be followed, may belong to one of the following categories:

[1] **Literature review.** It focuses on a research question with the view to critical analysis, evaluation, collection and synthesis of high-quality published research findings and arguments related to this question. The process of designing and completing a literature review requires a series of complex cognitive processes and skills such as understanding, implementation, analysis, evaluation, synthesis and creative-critical thinking. Key qualitative characteristics of this type of Master's Thesis are the definition of the purpose and scope of the review, the definition of bibliographic research procedures and sources (e.g., basic terms of literature research, online scientific databases), as well as studies related to the purpose of the review, the assessment of the relevance of published research to the research question under study, the collection, the synthesis and the discussion of the results, the formulation of proposals for further research. It is evident that Master's Thesis of this category that do not meet the above qualitative criteria and are limited only to descriptive collection of literature and/or research data are not accepted for examination.

[2] **Empirical research.** This type of Master's Thesis aims to answer research questions through thorough theoretical documentation and use of quantitative or qualitative or mixed methodological research design. The process of designing and completing an empirical research involves an understanding of the parameters associated with it, such as the perception of reality, the objective, the study of the phenomenon under consideration, the sample, the form and the analysis of data, the



creative stage of the research, the role of participants, the degree of researcher's involvement in the results, the process of conducting research and its maximum contribution. Key qualitative criteria of this category of Master's Thesis are the existence of theoretical documentation, the formulation of a research purpose, the description of the data collection method, the reliability of research tools, the presentation and discussion of results and the contribution of the research to science.

The Master's Thesis shall meet the basic rules of presentation of a scientific article. Detailed information about the structure and the final form of the Thesis can be found on the website of the Library of Harokopio University of Athens.

### **Grading scale of a Master's Thesis**

The grade of the Master's Thesis is the average of the grades of the three (3) examiners and is an integer or decimal number that is rounded to the nearest half unit. The scores of the three (3) examiners are integers or decimals rounded to the nearest half unit. The final grade is higher than or equal to six (6).

In particular, the grading scale for the evaluation of a Master's Thesis is as follows:

- **09 to 10:** Excellent work with scientifically sound theoretical background, sufficient literature, methodological excellence, interesting research findings and elements of originality. It fulfills the requirements for an immediate publication in a reputable Greek or foreign scientific journal or a presentation in a Greek or international scientific conference.
- **07 to 08:** Good or even very good work of high quality with satisfactory literature documentation, methodological adequacy, interesting research findings. It could be published on a Greek or foreign scientific journal or be presented at a Greek or international scientific conference with additional literature documentation and, possibly, further research.
- **06:** Work of average quality. Although it shows scientific foundation, it presents structural deficiencies and/or deficiencies in form, literature gaps and methodological limitations. Consequently, the Thesis covers to a moderate extent the requirements of a publishable scientific work.
- **< 06:** Work of unsatisfactory quality with problems in literature documentation and methodological approach. It presents structural gaps, poor conceptual coherence and ambiguity or deficiencies in its research findings. An additional, thorough and substantial processing is required, as well as its re-submission for re-evaluation by the Three-Member Examining Committee.

Upon completion of the examination, the Three-Member Examining Committee convenes to decide whether:

- The candidate may immediately obtain his/her Degree certificate without need for any corrective feedback.
- The candidate may obtain his/her Degree certificate after following the limited corrections-improvement proposals indicated by the Three-Member Examining Committee.
- The candidate may obtain his/her Degree certificate provided that he/she will firstly proceed to all extensive changes – corrections, suggested by the Three-Member Examining Committee concerning his/her Thesis and that he/she will get the assent and final approval of all members of the Three-Member Examining Committee.
- The candidate may not immediately obtain his/her Degree certificate, as he/she will have to resubmit his/her Thesis during the next examination period in order to redefend it before the Three-Member Examining Committee. In case of rejection of the Master's Thesis, a new date of examination is set by the Examining Committee.

## **Plagiarism**

Plagiarism when writing a scientific work, such as a Master's Thesis, is a serious moral and legal misconduct. Plagiarism occurs in various forms, and mainly means copying phrases, opinions and ideas of other scholars-scientists without reference to their work and their names. It is a moral misconduct as the author arrogates other's literary material and presents it as his/her own by using in his/her own work set of phrases, ideas, suggestions, conclusions, research tools, figures etc. It is also a serious legal misconduct because it is an intellectual property theft, which results in severe criminal sanctions if detected. The student with his/her signed solemn declaration, which will be embedded at the beginning of the Master's Thesis, certifies that the work he/she has submitted for examination is exclusively written by him/her and that he/she fully assumes all the consequences of law if it is proved, over time, that his/her entire work or part of it does not belong to himself/herself but is the product of plagiarism of other intellectual property. It is highlighted that in case of detection of plagiarism in a Master's Thesis, the Three-Member Examining Committee has to award a zero for the Master's Thesis. It is noted that faculty members of the Institution have access to the Turnitin plagiarism prevention software that enables them to perform a similarity check of Theses against the database of free and subscription sources and previous Theses/Dissertations.

## ECONOMICS OF TOURISM

## (1) GENERAL

<b>SCHOOL</b>	SCHOOL OF ENVIRONMENT, GEOGRAPHY AND APPLIED ECONOMICS		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF ECONOMICS AND SUSTAINABLE DEVELOPMENT (LEADING DEPARTMENT)		
<b>LEVEL OF STUDIES</b>	POSTGRADUATE LEVEL		
<b>COURSE CODE</b>	1553-31112	<b>SEMESTER</b>	WINTER
<b>COURSE TITLE</b>	ECONOMICS OF TOURISM		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
LECTURES	2.5	5	
<b>COURSE TYPE</b>	General Background		
<b>PREREQUISITE COURSES</b>	-		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	English		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBSITE (URL)</b>	<a href="https://www.tourismheritage.hua.gr/course-economics-of-tourism/">https://www.tourismheritage.hua.gr/course-economics-of-tourism/</a>		

## (2) LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>Upon completion of the module, students will be able to understand:</p> <ul style="list-style-type: none"> <li>• the economic impact of tourism;</li> <li>• tourism demand and tourism supply: theory and practice;</li> <li>• crisis management issues in the tourism and hospitality industry;</li> <li>• the importance of performance measurement;</li> <li>• the impacts, opportunities and constraints arising from tourism for local economies;</li> <li>• the importance of foreign direct investment, destination attractiveness and tourism benefits;</li> <li>• the nexus between economics, agritourism and heritage.</li> </ul>
<b>General Competences</b>
<ul style="list-style-type: none"> <li>• Research, analysis and synthesis of data and information with the appropriate use of the information communication technologies</li> <li>• Adaptation to new business conditions</li> <li>• Respect for difference and multiculturalism</li> <li>• Respect for the natural and cultural environment</li> <li>• Effective decision-making</li> <li>• Working independently and in teams</li> <li>• Production of free, creative and inductive thinking</li> </ul>

### (3) COURSE CONTENT

- Tourism Demand and Forecasting
- Tourism Supply Theory and Practice
- Crisis Management and Tourism
- Hotel Performance Measurement Indicators
- Understanding and Measuring the Economic Impact of Tourism
- Opportunities and constraints arising from tourism for Local Economic Development
- The Pro-Poor Tourism Perspective
- Foreign Direct Investment, Destination Attractiveness and Tourism Benefits
- Economics, Agritourism and Heritage

### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>MODES OF DELIVERY</b>	Face to face										
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	<ul style="list-style-type: none"> <li>● Support of the learning process by ITCs, in teaching and communication with the students (use of electronic platforms, as well as of e-mail)</li> <li>● Lecture attendance through Power Point and critical analysis and assignments with the aid of Internet search engines in scientific research</li> </ul>										
<b>COURSE DESIGN</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Activity</i></th> <th style="text-align: center;"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td style="text-align: center;">35</td> </tr> <tr> <td>Study and analysis of literature</td> <td style="text-align: center;">50</td> </tr> <tr> <td>Assignment</td> <td style="text-align: center;">40</td> </tr> <tr> <td>Total (25 hours of workload per unit of credit)</td> <td style="text-align: center;">125</td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	35	Study and analysis of literature	50	Assignment	40	Total (25 hours of workload per unit of credit)	125
<i>Activity</i>	<i>Semester workload</i>										
Lectures	35										
Study and analysis of literature	50										
Assignment	40										
Total (25 hours of workload per unit of credit)	125										
<b>STUDENT PERFORMANCE EVALUATION</b>	Written student assignment										

### (5) SUGGESTED BIBLIOGRAPHY

- Hall C.M. (2008). Tourism Planning: Policies, Processes and Relationships. 2nd Edition, Harlow: Prentice Hall.
- Edgell, D.L. Sr. and Swanson, J. R. (2013). Tourism Policy and Planning: Yesterday, Today, and Tomorrow, 2nd Edition, Abingdon: Routledge.
- Glaesser, D. (2006). Crisis Management in the Tourism Industry, London: Routledge.
- Keller, P. and Bieger, T. (eds.) (2011). Tourism Development after the Crises: Global Imbalances – Poverty Alleviation, Berlin: Erich Schmidt Verlag.
- Sloman, J., Guest, J. and Garratt, D. (2018). Economics (tenth edition), Harlow: Pearson Education.
- Stabler, M.J., Papatheodorou, A. and Sinclair, M. T. (2010). The Economics of Tourism, (second edition), London: Routledge.
- Telfer, D.J. and Sharpley, R. (2016). Tourism and Development in the Developing World, Abingdon: Routledge.
- UNCTAD (2017). Expert Group Meeting on the Contribution of Tourism to Economic Diversification and Poverty Reduction, Geneva: UNCTAD.
- World Economic Forum (2019). The Travel and Tourism Competitiveness Report 2019; Geneva: World Economic Forum.

# GEOGRAPHY OF TOURISM

## (1) GENERAL

<b>SCHOOL</b>	SCHOOL OF ENVIRONMENT, GEOGRAPHY AND APPLIED ECONOMICS		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF ECONOMICS AND SUSTAINABLE DEVELOPMENT (LEADING DEPARTMENT)		
<b>LEVEL OF STUDIES</b>	POSTGRADUATE LEVEL		
<b>COURSE CODE</b>	1553-31111	<b>SEMESTER</b>	WINTER
<b>COURSE TITLE</b>	GEOGRAPHY OF TOURISM		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
LECTURES	2.5	5	
<b>COURSE TYPE</b>	General Background, General Knowledge and Scientific Area		
<b>PREREQUISITE COURSES</b>	-		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	English		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBSITE (URL)</b>	<a href="https://www.tourismheritage.hua.gr/course-geography-of-tourism/">https://www.tourismheritage.hua.gr/course-geography-of-tourism/</a>		

## (2) LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>Upon successful completion of the learning period of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> <li>● identify and understand geographical approaches to tourism and categories of tourism places, spaces and landscapes;</li> <li>● know and discuss the main steps of tourism development and tourism impacts on space, with an emphasis on the city and on the landscape;</li> <li>● connect local tourism development with the globalization of tourism and critically assess the role of space in this relationship;</li> <li>● understand the spatial issues of tourism change and development, as well as the contested issues regarding tourism's contribution to overall local development.</li> </ul>
<b>General Competences</b>
<ul style="list-style-type: none"> <li>● Research, assessment, analysis, manipulation and synthesis of information and data, with the aid of appropriate and necessary tools, methods and technologies in the interdisciplinary scientific field of the Geography of Tourism</li> <li>● Critical and self-critical thought and ability to apply the knowledge and relevant data in actual circumstances and real-world conditions, at various geographical scales</li> <li>● Team/ group and autonomous/ independent (in the group context) work</li> <li>● Advancement of respect and sensitivity towards social and cultural difference, the whole environment and landscape (physical and human), towards multi-vocalism and multiculturalism</li> <li>● Advancement of respect and sensitivity towards human rights and demonstration of social/ moral/ professional responsibility in gender, race, ethnicity, age, etc. issues</li> <li>● Advancement of responsible, creative and free thought</li> </ul>

### (3) COURSE CONTENT

This module uses a geographical approach to understanding the tourism phenomenon from its beginnings to the current day. It considers the processes of construction of space and society through tourism and examines critically this relationship, at various scales, using various units of analysis (the city, the landscape, etc.).

- Introduction: geography of tourism: origins, concepts, methods
- Typology and evolution of tourism places
- New dynamics of metropolitan tourism
- Global Heritage: tourism geographies at World Heritage sites
- Emerging destinations and instant cities: tourism geographies of Las Vegas and Dubai
- Vulnerability-Heritage and Tourism
- 'Third World' tourism: the relationship of tourism and development. The contribution of tourism to development and underdevelopment
- Tourism and landscape: landscapes of tourism. Tourism consumption and space
- Landscapes of a new cultural economy of space: contemporary global processes of spatial re-organization and re-articulation through tourism
- The social geography of Athens. A brief outline of the city's development and of its socio-spatial patterns). The question of gentrification and the influence of rising tourist flows on the city's housing market

### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>MODES OF DELIVERY</b>	Face to face										
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	<ul style="list-style-type: none"> <li>● Support of the learning process by ITCs, in teaching and communication with the students (use of electronic platforms, as well as of e-mail)</li> <li>● Lecture attendance through Power Point and critical analysis and assignments with the aid of Internet search engines in scientific research</li> </ul>										
<b>COURSE DESIGN</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Activity</i></th> <th style="text-align: center;"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td style="text-align: center;">35</td> </tr> <tr> <td>Study and analysis of literature</td> <td style="text-align: center;">50</td> </tr> <tr> <td>Assignment</td> <td style="text-align: center;">40</td> </tr> <tr> <td>Total (<i>25 hours of workload per unit of credit</i>)</td> <td style="text-align: center;">125</td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	35	Study and analysis of literature	50	Assignment	40	Total ( <i>25 hours of workload per unit of credit</i> )	125
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Lectures	35										
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Assignment	40										
Total ( <i>25 hours of workload per unit of credit</i> )	125										
<b>STUDENT PERFORMANCE EVALUATION</b>	Written student assignment										

## (5) SUGGESTED BIBLIOGRAPHY

- Aesopos, Y. (ed), 2015, *Tourism Landscapes: Remaking Greece*. Athens: DOMES.
- Ashworth, Tunbridge, 2000, *The Tourist Historic-City, Retrospect and Prospect of Managing the Heritage City*.
- Butler (ed.), 2006, *The tourism area life cycle*, vol. 1 and 2, Channel View, *Aspects of Tourism*.
- Condevaux, A., Gravari-Barbas, M. Guinand S., 2021, *Tourism Dynamics in Everyday Places: Before and After Tourism*.
- Gravari-Barbas, M. Guinand S., 2017, *Tourism and Gentrification in Contemporary Metropolises. International Perspectives*.
- Gravari-Barbas M., Jacquot S., 2018, *Atlas du Tourisme et de Loisirs. Du Grand Tour aux voyages Low Cost*, Editions Autrement.
- Hall, *Tourism planning, policies, processes and relationships*, Pearson Ed.
- Hall, C. Michael and Stephen J. Page. 2002 (latest ed.). *The Geography of Tourism and Recreation: Environment, Place and Space*. London: Routledge.
- Maitland, Newman, 2009, *World Tourism Cities*, Routledge.
- Mouffakir, Burns (ed.), 2012, *Controversies in tourism*, Cabi ed.
- Shaw, G. and Williams, A., 2001 (latest ed.), *Critical Issues in Tourism: A Geographical Perspective*. New York: Wiley & Sons.
- Terkenli, T. S., Skowronek, E. & Georgoula, V., 2021, *Landscape and tourism: European Expert Views on an Intricate Relationship*. LAND 10, 327. DOI: <https://doi.org/10.3390/land10030327>
- Terkenli, T.S. and d'Hautesserre, A.-M. (eds), 2006, *Landscapes of a New Cultural Economy of Space*, Landscape Series, Dordrecht: Springer.
- Terkenli, T.S., 2014, *Landscapes of Tourism*, in *The Wiley-Blackwell Companion to Tourism*. First Edition, Lew A. A., Hall C.M. and Williams A. M. (eds). NY: John Wiley & Sons, Ltd.
- Urry, J., 1995, *Consuming Places*. London: Routledge.

# HERITAGE MANAGEMENT

## (1) GENERAL

<b>SCHOOL</b>	SCHOOL OF ENVIRONMENT, GEOGRAPHY AND APPLIED ECONOMICS		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF ECONOMICS AND SUSTAINABLE DEVELOPMENT (LEADING DEPARTMENT)		
<b>LEVEL OF STUDIES</b>	POSTGRADUATE LEVEL		
<b>COURSE CODE</b>	1553-31115	<b>SEMESTER</b>	WINTER
<b>COURSE TITLE</b>	HERITAGE MANAGEMENT		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
LECTURES	2.5	5	
<b>COURSE TYPE</b>	Specialized General Background		
<b>PREREQUISITE COURSES</b>	-		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	English		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBSITE (URL)</b>	<a href="https://www.tourismheritage.hua.gr/course-heritage-management/">https://www.tourismheritage.hua.gr/course-heritage-management/</a>		

## (2) LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>Upon successful completion of the learning period of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> <li>● explain/define key concepts (CH, WH, ICH etc.) and to explain how those notions developed;</li> <li>● develop a critical approach towards the distinction between tangible and intangible heritage and their interactions;</li> <li>● explain what are the opportunities and threats of tourism use of CH and ICH practices;</li> <li>● be able to point out problems that may arise from a commercial use of CH and ICH and make recommendations for a valorization respectful of social and cultural issues;</li> <li>● be able to make recommendations regarding the improvement of the Management of WH sites.</li> </ul>
<b>General Competences</b>
<ul style="list-style-type: none"> <li>● Respect for difference and multiculturalism</li> <li>● Criticism and self-criticism</li> <li>● Production of free, creative and inductive thinking</li> </ul>

## (3) COURSE CONTENT

<p>The class will first examine the diversity and roles of stakeholders involved in the management of World Heritage Sites and Intangible Cultural Heritage, with a particular focus on tourism related aspects of management, and on the role of indigenous communities in the management. Using the case of the “Tongariro National Park” and of the “Autour du Louvre-Lens” destination, students will be involved in a reflection on the role of tourism in the management of heritage sites. The second part of the course will apprehend what are the particularities of promoting cultural heritage and especially of practices considered as ICH:</p>
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- How promotion practices impact cultural heritage and ICH?
- What are the consequences of the commercialization of cultural heritage and of these practices for the practitioners and stakeholders?
- How to guarantee equitable benefits for all in the management of CH and ICH, as well as in its promotion and touristic use?

#### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>MODES OF DELIVERY</b>	Face to face										
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	Presentations using power point, making use of e-class, short videos to develop dialogue										
<b>COURSE DESIGN</b>	<table border="1"> <thead> <tr> <th><i>Activity</i></th> <th><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>35</td> </tr> <tr> <td>Study and analysis of literature</td> <td>40</td> </tr> <tr> <td>Assignment</td> <td>50</td> </tr> <tr> <td>Total (<i>25 hours of workload per unit of credit</i>)</td> <td>125</td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	35	Study and analysis of literature	40	Assignment	50	Total ( <i>25 hours of workload per unit of credit</i> )	125
<i>Activity</i>	<i>Semester workload</i>										
Lectures	35										
Study and analysis of literature	40										
Assignment	50										
Total ( <i>25 hours of workload per unit of credit</i> )	125										
<b>STUDENT PERFORMANCE EVALUATION</b>	Written student assignment										

#### (5) SUGGESTED BIBLIOGRAPHY

- Comaroff, Jean et John Comaroff (2009). *Ethnicity Inc.*, Chicago: the University of Chicago Press.
- Drahos Peter et Susie Frankel (dir.). *Indigenous peoples' innovations: intellectual property pathways to development*, Canberra: ANU Press, [en ligne], <http://press.anu.edu.au/publications/indigenous-peoples-innovation> pp.1-28.
- Geismar, H. (2013). *Treasured possessions. Indigenous Interventions into Cultural and Intellectual Property*. Durham et Londres: Duke University Press.
- Mossetto, G. (1993). *Aesthetics and economics*, Dordrecht, Kluwer Academic Publishers.
- Santagata, W. (ed., 2009). *White Paper on Creativity*, Milano, Università Bocconi Editore.
- Smith, L. & Akagawa, N. (2009). *Intangible heritage*, London; New York: Routledge.
- Throsby, D. (2001). *Economics and Culture*, Cambridge, Cambridge University Press.
- Van Meijl, Toon (2009). *Pacific discourses About Cultural Heritage and Its Protection: An Introduction*, *International Journal of Cultural Property*, 16: 221-232.

# HERITAGE MARKETING

## (1) GENERAL

<b>SCHOOL</b>	SCHOOL OF ENVIRONMENT, GEOGRAPHY AND APPLIED ECONOMICS		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF ECONOMICS AND SUSTAINABLE DEVELOPMENT (LEADING DEPARTMENT)		
<b>LEVEL OF STUDIES</b>	POSTGRADUATE LEVEL		
<b>COURSE CODE</b>	1553-31116	<b>SEMESTER</b>	WINTER
<b>COURSE TITLE</b>	HERITAGE MARKETING		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
LECTURES	2.5	5	
<b>COURSE TYPE</b>	General Background		
<b>PREREQUISITE COURSES</b>	-		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	English		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBSITE (URL)</b>	<a href="https://www.tourismheritage.hua.gr/course-heritage-marketing/">https://www.tourismheritage.hua.gr/course-heritage-marketing/</a>		

## (2) LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>Upon successful completion of the learning period of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> <li>● have a good knowledge of marketing principles used in the culture sector;</li> <li>● adapt marketing tools to the size and specific features of the organization;</li> <li>● set up marketing tools;</li> <li>● understand survey methods (qualitative and quantitative);</li> <li>● understand notions of segmentation, targeting and positioning;</li> <li>● prepare a marketing plan.</li> </ul>
<b>General Competences</b>
<ul style="list-style-type: none"> <li>● Understand the specific features of marketing for non-profit organizations.</li> <li>● Understand the need to adapt marketing techniques to heritage sites and monuments.</li> <li>● Identify the marketing tools that are most useful for their survival and development.</li> </ul>

## (3) COURSE CONTENT

<p>Given the transformations that monuments and museums are experiencing, and the changes in the socio-political context in which they are developing, several subjects are dealt with concerning the marketing and the development of heritage institutions: trends influencing the future of cultural sites and change in government management, strategic thinking and governance issues, taking different publics into account, also event policies, human resource professionalization, territorial integration and local development, networking and tourism policy, promotion and communication.</p>
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The course offers a global view of current cultural marketing issues. It aims at raising questions and encouraging conversation about the transformation of heritage institutions rather than providing preexisting answers, from an international point of view.

Emphasis will be placed on showing that heritage sites should focus on their specific characteristics to elaborate a unique development project; meanwhile, transformations in the cultural sector, demands from the government and stakeholders, and the increase in cooperation of all kinds require that their mission statement should be both clearly understood internally and easy to communicate externally.

#### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>MODES OF DELIVERY.</b>	Face to face										
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	Presentations using power point, making use of e-class, Communication with students via email										
<b>COURSE DESIGN</b>	<table border="1"> <thead> <tr> <th><i>Activity</i></th> <th><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>35</td> </tr> <tr> <td>Study and analysis of literature</td> <td>50</td> </tr> <tr> <td>Assignment</td> <td>40</td> </tr> <tr> <td>Total (25 hours of workload per unit of credit)</td> <td>125</td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	35	Study and analysis of literature	50	Assignment	40	Total (25 hours of workload per unit of credit)	125
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Lectures	35										
Study and analysis of literature	50										
Assignment	40										
Total (25 hours of workload per unit of credit)	125										
<b>STUDENT PERFORMANCE EVALUATION</b>	Written student assignment										

#### (5) SUGGESTED BIBLIOGRAPHY

- Anderson, Gail (ed.), 2012, Reinventing the museum. The evolving conservation and the paradigm shift, Altamira Press, Lanham (2nd ed.).
- Cameron, Sylvie et Tobelem, Jean-Michel (dir.), 2013, Art et gestion de l'art. Leadership et institutions culturelles, Liber, Montréal.
- Colbert, François & Martin, Dan J. (ed.), 2008, Marketing Planning for Culture and the Arts, HEC Montreal.
- Janes, Robert R., 2013, Museums and the paradox of change. A case study in urgent adaptation, Routledge, London and New York (3rd ed.).
- Kotler, Neil G., Kotler, Philip & Kotler, Wendy I., 2008, Museum Strategy and Marketing, Designing Missions, Building Audiences, Generating Revenue and Resources, Jossey-Bass Publishers, San Francisco.
- Rentschler, Ruth & Hede, Anne-Marie, 2007, Museum Marketing. Competing in the Global Marketplace, Butterworth-Heinemann.
- Sandell, Richard & Janes, Robert R. (dir.), 2007, Museum Management and Marketing, Leicester Readers in Museum Studies, Routledge.
- Shubik, Martin, 1999, "Culture and Commerce", Journal of Cultural Economics, 23, Kluwer Academic Publishers.
- Tobelem, Jean-Michel, 2017, La gestion des institutions culturelles. Musées, patrimoine, centres d'art, Armand Colin, Paris (3rd ed.).
- Twitchell, J.B., 2004, Branded Nation. The Marketing of Megachurch, College, Inc., and Museumworld, Simon & Schuster.
- Wireman, Peggy, 1997, Partnerships for Prosperity: Museums and Economic Development, American Association of Museums, Washington, DC.

# RESEARCH METHODS

## (1) GENERAL

<b>SCHOOL</b>	SCHOOL OF ENVIRONMENT, GEOGRAPHY AND APPLIED ECONOMICS		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF ECONOMICS AND SUSTAINABLE DEVELOPMENT (LEADING DEPARTMENT)		
<b>LEVEL OF STUDIES</b>	POSTGRADUATE LEVEL		
<b>COURSE CODE</b>	1553-31113	<b>SEMESTER</b>	WINTER
<b>COURSE TITLE</b>	RESEARCH METHODS		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
LECTURES	2.5	5	
<b>COURSE TYPE</b>	General Background		
<b>PREREQUISITE COURSES</b>	-		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	English		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBSITE (URL)</b>	<a href="https://www.tourismheritage.hua.gr/course-research-methods/">https://www.tourismheritage.hua.gr/course-research-methods/</a>		

## (2) LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>This unit aims to develop knowledge and understanding on the following issues: research design and ethics; qualitative, quantitative and mixed methods; data collection and analysis in social sciences.</p> <p>On successful completion of this unit, students are expected to be able to:</p> <ul style="list-style-type: none"> <li>● prepare research designs;</li> <li>● carry out literature review on research topics;</li> <li>● ask and seek answers on appropriate research questions;</li> <li>● plan a qualitative research design;</li> <li>● plan a quantitative research design;</li> <li>● plan a mixed method design;</li> <li>● apply appropriate quantitative, qualitative and/or mixed methods;</li> <li>● identify ethical issues in research;</li> <li>● evaluate empirical findings;</li> <li>● develop critical thinking;</li> <li>● develop oral and written communication skills;</li> <li>● interact effectively with a group, contributing ideas, giving feedback and collaborating with others;</li> <li>● manage self-directed learning using recommended resources;</li> <li>● manage time;</li> <li>● use library resources.</li> </ul>

### General Competences

- Search, analysis and synthesis of empirical data and theoretical information
- Independent work, self-regulation
- Team work, collaboration, debating and giving feedback
- Decision Making and problem solving
- Research proposal design
- Critical thinking and self-evaluation
- Producing new research ideas
- Planning and management of projects
- Promoting free, creative and deductive reasoning

### (3) COURSE CONTENT

This unit discusses the following topics: research and theory, types of research, planning of research, research designs, research methods, quantitative research, qualitative research, mixed methodologies, data collection and analysis, developing a research proposal, writing up a literature review paper.

### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>MODES OF DELIVERY.</b>	Face to face										
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	E-class learning platform										
<b>COURSE DESIGN</b>	<table border="1"><thead><tr><th><i>Activity</i></th><th><i>Semester workload</i></th></tr></thead><tbody><tr><td>Lectures</td><td>35</td></tr><tr><td>Study and analysis of literature</td><td>50</td></tr><tr><td>Assignment</td><td>40</td></tr><tr><td>Total (<i>25 hours of workload per unit of credit</i>)</td><td>125</td></tr></tbody></table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	35	Study and analysis of literature	50	Assignment	40	Total ( <i>25 hours of workload per unit of credit</i> )	125
<i>Activity</i>	<i>Semester workload</i>										
Lectures	35										
Study and analysis of literature	50										
Assignment	40										
Total ( <i>25 hours of workload per unit of credit</i> )	125										
<b>STUDENT PERFORMANCE EVALUATION</b>	The language of learning assessment is English. The assessment will be achieved through a 3,000 word assignment (accounts for 100% of the total course grade) concerning the development of a research proposal in response to a case-study scenario. The assignment aims at evaluating students' knowledge of various topics (e.g. selecting and justifying a suitable research approach, developing a research plan, demonstrating ethical mindfulness) developed during lectures. Details of the method and criteria upon which students are assessed at the end of the semester are clearly stated and explained in the e-class of the course, in which all students have access. The assignment will be submitted at the end of the semester.										

## (5) SUGGESTED BIBLIOGRAPHY

- Ballantyne, R., Packer, J. and Axelsen, M. (2009). Trends in tourism research, *Annals of Tourism Research*, 36(1): 149-152.
- Bryman, A., *Social Research Methods*, 4th Edition (Oxford: Oxford University Press, 2012).
- Buckley, R. (2012). Sustainable tourism: Research and reality, *Annals of Tourism Research*, 39(2): 528-546.
- Cohen, L., Manion, L. and Morrison, K., *Research Methods in Education*, 6th Edition (London and New York: Routledge, 2007).
- Cresswell, J.W., *Research Design: Qualitative, Quantitative and Mixed Methods Approach*, 3rd Edition (California: Sage, 2009).
- Denscombe, M., *The Good Research Guide for Small-Scale Research Projects*, 2nd Edition (Maidenhead: Open University Press, 2003).
- Molina-Azorin, J.F. and Font, X. (2016). Mixed methods in sustainable tourism research: an analysis of prevalence, designs and application in JOST (2005-2014), *Journal of Sustainable Tourism*, 24(4): 549-573.
- Neuman, W.L., *Social Research Methods: Qualitative and Quantitative Approaches*, 7th Edition (Harlow: Pearson, 2014).
- Pryke, M., Rose, G. and Whatmore, S. (eds). *Using Social Theory: Thinking through Research* (London: Sage and Open University, 2003).
- Ragin, C.C., *The Comparative Method: Moving beyond Qualitative and Quantitative Strategies* (Berkeley: California University Press, 1987).
- Richards, D. and Munsters, W. (eds). *Cultural Tourism Research Methods* (Wallingford: CABI, 2010).
- Saunders, M.N. and Townsend, K. (2016). Reporting and justifying the number of interview participants in organization and workplace research, *British Journal of Management*, 27: 836-852.
- Sim, J., Saunders, B., Watefield, J. and Kingstone, T. (2018). Can sample size in qualitative research be determined a priori?, *International Journal of Social Research Methodology*, 21(5): 619-634.
- Stergiou, D. and Airey, D. (2011). Q-methodology and tourism research, *Current Issues in Tourism*, 14(4): 311-322.
- Tribe, J. (2005). New tourism research, *Tourism Recreation Research*, 30(2): 5-8.
- Walle, A.H. (1997). Quantitative versus qualitative tourism research, *Annals of Tourism Research*, 24(3): 524-536.
- Yin, R.K., *Applications of Case Study Research*, 2nd Edition (Thousand Oaks CA: Sage Publications, 2003).

# SUSTAINABLE TOURISM

## (1) GENERAL

<b>SCHOOL</b>	SCHOOL OF ENVIRONMENT, GEOGRAPHY AND APPLIED ECONOMICS		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF ECONOMICS AND SUSTAINABLE DEVELOPMENT (LEADING DEPARTMENT)		
<b>LEVEL OF STUDIES</b>	POSTGRADUATE LEVEL		
<b>COURSE CODE</b>	1553-31123	<b>SEMESTER</b>	WINTER
<b>COURSE TITLE</b>	SUSTAINABLE TOURISM		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
LECTURES	2.5	5	
<b>COURSE TYPE</b>	Scientific Background		
<b>PREREQUISITE COURSES</b>	-		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	English		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBSITE (URL)</b>	<a href="https://www.tourismheritage.hua.gr/course-sustainable-tourism/">https://www.tourismheritage.hua.gr/course-sustainable-tourism/</a>		

## (2) LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>Upon completion of the course, the students are expected to:</p> <ul style="list-style-type: none"> <li>stimulate thinking about tourism as a phenomenon of modern societies and as a human activity with social, economic and environmental concerns;</li> <li>development of theoretical and analytical skills to explore tourism development and prospects with the aim to develop and analyze relevant policies, plans and programs.</li> </ul>
<b>General Competences</b>
<p>The course aims at developing the following skills:</p> <ul style="list-style-type: none"> <li>test the capability of synthetic scientific thinking on tourism development issues and the ability to use bibliographic and other resources to support the relevant statements;</li> <li>design programs and actions for tourism development in respect to environment-society-economy issues.</li> </ul>

## (3) COURSE CONTENT

<p>Introduction to tourism as a human activity and as a sector of the economy. Analysis of growth factors and patterns, as well as future prospects in order to understand the changing character and evolution of special types of tourism. Introduction to the analysis of environmental, social and economic impacts of tourism at a destination level. Presentation of sustainable development goals and principles as the basis of contemporary approaches towards tourism development at international, national, regional and local/destination level. Introduction to contemporary policy issues and challenges for tourism such a climate change adaptation, overtourism, etc.</p>
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#### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>MODES OF DELIVERY</b>	Face to face												
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	Projections in class, ICT support (administrative, teaching materials)												
<b>COURSE DESIGN</b>	<table border="1"> <thead> <tr> <th><i>Activity</i></th> <th><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>35</td> </tr> <tr> <td>Study and analysis of literature</td> <td>35</td> </tr> <tr> <td>Exercises</td> <td>15</td> </tr> <tr> <td>Assignment</td> <td>40</td> </tr> <tr> <td>Total (25 hours of workload per unit of credit)</td> <td>125</td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	35	Study and analysis of literature	35	Exercises	15	Assignment	40	Total (25 hours of workload per unit of credit)	125
<i>Activity</i>	<i>Semester workload</i>												
Lectures	35												
Study and analysis of literature	35												
Exercises	15												
Assignment	40												
Total (25 hours of workload per unit of credit)	125												
<b>STUDENT PERFORMANCE EVALUATION</b>	<table> <tr> <td>Active Participation in class</td> <td>50%</td> </tr> <tr> <td>Individual study preparation</td> <td>50%</td> </tr> </table>	Active Participation in class	50%	Individual study preparation	50%								
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#### (5) SUGGESTED BIBLIOGRAPHY

<ul style="list-style-type: none"> <li>● Bramwell, B. et al (eds) (1998). Sustainable Tourism Management: Principles and Practice, Tilburg University Press, Tilburg (chapters 2-3-5).</li> <li>● Coccossis, H. and Tsartas, P. (2019) (second edition). Sustainable Tourism Development, Kritiki: Athens (in Greek).</li> <li>● Hall, C.M. and Page, S. (1999). The Geography of Tourism and Recreation: Environment, Place and Space, Routledge: London and New York.</li> <li>● Hall, C.M., Gossling S. and Scott, D. (eds), (2015). Handbook of Tourism and Sustainability, Routledge: London.</li> <li>● Holden, A. (2008). Environment and Tourism Routledge, New York, N.Y. (ch. 9).</li> <li>● Moutinho, L. (ed) (2000). Strategic Management in Tourism, CABI Publishing Wallingford, U.K.</li> <li>● UNWTO (2018). Tourism Highlights, WTO Madrid.</li> <li>● UNWTO (2011). Tourism towards 2030, Global Overview WTO Madrid.</li> <li>● Vellas, F. (2007). Economie et Politique du Tourisme, International Economica: Paris.</li> <li>● Weaver, D. (2006). Sustainable Tourism: Theory and Practice, Butterworth-Heinemann Burlington, Mass.</li> </ul>
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## DESTINATION MANAGEMENT

## (1) GENERAL

<b>SCHOOL</b>	SCHOOL OF ENVIRONMENT, GEOGRAPHY AND APPLIED ECONOMICS		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF ECONOMICS AND SUSTAINABLE DEVELOPMENT (LEADING DEPARTMENT)		
<b>LEVEL OF STUDIES</b>	POSTGRADUATE LEVEL		
<b>COURSE CODE</b>	1553-31122	<b>SEMESTER</b>	SPRING
<b>COURSE TITLE</b>	DESTINATION MANAGEMENT		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
LECTURES	2.5	5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b>	General Background		
<b>PREREQUISITE COURSES</b>	-		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	English		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBSITE (URL)</b>	<a href="https://www.tourismheritage.hua.gr/course-destination-management/">https://www.tourismheritage.hua.gr/course-destination-management/</a>		

## (2) LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>Upon completion of the course, the students should be able to:</p> <ul style="list-style-type: none"> <li>● identify and recognise the concept, the constitutes/resources and the stakeholders of tourism destinations;</li> <li>● apply major management theories, such as stakeholder management, sustainability management, experience and product life cycle for managing the tourism destination, tourism offering and stakeholders;</li> <li>● understand the role, functions and services of Destination Management Organisations (DMOs) for managing and marketing destinations and their stakeholders, and enhance their skills for managing the organizational structures and activities of DMOs;</li> <li>● identify the factors influencing the competitiveness of destinations within a highly dynamic international context and develop appropriate destination strategies to manage the former.</li> </ul>
<b>General Competences</b>
<p>The successful completion of the course contributes to the achievement of the following program outcomes:</p> <ul style="list-style-type: none"> <li>● Critical thinking</li> <li>● Development of free, creative and inductive thinking</li> <li>● Project planning and management</li> </ul>

### (3) COURSE CONTENT

The course aims to develop the students' theoretical knowledge and practical skills in managing tourism destinations. The course analyses a range of theories and industry practices related to destination management, including destination lifecycle, stakeholder theory, sustainability, networking and collaboration. Particular attention is provided in discussing the role of Destination Management Organisations (DMOs) in managing creating and managing destinations, their tourism offering and their competitiveness.

### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>MODES OF DELIVERY</b>	Face to face, On-line synchronous lectures, Case study analysis and discussion, Student self-learning of teaching material										
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	Power point presentations, Google meetings for on-line delivery, Youtube.com for watching and discussing educational videos on destination management case studies										
<b>COURSE DESIGN</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #cccccc;"><i>Activity</i></th> <th style="background-color: #cccccc;"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td style="text-align: center;">35</td> </tr> <tr> <td>Study and analysis of literature</td> <td style="text-align: center;">50</td> </tr> <tr> <td>Assignment</td> <td style="text-align: center;">40</td> </tr> <tr> <td>Total (25 hours of workload per unit of credit)</td> <td style="text-align: center;">125</td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	35	Study and analysis of literature	50	Assignment	40	Total (25 hours of workload per unit of credit)	125
<i>Activity</i>	<i>Semester workload</i>										
Lectures	35										
Study and analysis of literature	50										
Assignment	40										
Total (25 hours of workload per unit of credit)	125										
<b>STUDENT PERFORMANCE EVALUATION</b>	<p>1. Students have to submit an individual project requiring them to select a destination of their choice and develop a strategic plan for the development of its tourism offering. To achieve that, the assignment guides and requires students to conduct: an internal destination analysis (resources, stakeholders); an external analysis: competitors, partners, demand; design of a tourism offering for a specific market segment; development of stakeholder collaboration strategies for implementing the destination plan.</p> <p>The students' assignments are assessed based on their ability to identify and critically use appropriate theory (SWOT analysis, market segmentation, tourism offering design, stakeholder collaboration) for completing the above mentioned tasks.</p> <p style="text-align: center;">OR</p> <p>2. A final exam will be sent by email with two questions. The students will have to answer to the two questions, providing evidences for their arguments (introduction, 2 or 3 paragraphs, conclusion). They will have to send back the final exam by 48 hours.</p>										

## (5) SUGGESTED BIBLIOGRAPHY

- Fairley, J. (2018). A stakeholder approach for destination management organisations. *The Branding of Tourist Destinations: Theoretical and Empirical Insights*, 43.
- Fyall, A., & Garrod, B. (2020). Destination management: a perspective article. *Tourism Review*, 75(1), 165-169.
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- Kozak, N., & Kozak, M. (Eds.). (2019). *Tourist destination management: Instruments, products, and case studies*. Springer.
- Line, N.D., & Wang, Y. (2017). A multi-stakeholder market oriented approach to destination marketing. *Journal of Destination Marketing & Management*, 6(1), 84-93.
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- Brouder, P., Anton Clavé, S., Gill, A., Ioannides, D. (Eds.) (2017). *Tourism Destination Evolution*, Routledge, 211 p.
- Caldwell, N.G. (2000). The Emergence of Museum Brands, *International Journal of Arts Management*, 2(3), 28-34.
- Saarinen, J. (2004). Destinations in change. The transformation process of tourist destinations, *Tourist Studies*, 4(2), 161-179.
- Sanz-Ibáñez, C., Anton Clavé, S. (2016). Strategic coupling evolution and destination upgrading, *Annals of Tourism Research*, 56, 1-15.
- Vivant, E. (2011). Who brands whom? The role of local authorities in the branching of art museums, *The Town Planning Review*, 82(1), *European Cities and Capitals of Culture*, 99-115.

# HERITAGE AND CULTURAL TOURISM

## (1) GENERAL

<b>SCHOOL</b>	SCHOOL OF ENVIRONMENT, GEOGRAPHY AND APPLIED ECONOMICS		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF ECONOMICS AND SUSTAINABLE DEVELOPMENT (LEADING DEPARTMENT)		
<b>LEVEL OF STUDIES</b>	POSTGRADUATE LEVEL		
<b>COURSE CODE</b>	1553-31114	<b>SEMESTER</b>	SPRING
<b>COURSE TITLE</b>	HERITAGE AND CULTURAL TOURISM		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
LECTURES		2.5	5
<b>COURSE TYPE</b>	General Background		
<b>PREREQUISITE COURSES</b>	-		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	English		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBSITE (URL)</b>	<a href="https://www.tourismheritage.hua.gr/course-heritage-cultural-tourism/">https://www.tourismheritage.hua.gr/course-heritage-cultural-tourism/</a>		

## (2) LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>Upon completion of the course, the students are expected to:</p> <ul style="list-style-type: none"> <li>● become aware of the importance of heritage in the development of cultural tourism;</li> <li>● cultivate their sensitivity in terms of culture and respect for cultural diversity;</li> <li>● be familiar with cultural routes;</li> <li>● be familiar with the role of nutrition as part of heritage;</li> <li>● be familiar with cultural landscapes.</li> </ul>
<b>General Competences</b>
<p>The successful completion of the course contributes to the achievement of the following program outcomes:</p> <ul style="list-style-type: none"> <li>● Group/Team work</li> <li>● Search for analysis and synthesis of data and information, with the use of the necessary technology</li> <li>● Environmental awareness</li> <li>● Critical thinking</li> <li>● Development of free, creative and inductive thinking</li> <li>● Project planning and management</li> <li>● Respect for diversity and multiculturalism</li> </ul>

### (3) COURSE CONTENT

Heritage tourism: Heritagization and tourismification. Focus on the ways tourism is “producing” heritage. World heritage of UNESCO; Heritagization, tourism and gentrification; Social approaches of heritage; “difficult” heritage and tourism. Heritage and Cultural Routes. Cultural Routes of the Council of Europe. Creating and Managing Cultural Routes. Cultural Itineraries. National identities and landscapes in Greek and European space. Cultural Dimensions of Food: application in the Tourism Industry.

### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>MODES OF DELIVERY.</b>	Face to face, Distance learning										
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	Use of digital slides in lectures, E-learning platform, Use of Google-meet, Communication with students via email										
<b>COURSE DESIGN</b>	<table border="1"> <thead> <tr> <th><i>Activity</i></th> <th><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>35</td> </tr> <tr> <td>Study and analysis of literature</td> <td>50</td> </tr> <tr> <td>Assignment</td> <td>40</td> </tr> <tr> <td>Total (25 hours of workload per unit of credit)</td> <td>125</td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	35	Study and analysis of literature	50	Assignment	40	Total (25 hours of workload per unit of credit)	125
<i>Activity</i>	<i>Semester workload</i>										
Lectures	35										
Study and analysis of literature	50										
Assignment	40										
Total (25 hours of workload per unit of credit)	125										
<b>STUDENT PERFORMANCE EVALUATION</b>	Written work-Project  Evaluation Criteria: Knowledge, Exponential ability, Thought Organization, Research capacity, Critical and Synthetic ability										

### (5) SUGGESTED BIBLIOGRAPHY

- Anderson, B. (1998), *Imagined Communities: Reflections on the Origin and Spread of Nationalism*, London: Verso.
- Anderson, E.N (2005), *Everyone Eats: Understanding Food & Culture*, New York and London: New York University Press.
- Cosgrove, D. (2012), *Geography & Vision. Seeing, Imagining and Representing the World*, London: Tauris.
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- Gravari-Barbas, M. (ed) (2020), *A research Agenda for Heritage Tourism*, Elgar.
- Gravari-Barbas, M., Graburn, N., Staszak, J.-F., (eds) (2019), *Tourism Fictions, Simulacra and Virtualities*, London: Routledge.
- Gravari-Barbas, M., Guinand, S., (ed) (2017), *Tourism and Gentrification in Contemporary Metropolises. International Perspectives*, London:
- Grivetti, L.E. (2003), *Cultural Aspects of Nutrition: The Integration of Art and Science*, Oxford: Oxford Brookes University Press.
- Bourdeau, L., Gravari-Barbas, M., Robinson, M., (eds), (2017), *World Heritage Sites and Tourism. Global and Local Relations*, London: Routledge.
- Gravari-Barbas, M., Graburn, (2016), *Tourism Imaginaries at the Disciplinary Crossroads. Place, Practice, Media*, London: Routledge.
- Dionyssopoulou, P., Lagos, D., Tsartas, P. (2003), *European Union Policy Framework on Cultural Tourism*, *Tourism Today*, 3(1), 1-17.
- Fieldhouse, P. (2002), *Food and Nutrition: Customs and Culture*, K.: Nelson Thomes Ltd available at: [https://hiso.fhs.cuni.cz/HISO-204-version1/fieldhouse\\_paul\\_food\\_and\\_nutrition.pdf](https://hiso.fhs.cuni.cz/HISO-204-version1/fieldhouse_paul_food_and_nutrition.pdf)
- Judge, E., Langdon, J. (2016), *Connections: A World History*, London: Pearson.
- Gavra, E., Georgitsoyanni, E. (eds) (2020), *International Conference. Port Cities and Maritime Routes in Eastern Mediterranean and Black Sea (18th– 21st century)*, Thessaloniki: University of Macedonia Press.

- Gellner, E. (2008), *Nations and Nationalism*, Cornell University Press, 2008.
- Georgitsoyanni, E. (ed). (2019), *Ancient Greek Art and European Funerary Art*, Cambridge Scholars Publishing, Newcastle upon Tyne.
- Georgitsoyanni, E. (2018), *The Cultural Heritage of European Cemeteries as an emerging touristic interest: the case of Greek cemeteries in Al. Legniti* (ed), Association of Significant Cemeteries in Europe, Annual General Meeting, “European Cemeteries in the European Year of Cultural Heritage”, Innsbruck, 20. – 22. September 2018: Maribor: Pogrebno podjetje: 59-71 [<https://www.significantcemeteries.org/2018/09/agm-2018-conference-volume.html>]
- Kritikos, G. (2015), *Euroscpticism from the far right wing in Greece and France: a mirror of spatial inequalities*, in N. Pasamitros & Nikos Papakostas (eds.), *EU: Beyond the Crisis. A Debate on Sustainable Integrationism*, Germany: Ibidem Press.
- Mennell, St., Murcott, A., van Otterloo, A.H. (1994), *The Sociology of Food: Eating, Diet & Culture*, London: SAGE Publications.

# TOURISM DEVELOPMENT PLANS

## (1) GENERAL

<b>SCHOOL</b>	SCHOOL OF ENVIRONMENT, GEOGRAPHY AND APPLIED ECONOMICS		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF ECONOMICS AND SUSTAINABLE DEVELOPMENT (LEADING DEPARTMENT)		
<b>LEVEL OF STUDIES</b>	POSTGRADUATE LEVEL		
<b>COURSE CODE</b>	1553-31121	<b>SEMESTER</b>	SPRING
<b>COURSE TITLE</b>	TOURISM DEVELOPMENT PLANS		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
LECTURES	2.5	5	
<b>COURSE TYPE</b>	General Background		
<b>PREREQUISITE COURSES</b>	-		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	English		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBSITE (URL)</b>	<a href="https://www.tourismheritage.hua.gr/course-tourism-development-plans/">https://www.tourismheritage.hua.gr/course-tourism-development-plans/</a>		

## (2) LEARNING OUTCOMES

<b>Learning outcomes</b>
By completing the course successfully, students will develop: <ul style="list-style-type: none"> <li>• their analytical and critical thinking regarding diverse cases both geographically as culturally, economically, politically;</li> <li>• their awareness of planning procedures related to various institutions and organizations (private, public, ...);</li> <li>• their strategic thinking and their capacity of developing strategies related to tourism infrastructure planning;</li> <li>• an 'integrated decision-making' capacity, embracing economic, social, political and economic factors.</li> </ul>
<b>General Competences</b>
<ul style="list-style-type: none"> <li>• Social, professional and ethical responsibility</li> <li>• Critical thinking</li> <li>• Working in an interdisciplinary environment</li> </ul>

## (3) COURSE CONTENT

<p>The course aims to introduce students to foundational concepts and principles of tourism industry as a system (infrastructure) through questioning its relation to urban and regional planning. Course's main objective is to provide tools of apprehending process of infrastructure planning related to tourism economy (transportation, accommodation, culture). Several practices and policies will be examined through case studies both in Greece as internationally. The course seeks that audience obtain advanced awareness of issues related to tourism systems planning in a specific physical context. It discusses the role of various players in the decision making and planning</p>
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of diverse tourism infrastructures (accommodation, cultural, etc.) and it focuses on issues related mostly to urban development and public space design as lever of touristic development and strategic planning.

Topics discussed: Trends in tourism industry, main challenges in the global context (environment, technology, demography, factors defining tourism activity on an international level, travel experience, tourism product, branding destination, key actors in tourism supply chains, destination marketing, strategic planning procedure, methods and tools).

#### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>MODES OF DELIVERY</b>	In-class lecturing, Distance teaching and distance learning										
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	Use of digital slides in lectures, E-learning platform, Use of Google-meet, Communication with students via email										
<b>COURSE DESIGN</b>	<table border="1"> <thead> <tr> <th><i>Activity</i></th> <th><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>35</td> </tr> <tr> <td>Small group exercises</td> <td>15</td> </tr> <tr> <td>Individuate study time</td> <td>75</td> </tr> <tr> <td>Total (25 hours of workload per unit of credit)</td> <td>125</td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	35	Small group exercises	15	Individuate study time	75	Total (25 hours of workload per unit of credit)	125
<i>Activity</i>	<i>Semester workload</i>										
Lectures	35										
Small group exercises	15										
Individuate study time	75										
Total (25 hours of workload per unit of credit)	125										
<b>STUDENT PERFORMANCE EVALUATION</b>	Attendance Participation in class Skills of oral presentation Assignments Capacity on group work Essay/report										

#### (5) SUGGESTED BIBLIOGRAPHY

- BOSSELMAN, Fred, P.; Peterson, Craig A. and Claire McCarthy (1999). Managing Tourism Growth: Issues and Implications. Island Press, Washington D.C.
- BRUNT, P. and COURTNEY, P. (1999). Host perceptions of sociocultural impacts. Annals of Tourism Research, 26(3), 493-515.
- BUTLER, R.W. (1999). Sustainable tourism: A state-of-the-art review. Tourism Geographics: An International Journal of Space, Place and Environment, 1(1), 7-25.
- COSTA, C. (2014). European tourism planning and organisation systems: the EU member states. Bristol [u.a.], Channel View Publ.
- CULLEN, R., DAKERS, A. and MEYER-HUBBERT, G. (2006). Tourism demands upon public infrastructure. Pp. 159-182 in Simmons, D.G. and Fairweather, J.R. (Eds) Understanding the Tourism Host-Guest Encounter in New Zealand: Foundations for Adaptive Planning and Management. EOS Ecology, Christchurch.
- DOWLING, R. (1993). An Environmentally-based Planning Model for Regional Tourism Development. Journal of Sustainable Tourism, 1(1), 17-37.
- GOODMAN, S., HASTAK, M. (2007), Infrastructure Planning Handbook: Planning, Engineering, and Economics, Irwin-McGraw Hill Publishing Company.
- HALL, M., PAGE, S. (2002): The Geography of Tourism and Recreation. Routledge (UK).
- HARRISON, L., and HUSBANDS, W. (2010). Practicing responsible tourism: international case studies in tourism planning, policy, and development. New York, J. Wiley.
- INSKEEP, E. (1998). Tourism planning: an integrated and sustainable development approach. New York [u.a.], Wiley.
- JUDD, D.R. (2003). The infrastructure of play: building the tourist city. Armonk, N.Y., M.E. Sharpe.
- ROMERIL, M. (1985). Tourism and the Environment – Towards a Symbolic Relationship. International Journal of Environmental Studies, 25(4), 215-218.



## MASTER'S THESIS

### (1) GENERAL

<b>SCHOOL</b>	SCHOOL OF ENVIRONMENT, GEOGRAPHY AND APPLIED ECONOMICS		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF ECONOMICS AND SUSTAINABLE DEVELOPMENT (LEADING DEPARTMENT)		
<b>LEVEL OF STUDIES</b>	POSTGRADUATE LEVEL		
<b>COURSE CODE</b>	1553-1000	<b>SEMESTER</b>	SPRING
<b>COURSE TITLE</b>	MASTER'S THESIS		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Master's Thesis			10
<b>COURSE TYPE</b>	Specific Background		
<b>PREREQUISITE COURSES</b>	Before taking over the Master's Thesis, a student shall have successfully completed all compulsory courses of the winter semester, with the exemption of two (2) at most.		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	English		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	NO		
<b>COURSE WEBSITE (URL)</b>	<a href="https://www.tourismheritage.hua.gr/wp-content/uploads/2021/12/Masters-Thesis.pdf">https://www.tourismheritage.hua.gr/wp-content/uploads/2021/12/Masters-Thesis.pdf</a>		

### (2) LEARNING OUTCOMES

<b>Learning outcomes</b>
By completing the course successfully, students will be able to: <ul style="list-style-type: none"> <li>● exploits the knowledge and skills acquired during the study period</li> <li>● highlight and promote their scientific, writing and research skills</li> <li>● design empirical research and evaluate research results</li> <li>● develop analytical and critical thinking</li> <li>● develop 'integrated decision-making' capacity.</li> </ul>
<b>General Competences</b>
<ul style="list-style-type: none"> <li>● Search for, analysis and synthesis of data and information by the use of appropriate technologies</li> <li>● Adapting to new situations</li> <li>● Decision-making</li> <li>● Individual/Independent work</li> <li>● Work in an international environment</li> <li>● Work in an interdisciplinary environment</li> <li>● Development of new research ideas</li> <li>● Critical thinking</li> <li>● Development of free, creative and inductive thinking</li> </ul>

### (3) COURSE CONTENT

The Master's Thesis is an individual work and constitutes an independent scientific and systematic approach and analysis of a topic. It is based on the available technology and existing literature and exploits the knowledge and skills acquired during the study period. More specifically, the Master's Thesis is a scientific endeavor of academic standards that offers the postgraduate student the opportunity to highlight and promote his/her scientific, writing and research skills, which he/she has developed during his/her studies at the I.I.I.P.P.S. under the guidance of his/her professors.

### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>MODES OF DELIVERY</b>	Face to face								
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	E-learning platform, Use of Google-meet, Communication with students via email								
<b>COURSE DESIGN</b>	<table border="1"><thead><tr><th><i>Activity</i></th><th><i>Semester workload</i></th></tr></thead><tbody><tr><td>Study and analysis of literature</td><td>150</td></tr><tr><td>Master's Thesis writing</td><td>100</td></tr><tr><td>Total (25 hours of workload per unit of credit)</td><td>250</td></tr></tbody></table>	<i>Activity</i>	<i>Semester workload</i>	Study and analysis of literature	150	Master's Thesis writing	100	Total (25 hours of workload per unit of credit)	250
<i>Activity</i>	<i>Semester workload</i>								
Study and analysis of literature	150								
Master's Thesis writing	100								
Total (25 hours of workload per unit of credit)	250								
<b>STUDENT PERFORMANCE EVALUATION</b>	Written thesis Skills of oral presentation  The Master's Thesis meets the basic rules of presentation of a scientific article. Detailed information about the structure and the final form of the Thesis can be found on the website of the Library of Harokopio University of Athens.								

### (5) SUGGESTED BIBLIOGRAPHY

Specific Scientific Bibliography

## Learning Resources and Student Support

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### Library and Information Centre

URL: <http://www.library.hua.gr/index.php>

The mission of the Library and Information Centre is the collection, processing and dissemination of information related to the subjects of the Departments of Harokopio University of Athens, as well as the training of users and the development of their skills in the use of new technologies and the selection of information sources.

### Career Office

URL: <https://career.hua.gr/>

The Career Office is a network of information and support for students on educational, professional and psychosocial issues. Its main objective is the development of communication between students, graduates and businesses or other productive bodies in which they could be employed, applying appropriately the knowledge and/or skills acquired during their studies.

### Erasmus Office

URL: <https://www.erasmus.hua.gr/index.php/el/>

The postgraduate students of the Programme could spend an integrated period of study in a partner Higher Education Institution within the framework of the Erasmus+ Student Mobility for Studies. A student of the I.I.I.P.P.S. cannot spend more than one (1) academic semester in a foreign University. It is noted that the participation of students with special educational needs in the Erasmus+ Student Mobility for Studies is encouraged.

The postgraduate students of the I.I.I.P.P.S. could also participate in the Erasmus+ Internship Mobility Programme that takes place in host institutions from EU Member States and Partner Countries of the world that do not belong to the EU. The traineeship is conducted in public or private institutions (e.g., research institutes, tourism and cultural institutions and businesses, social enterprises, NGOs, vocational guidance providers, higher education institutions, etc.) and lasts two (2) to twelve (12) months. Graduates of the I.I.I.P.P.S. may participate in Erasmus+ Internship activities since they had been selected during a year of their studies and if they complete their Internship within one (1) year after their graduation.

The selection procedure and the necessary supporting documents are posted on the Website of Harokopio University of Athens and the Regulation of Studies of the Postgraduate Programme, and are communicated to the students.

### Staff and Student Support Structure “Aikaterini Maridaki-Kassotaki”

The Structure includes the Centre for Psychological and Counselling Support (<https://www.hua.gr/index.php/el/services297-3/studentshelpcentre>), the Centre for Teaching and Learning Support, and the Committee on Gender Equality. The main purpose of the Structure is to systematize the University's efforts to provide organized support to both staff and students on issues related to basic activities of academic life and everyday life that require psychological and pedagogical support.

### **Support of Students with Special Educational Needs**

URL: <https://www.dhee.hua.gr/index.php/en/the-department/support-of-students-with-special-educational-needs>

Students with special educational needs are supported throughout their studies by the Counseling Teacher for Students with Special Educational Needs. The main task of the Counseling Teacher is to provide students with support aiming at their better adjustment to academic life, to facilitate their participation in the educational activities of the Programme, as well as to inform the members of the University on issues related to the equal-rights inclusion of the students with special educational needs in the academic community.

### **Centre for Foreign Language Teaching**

URL: <https://www.hua.gr/index.php/el/services297-3/foreign-lang>

The Centre for Foreign Language Teaching offers free English, French and German language courses to students.

### **Student Advocate**

URL: <https://www.hua.gr/index.php/el/sinigoros>

The purpose of the “Student Advocate” is to mediate between students and academic or administrative services of the University, to uphold legality in the context of academic freedom, to deal with cases of mismanagement and to safeguard the proper functioning of the University.

### **Academic Counselor**

The Academic Counselor aims to contribute to the successful completion of studies and to improve the overall academic experience of students. Academic Counselor responsibilities may be assigned to all teaching staff of the I.I.I.P.P.S.