

MODULE OUTLINE DTE61

1. GENERAL INFORMATION

SCHOOL		SCHOOL OF SOCIAL SCIENCES	
PROGRAM COURSE		STRATEGIC MANAGEMENT OF TOURISM BUSINESSES AND DESTINATIONS	
LEVEL OF STUDY		POSTGRADUATE	
MODULE CODE		DTE61	YEAR OF STUDY 1 st
MODULE TITLE		Marketing of Tourism Services and Destinations	
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		HOURS	CREDIS
Weekly teaching hours: 17-18 hours * 32 weeks		560	20 ECTS
COURSE TYPE Compulsory, Optional, Optional mandatory	Compulsory		
PREREQUISITE MODULES:	There are no prerequisites for this module		
LANGUAGE OF INSTRUCTION AND EXAMS	GREEK		
THE MODULE IS OFFERED TO ERASMUS STUDENTS	Yes		
MODULE WEBSITE (URL)	https://www.eap.gr/en/tourism-business-administration/topics/#d61 Moreover, each module has its own space in the Learning Management System used by Hellenic Open University (http://study.eap.gr), with controlled access (through the use of user identifications and passwords) for students and teaching staff.		

2. LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail. It is necessary to consult:

On successful completion of this module, students will be able to:

- critically analyse the basic principles and concepts of tourism services and destination marketing.
- explain the specificities of marketing application across different sectors of the tourism market and at various levels (business, regional, national, international).
- recognise the role of consumer behaviour in tourism and identify its interactions with the tourism marketing environment.
- implement the steps involved in developing an integrated marketing plan.
- design tourism marketing strategies focused on value creation.
- identify contemporary issues, trends, and developments in the field of tourism services marketing.
- adopt new technologies and social media as tools for implementing tourism marketing strategies.
- design small-scale research projects in real-world tourism marketing contexts.

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

Search for, analysis and synthesis of data and information by the use of appropriate technologies,	Project planning and management
Adapting to new situations	Respect for diversity and multiculturalism
Decision-making	Environmental awareness
Individual/Independent work	Social, professional and ethical responsibility and sensitivity to gender issues
Group/Team work	Critical thinking
Working in an international environment	Development of free, creative and inductive thinking
Working in an interdisciplinary environment	
Introduction of innovative research	(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)

- Learning autonomy
- Effective oral and written communication
- Critical thinking
- Taking initiative and problem solving
- Development of free, creative and inductive thinking
- Search for, analysis and synthesis of data and information
- Working in an interdisciplinary environment
- Decision-making
- Respect for multiculturalism
- Environmental awareness
- Adapting to new situations
- Project planning and management
- Develop research ideas

3. MODULE CONTENT

Marketing is a critical organisational function and a strategic priority for ensuring the sustainability and enhancing the competitiveness of tourism businesses, organisations, and destinations. Based on contemporary theory and practice of tourism services and destination marketing, this module explores current approaches and challenges faced by tourism businesses and destinations as they seek to attract tourists in an intensely competitive environment.

Special emphasis is placed on the development of tourism marketing strategies and the marketing mix, with a focus on value creation. The module also examines emerging trends that significantly impact the marketing of tourism services and destinations, such as changes in tourist behaviour, new technological advancements and innovations, evolving distribution channels, corporate social responsibility, and the intensification of international competition. All these issues are explored within the practical context of a series of contemporary case studies.

The subject areas of the module are:

- Marketing of Tourism Services
- Marketing of Tourist Destinations
- Tourism Behaviour and Market Research

4. TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Distance education involving five Group Counseling Meetings (OSS) held during the academic year, taking place on weekends.
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	• The course is mainly supported by the Learning Management System platform used by Hellenic Open University (study.eap.gr). • The course is also supported by the electronic platforms open.eap.gr (Registry Services) and exams.eap.gr (used for distance exams). • Asynchronous fora are extensively used to solve queries and discuss written assignments. • Group Counselling Meetings (OSS) take place in a virtual room via Cisco Webex. • Two-way communication with students takes place through information technologies and includes synchronous web meetings. • A large part of the teaching material is in digital form. • Students use office automation tools, web browsers and e-reader for digital teaching materials.

MODULE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc</i> <i>The study hours for each learning activity as well as the hours of selfdirected study are given following the principles of the ECTS.</i>	<table border="1"> <thead> <tr> <th><i>Activity</i></th><th><i>Annual Workload</i></th></tr> </thead> <tbody> <tr> <td>5 OSS (* 4 hours)</td><td>20</td></tr> <tr> <td>41 Self-Assessment Questions (* 1 hour)</td><td>41</td></tr> <tr> <td>25 Learning Activities (* 1 hour)</td><td>25</td></tr> <tr> <td>Preparation of Assignments (4 assignments * 10 hours)</td><td>40</td></tr> <tr> <td>Exams</td><td>3</td></tr> <tr> <td>Individual study</td><td>431</td></tr> <tr> <td>Total module workload (hours)</td><td>560</td></tr> </tbody> </table>	<i>Activity</i>	<i>Annual Workload</i>	5 OSS (* 4 hours)	20	41 Self-Assessment Questions (* 1 hour)	41	25 Learning Activities (* 1 hour)	25	Preparation of Assignments (4 assignments * 10 hours)	40	Exams	3	Individual study	431	Total module workload (hours)	560
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STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures.</i> <i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving,</i>	Completion of four (4) written assignments during the academic year, the average of the grades of which contributes to the final grade of the module by 30%, if a passing mark is achieved in the final or resit exams. The exams contribute to the final grade of the module by 70%. All assessment criteria for each written assignment and for the exams are posted on the Learning Management System platform used by Hellenic Open University (study.eap.gr) and also appear in the General Regulation of the university at:																
<i>written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students</i>	https://www.eap.gr/education/study-regulations/																

5. SUGGESTED BIBLIOGRAPHY

- Suggested bibliography:

Commercial books:

- Kotler, P., Bowen, J., Makens, J. and Baloglu, S. (2019). *Tourism and Hospitality Marketing*. Nicosia: Broken Hill Publishers [in Greek].

-Related scientific Journals:

Indicative journals from the Academic Journal Guide (AJG 2021):

- *Annals of Tourism Research*
- *International Journal of Contemporary Hospitality Management*
- *International Journal of Hospitality Management*
- *Journal of Destination Marketing and Management*
- *Journal of Hospitality and Tourism Management*
- *Journal of Hospitality Marketing and Management*
- *Journal of Vacation Marketing*
- *Tourism Management*
- *Tourism Management Perspectives*
- *Tourism Review*