## **Sustainable Tourism**

**Coordinator:** I. Spilanis

**Lecturers/Instructors**: I. Spilanis

**ECTS Credits**: 2

**Duration**:   July 1 – July 12 2019

**Pre-requisites**:  none

**Course e-learning site:** <https://aegeanmoodle.aegean.gr>

### Aims, Objectives and Learning Outcomes

The main objective of the course is to provide students with an understanding about the different components of tourism activity. The assessment of potentials (tourism attractions), tourism trends, strategies and obstacles regarding the application of policies and the role (responsibility) of different stakeholders in achieving development goals is going to be used as the necessary framework for policy development. The students will be assigned in groups to review the present situation of a specific area, to interview stakeholders and discuss potentials, limitations and development strategies in relation to the implementation of a Tourism Observatory.

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| **Learning Outcome** | **Assessment** | **Activities** | **Estimated Workload** |
| * Understand the overall concept of sustainable tourism. * Be familiar with the present trends in tourism development (demand, supply, organization of the market) * Learn about different methods for measuring and evaluating economic, ecological and social factors for sustainable tourism development. * Be familiar with basic principles and related indicators to measure performance and impacts or/and progress (tourism observatory). * Recognize the different policy instruments and tools available for entrepreneurs and policy makers * Be familiar with the different steps to be followed from the creation of a tourism product up to its commercialization | Students will be individually graded based on:   1. Individual assessment (written exam on lecture material) (40%) 2. Evaluation of Group written report and oral presentation – case study (60%) | Lectures  Seminars  Case study | 16h  16h  28h |
| Total hours 60 |  |  | 60 |

**Additional information including a full description of course assessments, schedule, and readings can be found in the full course syllabus located in at the course’s e-learning site.**