

ΠΕΡΙΓΡΑΦΜΑ ΜΑΘΗΜΑΤΟΣ

1. GENERAL

SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	ECONOMICS		
LEVEL OF STUDY	<i>Undergraduate</i>		
COURSE UNIT CODE	ΟΣΤΑ319	SEMESTER OF STUDY	6
COURSE TITLE	TOURISM ECONOMICS		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		3	7.5
COURSE UNIT TYPE	Scientific area		
PREREQUISITES :			
LANGUAGE OF INSTRUCTION/EXAMS:	Greek, English		
COURSE DELIVERED TO ERASMUS STUDENTS	YES		
MODULE WEB PAGE (URL)			

2. LEARNING OUTCOMES

Learning Outcomes
<p>This course aims to equip students with all the necessary economics tools so that they understand the tourism phenomenon both from a micro-economic and a macro-economic point of view. The composite tourism phenomenon should be sufficiently analyzed in order to contribute to the development of a tourist strategy in local, regional and national level. Familiarization of students with examples from international economic reality is also necessary, due to the globalized processes characterizing tourism.</p>
General Skills
<ul style="list-style-type: none"> • Written Essay • Apply micro and macro-economic principles to the understanding of tourism and to addressing current problems and challenges.

3. COURSE CONTENTS

<ol style="list-style-type: none"> 1. The economic characteristics of the tourism sector 2. The ways tourism is measured 3. Studying tourism demand
--

4. Studying tourism supply
5. Tourism pricing and taxation of the sector
6. Tourism destinations and competition
7. Forecasting tourism demand
8. Tourism as a means for local, regional and national development
9. The tourism led growth hypothesis
10. The economic benefits and costs of tourism
11. The micro-evaluation of projects in tourism and hospitality
12. The macro-evaluation of projects in tourism and hospitality

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In class contact	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Dynamic powerpoint transparencies e-class support Communication via e-mail and course discussion group	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	lectures	39
	Study and essay writing	148.5
	<i>Course total (25 hours of work load per credit)</i>	<i>187.5</i>
ASSESSMENT METHODS	Essay, presentation and mid-term evaluation accounting 40% of the total mark Final examination: - multiple choice questions	

5. RESOURCES

-- Recommended Book Resources:

- Recommended Article/Paper Resources:

Vanhove, N., Agiomirgianakis, G.M., Menegaki, A.M. (2019). "The economics of tourist destinations: Theory and Practice" 3rd edition, Translated and complemented with supported material, by Gutenberg Publications [In Greek]

Tribe, J., Vanhove, N., Agiomirgianakis, G.M., Menegaki, A.M. (2019). "The Economics of Recreation, Leisure and Tourism, 5th edition, Translated and complemented with supported material, by Gutenberg Publications [In Greek]

Lagos, D. (2018). Tourism Economics, 2nd edition, Kritiki Publications [In Greek]

Stabler M., Papatheodorou A. and Sincliar M. T. (2010). The economics of tourism. 2nd edition Routledge.

Giannopoulos, K. & Diakomichalis, M.N. (2012). Tourism Satellite Account, Papazisis Publications [In Greek]

Menegaki, A.N., Dionisopoulou, G.P. and Agiomirgianakis, G.M. (2018). The contribution of Valuation Economics for Tourism, European Journal of Tourism Research (OPEN ACCESS), Special Issue: Current trends on Tourism Entrepreneurship, April 2020

Menegaki, A.N. and Agiomirgianakis, G.M. (2018). Sustainable technologies in Greek tourist accommodation; A quantitative review, European Research Studies (OPEN ACCESS), Vol.XXI (4):222-238

Menegaki, A.N. and Agiomirgianakis, G.M. (2019). Sustainable technologies in Greek tourist accommodation; Part 1: A qualitative review, Progress in Industrial Ecology-An international journal, Vo1 13(4):

Menegaki, A.N. and Agiomirgianakis, G.M (2018). Risk dimensions of a vertical Chinese expansion in the Greek tourism sector; Risks for the Chinese side, International Journal of Decision Sciences, Risk and Management (OPEN ACCESS), Vol. 8(3): 158-180

Menegaki, A.N. (2018). Economic aspects of cyclical implementation in Greek sustainable hospitality, International Journal of Tourism Policy, 8(4):271-301

Menegaki, A.N., Tiwari, A.K. and Agiomirgianakis, G.M. (2019). Asymmetries in European inbound and outbound tourism: Normal, luxury or inferior good?, European Journal of Tourism Research (OPEN ACCESS), June 2020

Agiomirgianakis, G., Bertatos, G., Tsounis, N., 2018. Asymmetric responses in the tourism demand function. Journal of Economic Asymmetries 18.

Agiomirgianakis, G., Serenis, D., Tsounis, N., 2014. Exchange rate volatility and tourist flows into Turkey. Journal of Economic Integration 29, 700-725.

Agiomirgianakis, G., Serenis, D., Tsounis, N., 2015. The effects of exchange rate volatility on tourist flows: Evidence from the UK and Sweden. International Journal of Tourism Policy 6, 1-16.

Agiomirgianakis, G., Serenis, D., Tsounis, N., 2017. Effective timing of tourism policy: The case of Singapore. Economic Modelling 60, 29-38.

Andriotis, K., Agiomirgianakis, G., 2010. Cruise visitors' experience in a mediterranean port of call. International Journal of Tourism Research 12, 390-404.

Andriotis, K., Agiomirgianakis, G., 2014. Market escape through exchange: Home swap as a form of non-commercial hospitality. Current Issues in Tourism 17, 576-591.

Andriotis, K., Agiomirgianakis, G., Mihiotis, A., 2008. Measuring tourist satisfaction: A factor-cluster segmentation approach. Journal of Vacation Marketing 14, 221-235.

Tzortzaki, A.M., Mihiotis, A., Agiomirgianakis, G.M., 2011. The quest for a new multidisciplinary tourism model. Annals of Tourism Research 38, 325-330.

Polyzos, S., Tsiotas, D., Niavis, S., 2015. Analyzing the location decisions of agro-industrial investments in Greece. International Journal of Agricultural and Environmental Information Systems 6, 77-100.

Chasapopoulos, P., Den Butter, F.A.G., Mihaylov, E., 2014. Demand for tourism in Greece: A panel data analysis using the gravity model. International Journal of Tourism Policy 5, 173-191.

Kontogianni, A., Damigos, D., Tourkolias, C., Vousdoukas, M., Velegrakis, A., Zanou, B.,

Skourtos, M., 2014. Eliciting beach users' willingness to pay for protecting european beaches from beachrock processes. *Ocean and Coastal Management* 98, 167-175.

Eeckels, B., Filis, G., Leon, C., 2012. Tourism income and economic growth in Greece: Empirical evidence from their cyclical components. *Tourism Economics* 18, 817-834.

Kostakis, I., Sardianou, E., 2012. Which factors affect the willingness of tourists to pay for renewable energy? *Renewable Energy* 38, 169-172.

Sigala, M., 2012. Exploiting Web 2.0 for New Service Development: Findings and Implications from the Greek Tourism Industry. *International Journal of Tourism Research* 14, 551-566.

Stavrinoudis, T.A., Tsartas, P., Chatzidakis, G., 2012. Study of the major supply factors and business choices affecting the growth rate of wine tourism in Greece. *Current Issues in Tourism* 15, 627-647.

Proença, S., Soukiazis, E., 2008. Tourism as an economic growth factor: A case study for Southern European countries. *Tourism Economics* 14, 791-806.

Diakomihalis, M.N., Lagos, D.G., 2011. An empirical approach to coastal leisure shipping in greece and an assessment of its economic contribution. *Tourism Economics* 17, 437-456.

Galanos, G., S. Roukanas, and P. Sklias, 2012, The potential economic impact of climate change on the greek tourism sector, *International Journal of Business and Social Change* 3, 164-172.

Hamilton, J. M., D. J. Maddison, and R. S. J. Tol, 2005, Climate change and international tourism: A simulation study, *Global Environmental Change* 15, 253-266.

Michailidou, A. V., C. Vlachokostas, and N. Moussiopoulos, 2016, Interactions between climate change and the tourism sector: Multiple-criteria decision analysis to assess mitigation and adaptation options in tourism areas, *Tourism Management* 55, 1-12.

Pham, T. D., S. Nghiem, and L. Dwyer, 2017, The determinants of chinese visitors to australia: A dynamic demand analysis, *Tourism Management* 63, 268-276.

Picazo, P., and S. Moreno-Gil, 2018, Tour operators' marketing strategies and their impact on prices of sun and beach package holidays, *Journal of Hospitality and Tourism Management* 35, 17-28.

Skivalou, M., and E. Filippidi, 2017, Chinese tourism: Development and prospects for greece, *Tourism and Hospitality Research* 17, 325-335.

Velissariou, E. , and V. Gerolymos, 2012, "Environmental management in the greek hotel industry survey in the hotels of the Dodecanese islands, available from: [<http://mibes.Teilar.Gr/proceedings/2012/oral/velissariou,gerolymos.Pdf>], pp.381-395."

Glyptou, K., 2017, Tourism destination management through the development of sustainability models: The Greek case study 1988-2011, In: Tsartas, P. & Lytras, P. (2017). *Tourism, tourist development, Contributions of Greek scientists*, Papazisis Publications.

Spilanis, G., 2014, Greek islands: Policies and adaptation institutions in Greece, available from: [<https://www.Bankofgreece.Gr/bogdocuments/emeka>], accessed on: 26/01/2019.

