

COURSE OUTLINE

(1) GENERAL

SCHOOL	School of Social Sciences		
ACADEMIC UNIT	Department of Sociology		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	KOIK233	SEMESTER	6th
COURSE TITLE	Sociology of Tourism		
INDEPENDENT TEACHING ACTIVITIES <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>		WEEKLY TEACHING HOURS	CREDITS
		3	5
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Specialized General Knowledge		
PREREQUISITE COURSES:	Non		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes		
COURSE WEBSITE (URL)			

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i>
<p>The purpose of this course is for students to become familiar with the various aspects of the tourism phenomenon at an international level, as well as within the specific conditions of Greek society.</p> <p>During the course lectures, students will have the opportunity to:</p> <p>Be introduced to the theoretical approaches to tourism across different disciplines of the social sciences.</p> <p>Familiarize themselves with the historical emergence of the tourism phenomenon in Greece and internationally.</p> <p>Understand the historical and social conditions that have facilitated the expansion of leisure and tourism activities for broader social categories in modern societies.</p> <p>Be encouraged to critically reflect, using the theoretical tools of sociology, on the economic, social,</p>

political, and cultural transformations associated with the emergence of the tourism and leisure services economy.

Engage with key sociological and anthropological studies that examine the tourism phenomenon from a sociological perspective, with a particular emphasis on research focusing on Greek society.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas

Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
.....
Others...
.....

Search, analysis, and synthesis of data and information, utilizing the necessary technologies
 Collaborative processing of course materials
 Adaptation to new situations
 Decision-making
 Respect for diversity and multiculturalism
 Demonstration of social, professional, and ethical responsibility and sensitivity to gender issues
 Exercise of critical and self-critical thinking
 Promotion of free, creative, and inductive thinking

(3) SYLLABUS

The course "Sociology of Tourism" aims to familiarize students of the Sociology Department with fundamental theoretical approaches and research fields in the study of tourism and leisure within the social sciences.

The post-war growth of tourism and leisure services is closely linked to the expansion of the welfare state, full employment policies, and Keynesian regulatory policies implemented in the early post-war years in Western Europe. Simultaneously, its evolution is associated with the rapid development of transportation and telecommunications following World War II, enabling the design and promotion of comprehensive tourism products in the form of tourism packages from the 1950s onwards. However, these developments cannot be separated from the profound social transformations that accompanied the formation of the post-war social subject, placing leisure, consumerism, and enjoyment at the core of ongoing individualization processes and the post-war concept of citizenship.

The study of tourism within social sciences began with ethnographic, sociological, and anthropological research in the 1970s and 1980s. Around the same period, social sciences in Greece also emerged, producing research that sought to map the social impacts of tourism on specific destinations. These studies followed international academic trends, contributing to the establishment of Tourism Studies as an interdisciplinary field.

Based on the above, the course is structured into four distinct thematic units. In the first, students will be introduced to the study of tourism within the social and human sciences. In the second, students will engage with the history of tourism, both internationally and in Greece, and the trajectories it followed to become the globalized economic and cultural phenomenon it is today. In the third thematic unit, students will focus on individual sociological theories that attempt to interpret tourism, emphasizing concepts such as the dialectic of authenticity, the tourist gaze, and tourism performance. In the final unit, students will explore the cultural, social, and environmental consequences of tourism, with particular emphasis on research focusing on the Greek case.

Weekly program:

Lesson 1:

Introduction to the course themes. Tourism as a subject of study in the social sciences. The scale and geographic expansion of international tourism.

Lesson 2:

The history of tourism research globally. Early ethnographic and geographic studies on tourism. Formation of Tourism Studies as an interdisciplinary field. Development of tourism research in Greece during the post-dictatorship period.

Lesson 3:

The distinction between pre-modern and modern forms of leisure travel. The precursors of modern tourism: religious pilgrimages and the Grand Tour. The first organized tourism package by Thomas Cook. The impact of the Industrial Revolution on international transportation.

Lesson 4:

The rise of modern medical tourism and the first holiday resorts. Institutionalization of paid vacations during the interwar period. Post-war tourism boom in the context of Keynesian economic policies and the welfare state.

Lesson 5:

Early institutional organization of Greek tourism in the 20th century. Tourism policies under the Metaxas dictatorship. Post-war tourism development as part of Greece's post-civil war reconstruction. The role of the Greek National Tourism Organization (EOT) and the Xenia hotel program.

Lesson 6:

The impact of the 1967-1974 military dictatorship on Greek tourism policies. The rise of charter flights and the development of mass tourism. The post-dictatorship institutional Europeanization of Greek tourism policies.

Lesson 7:

The sociology of tourism in the work of Dean MacCannell. From the dialectic of authenticity to the ethics of sightseeing. Frontstage and backstage in host societies. The semiotics of tourism.

Lesson 8:

The tourist gaze in the work of John Urry. Symbolic and social capital in tourism consumption. The concept of the post-tourist in Tourism Studies.

Lesson 9:

The concept of performance in tourism studies. Body, bodily capital, and gender in tourism. The beach, the museum, and tourist attractions as spaces of leisure and consumer pleasure.

Lesson 10:

The political economy of global tourism. Social class, gender, and labor in tourism development. The economic nature of tourism as a commodity. Profit, rent, and money in the tourism economy.

Lesson 11:

Cultural aspects of international tourism. Cultural heritage management and memory politics in tourism. Representations of the local and the foreigner in tourism discourse. Tourism in popular culture: film, literature, music.

Lesson 12:

Social impacts of tourism in Greece. Transformations in labor, youth, and family in Greek tourist destinations. Monetization of social relations and inheritance laws in Greek island communities.

Lesson 13:

Spatial dimensions of tourism in Greece. Environmental consequences of tourism. Spatial concentration, enclosures, and short-term rentals as research topics in the sociology of tourism. The debate on sustainable tourism and development.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of PowerPoint, support of the learning process through StudentWeb, selected screenings of audiovisual material (films, tourism advertisements, etc.).	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Activity	Semester workload
	Lectures	65
	Study and analysis of bibliography	30
	Interactive teaching	30
	Course total	125
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	<p>Written examination (100%) consisting of essay-style questions.</p> <p>The assessment criteria are communicated to students during the lectures and are published on the e-learning system.</p>	

(5) ATTACHED BIBLIOGRAPHY

<p>-Textbooks:</p> <p>Holden, Andrew, Κοινωνιολογικές προσεγγίσεις στον τουρισμό, Αθήνα, Παπαζήσης, 2008.</p> <p>Νάζου, Δ., Νικολακάκης, Μ. & Τζανάκης, Μ. (επιμ.), Ταξίδια χωρίς προορισμό: Κριτικές προσεγγίσεις στις Τουριστικές Σπουδές, Αθήνα: Νήσος, 2022.</p> <p>Νικολακάκης, Μιχάλης, «Μοντέρνα Κίρκη»: Τουρισμός και ελληνική κοινωνία την περίοδο 1950-1974, Αθήνα, Αλεξάνδρεια, 2017.</p> <p>- Suggested Bibliography:</p> <p>Apostolopoulos Yiorgos, Leivadi Stella & Yiannakis Andrew (eds.), The Sociology of Tourism: Theoretical and empirical investigations, Λονδίνο, Routledge, 1996.</p> <p>Ateljevic, Irena, Pritchard, Annette & Morgan, Nigel (eds.), The Critical Turn in Tourism Studies: Innovative Research Methodologies, Λονδίνο, Elsevier, 2007.</p> <p>Βέμπλεν, Θορνστάιν, Η θεωρία της αργόσχολης τάξης, Αθήνα, Κάλβος, 1982.</p> <p>Βλάχος, Άγγελος Φ., Τουρισμός και δημόσιες πολιτικές στη σύγχρονη Ελλάδα (1914-1914-1950), Αθήνα, Εκδόσεις Κέκρυρα, 2016.</p> <p>Barton, Susan, Working-Class Organisations and Popular Tourism, 1840-1970, Μάντσεστερ, Manchester University Press, 2005.</p>

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- Dritsas, Margarita, «Water, Culture and Leisure: From Spas to Beach Tourism in Greece during the Nineteenth Centuries». Στο *Water, Leisure and Culture: European Historical Perspectives*, (επ.) Susan Canderson & Bruce H. Tabb 199-204, Οξφόρδη, Berg, 2002.
- Dritsas, Margarita, *Tourism and Business during the Twentieth Century in Greece: Continuity and Change*. Στο *Europe at the Seaside*, (επ.) Luciano Sagreto, Carles Manera & Mafred Pohl, 49-71, Νέα Υόρκη, Bergham, 2009.
- Elias, Norbert, *Η διαδικασία του πολιτισμού*, Αθήνα, Αλεξάνδρεια, 1997.
- Ζαχαράτος Γεράσιμος Ν., *Package Tour*, Αθήνα, Προπομπός, 1999.
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- Kopper, Christopher M., «The Breakthrough of the Package Tour in Germany after 1945». *Journal of Tourism History*, no 1 (2009) 67-92.
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- Ρήσμαν, Ντέιβιντ, *Το μοναχικό πλήθος, Σκόπελος, Νησίδες*, 2001.
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Τσάρτας, Πάρις Α., *Ελληνική τουριστική ανάπτυξη: Χαρακτηριστικά, διερευνήσεις, προτάσεις*, Αθήνα, Κριτική, 2015.
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- Related Academic Journals:

Tourism Studies
Annals of Tourism Research
Journeys
Tourism Geographies
Journal of Tourism and Cultural Change
Journal of Tourism History
Leisure Studies
Journal of Tourism and Leisure Studies κ.α