



UNIVERSITY OF PITTSBURGH
Department of Sociology

Oakland - Main
Summer 2019 (2197)
Greece – Various Locales
Study Abroad

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SOCIOLOGY 1437:
Community and Tourism Analysis: GREECE

This course aims to build a critical understanding of the processes involved in what is arguably the world's largest economic activity: *Tourism*. There are various forms of tourism to be found around the world, and we specifically study and visit different settings and tourism development modalities.

We will provide students with the theoretical underpinnings for understanding tourism, historical knowledge, and methodological tools necessary to understand the emergence of tourism, its dissemination, and the social, economic, political, and ecological implications of the undertaking. Specifically we will be focusing on various forms of tourism development, including *Mass Tourism*, *Ecotourism*, *Sport Tourism*, *Agrotourism*, and many more. We will compare how each of these forms of tourism fare across a range of quality of life indicators for hosts, and in terms of satisfaction for guests. This necessitates sociological analysis in terms of understanding the conditions and history that give rise to the phenomenon, the political economic factors, the ecological issues, and the cultural exchanges that take place in tourism settings.

Specifically this course examines these forms of tourism development as they exist and are evolving in Greece. After the Athens 2004 Olympics and the devastating economic and ongoing economic and humanitarian crises – compounded by the refugee crisis-- tourism is in the spotlight more than ever. In-depth lectures will be conducted at various tourism sites and centers of policymaking in Greece, including Athens, the mainland of Greece, and islands of the southeastern Aegean Sea. In addition, academics, planners, government officials, workers, businesspeople, and environmentalists will present lectures on the policies, practices, conditions and issues relevant to each site.

REQUIRED TEXTS

Epitropoulos, Mike-Frank G., Reading List for Sociology 1437: Community and Tourism Analysis: Greece. CourseWeb, University of Pittsburgh, 2014. (See full list of readings below.)

Epitropoulos, Mike-Frank G., Editor. Issues on Tourism Policy. Athens Institute for Education and Research (ATINER), 2007. [Reserve]

Honey, Martha, Ecotourism and Sustainable Development: Who Owns Paradise? Island Press, 1999. (Recommended)

Mowforth, Martin and Ian Munt, Tourism and Sustainability: new tourism in the Third World, Routledge, 2000. (Recommended)

EVALUATION

Students will be evaluated on their:

	<u>% of Grade</u>
Participation	20
Personal Journal	20
Tourism Case Study Paper	30
Final Exam	<u>30</u>
Final Grade	100

COURSE LEARNING OBJECTIVES

- Knowledge of current trends in tourism, ecotourism, and sustainable development.
- Ability to discuss the importance of local ecology, culture, history and development, balanced with social responsibility.
- Ability to identify the key political economic interests and issues in tourism.
- Awareness of ecological issues and maintaining local culture.
- Developing a sustainable tourism development project.

Personal Journals

The journal is designed to help you remember what you read, what you heard in lectures or in the presentations, and your experiences in the field. The journals will also serve as useful guides when working on your Tourism Case Study Paper, and when studying for the exam. The journal is a place for you to record your ideas and feelings about what you read, to write questions when you run across things you don't understand, and to answer those questions when you find answers.

You should write about each of your readings, lectures, and experiences for the day. For example, if you read 3 articles and hear two presentations, you should submit an individual entry for each.

A journal entry should contain 5 items about each piece of literature: 1) Name and author of piece/presentation/presentation, 2) A brief synopsis of what the piece/presentation/experience was about, 3) Any lines, quotes, or phrases that have particular significance, 4) A short explanation why you liked/disliked the piece/presentation/presentation, and 5) Any questions you have about the piece. Each daily journal submission should be 3-5 typed pages total for all readings together.

Tourism Case Study Paper

The Tourism Case Study Paper is worth 30% of the grade for this course. Groups of students will propose and/or be assigned a topic and specific research guidelines, which will be discussed in class. The purpose of the project is to conduct a critical assessment of a topic on tourism, identify the roots of the problem, and finally to suggest possible solutions or new directions for understanding the problem.

As for the mechanics of the project, we will follow a staged procedure. Initially, students will select the topic they will be researching. The student will then thematically organize their paper in an outline form. Each student will have to have their project outline approved before beginning their research.

The purpose of the Tourism Case Study Paper is to combine the benefits of cooperation *and* competition, as we will present our findings to the class. Also, preparing to discuss topics with your group of peers is many times more demanding and interesting than "just another lecture". I will always be available for consultation and direction regarding these projects. This should be (or at least *can be*) a fun, learning experience.

Sample Tourism Case Study Paper topics include:

Individual Ecotourism Project: Student will develop an Ecotour for a site of his/her choice, including economic, ecological, social, cultural, and political sections.

Tourism Case Study: Select a country (other than the US) and complete the following:

- Name and profile of country
- Tourism Flows of that country
- Estimated Revenues from tourism
- Estimated number of people employed in tourism in that country
- Identify at least three tourism destinations in the country and the type of tourism development present there
- Identify the country's currency and exchange rate

- Identify all necessary travel documentation necessary for travel to that country
- Identify security situation and geopolitical analysis since 9/11
- Identify the main Tour Operators for the destinations previously identified
- Discuss the Ecological, Cultural, Social, and Political situations and how they affect and are affected by tourism

The Political Economy OR The Political Ecology of Tourism Policy

This assignment aims to approach a comprehensive analysis of how Tourism Development approaches correlate to a region's, nation's, or particular tourism site's policy apparatus. The emphasis can either be one of political economy or ecology, depending on both the student's interest and the specific case study.

Socioeconomic Effects of Tourism in Greece

For this, use Tsartas, Loukissas, or Epitropoulos as reference material to assess your own trip through Greece from a socioeconomic, class and even environmental viewpoint. This can also be adapted to a promotional /marketing slant if you wish.

This paper should be between ten and fifteen (10-15) pages, double-spaced per student.

Pre-Departure Readings / Assignments – University of Pittsburgh

- Introduction to Course. Syllabus distribution. Introductory discussions and mapping the direction of the study tour.
- Introduction to THEORIES OF DEVELOPMENT
Modernization theory, Dependency theory, World Systems theory, the Social Structure of Accumulation (SSA) thesis, Sustainable Development, the Physical Quality of Life Index (PQLI) and other Political Economy considerations.
- Introduction to the SOCIOLOGY OF TOURISM
Literature review readings and discussions of theory and methods.
- Introduction to Greece, Greek Tourism, and the Sites we will be visiting.

Reading Set 1: Studying Tourism from a Sociological Perspective Selected readings from Epitropoulos Reading Packet

Epitropoulos, Mike-Frank G. "Notes on Theories of Development".
Cohen, Erik. 1984. "The Sociology of Tourism: Approaches, Issues, and Findings".
Epitropoulos, Mike-Frank G. 2007. "Introduction".

Reading Set 2: Contemporary and Multidisciplinary Approaches to Tourism Selected readings from Reading Packet

Stonich, Susan C. 1998. "Political Ecology of Tourism".

Epitropoulos, Mike-Frank G. 2007. Part 1: Tourism's Pushes & Pulls: Motivations and Marketing.

Reading Set 3: Introduction to Greece, Greek Tourism, and the Sites we will be visiting

Epitropoulos, Mike-Frank G. 1999. The Political Economy of Tourism in Karpathos, Greece.

Tsartas, Paris. 1992. "Socioeconomic Impacts of Tourism on Two Greek Isles".

Loukissas, Philippos. 1982. "Tourism's Regional Impacts: A Comparative Analysis of the Greek Islands".

Working Group Papers Assigned*

Week 2 – GREECE (Athens & Piraeus)

- Tourism Policy, Planning, and Politics- Key institutions, levels of analysis, interest groups
- Primary Issues:
 - Social Problems
 - Economic Considerations and Dependency
 - Political Dynamics
 - Ecological and Environmental Considerations
 - Tourism Product
- Tourism and the Quality of Life

Reading Set 4: Methodological Approaches and Issues in the Sociology of Tourism Synthesizing Approaches

Bringing in the Environment (Epitropoulos Packet)

Epitropoulos, Mike-Frank G. 2007. Part 3: Methods of Evaluation: Nuances for Tourism

Reading Set 5: Sustainable Development and Tourism

Epitropoulos, Mike-Frank G. 2007. "Agrotourism as a Sustainable Rural Development Tool".

Honey, Martha. Ecotourism and Sustainable Development: Who Owns Paradise? [Recommended]

Chapter 1: In Search of the Golden Toad

Chapter 2: The World Travel Industry: Going 'Green'?

Chapter 3: Ecotourism Today

Reading Set 6: Sustainable Development and Tourism
Readings in Political Ecology and Political Economy

Epitropoulos, Mike-Frank G. 1999. The Political Economy of Tourism in Karpathos, Greece.

Epitropoulos, Mike-Frank G. 2007. Part 2: Development & Policy: Some Tourism Planning Issues.

Stonich, Susan C. 1998. "Political Ecology of Tourism". [Recommended]

Guest Lectures & Site Visits in Greece:

Greek National Olympic Committee

Acropolis Tour

Ancient Epidavros Tour

Ancient Olympia Tour

Ancient Delphi Tour

Ancient Mycenae Tour

Karpathos Tours

Weeks 3 and 4 – GREECE (Ship to Karpathos and Karpathos)

- Mass Tourism Sites
 - Analysis
- Ecotourism Sites
 - Analysis
- We will visit and hear from officials, workers, businesspeople and tourists, and compare these different forms of tourism development in terms of their sustainability, their degrees of democracy, and their respective quality-of-life indicators.

Reading Set 7: Sustainable Development and Tourism
Mowforth, Martin, and Ian Munt [Recommended]

Reading Set 8: Ecotourism
Mowforth, Martin, and Ian Munt
Frey, Scott (Selected Chapters from *Environment and Society*)
[Recommended]

Reading Set 9: Tourism: Optimism for possibilities; Skepticism for Probabilities
Epitropoulos Lectures and Selected Readings
Semester Review
Tourism Case Study Paper Due*
Journals Due*

Guest Lectures in Greece are scheduled throughout the trip, ranging from the Hellenic Parliament visit, to various political parties, social movements, anarchist groups, and people that we encounter over the course of our travel, on the ground in Greece.

FINAL EXAM

POLICY ON LATE WORK, MAKE-UPS, EXTRA CREDIT

Students are encouraged to turn their required assignments in on time. Late work will be penalized in terms of grading. Make-up examinations are strongly discouraged and are only acceptable relative to University Guidelines and the discretion of the professor.

Extra Credit assignments may or may not be offered over the course of the class. If an extra credit opportunity is afforded, it will be afforded to all students equally.

DISABILITY RESOURCES SERVICES STATEMENT

If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both your instructor and the Office of Disability Resources, 216 William Pitt Union (412) 624-7890 as early as possible in the term.

ACADEMIC INTEGRITY POLICY

Cheating/Plagiarism will not be tolerated. Students suspected of violating the University of Pittsburgh Policy on Academic Integrity, noted below, will be required to participate in the outlined procedural process as initiated by the instructor. A minimum sanction of a zero score for the quiz, exam, or paper will be imposed.

"The integrity of the academic process requires fair and impartial evaluation on the part of faculty and honest academic conduct on the part of their students. To this end, students are expected to conduct themselves at a high level of responsibility in the fulfillment of the course of their study. It is the corresponding responsibility of faculty to make clear to students those standards by which students will be evaluated, and the resources permissible for use by students during the course of their study and evaluation. The educational process is perceived as a joint faculty-student enterprise, which will perforce involve professional judgement by faculty and may involve -without penalty- reasoned exception by students to the data or views offered by faculty. Senate Committee on Tenure and Academic Freedom, February 1974."

HEALTH, SAFETY AND SECURITY

The health, safety and security of our students and faculty are of paramount importance. Each year and throughout the program itself the instructor monitors the US State Department's travel and health advisories. The US Embassy in Greece is notified about our program, our itinerary, and our contact numbers for the duration of the program. In

addition, the Greek government issues our group special rates and free entries to certain museums and sites and also is aware of our itinerary in the country. The Pitt in Greece Program, like other Pitt Developed Programs has the necessary emergency evacuation plans as designed by the Study Abroad Office.

We will stay in safe hotels throughout our study abroad program. All logistics are arranged by University-approved service providers after a duly-diligent research and background evaluation.

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