

BUS/PSCI 353 | Branding Greece: An Ancient Ideal Driving 21st Century Tourism

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Course Instructor: Eve Geroulis

Email: egeroul@luc.edu

Course Description

“Europe without Greece is like a child without a birth certificate.”
French President Valéry Giscard d'Estaing

Globally, citizens are reexamining what ancient Greece means in the modern world. Greece is experiencing a profound cultural and economic renewal claiming its place in the world as an active participant in Classical and Hellenistic legacy. Tourists have journeyed to ancient Greek sites for millennia, gaining insights into their world through encounters with foreign people and places.

This class explores, at a macro level, the intersection of a post-pandemic global economic recovery intensified by a world at war, a planet on fire, democracy under siege, and the rise of artificial intelligence. Global shocks, shifts, and fragilities are changing the business of business. In our increasingly globalized world, the importance of managing country reputations, international image, and “country of origin brand” has risen exponentially for world leaders, national tourism authorities, and business leadership alike. Against this backdrop, Greece has risen dramatically from decades-long economic crises, while enduring significant Covid-19 tourism declines. It is an ideal learning laboratory for global strategic business management case work rooted in robust review of geopolitical forces impacting an increasingly important economic and cultural engine of growth – tourism. Considered within the greater context of political science, and business strategy, this class affords students embarking on a career in international business, public policy, entrepreneurship, marketing, consulting, or financial investment with global perspectives to better anticipate, predict, and manage how countries present their brand to the world with respect to practical realities on the ground.

Herculean domestic challenges – climate catastrophes, 2023 debt to GDP ratio of 170%, \$400 billion in sovereign debt, rising inflation, a permanent refugee crisis, tourism seasonality, and global supply chain and regulatory policies – have been skillfully governed. Inbound tourism has experienced a dramatic resurgence. Greece and Europe have demonstrated remarkable success in reinventing the tourist economy. Beginning in 2024, all U.S. Europe-bound tourists will require EU Travel Visas. Prime Minister Mitsotakis and many government ministers are former McKinsey, World Bank, and C-Suite executives, including several Ivy League and UK university professors who have joined Greece’s political class. Introducing policy measures has pulled Greece from the brink of ruinous economic, social, and foreign policies of previous administrations. His [17 May 2022 address](#) to a Joint Session of the U.S. Congress was Greece’s proclamation of “we’re back” on the world stage.

2023 is on track to achieve record-breaking levels of inbound tourism to Greece. Where tourists put all their troubles aside for a few weeks, to arrive on Greece’s mythical shores and transport themselves back in time to an ideal that has outlasted the ages: Ancient Greece. Greece’s tourism sector contributes roughly 20% of GDP, an enormous economic engine fueled by classical ideals. The Institute of the [Association of Greek Tourism Enterprises \(INSETE\) action plan “Greek Tourism 2030”](#)

provides a framework for sustainable development of the tourism industry. The plan aims to expand seasonality and the Greek tourist season, as well as enlarge tourism in regions of the country that have developmental potential, and increase the average spending and length of stay per visitor until 2030. According to the plan, tourism revenue can reach 27 billion euros by 2030, exhibiting an increase of 52% compared to 2019, which was 18 billion euros.

Course Objectives and Learning Outcomes

1. Gain understanding of the history and culture of European and Greek tourism.
2. Build understanding of the role of empire in tourism.
3. Analyze the political science indicators impacting tourism
4. Cultivate global understanding and “soft power” through robust data-driven analysis.
5. Develop context of tourism’s impact on economic, political, and industry competitiveness; balanced with cultural preservation meeting UNSDG and COP28 Goals.
6. Produce a group research project/business plan benchmarked on a Greek tourist sector or other management or economic issue tied to the class.
7. Develop a public policy platform understanding of Mediterranean tourism.
8. Conduct PESTEL, SWOT, Hofstede Dimensions analysis through literature review, in-country research, survey, and interviews gathering data, and testing thesis in the field.
9. Gain global insight to advance your academic focus at your home institution.

Designed as a hybrid course synthesizing classical studies with global business strategy and political science, students will be challenged to translate the ancient appeal of Greece into contemporary relevance through critical debate and analysis. Students will consider the political power of economic ideas and the appeal of cultural soft power, as well as the influence of empire. This will include examining (in non-technical terms) the microeconomic impact of tourism on households, commerce, and governments, and macroeconomic impact on GDP, growth initiatives, and public policy. This framework will challenge students to synthesize all course resources, and advance their understanding of Greece and Europe’s role in the future of globalization. More than merely a historical chronology, this study abroad course presents an opportunity to analyze scholarship, question assumptions, and pragmatically apply course tenets to myriad challenges facing next generation leaders in a manner traditional classroom pedagogy cannot deliver.

Drawing from ancient texts and modern scholarship, visits to archeological and cultural sites in Athens, Delphi, Delos, Ancient Olympia, Mykonos, and Mani Peninsula, as well as meetings with tourism and film officials, business experts, and NGOs, this course will explore the accounts of Ancient Greek Renaissance Philhellenism, and modern tourism strategies as economic engines feeding the modern Greek tourism funnel. While in Greece, these insights will be applied to analyzing how Greece continues battling COVID-19 recovery, a Europe at war, Middle East conflict, China’s “Thucydides Trap” and an uncertain, difficult-to-forecast economic future.

Course Requirements

FINAL Original Tourism Business Plan	50%
IN-FIELD Ethnographic & Political Data Collection & Survey	10%
PESTEL SWOT Hofstede Cultural Presentation	10%
Engagement Participation	20%
Travel Meta-Thinking Travel Journal	10%

Final Marketing | Business Plan:

A well-researched marketing plan/paper on one of the core issues linked to the course. Each student will submit an abstract for instructor approval and will be responsible for crafting an original thesis. Each student will be expected to develop an original argument regarding the issue and explore it using the theories, readings and your individual motivation for enrolling in this study abroad course, coupled with your academic concentration.

Grades are intended to give you a sense of the quality of a particular piece of work: roughly speaking, a B means that you have done a good (above average) job with the writing, the ideas, and the organization of the work; a C conveys that the work lacks some important qualities and has some problems, while an A means that the work is exemplary in some key ways: the writing is particularly clear, the ideas thoroughly treated and original, the organization of the presentation well considered and effective.

Class Participation

The benefit of a theory-oriented pedagogy depends upon the extent to which you engage and share your own viewpoints and conclusions to the critical judgment of the class. You should view class participation both as an opportunity to ask questions to enhance your understanding AND demonstrate your understanding of the material. Comments and questions should be relevant to the material being discussed. It is imperative that you read all the material assigned for each class and come to class with a series of comments that you think will contribute to the tone and tenor of daily discussion. Lectures will be devoted to class debate and discussion raised in the readings. **Your participation grade is calculated based on your active, engaged contribution to class discussion.**

Attendance

Students are expected to report for classes promptly each morning. We tend to all congregate at one of the neighborhood cafes for morning coffee or in the classroom. When traveling, students will be staying at hotels and days will begin together over breakfast.

Policy on Original Work | Use of AI:

All members shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehoods. Academic integrity is critically important to this – and all classes. Plagiarism or cheating on the part of the student in individual or group academic work will result minimally in the instructor assigning the grade of “F” for the assignment. In addition, all instances of academic dishonesty will be reported to the CYA Academic Dean. Unless otherwise specified, all submitted work must be your own, original work. Any excerpts from the work of others must be clearly identified as a quotation, and a proper citation provided. AI is a means, not an end. AI is ubiquitous and already embedded in many writing tools (e.g., Grammarly, online translators, Google Docs autocomplete). Prohibiting the use of AI is unrealistic. Therefore, any use of AI MUST be cited and be transparent. When you use AI tools in this course, always cite the source.

Required Books, Course Materials: Instructor Provided Reading Packet Will Be Uploaded Prior to First Class

A History of Modern Tourism

Eric Zuelow
Red Globe Press, 2015
ISBN 978-0230369658

The Rise and Fall of Classical Greece

Josiah Ober
Princeton University Press, 2015
ISBN 978-0691140919

Modern Greece: What Everyone Needs to Know

Stathis N. Kalyvas
Oxford University Press, New York 2015
ISBN 978-0-19-994877-2

What Money Can't Buy

Michael Sandel
Farrar, Straus and Giroux, 2013
ISBN 978-0374533656

Mani: Travels in the Southern Peloponnese

Patrick Leigh Fermor
NYRB Classics; 0 edition, 2006
ISBN 978-1590171882

The Oxford Handbook of Modern Greek Politics

Kevin Featherstone & Dimitri A. Sotiropoulos
Oxford University Press; 8 October 2020
ISBN 9780191863783 (ONLINE)

CYA Regulations and Accommodations

Attendance Policy

CYA regards attendance in class and on-site (in Athens or during field study trips) as essential. Absences are recorded and have consequences. Illness or other such compelling reasons which result in absences should be reported immediately to the Student Affairs Office.

Academic Accommodations

If you are a registered (with your home institution) student with a disability and you are entitled to learning accommodation, please inform the Office of Academic Affairs and make sure that your school forwards the necessary documentation.

Policy on Original Work

Unless otherwise specified, all submitted work must be your own original work. Any ideas taken from the work of others must be clearly identified as quotations, paraphrases, summaries, figures etc., and accurate internal citations and/or captions (for visuals) as well as an accompanying bibliography must be provided (Check the Student Handbook, pg. 7).

Use of Laptops

In-class or onsite use of laptops and other devices is permitted if this facilitates course-related activities such as note-taking, looking up references, etc. Laptop or other device privileges will be suspended if devices are not used for class-related work.

Class Schedule

Class Day	Location	Topics Readings Itinerary
Monday 5/20	Athens	Arrival Orientation at CYA Academic Center Welcome Dinner
Tuesday 5/21	Athens	<p>Birthplace of Democracy Visit Pnyx Hill Early Morning MEET @ 9:00AM Visit Ancient Agora & Site Lecture Walking Tour of Central Athens & Central Market READING Mittelstaedt, Macromarketing as Agorology Study of Agora 2000</p> <p>Afternoon at CYA Classroom SCREEN John Camp: A Life at the Athenian Agora SCREEN Obama Foreign Policy Speech at Niarchos Center 11 16 16 BEGIN READING The Rise & Fall of Classical Greece</p>
Wed 5/22	Athens	<p>Introductions Expectations Readings Itinerary Morning Orientation Lecture Marketing Plan Research Teams Address to Congress 2022 PM Kyriakos Mitsotakis Private Tour of Hellenic Parliament READING CFR Nation Branding Explained</p>
Thurs. 5/23	Athens	<p>The Foreign Gaze of Travelers to Greece Visit to Benaki Museum Private Tour of Archival Documents E.J. Finopoulos Collection of History & Travel Books BEGIN READING A History of Modern Tourism</p>
Fri 5/24	Athens	<p>Timeless Ancient Greece Afternoon Visit to Acropolis & Acropolis Museum Dinner at Acropolis Museum Cafe READING HBR Redefining Global Strategy READING HBR Theodore Levitt The Globalization of Markets</p>
WEEKEND FREE		
Mon 5/27	Athens	<p>Past as Prologue Morning Lecture Begin Ethnographic Field Work READING Paparrigopoulos, History of Hellenic Nation READING Polanyi, Aristotle Discovers the Economy READING Huntington, The Clash of Civilizations Revisited BEGIN READING Modern Greece: What Everyone Needs to Know</p>
Tues 5/28	Athens	<p>Romance of Renaissance Europe & U.S. Philhellenism Visit Philhellenism Museum READING First Principles: What America's Founder Learned from the</p>

		Greeks and Romans and How That Shaped Our Country by Thomas E. Ricks (Ch 1 & 7). READING European Values Study 2022 READING 2023 Edelman Trust Barometer
Wed 5/29	Athens	Meeting with Greek Film Industry Executives READING HBR Doing Business in Athens Greece READING World Bank Ease of Doing Business 2020
Thurs. 5/30	Athens	The Power of Myth Meeting with Greek Ministry of Tourism Meeting with Lambda Group Ellinikon Development READING HBR Aristotle Onassis & the Greek Shipping Industry READING Piketty & Saez, Income Inequality & 2023 World Happiness Report READING Blyth, The Austerity Delusion
Fri 5/31	Athens	Ethnographic Field Work & Abstract Review All project teams schedule to meet with faculty to discuss project plans
WEEKEND FREE		
Mon 6/3	Mykonos	Early Morning Ferry to Mykonos Hotel Check- In Free Afternoon/Evening READING Kalyvas, Modern Greece (20th Century Great Powers)
Tues 6/4	Delos	The Mykonos v Delos Dilemma Political Empire Ancient & Modern Breakfast Lecture Morning Ferry to Delos Private Site Tour READING Jackie & Aristotle Onassis: The Juno & Jupiter of Mykonos
Wed 6/5	Mykonos	Free Day Late Afternoon Ferry to Athens
Thurs 6/6	Athens	The Home Project NGO Age of the Migrant & Political Consequences READING: HRW Report Greece 2021 READING: UNHCR Report One and Two and Three
Friday 6/7	Delphi	Private Morning Coach to Delphi Lunch and Visit to Ditsomo WWII Memorial Lessons of WWII: 2024 and World at War Check-In Amalia Hotel Free Afternoon READING Lessons from Delphi: Religious Markets & Spiritual Capitals Delphic Priestesses as World's First Political Risk Consultants, Aeon Magazine SCREEN Dr. Michael Scott Delphi: The Bellybutton of the Ancient World
Sat 6/8	Delphi Olympia	Private Tour of Temple of Delphi & Museum Afternoon Coach to Ancient Olympia Sport as Political Brand Building

		Free Evening READING HBR Gianna Angelopoulos-Daskalaki & the 2004 Athens Olympics
Sun 6/9	Olympia	Private Tour of Ancient Olympia & Museum Coach to Mani Peninsula (Stoupa and/or Kardamyli) Check-In to Hotel Free Evening
Mon 6/10	Kardamyli	Patrick Leigh Fermor Home & Archives
Tues 6/11	Kardamyli	Free Day One-on-One Thesis Review
Wed 6/12	Athens	Travel Day Return to Athens
Thurs. 6/13	Athens	Final Research and Plan Review & Presentations
Fri 6/14	Athens	Final Lecture at Aristotle's Lyceum Farewell Luncheon
Sat 6/15	Athens	Noon Check-Out of CYA Apartments

N.B.: This class may deviate from the course outline above.

The instructor reserves the right to make changes as needed to the course syllabus in order to benefit student learning and accommodate the latest research and schedules.

Bibliography

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Research Resources

- <https://sdgcompass.org>
<http://www.unwto.org>
<http://www.sete.gr>
<http://www.gnto.gr>

**ALL FINAL PAPERS MUST BE SUBMITTED BY SAT 6/15 @ NOON,
NO LATE PAPERS WILL BE ACCEPTED.**