

UNIVERSITY OF PIRAEUS
SCHOOL OF ECONOMICS, BUSINESS AND INTERNATIONAL STUDIES
DEPARTMENT OF TOURISM STUDIES
CURRICULUM 2018-2019

1st Semester

- Introduction to Tourism - Tourism Geography
- Microeconomics
- Introduction to Management
- Introduction to Informatics
- Business Statistics

English I

2nd Semester

- Macroeconomics
- New Technologies in Tourism
- Accounting in Tourism
- Human Resource Management in Tourism
- Innovation and Technology Management in Tourism

English II

3rd Semester

- Information Systems and Decision Making in Tourism
- International Economics and International Tourism Market
- Tourism Economics – Tourism Sociology
- Tourism Marketing
- Tourism Law

English III

4th Semester

- Consumer Behavior and Psychology in Tourism
- Research and Analysis of Tourism Market
- Tourism and Environment: Sustainable Tourism
- e-Tourism and m-Tourism in an International Environment
- Tourism Entrepreneurship

English IV

5th Semester

- Strategies and Policies in Tourism Development
- Alternative and Special Forms of Tourism
- Hotel (Business) Management
- Options
- Options

English and Intercultural Communication

6th Semester

- Tourism and Regional Development
- Financial Management for Tourism Business
- Modern Travel Agencies Management

- Options
- Options

Professional English for Tourism

7th Semester

- Tourism Destination and Business Branding (Brand Management)
- Total Quality Management in Tourism
- Satellite Tourism Accounts
- Options
- Options

English Language Communication Skills for Tourism

8th Semester

- Strategic Management for Tourism
- Feasibility Studies and Business Plans for Tourism
- Digital Marketing in Tourism
- Options
- Options

English for Tourism Businesses Executives

OPTIONS / ELECTIVES

- French, German, Russian, Chinese (4 semesters mandatory)
- Practical Subjects (4 semesters mandatory)
- Supply Management in Tourism Industry
- Visitors Management Systems
- Cost Systems and Cost Management in Hosting Business
- Leadership in Tourism Business
- Contemporary Tourism Issues
- Health and Safety in Tourism Business
- Sharing Economy – Concepts, Challenges and Practices
- Funding Programmes in Tourism
- European Tourism Policy
- Design and Development in Tourism Infrastructures
- International Management for Resort, Casinos and Spas
- Management of the Food and Beverages Sector
- Special Forms of Tourism 1 - Thematic, Cultural, Religious
- Special Forms of Tourism 2 - Agro-tourism, Ecotourism, Gastronomic, Wine Tourism
- Special Forms of Tourism 3 - Fitness, Therapeutic (Healing/Curative), Medical
- Special Forms of Tourism 4 - Thematic Activity and Athletic Tourism
- Special Forms of Tourism 5 - Sea – Sea Activities (Sports and Yachting) & Cruise/Cruising
- Special Forms of Tourism 6 - Conference, Educational, School
- International Booking Systems
- Communication & Sales in Tourism Business
- Research Methods & Project Management
- Tourism Education & Training
- Tourism & Transportation

- Supply Systems for Tourism Enterprises
- Tourism & Crisis Management
- Economic/ Planning and Decision Making in host(ing) Enterprises
- Analytic Performance Indicators of Tourism Enterprises
- Scheduling and Trip Organization