



University of Piraeus

Department of Tourism Studies

STUDENT HANDBOOK 2023-2024







Department of Tourism Studies

The Department of Tourism Studies of the University of Piraeus was established at 2017 (Government Gazette No. 17/A'/15.02.2017) and started its operation at the academic year 2017-2018 with the admission of the first undergraduate students.

Today is on its seventh year of operation with more than 460 active undergraduate students, more than 80 graduates and 3 PhD candidates.

Moreover, the past two years the first faculty members have been appointed to the Department (six assistant professors in the fields of Strategic Management, Marketing, Economics, Information Systems, Human Resource Management, Crisis Management).



Vision & Mission

Vision of the Department of Tourism Studies is:

To serve as the catalyst for Tourism Higher Education in Greece and internationally, leading to the formation of tourism executives and managers for tourism businesses, organizations and destinations, with an excellent level of education, business intelligence and innovative thinking, as well as a culture of collectivity and inclusion, towards avail of society and of sustainable tourism development.

Mission of the Department of Tourism Studies is:

1. The development of highly educated university executives who meet all the requirements for a successful career in organizations from all the tourism sectors and all tourism interested bodies that are engaged with tourism development and tourism policy at international, national, regional and local level.
2. The promotion of excellence in tourism education and the utilization of knowledge, with the aim of shaping high-level tourism scientists with values and complete knowledge on Tourism.
3. The development and support of research and innovation, which contributes to addressing the contemporary economic, social and business challenges of tourism businesses, organizations and destinations at local, regional, national and international level in an ever-changing international environment, with rapid technological developments leading to new corporate governance models.
4. The formation of graduates who are capable of understanding the challenges in the tourism environment and can contribute to tourism development and entrepreneurship.
5. The formation of future leaders in Tourism, with all the necessary skills, knowledge and tools for the effective management of tourism businesses, firms and organizations, capable to play an important role in wider economic and social life of the national or the international tourism community.
6. The promotion of professional specialization and training in tourism, through flexible, targeted and contemporary lifelong learning and education programs (face-to-face, distance or blended learning).
7. The promotion of extroversion and collaboration with academic, research, social and other institutions to advance tourism entrepreneurship and benefit society.
8. The development of a unique collective culture by promoting the values of Sustainability, Accessibility for all and Inclusion.
9. The connection of the Department and its student community with the tourist labor market.

Undergraduate Program on Tourism Studies

The Undergraduate Program on Tourism Studies has been designed to provide knowledge (general and specialized) on a multitude of subjects in the Tourism industry, guided by contemporary market trends and needs.

The main objective of the undergraduate program is to teach the key subjects in tourism business and economics. Within this framework the program aims to enable graduates to:

- create a strong knowledge base in the entire range of subjects related to tourism studies, including the fields of strategic management, marketing, economics, information systems, finance, accounting, human resource management, statistics, crisis management, procurement, tourism policy, tourism geography, etc., within the context of a broad university education;
 - have the ability to adapt to a constantly changing environment;
 - develop analytical skills and the ability to solve complex management and economics problems;
 - use methods and techniques to make management decisions;
 - have the capacity to search for and analyze data from sources relating to business and the economy;
 - develop academic study and research skills in the field of tourism studies;
 - pursue high-level postgraduate study in Greece and abroad.
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Key points

- The structure of the program ensures a smooth and seamless transition from the first to the final semester of studies.
- The duration of studies is 4 years.
- Students are required to complete a total of forty-eight (48) courses (40 compulsory courses [C] and 8 electives [E]) and 240 ECTS credits in order to graduate.
- 40 compulsory and 18 elective courses offered.
- Electives from the curriculum may be taken from the fifth semester.
- During their studies they may choose a maximum of two (2) RESEARCH PROJECT electives (one in the fall semester and one in the spring semester).
- They may also choose Student Internship I-II which allows third- and fourth-year students to undertake a placement as part of their studies in order to gain work experience in tourism organizations.

Brief Curriculum

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 for Tourism Enterprises
- Human Resource Management in Tourism
- Technology and Innovation Management
- English II

3rd

Semester

- Information Systems and Decision Making in Tourism
- International Economic 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 International Environment
- Tourism Entrepreneurship
- English IV





Semester 5th

- ◆ Tourism Development Strategies and Policies
- ◆ Alternative and Special Forms of Tourism
- ◆ Hotel Management
- ◆ Elective
- ◆ Elective
- ◆ English and Inter-Cultural Communication

Semester 6th

- ◆ Tourism and Regional Development
- ◆ Financial Management for Tourism Business
- ◆ Modern Travel Agencies
- ◆ Elective
- ◆ Elective
- ◆ Professional English for Tourism

Semester 7th

- ◆ Tourism Destination and Business Branding
- ◆ Total Quality Management in Tourism
- ◆ Business Simulation - Games
- ◆ Elective
- ◆ Elective
- ◆ English Language Communication Skills for Tourism

Semester 8th

- ◆ Strategic Management for Tourism
- ◆ Feasibility Studies and Business Plan for Tourism Enterprises
- ◆ Digital Marketing in Tourism
- ◆ Elective
- ◆ Elective
- ◆ English For Tourism Executives

Elective Courses – Fall semester

- Financing Programs in Tourism
- Financial Planning and Decision Making for Hospitality Enterprises
- Tourism Education and Training
- Special Forms of Tourism 6 - Conference, Educational, School Tourism
- Contemporary Tourism Issues
- European Tourism Policy
- Methods and Tools for Fraud Examination in Contemporary Business
- Tourism And Crisis Management
- Research Project

Electives Courses – Spring semester

- Procurement Management in the Tourism Industry
- Legal issues of e-commerce
- Tourism and Transport
- Costing Systems and Cost Management for Hospitality Enterprises
- Special Forms of Tourism 2 - Agritourism, Ecotourism, Gastronomic, Oenological
- Leadership in Tourism Enterprises
- Tourism Satellite Accounts
- Strategic Marketing for Tourism Destinations
- Health Tourism (Medical, Spa, Wellness)
- Strategic Planning for Investment and Real Estate in Tourism
- Social Anthropology and Tourism
- Student Internship I
- Student Internship II



// Curriculum 2022-2023

1 st semester				
Course Unit Code	Course Title	Course Category	Weekly Teaching Hours	Credits
TSK101	Introduction to Tourism - Tourism Geography	C	3	6
TSK102	Microeconomics	C	3	5
TSK103	Introduction to Management	C	3	6
TSK104	Introduction to Informatics	C	2 + 3 lab.	5
TSK105	Business Statistics	C	3	5
TSAGG101	English I	C	3	3

2 nd semester				
Course Unit Code	Course Title	Course Category	Weekly Teaching Hours	Credits
TSK201	Macroeconomics	C	3	5
TSK202	New Technologies in Tourism	C	3 + 2 lab.	6
TSK203	Accounting for Tourism Enterprises	C	3	5
TSK204	Human Resource Management in Tourism	C	3	6
TSK205	Technology and Innovation Management	C	3	5
TSAGG201	English II	C	3	3

3 rd semester				
Course Unit Code	Course Title	Course Category	Weekly Teaching Hours	Credits
TSK301	Information Systems and Decision Making in Tourism	C	3 + 1 lab.	6
TSK302	International Economic and International Tourism Market	C	3	5
TSK303	Tourism Economics - Tourism Sociology	C	3	5
TSK304	Tourism Marketing	C	3	6
TSK305	Tourism Law	C	3	5
TSAGG301	English III	C	3	3

4th semester

Course Unit Code	Course Title	Course Category	Weekly Teaching Hours	Credits
TSK401	Consumer Behavior and Psychology in Tourism	C	3	5
TSK402	Research and Analysis of Tourism Market	C	3	6
TSK403	Tourism And Environment Sustainable Tourism	C	3	5
TSK404	e-Tourism and m-Tourism in International Environment	C	3 + 1 Lab.	6
TSK405	Tourism Entrepreneurship	C	3	5
TSAGG401	English IV	C	3	3

5th semester

Course Unit Code	Course Title	Course Category	Weekly Teaching Hours	Credits
TSK501	Tourism Development Strategies and Policies	C	3	6
TSK502	Alternative and Special Forms of Tourism	C	3	6
TSK503	Hotel Management	C	3	6
	Elective			
	Elective			
TSAGG501	English and Inter-Cultural Communication	C	3	4

6th semester

Course Unit Code	Course Title	Course Category	Weekly Teaching Hours	Credits
TSK601	Tourism and Regional Development	C	3	6
TSK602	Financial Management for Tourism Business	C	3	6
TSK603	Modern Travel Agencies	C	3	6
	Elective			
	Elective			
TSAGG601	Professional English for Tourism	C	3	4

7th semester

<i>Course Unit Code</i>	<i>Course Title</i>	<i>Course Category</i>	<i>Weekly Teaching Hours</i>	<i>Credits</i>
TSK701	Tourism Destination and Business Branding	C	3	6
TSK702	Total Quality Management in Tourism	C	3	6
TSK703	Business Simulation – Games	C	3 + 1 Lab.	6
	Elective			
	Elective			
TSAGG701	English Language Communication Skills for Tourism	C	3	4

8th semester

<i>Course Unit Code</i>	<i>Course Title</i>	<i>Course Category</i>	<i>Weekly Teaching Hours</i>	<i>Credits</i>
TSK801	Strategic Management for Tourism	C	3	6
TSK802	Feasibility Studies and Business Plan for Tourism Enterprises	C	3	6
TSK803	Digital Marketing in Tourism	C	3	6
	Elective			
	Elective			
TSAGG801	English For Tourism Executives	C	3	4

Electives – Fall semester

<i>Course Unit Code</i>	<i>Course Title</i>	<i>Course Category</i>	<i>Weekly Teaching Hours</i>	<i>Credits</i>
TSK511	Financing Programs in Tourism	E	3	4
TSK512	Financial Planning and Decision Making for Hospitality Enterprises	E	3	4
TSK516	Tourism Education and Training	E	3	4
TSK613	Special Forms of Tourism 6 - Conference, Educational, School Tourism	E	3	4
TSK615	Contemporary Tourism Issues	E	3	4
TSK616	European Tourism Policy	E	3	4
TSK513	Methods and Tools for Fraud Examination in Contemporary Business	E	3	4
TSK617	Tourism And Crisis Management	E	3	4
TSKER1	Research Project	E	3	4

Electives – Spring semester

Course Unit Code	Course Title	Course Category	Weekly Teaching Hours	Credits
TSK514	Procurement Management in the Tourism Industry	E	3	4
TSK515	Legal issues of e-commerce	E	3	4
TSK517	Tourism and Transport	E	3	4
TSK611	Costing Systems and Cost Management for Hospitality Enterprises	E	3	4
TSK612	Special Forms of Tourism 2 - Agritourism, Ecotourism, Gastronomic, Oenological	E	3	4
TSK614	Leadership in Tourism Enterprises	E	3	4
TSK618	Tourism Satellite Accounts	E	3	4
TSK619	Strategic Marketing for Tourism Destinations	E	3	4
TSK620	Health Tourism (Medical, Spa, Wellness)	E	3	4
TSK621	Strategic Planning for Investment and Real Estate in Tourism	E	3	4
TSK622	Social Anthropology and Tourism	E	3	4
TSKER2	Research Project	E	3	4
TSKPRAK1	Student Internship I	E	3	4
TSKPRAK2	Student Internship II	E	3	4

* Course Category: C - Compulsory, E - Elective

// Detailed Course Description

1ST SEMESTER

INTRODUCTION TO TOURISM - TOURISM GEOGRAPHY

Course content

- Definitions and distinctions of tourism
- Traveler classification - Tourism typologies - Tourism products
- Types of tourism
- Tourism Statistics
- Tourism Policy: Institutions, institutional framework, strategies and policies for tourism development
- Tourism industry and the tourism system
- Competition and competitiveness of tourism: Part A.
- Competition and competitiveness of tourism: Part B.
- The geographical distribution of tourism resources
- Geography, Spatial Distributions and Tourist Flows
- The tourism geography of Greece and selected Greek regions
- The tourism geography of Europe
- Global tourism geography and tourist flows

Learning Outcomes

The aim of the course is to introduce students to the tourism phenomenon and especially to the conceptual content, characteristics and typology of tourism products, tourism and tourists, to present the structure, areas, actors and operation of the tourism system, to describe the role and importance of tourism for the economy and society as a whole. The additional aim of the course is to present basic aspects of national and international tourism geography and, in particular, the spatial distribution of tourism resources, important tourism destinations and international tourist flows, international tourism competition, as well as the relationship between tourism and international trade.

Upon completion of the course, students will be able to:

- identify the basic concepts of tourism.
- recognize the texture of the tourism phenomenon and modern trends.
- recognize the basic structure and operation of the tourism system at a national and international level.
- holistically define tourism, tourism products and tourists-visitors.
- examine the critical role of tourism geography in the competitiveness of destinations. address issues related to the intense international tourism competition

MICROECONOMICS

Course content

1st Section

- Basic concepts (economic problem, Resource Scarcity, Distinction of Microeconomic Macroeconomics)
- Economic Models (Flow Circuit, Curve of Production Capacities, Real Cost),
- Theory of Consumer Choices (Total and marginal utility, Consumer Balance, Demand Law, Income Restriction, Indifference Curves)
- Behavioral Economics

2nd Section

- Prices determination and prices change (Demand, Demand Determinants, Supply, Supply Determinants, Market, Equilibrium)
- Elasticities (Elasticity of Demand in terms of price, income, prices of other goods,
- Elasticity of Supply in terms of price, arcuate elasticity)

3rd Section

- Market efficiency (Consumer Surplus, Producer Surplus, Pareto Efficiency)
- State intervention (Taxation, Subsidy, Maximum and Minimum Prices)

4th Section

- Production and cost (Total, Mean and Marginal Product, Cost in the Short-Term Period, Cost in the Long Term, Law of Decreasing Return, Supply Curve).
- Characteristics of market forms (Characteristics of Firm's Length, Monopoly, Oligopoly, Monopoly Competition)
- Operation of the fully competitive market

Learning outcomes

The aim of this course is the provision of the basic theoretical concepts and techniques for the study of economic science, so that the students:

- acquire **basic knowledge** regarding theories, economic laws and principles
- **acquire skills** in the application of the above concepts and
- **develop skills** to solve exercises and transfer existing knowledge to new situations.

Upon successful completion of the course, students will be able:

- to define the concept of scarcity of resources and to recognize how it occurs in the different aspects of modern life
- to describe and interpret issues related to the behavior of the basic units of a system (households, businesses)
- to distinguish and calculate the different types of business costs
- to present diagrammatically and interpret the function of the market, the mechanism for determining prices and the process of price change
- to recognize the conditions under which the State intervenes in the market and to analyze the consequences of such intervention
- to describe and identify the main characteristics of market forms

- make decisions and evaluate the operation of a business at arm's length in both the short and long term
- to formulate ideas, judgments and propose solutions to problems using the knowledge and tools they have been taught.

INTRODUCTION TO MANAGEMENT

Course content

- Introductory concepts and definitions for Management
- Evolution of management
- Planning – Decision-making
- Organization
- Management - Leadership
- Motivation
- Communication
- Teams and roles in the workplace
- Control

Learning outcomes

The purpose of the course is to provide specific theoretical knowledge and to present methods and techniques so that tomorrow's manager knows the subject of Management and what actions and how he should take (management functions) in order to effectively manage the unit in which he is headed.

After completing the course students will be able to:

- Describe and explain the concept and content of Management, the role of the Manager and to identify the external and internal environment of the business (especially in the tourism sector).
- Identify and describe the 4 basic functions of Management.
- Set and define organizational goals, to plan and plan their achievements, to evaluate and make decisions.
- Create, develop and manage groups of workers.
- Recognize and compare the different organizational plans of enterprises.
- Recognize and apply the different leadership-motivation styles and ways of communication with regard to employees-subordinates, and to judge the appropriate one to be implemented / used each time.
- Distinguish the types, systems and process of control of the action, at the level of the enterprise and its departments.
- Examine the above concepts in different contexts/conditions.

INTRODUCTION TO INFORMATICS

Course content

Theory: Concept of informatics, Informatics sectors, Informatics autonomy, Limitations and risks of informatics, Evolution of information technology, Computer systems organization (binary system, logic gates and circuits, Von Neumann architecture), Computer hardware (I/O and storage units), Computer software (Concepts of algorithm and programming), Creative software packages, Computer graphics and multimedia, Networks and internet, Artificial intelligence.

Workshops: Demonstration of the basic features of Microsoft Windows and internet surfing. Processing of simple and complex texts with the use of Microsoft WORD for Windows, so that students are able to create complex documents. Emphasis is given on formatting procedures, tables and organization charts.

Learning outcomes

The purpose of the course is to teach the basic principles of computing and information systems and informatics, as well as to give students a high level of familiarity with the Microsoft Word for Windows text editor for writing demanding and complex texts, the use of Microsoft Windows and internet surfing.

On completion of the course students will be able to:

- Understand the basic concepts of informatics and directly implement processes that cover the entire spectrum of computer science, without needing prior knowledge of the subject;
- Grasp the benefits of information technology;
- Have a high level of familiarity with Windows and internet surfing;
- Have competence in using the Microsoft Word for Windows text editor;
- Write demanding and complex texts using Word.

BUSINESS STATISTICS

Course content

Theory: Basic statistical concepts, Population – sample, Descriptive statistics, Probability and probability distributions, Confidence intervals, Hypothesis tests, Simple linear regression.

Workshop: The basic functions of the statistical package Statgraphics are demonstrated. Statistical analysis of data from real business problems is conducted.

Learning outcomes

The purpose of the course is to teach the basic statistical data analysis techniques for decision making. Basic requirement is students to familiarize with the basic concepts and principals of statistics to enable them to incorporate statistical thinking into business practice.

On completion of the course students will be able to:

- Describe the basic concepts and principles of statistics.
- Apply basic statistical techniques in different business functions of an enterprise.
- Apply basic and complex statistical analyses using appropriate statistical packages.

ENGLISH I

Course content

Texts and exercises of specific terminology of businesses, financial institutions and banks, productivity, decision making, human resources, transactions, investments, inflation, personnel management, costs, social needs, technology, industry and the environment, environment and productivity, etc.

Syntax and grammar, at an advanced level. Early stages of composing a scientific and academic text.

Learning outcomes

Upon successful completion of the course students can:

- distinguish, understand, and process texts, advertisements and articles with business, financial and banking terminology
- analyze and solve problems
- suggest ways to develop the know-how they have in their workplace
- review and reconstruct the knowledge provided based on their modern experience and new ideas

2ND SEMESTER

MACROECONOMICS

Course content

1. Basic Economic Concepts, Economic Circuit
2. Definition and Measurement of Gross National Product
3. Consumption, Investment, Savings and Government Expenditure
4. Determination of The Balance of National Income, Multiplier
5. Fiscal Policy and Income Multiplier
6. Definition of Money, Demand and Supply of Money
7. Determination of the Interest Rate
8. Fiscal and monetary policy
9. Unemployment and Inflation
10. Determination of Income in an Open Economy

Learning outcomes

The aim of the course is to introduce students to macroeconomics issues, which will be useful for the subsequent attendance of basic courses and elective courses of later semesters.

Upon completion of the course, students will be able to:

- Analyze the basic characteristics of an economy
- Examine the impact of economic policy on the economy
- Distinguish and monitor how the economy is evolving in the short and long term

- Examine the economy of a country in the global environment based on economic criteria

NEW TECHNOLOGIES IN TOURISM

Course content

Theory:

- Introduction to Informatics and Communication Technologies (ICTs).
- Basic concepts (Hardware, Software, Computer networks, Internet, Web applications, Web 2.0-3.0 technologies, Cloud computing, Information systems).
- Application and use of ICTs at tourism enterprises.
- ERP information systems.
- Geographical Information Systems (GISs) – Application on Tourism.
- Electronic Tourism (e-Tourism), e-Tourism statistics in Greece and internationally, electronic tourism services and co-operative entrepreneurship in Tourism via internet applications.
- The presence of tourism enterprises on the Internet, Websites and Portals of tourist services and destinations. Multimedia, 3D imaging and virtual reality technologies for the promotion of tourism destinations.
- Global Distribution Systems (GDSs) – Computer Reservation Systems (CRSs), e-Ticket. Reservations and ticket management through GDSs. Hospitality Information Systems (Property Management Systems, Hotel Management Systems).
- Presentation of examples – best practices. Case studies of important electronic tourism services on the Internet.

Workshop:

Practical training in applications of model development with spreadsheets (Excel) and presentations' composition (Powerpoint) on subjects related to the management and operation of tourism enterprises.

Learning outcomes

On completion of the course students will be able to:

- Recognize, describe and explain the basic concepts of ICT and their basic applications at tourism enterprises.
- Compare and evaluate the different applications of new technologies in Tourism.
- Combine the knowledge and skills that they acquire from the theoretical and practical part of the course in solving problems related to the management and operation of tourism enterprises.
- Describe and explain the best practices in the use of ICT and e-services on the Internet from the Tourism Sector enterprises.

ACCOUNTING FOR TOURISM ENTERPRISES

Course content

Section 1: Financial Statements of Companies

Section 2: Balance Sheet

Section 3: Results of the Year

Section 4: Analysis and Registration of Business Transactions

Section 5: Adjusting the Accounts & Completing the Accounting Cycle

Learning outcomes

Accounting is defined as the scientific branch that deals with the systematic collection, processing and recording of information concerning the professional property and financial result of companies. This course is designed to develop the concepts of the elements that compose the professional assets of a company (Assets, Net worth, Liabilities), as well as the elements that determine its financial result (Income, Expenses). At the same time, the bibliographic method will be developed through which the changes that the accounting events bring to the assets of a company are recorded in the accounting books, setting in motion at least two accounts. Finally, emphasis will be placed on the issues of bookkeeping compliance, the correction of accounting errors, end-of-year accounting documents, taxation and the distribution of profits.

At the end of the course, students will be able to compile and understand the balance sheet and results for the year.

HUMAN RESOURCE MANAGEMENT IN TOURISM

Course content

- Role and functions of the Human Resources Department
- Project analysis
- Human resources planning
- Attracting and selecting candidates
- Reception and integration of new recruits
- Training and development of human resources / talents
- Employee performance assessment
- Reward and incentive systems

Learning outcomes

The purpose of the course is to provide specific theoretical knowledge and to present methods and techniques for the preparation and implementation of programs-plans for the acquisition, training, reward, evaluation and utilization of employees in organizations / businesses.

Upon completion of the course students will be able to:

- Identify, describe the strategies and policies, systems and processes required for the effective management of employees.
- Address and solve problems for the staffing, training and development of employees, the evaluation of their performance.

- Be able as future executives to expand their advisory role in matters of utilization and strategic development of employees
- Understand and describe the formulation of human resources strategy, in a rapidly changing national and international environment, but also to develop corresponding strategies.

TECHNOLOGY AND INNOVATION MANAGEMENT IN TOURISM

Course content

- Technology Management
- Technology and wealth creation
- Technology life cycles
- Technology and competitiveness
- Business and technological strategy
- Innovation management
- Innovation models
- Globalization and innovation

Learning outcomes

Technology has always been intertwined with the progress of society. In addition, the proper use of technology strongly affects the competitiveness of tourism companies, while the ability of their leaders and managers to manage technology is an important factor for the success of tourism organizations.

The aim of the course is to understand the role of technology in creating wealth and achieving competitiveness in the tourism sector.

The course introduces students to topics, through problem-solving, such as the development of technological strategy by tourism companies, models of technological development, the economics of technological change, the organization and management of innovative processes, the successful production, development and implementation of technological changes and innovations, the interaction between the R&D, marketing and production of tourism products departments, the cooperation in the innovation process, the protection of the rights of innovation and technology in general, the diffusion of innovative products in the tourism sector, etc.

Upon successful completion of the course the student will be able to:

- Identify the factors that influence technological development in the tourism sector
- Correlate technological changes with economic, social and environmental factors in the tourism sector
- Adopt a positive attitude regarding the development of innovative products and processes in the tourism sector
- Support innovation development strategies in the tourism sector
- Plan the management of technological innovations in the tourism sector, through the development of relevant plans/programs
- Implement technological innovation management programs in the tourism sector

ENGLISH II

Course content

Teaching authentic texts in combination with the development of critical thinking on Product Promotion, History of Finance and Banking, Business Research, Environmental Pollution, Industry, Payment Methods, Accounting, Oligopoly, the Welfare State, Gross Profit, International Trade, Acquisition and Merger of Companies, Purchase of Bonds and Shares, Stock Exchange and Finance.

Learning outcomes

Upon successful completion of the course students can:

- discover and analyze authentic advanced level texts
- recognize and differentiate scientific from everyday speech
- explain problems
- combine classic with new theories
- enrich their vocabulary with important economic terminology
- develop their critical thinking

3RD SEMESTER

INFORMATION SYSTEMS AND DECISION MAKING IN TOURISM

Course content

Theory:

- Definitions and basic characteristics of Information Systems
- Data and information
- The concept of a System (Systems Theory)
- Effects, benefits, and limitations of technology
- Methodologies of analysis, design and development of Information Systems.
- Issues of Information Systems implementation in companies
- Categories and types of Information Systems
 - Transaction Processing Systems
 - Management Information Systems
 - Decision Support Systems
 - Strategic Information Systems
- Business / organization level Information Systems
 - ERP Systems in Tourism Enterprises

Workshop:

Practical training in information systems related to the management and operation of tourism enterprises.

Learning outcomes

The aim of the course is to analyze and explain basic concepts and issues related to the field of Information Systems. The course describes and examines different types and categories of Information Systems and analyzes their positive results and impact on modern tourism companies. It also describes traditional and modern methodologies of analysis, design, development and implementation of Information Systems in companies. It finally examines the role of Information Systems in decision making and strategic planning of tourism companies.

Upon successful completion of the course, students will be able to:

- Understand definitions and basic concepts related to the field of Information Systems.
- Recognize and analyze different types and categories of information systems.
- Understand the positive results and effects of information systems on tourism companies.
- Analyze the role of Information Systems in different business environments.
- Understand the different methodologies of design and implementation of Information Systems.
- Identify and choose appropriate methodologies for specific cases.
- Analyze the relationship between information systems and the attainment of competitive advantage by tourism companies.
- Combine the knowledge and abilities acquired from the theoretical and practical part of the course in solving problems related to the management and operation of tourism enterprises.

INTERNATIONAL ECONOMIC AND INTERNATIONAL TOURISM MARKET

Course content

- The study of International Economics
- Consequences of Opening a Market for Goods & Financial Instruments
- Exchange Rate and Balance of Payments
- Current Foreign Exchange Market
- Currency and Interest Rate Arbitrage
- International Trade and Protectionism
- Comparative Advantage Model
- Trends in the international tourism markets
- Tourism Demand and International Markets
- Tourism Supply and International Markets
- International Markets and tourism specialization agents
- Accumulation economies and international markets
- Analysis of Basic International Tourism Markets

Learning outcomes

The course introduces the student to the principles of International Economics, enabling them to understand basic theories of transactions in the international globalized environment.

Emphasis is placed on the services sector and in particular that of tourism and the role played by International Economics (balance of payments, Determination of Exchange Rate, Macroeconomic Balance of Open Economy, Determination of Comparative Advantage etc.). The aim of the course is to understand the basic theories of tourism supply-demand in the International Markets, tourist flows, as well as the factors that influence them.

Upon completion of the course students will be able to:

- recognize the dynamic nature of the international globalized environment.
- define the theories of International Economics in Tourism Enterprises and their international transactions.
- understand the current and future effects of international economics on tourism activities.
- understand the role of supply and demand in International Markets.
- examine the areas of creation of comparative advantage by tourism businesses in the international economic environment.
- examine the uncertain international economic environment in which tourism businesses compete.
- identify ways of analyzing international tourism markets.

TOURISM ECONOMICS - TOURISM SOCIOLOGY

Course content

In the first section the concept of tourism is developed, a brief historical outline of this phenomenon is given, and the scientific disciplines through which the themes of tourism are developed are mentioned.

After relating the concept of tourism to the two levels of economic analysis, the contribution that the tourism industry can make to the economy of a country is briefly presented. This is followed by brief remarks on issues related to the relationship between politics and tourism development and a very brief description of the historical stages of tourism development in Greece. Economic issues related to travel and tourism transportation, their demand and supply, and their costs are examined in more detail. Also, some of the impacts of transport technology on social life and the natural environment are presented.

The basic sociological theories are introduced and the main approaches of the special branch of tourism sociology are presented, i.e. the theories of Daniel Boorstin, Dean MacCannell, Erik Cohen, Chriss Rojek, Stanley Plog, Maxine Feifer and Ian Munt are briefly described.

The phenomenon of tourism is examined in relation to social representations theory, the symbolic function of tourist consumption, and cultural capital theory, and some issues concerning the semiotic analysis of tourism are briefly addressed with examples.

The following section explains the ways in which the media contribute to the development of tourism. After a brief reference to communication theories, questions are developed that relate specifically to the relationship between tourism and print media, cinema, television, and new digital communication. Questions about the relationship between the media and communication and Greek tourism are listed. There are also some references to the image of tourism as projected by the media, in relation to gender, environment and animal rights.

Through the prism of postmodern social thought, issues related to tourism and authenticity, hyperreality and sociocultural identity are presented, while the symbolic meaning of the tourist space is explored. Finally, the concept of globalization is briefly discussed in relation to culture and the development of global tourism, and some basic modern directions of social research in tourism studies are presented.

Learning outcomes

The goal of the course is to understand and interpret the concept of tourism through the prism of the social sciences.

Upon completion of the course, students will have acquired the theoretical framework for understanding, analyzing, and evaluating the basic economic, social, and cultural issues of the tourism industry in order to work effectively in the field.

Specifically, students will have the opportunity to:

- define the concept of tourism as an inherent human need and as a socio-economic phenomenon,
- recognize the relationship between tourism and science and the development of tourism studies,
- evaluate the basic concepts of tourism economics,
- distinguish the stages of development of tourism products and, in general, the concept of tourism development,
- study the basic economic figures in the field of travel and transportation,
- explain the socio-economic factors that have led to the development of modern tourism,
- distinguish the typologies historically attributed to tourists by social scientists,
- discover the symbolic processes related to tourism,
- develop the relationship between tourism and the media and new technologies,
- develop the relationship between tourism and postmodernism and globalization,
- explain the new trends in the social theory of tourism research,
- support specific issues related to tourism, such as gender equality, environmental issues and animal rights.

TOURISM MARKETING

Course content

This course concerns the introduction to the Science of Marketing, as a field of Tourism Business Administration. It presents Marketing as an important operation of the Company, which contributes significantly to achieving a competitive advantage in the market.

Initially, different approaches and business philosophies are presented and emphasis is placed on Marketing Orientation. Afterwards, the necessity and usefulness of Marketing in modern economies and societies is presented.

As an introductory course, the concepts of Marketing Research and Consumer Behavior in Tourism are presented, which, however, constitute distinct scientific areas. Finally, the main axes of the Marketing strategy, the Market Segmentation, the Targeting of the appropriate segments

and the Positioning of the Proposal of the tourism business in the market as well as in the minds of the consumers, are presented.

The course is completed with the presentation of the Marketing Mix in Tourism (Product, Price, Place, Promotion, People, Process and Physical Characteristics) as the main tool for practicing Marketing policies in a tourism business.

Learning outcomes

Upon successful completion of this course of the Department of Tourism Studies, the student will be able to:

- accurately **identify** the meaning and content of Marketing in tourism businesses/organizations.
- **distinguish** the applicability of Marketing in different markets of services and, in particular, tourism services.
- **develop** the steps of the Tourism Marketing strategy.
- **apply** the content and significance of the Marketing Mix in tourism services and explain the role it plays in the success of a tourism business.

TOURISM LAW

Course content

1. Flashback to the history and evolution of tourism and tourism law

2. The importance of tourism in terms of social and economic:

International Dimension

International Hotel and Restaurant Association (IHRA) United Federation of Travel Agent Associations (UFTAA) World Association of Travel Agencies – WATA). International Social Tourism Organization (ISTO, Bureau International Tourisme Sociale – BITS) International Air Transport Association (IATA)

National Dimension

Ministry of Tourism Greek Organization of Tourism Tourism Observatory Cross-sectoral Committees Sponsorship and Sponsorship Board Hellenic Chamber of Hotels (L.E.E.) Institute of Tourism Research and Forecasting Hellenic Tourist Properties S.A. Public Real Estate Company Société Anonyme" (E.T.A.D. S.A.) Association of Greek Tourism Enterprises (S.E.T.E.)

3. Tourism Law Contracts HOTEL CONTRACT Meaning and essential elements of the hotel contract

Forms of appearance of the hotel contract based on the Regulation of hoteliers' and their customers' relations (article 8, Law 1652/86).

A. Agreement of exclusive commitment, otherwise guaranteed or certain reservation (guarantee, otherwise commitment)

B. Partial commitment contract or in share or under notice (allotment) and more specific forms of its appearance C. Other forms of cooperation between hoteliers and tour operators beyond the regulated by the Regulation of hoteliers' and customers' relations of these hotel contracts.

The legislative regulation of the hotel contract, according to the Regulation of hoteliers and customers' relations and according to the Civil Code.

Legal nature of the hotel contract Commercial nature of the hotel contract.

The parties and the drawing up of the hotel contract. The parties to the hotel contract Concept of tour operator and tour agent Concept of hotelier - hotel Concept of customer. The drafting of the hotel contract. The content of the hotel contract Usual terms of the hotel contract.

The violation of the contractual obligations of the tour operator

The violation of the contractual obligations of the hotelier.

The claim of the hotelier against the customer of the tourist agency for damages to the hotel Responsibility of the Hotelier under article 834 of the Civil Code.

The right to cancel the 21-day (release period) The problem of overbookings and its legislative treatment

XENIAS CONTRACT

The legislative regulation of the Xenia contract and the lease of the AK Tax treatment of the lease agreement Legal nature of the Xenia contract.

The contracting parties and the drafting of the contract Xenia Concept of hotelier (hotelier) - hotel Concept of customer.

The drafting of the Xenia contract

The content of the Xenia contract Usual terms of the Xenia contract Abnormal development of the Xenia contract.

TRAVEL AGREEMENT

Directive (EU) 2015/2302 — on package travel and linked travel arrangements Presidential Decree 7/2018 on the harmonization of Greek legislation with Directive 2015/2302 on package travel and linked travel arrangements.

Information Passport and visa requirements, as well as information on health formalities

Increases in prices, cost of fuel or other energy sources Increases in taxes or charges levied by third parties of exchange rates

Termination of contract Performance Protection for travelers in case of insolvency of the organizer.

Network of central contact points in EU countries in order to improve international cooperation.

HOTEL LEASE AS LEASE OF LUCRATIVE OBJECT

CONTRACT OF HOTEL MANAGEMENT

CONTRACT TIMESHARE (TIME - SHARING)

Presentation of recent Jurisprudence of the Greek and European Courts

4. General Terms and Conditions of Transactions

Usually set General Terms of Transactions.

The exclusivity clause

5. Tourist advertising

The brochure as a method of reaching customers on the part of tour operators

6. Tourist Accommodation

Discrimination of tourist accommodation Distinctive title of tourist accommodation

Classification of tourist accommodation

Special operation mark

Serving people with disabilities

7. Special Tourist Infrastructure

Conference Centers
Ski Resorts
Recreational Theme Parks
Mountaineering Shelters
Centers of training sports tourism (KE.P.A.T.)
Spa Tourism Centers
Motorways Golf Courses
Tourist Ports

8. Thematic Tourism

Rural tourism
Agrotourism
Wine tourism Ecotourism – Green Tourism
Touring Routes
Geo-tourism
Fishing Tourism
Sports Tourism
Air Tourism
Maritime Tourism
Cruise Tourism
Tourism Yachting
Diving Tourism
Cultural Tourism
Tourism Gastronomy
Tourism Religious
Tourism Conference
Tourism Educational
Health Tourism

9. Procedural Issues

Jurisdiction of the Greek courts and procedure to be followed
In the material and territorial jurisdiction of the Greek courts
Following the procedure for the settlement of disputes
International procedural issues
International jurisdiction of the Greek courts and extrapolation of local jurisdiction
Arbitration clause
Applicable law to the hotel contract

Learning outcomes

Students have the ability to recognize the type of contract concluded (Xenia, Hotel, etc.) and to determine the applicable law, whether national (Law, Ministerial Decision, etc.) or EU (Regulation, Directive, etc).

Students are able to assess the time and manner of drafting a contract, to distinguish its specific characteristics and to conclude the means of proof that will be required for the conclusion of a contract, based on the requirements of the legislation.

Subsequently, students calculate the professional obligations arising from the application of the rules governing the tourist activity, either as hoteliers, as agents, as entrepreneurs of the tourism industry. In fact, they will be able to consider the adjustments needed to fully comply with tourism legislation.

At a later stage, students design compliance policy with tourism legislation of each business's and develop internal control procedures, combining business needs with the rules of legislation.

Students also create rules for dealing with cases of abnormal development of guilt and propose out-of-court settlement solutions to the competent legal office of a company.

Finally, students evaluate the business behaviors of the parties to the contracts of tourism law, compare the legal rules of Greece and other foreign countries and conclude any necessary changes of business policies aligned with the rules of national and foreign law.

ENGLISH III

Course content

Commercial Correspondence related to:

- reservations
- information on services, prices, conference facilities, air/road/water/rail travel, accommodation / hotels
- Routes and itineraries
- Passports and travel documents (visa)
- orders
- credit
- payments and receipts
- delegations and agencies
- insurance (vacation insurance)

Teaching of authentic texts in combination with the development of critical thinking on topics:

- Venture capital
- Graphic representations and communication
- Business research
- Commercial enterprises
- Small and medium companies
- Methods of payment in international trade

Learning outcomes

Upon successful completion of the course students:

- have been trained in the identification, processing, and composition of commercial letters
- distinguish and develop the scientific and official discourse
- process and evaluate authentic texts on various topics such as:

- Venture capital
- Graphic representations and communication
- Business research
- Commercial enterprises
- Small and medium companies

4TH SEMESTER

CONSUMER BEHAVIOR AND PSYCHOLOGY IN TOURISM

Course content

This course concerns the introduction to Tourism Consumer Behavior as a field, mainly, of Tourism Marketing, but also of Behavioral Psychology.

The basic model of purchasing decision and behavior in Tourism is analyzed, as well as its variants, since they depend on the degree of the tourist-consumer involvement in the decision making.

The psychological motivations of tourists are presented, as well as the dimensions of their personality as structural elements of decision making.

The effects of the culture of consuming on consumer behavior, tourist-consumer demographics and the individualized perception of reality are analyzed.

Finally, basic consumer behaviors are analyzed, such as the acceptance of innovation, the loyalty of tourists, the behavior after the purchase, the processes of development and management of complaints, etc.

Learning outcomes

Upon successful completion of this essential course of the Tourism Studies curriculum, the student will be able to:

- **identify** the meaning and content of Consumer Behavior as an essential variable of Marketing in Tourism
- **distinguish** the different forms of tourist-consumer decisions and the corresponding degree of the tourist-consumer involvement in them.
- **acknowledge** the ways of creating and changing the tourists' attitudes, views and preferences.
- **appreciate** the role of culture in tourist consumer behavior
- **recognize** the stages of acceptance of an innovation, as well as the actions of tourists after the completion of a sale.

RESEARCH AND ANALYSIS OF TOURISM MARKET

Course content

- Basic concepts of philosophy and theory of science.
- Epistemological questions in social science research
- Types of research in the tourism market
- Steps for reviewing and evaluating the research literature. Research Report

- Process of developing and formulating research questions and working hypotheses
- Research planning.
- Samples and Population. Sampling techniques
- Measurement of quantitative and qualitative variables with indicators and psychometric scales.
- Design and control of questionnaires
- Qualitative research techniques: interviews, delphi method, focus groups
- Basic principles of research ethics and ideology. Ethical issues in education empirical research

Learning outcomes

The aim of this course is to teach (a) theoretical concepts, (b) quantitative and qualitative methods and techniques, and (c) the principles of research deontology and ethics in tourism market research.

Upon successful completion of the course, students will be able to:

- plan empirical research in tourism and related social sciences
- describe, explain, classify and evaluate research literature
- formulate valid and useful research questions and hypotheses
- design appropriate sampling methods
- select and develop the methods of qualitative or quantitative research that are most appropriate for the research objectives / hypotheses
- deal systematically with distortions caused by cognitive bias in daily and professional life
- analyze and interpret effective primary data for drawing conclusions and making decisions
- plan and conduct research respecting the basic principles of research ethics and ethics
- prepare, present and supervise research papers, including diploma theses and doctoral dissertations

TOURISM AND ENVIRONMENT: SUSTAINABLE TOURISM

Course content

- Theories of Management and the Environment
- Concepts and Principles of Ecology
- Environmental ethics
- Sustainable development
- Environmental problems
- Environmental Management Systems
- Sustainable Tourism Development
- Impact of Tourism on the Environment
- Tourism Carrying Capacity
- Hypertourism

- Responsible Tourism
- Circular Economy in Tourism

Learning outcomes

Today, the commitment, both of businesses and of institutions and organizations, for the protection of the environment and the contribution to sustainable development by applying the principles of good environmental management in their daily operation, is a necessity but also a requirement of the society. All entities should, therefore, adopt environmental policies and encourage all stakeholders to act on sustainability and to include environmental criteria in project implementation processes as well as business process planning.

Sustainable tourism management is nowadays a key issue as the tourism industry has significant implications for the area, as well as for all natural ecosystems.

The aim of the course is to promote the adoption of policies and approaches that contribute to the sustainable tourism development and the integration of environmental strategies in the strategies of economic units operating in the tourism sector.

The course examines:

- Elements of environmental science that will help to better understand the strategy and tactical management of environmental issues.
- The relationship of tourism with the environment, as well as the need to protect it.
- Upon successful completion of the course, students will be able to:
 - explain why the environment is a priority for modern societies
 - determine the impact of tourism on the environment
 - adopt environmentally friendly practices as part of a strategy for sustainable tourism development
 - identify best environmental management practices
 - support the need to comply with the requirements of internationally recognized standards

E-TOURISM AND M-TOURISM IN INTERNATIONAL ENVIRONMENT

Course content

Theory:

- New Technologies and Tourism for contemporary business
- Introduction to e-Tourism
- The new visitor at the contemporary technological environment
- E-Commerce in Tourism
- E-Commerce and contemporary tourist offices
- E-Commerce and hotel
- E-Tourism and contemporary destination management
- Introduction to m-Tourism
- E-Tourism and m-Tourism at the International Environment
- ICT and distribution channels at tourism

- Modern Technological Developments in e-Tourism
- Entrepreneurship for e-Tourism and m-Tourism businesses
- Marketing for e-Tourism and m-Tourism businesses

Workshop:

Applications for the design and development of websites of online stores and electronic applications for tourism businesses.

Learning outcomes

The aim of the course is to understand the new environment of e-tourism and m-tourism tourism businesses and by extension e-Business from the business and not from the technical side within the framework of business organization. Looking at it from the point of view of tourism businesses, the course focuses on key issues related to this by including strategy development, competitive advantages, current and emerging technologies, pricing, distribution channels, promotion and advertising.

After completing the course students will be able to:

- Describe the changes that e-commerce has brought to the various business models of value creation of tourism organizations.
- Recognize the changes that e-commerce has brought to transactions between tourism businesses, between tourism businesses and customers, as well as between businesses and the state.
- Appreciate the main business and organizational challenges that appear from e-Commerce and by extension from e-Business to tourism organizations.
- They examine the role of mobile tourism and advanced technologies in the new digital tourism environment.
- They critically approach the role of digitizing the internal environment of a tourism business in terms of business.
- They combine the knowledge and skills they acquire from the theoretical and practical part of the course in solving problems related to the organization and operation of tourism businesses.

TOURISM ENTREPRENEURSHIP

Course content

- Introduction to Entrepreneurship. Definitions & business process. Definition of entrepreneur and business opportunity. Entrepreneurship in Greece and internationally. Examples of successful businesses.
- Entrepreneurship Development Institutions & Role of the State. Linking entrepreneurship and economic development. Development of entrepreneurial skills.
- Business concept and business plan.
- Business Model Canvas.
- Financing a new business / business activity. Venture Capital Companies. Business Incubators. Business Plan Financing.
- Financial Plan.

- Development of business activities. Business exit strategies - business activity. Business valuation.
- Start-ups. Idea shaping. Recognition of opportunities. Implementation and financing of an idea. Entry and introduction process in the market. Sale - acquisition to third parties.
- Innovation and entrepreneurship.
- Social entrepreneurship. Corporate entrepreneurship.
- International entrepreneurship. Internationalization and globalization. International Best Entrepreneurship Practices.

Learning outcomes

The main purpose of this course is to help students develop the necessary skills needed to work effectively in small and medium-sized enterprises or to start their own business or to buy and run a business. Students learn to assess the capabilities of running a small business, identify and evaluate business opportunities, raise the necessary funds, and organize and manage business operations such as production, marketing, accounting, and financial. The ultimate goal of the course is to integrate students into the basic principles of entrepreneurship and to combine the knowledge they have acquired in other related courses through the examination of modern practical issues of entrepreneurship. It also helps as a guide for what students should pay attention to in the rest of their studies to become good entrepreneurs. Great emphasis is placed on the dynamic concepts of entrepreneurship, creativity and innovation, analysis and problem situations and the synthesis of solutions. A crucial element of this analysis is the understanding of entrepreneurship and innovation as collective, interactive, socio-economic processes.

Using modern literature, examples and case studies students will be able to:

- Understand the basic concepts related to entrepreneurship and entrepreneurship.
- Describe the ecosystem of entrepreneurship and distinguish the dimensions that compose it.
- Describe and define the concepts of innovation and creativity and distinguish their importance in the successful development of a new business.
- Distinguish and develop the stages of the business process.
- Evaluate the most important factors for starting and managing a new business activity.
- Identify the steps of developing a business plan.
- Recognize and describe business opportunities that align with personal interests, talents and values.
- Develop their own business plan.

ENGLISH IV

Course content

The course examines how specific texts and terminology are dealt with by the students and includes the following:

- Advanced level texts on: GDP, World Bank, International Funding Corporation, IMF, Organisation for Economic Cooperation and Development
- Development of writing and speaking skills

- Translation of authentic texts entitled: Macroeconomics, Trade theory, Applied Economics, Econometrics, Accounting, Company Profile, European Union Institutions

Learning outcomes

At the end of the 4th semester the students:

- recognize, understand and process texts and terminology with content relevant to their academic and professional interests
- produce written speech (summaries of texts) and oral speech (listen to dialogues, lectures and texts of business, academic and work content)
- compose texts related to their field of studies from and to English combining already acquired knowledge with new information
- write and present essays on topics of interest

5TH SEMESTER

TOURISM DEVELOPMENT STRATEGIES AND POLICIES

Course content

The course aims to the understanding of a destination's tourism development in order to attract tourists and visitors through strategic development, as well as tourism policy making by tourism organizations. The course will focus on presenting an integrated and holistic approach of tourism at both national and international level. More specifically, the course content includes the examination of both national and regional dimension of tourism development, the potential of tourism development, the sustainable dimension of tourism and the interaction of the tourism sector with other sectors of economic activity. Moreover, the best possible solutions for strategy and policy planning and implementation of tourism development are presented, through regional, national and international tourism institutions and organizations.

Learning outcomes

Upon successful completion of the course, students will be able to:

- Understand strategic tourism development planning at national and international level.
- Analyze policies for the modernization and upgrading of existing tourist infrastructure.
- Analyze policies for the modernization and upgrading of existing tourist superstructure.
- Understand and evaluate tourism development models and standards in tourist areas.

ALTERNATIVE AND SPECIAL FORMS OF TOURISM

Course content

Today's tourists are looking for authentic stories and quality tourism experiences or something new, whether it is experiences in the countryside, food, sports, history or culture.

This fact combined with the fact that mass tourism nowadays more than ever, with negative effects including the current pandemic (covid 19), environmental degradation, pollution, urban sprawl and habitat loss, all of which naturally lead to a new tourism product development framework of special interest.

The course offers a theoretical overview of alternative forms of tourism and

companies engaged in this field. The student acquires a thorough knowledge of basic principles, definitions and concepts recorded in the international literature, with reference to the distinct research perspectives that have influenced alternative forms of tourism.

The basic concepts and issues related to alternative tourism at the global level are explored, as well as the understanding and evaluating trends in alternative tourism as a key activity for more responsible travel. In addition to analyzing the distinct alternative forms of tourism through the course, the student also delves into issues related to the design, organization and promotion of special tourism packages and the creation of innovative initiatives with emphasis on alternative forms of tourism. Finally, the role of alternative forms of tourism in a sustainable enhancement of regional development is understood.

Contents:

1st -2nd Basic Conceptual Approaches

- Introduction
- Alternative tourism
- Special forms of tourism
- Sustainable development

3rd The model of mass tourism and the model of alternative tourism

- Definition of Slow Tourism
- Spatial gatherings and massification of tourism
- Impacts of tourism development
- Overtourism
- The concept of bearing capacity
- Bearing capacity measurement indicators

4th The concept of sustainable development in tourism

- Tourism and environment
- Environmental impacts
- Sustainability criteria
- Sustainable tourism development

5th-6th Types of Alternative tourism

- Detailed presentation of alternative tourism items
- Case studies
- The role of organizations and bodies

7th Consumer Tourism Alternative Tourism

- Stages of purchasing decision for purchase of products and services of alternative tourism and tourism of special interests
- Selection criteria purchase of products and services of alternative tourism and tourism of special interests in Greece and internationally
- International trends in consumption market of products and services of alternative tourism and tourism of special interests / use of new means / e-commerce

8th -9 Design and organization for products and services of alternative tourism and tourism of special interests

- Development of new products and services of alternative tourism and tourism of special interests
- Marketing strategies market of products and services of alternative tourism and tourism of special interests for the world market
- International and Greek experience and practices

10th Promotion of Alternative tourism

- Design of Communication Strategy of products and services of alternative tourism and tourism of special interests
- International and Greek action to promote and promote products and services of alternative tourism and tourism of special interests

11th New Technologies and Communications and Products / Services of alternative tourism and tourism of special interests

- Presentation of new distribution channels (e-commerce), and the promotion of the purchase of products and services of alternative tourism and tourism of special interests with classic and new means of communication and promotion (internet, social media, mobile).
- Emphasis will be placed on new trends and technologies (SoLoMo (Social Media, GLM, Mobile))

12th Regional Development of Mild and Alternative forms of tourism

- European Union Programs
- Leader program
- Regional Operational Programs

13th Case Studies from Greece and Internationally

- Successful models for the development of alternative tourism in the fields of agritourism, cultural tourism, etc. are presented, such as
- The paths of the Council of Europe (eg The Olive Routes)
- Successful alternative tourism businesses (eg Amanita Guesthouse, Paths of Greece, etc.).

Learning outcomes

The main purpose of the course is to introduce students to its basic Concepts and Principles and the philosophy of Alternative Tourism and how to manage it at the level and at the level of destinations.

Upon successful completion of the course, students will be able to:

1. Identify and distinguish its fundamental concepts and approaches to sustainable tourism development as well as alternative forms of tourism and tourism of special interests and peculiarities in relation to other types of tourism
2. To develop the skills and abilities needed to immerse themselves in how the buyers of alternative tourism and tourism stakeholders think and decide, to recognize their needs and to find ways to meet them in a globalized environment.

3. Successfully formulate the design, organization and promotion of alternative tourism and tourism products of special interest (product strategy, promotion, pricing and distribution).
4. They can identify and evaluate / justify the new trends of alternative tourism and tourism of special interests and how Sustainable Development can help businesses and destinations in their utilization.

HOTEL MANAGEMENT

Course content

The aim of the course is to enable students to understand the operation of hotel through recognising and understanding its functions.

The course will focus on understanding the principles of business management, the functions of business management, the history of management thinking, the external and internal environment in which hotel industry operate, the evolution and characteristics of the hotel industry, the hotel departments, the effectiveness metrics (Hotel statistics and ratios) and other specific issues (Hotel policies, Service quality). Moreover, the course includes the definition of the characteristics of tourism offices and their role in the tourist circuit, the services offered by the tourism office, the types of travel agencies, the organization of a tourism office, the group trip packages, as well as incentive travel.

Learning outcomes

The aim of this course is to help students understand the characteristics of and the management of enterprises/businesses, in the two main sectors of the tourism industry - hotels and travel agencies.

On completing the course unit, students should have developed the following skills and abilities:

- Define the term and concept of Hospitality Management.
- Describe how to manage hotels, but also acquire the relevant skills to do so.
- Choose/Decide on ways to solve problems that arising in hotel management.
- Plan and organize the functions of a hotel.
- Define the role and the importance, as well as the services offered by a travel agency.

ENGLISH AND INTER-CULTURAL COMMUNICATION

Course content

The course includes the following sections:

- Definition and aspects of tourism
- Types of tourism
- Research on hosting - methods - theories - researchers
- Employment in the travel, tourism and hospitality industry
- Marketing in Tourism
- Events Tourism
- Theme parks

- The Marketing of Hospitality
- Tourism and culture
- Types of Management
- External influences (political, economic, demographic in tourism)
- The role of technology in successful tourism businesses
- Tourism and Environment
- Additional exercises are posted in the e-class.

Learning outcomes

Upon successful completion of the course students:

- have developed all the language skills necessary for students of Tourism Studies by reorganizing and reconstructing information
- have been trained in all academic skills, such as understanding authentic lectures, taking notes, organizing, producing text summaries
- should be able to produce and present comprehensible and well-structured assignments having practised paraphrasing and the use of appropriate academic phrases.
- recognize and enrich vocabulary for tourism and hospitality
- describe and participate in real communication situations such as seminars, presentations, argumentation development and discrimination
- combine prior knowledge for editing and understanding authentic texts from academic books or internet articles.

6TH SEMESTER

TOURISM AND REGIONAL DEVELOPMENT

Course content

The course aims to introduce students to basic theories, policies and methods of economic analysis related to tourism and regional development. First, the regional development theories are presented and then the two main theories are examined in detail - regional development strategies (polar development and local - endogenous development) that have been applied for the development of tourist destinations, and which are mostly related to exogenous and sustainable tourism development, respectively. In the context of local - endogenous development, further spatial local development models that have been applied to tourism are examined, such as tourism networks, tourist clusters, local tourism production systems, and tourism innovation systems. Case studies from domestic and international practice are used to more fully capture and understand the theories. In terms of policies, key issues are economic and regional policy, regional policy instruments, and European Union regional policy. Finally, in the context of the regional economic analysis, the methods of estimating the tourist expenditure and the models of estimating the multiplier effects of tourism are presented, the interconnections of the economic activities of tourism with the other branches of a local / regional economy are examined through the input-output model. and the types and types of tourist multipliers are analyzed.

Learning outcomes

It is expected that upon successful completion of the course, students will be able to:

- Assess whether tourism contributes to regional economic convergence or divergence.
- Analyze regional tourism inequalities in Greece.
- Understand the basic concepts that govern the two basic models / theories of regional development (polar development and local - endogenous development) that have been applied in tourism.
- Relate the two basic models of regional development with general forms of tourism and sustainable tourism development.
- Interpret the basic concepts that govern the spatial models of local tourism development (tourism networks and tourist clusters, local tourism production systems, tourism innovation systems).
- Understand key economic and regional policy issues, regional policy instruments, and European Union regional policy.
- Locate the spatial units (Regions and Regional Units) that specialize in tourism using quantitative regional analysis methods.
- Know the available methods of estimating tourism expenditure at regional / local level and calculate the average and total tourism expenditure.
- Understand the multiplier (direct, indirect, and secondary) effects of tourism on a regional / local economy, and know the basic models for estimating them.
- Distinguish the different types and types of tourist multipliers.
- Calculate sectoral and tourist multipliers using input-output models.

FINANCIAL MANAGEMENT FOR TOURISM BUSINESS

Course content

The content of the course includes the following main modules:

- Financial system
- Time value of money
- Investment evaluation of tourism companies
- Risk and return on investment
- Asset valuation models
- Receivables management
- Inventory management
- Cash management
- Analysis of financial statements of tourism and hospitality companies
- Cost of Capital
- Use of Financial Information for Decision Making
- International risk management

Learning outcomes

The aim of this course is to cover the basic principles of financial management of companies operating in the tourism industry.

Upon completion of lectures, students will be able to:

- Understand the functioning of the financial system and understand the concept of time value of money.
- Evaluate the investment plans of a tourism enterprise under both certainty and uncertainty, calculate the cost and risk of an investment and its net cash flows. Also, understand and calculate the optimal investment point of a business.
- Understand the link between risk and return and value bonds and shares.
- Manage the current assets of a tourism enterprise, i.e. its receivables, stocks and cash, by formulating its policy.
- Comprehend and calculate the cost of capital of a business.
- Analyze the financial statements of tourism and hospitality enterprises, calculating and interpreting financial ratios.
- Make use of financial information to make business decisions, while understanding international and domestic risks.

MODERN TRAVEL AGENCIES MANAGEMENT

Course content

1. Introduction - mission of tourism agencies, their types and characteristics
2. Establishment and operation of tourism agencies
3. Structure and functions of the tourism agencies` departments
4. Relations of tourism agencies with other tourism companies
5. Trip scheduling - creation of tour packages
6. Promotion of tour packages
7. Professional and congress tourism – incentive travels

Learning outcomes

On completion of this course, students would be able to:

- Recognize and identify the types of tourism agencies and their characteristics
- Identify the requirements for the establishment of a new tourism agency and the relevant procedures to acquire a license of operation
- Describe the functions of tourism agencies and the provided services
- Describe the relations of tourism agencies with other tourism companies
- Identify the process for scheduling a trip and be familiar with the creation of tour packages
- Identify the promotion methods for tourism packages
- Design incentive travel packages

PROFESSIONAL ENGLISH FOR TOURISM

Course content

The course covers modules such as:

- Cultural differences and stereotypes in Tourism
- Basic financing models in tourism
- Safety in tourism and Crisis Management
- Climate change
- Sustainable tourism
- Alternative forms of tourism
- Modern trends in tourism
- External influences on tourism
- Tourism and taxation
- Gastronomy - Agritourism
- Tourism and environment
- E-Tourism
- Sociolinguistic issues
- Efficiency management

Additional exercises are posted on the e-class.

Learning outcomes

Upon successful completion of the course students:

- distinguish and appreciate:

- A variety of original texts of their specialty
- Dialogues related to a career in tourism

Vocabulary necessary for writing academic articles

- select and combine all the grammatical and syntactic structures of the English language

- have developed the following skills:

- Communication in the workplace
- Production of authentic spoken speech
- Production of written speech at an advanced level
- Development of critical thinking and abstract ability
- Development of Reading Skills
- Terminology of their specialty

7TH SEMESTER

TOURISM DESTINATION AND BUSINESS BRANDING (BRAND MANAGEMENT)

Course content

1. Brand concept
2. Brand elements: types and design

3. Brand equity: concept and measurement
4. Branding and consumer behaviour
5. Design and structure of brand architecture in tourism
6. Branding and social media
7. Branding and influencers
8. Story telling and branding
9. Strategies and types of brand extensions
10. Internationalisation strategies for branding

Learning outcomes

The course aims to analyse and discuss the concept, management and impact of branding within the context of tourism organisations and destinations. The course pays equal attention about branding in both contexts.

With the completion of the course, the students will be able to:

- Identify and develop the basic elements of branding such as brand name, logo, symbols, brand philosophy
- create an effective brand strategy for tourism organisations and destinations
- develop a brand identity in accordance with sustainability and responsible goals within the tourism industry
- classify and appraise the frameworks and models for analysing and monitoring the brand image and identity of a tourism organization and/or destination
- associate the role and impact of brand on consumer behaviour, and so, on service quality and organizational performance
- design effective human resource strategies for materializing organizational branding strategies
- manage and monitor the brands in the online and social media world
- evaluate the conditions, advantages and disadvantages of participating in international brand networks for promoting and strengthening the brand of a tourism organization and/or destination

TOTAL QUALITY MANAGEMENT IN TOURISM

Course content

- Introductory Concepts & Definitions (quality, total quality management)
- Historical Evolution of Quality
- The Economic Dimension of Quality (cost, value, benefits)
- Quality Templates
- Quality Management Systems & Certifications for Tourism Businesses
- The European Model of Business Excellence for Tourism Businesses
- The Common Assessment Framework for Tourism Organizations
- Quality Tools & Applications in Businesses - Tourism Organizations
- Corporate Social Responsibility for Tourism Businesses

- The characteristics of the service, its constituent elements and the dimensions of the quality of service (in tourism)
- Measuring quality of service
- Customer satisfaction and quality standards of tourist services
- The service-profit chain
- The role of the human factor in the provision of quality services

Learning outcomes

Aim of the course is to:

- Understand the concept of quality, as well as its historical development
- Study quality management systems, as well as certification procedures
- Explore the Common Quality Assessment Framework for organisations and to understand the European Model of Excellence
- Examine quality tools and their practical applications
- Understand the importance of quality of service for the customer and the business
- Study tourism as a service, and to investigate its quality
- Propose systems and techniques for measuring the quality of services and its improvement.

Upon completion of the course, students will acquire knowledge and skills in order to:

- Define the concept of quality and describe its role in today's businesses
- Implement the tools and frameworks to evaluate the quality provided by the organizations
- Distinguish and understand the peculiarities of services in the tourism industry
- Design and provide quality services but also
- Measure and improve through scientifically documented methodologies the level of quality of the tourism services they offer

BUSINESS SIMULATION – GAMES

Course content

Theory:

- Definitions and types of simulation. Systemic approach. Analysis of the Monte Carlo simulation technique.
- Historical evolution of simulation. Wider applications of simulation. Advantages and disadvantages of simulation. Analysis of the simulation process. Simulation programming languages.
- Meaning of random numbers. Historical review of the use of random numbers. Random number generators.
- Outline of randomness tests: theories and examples. Analysis of chi-square (χ^2) test, equal distribution test, serial test, gap test, poker test, coupon collector's test, transfer test, runs test (Wald–Wolfowitz).

- Analysis of the steps that need to be followed for a simulation (recording historical values, calculating probabilities and random numbers intervals, creating a model, simulating, drawing conclusions).
- Business simulations. Detailed application of complex business simulations – examples (e.g. cash flow model, loss model, company transaction model, machine performance improvement model).
- Queuing theory – description of theory, characteristics of the queuing process, application of simulation to queuing theory (e.g. queuing in a bank, queuing in a restaurant, queuing in a hotel).
- Game theory – Outline of basic theory – Categories of games – Areas of game theory – Categories of games. Application of simulation to business decision making. Application of simulation to game theory (e.g. inventory, stock exchange).
- Meaning and definitions of business games. Applications and uses of business games. Meaning, definition and uses of virtual enterprises. Description of business game and virtual enterprise implementation framework.

Workshop:

- Basic concepts: mental model, stock, flow.
- An introduction to simulation software: description of capabilities, description of environment of use.
- Gradual running of a simple modeling example. Introduction of stocks, flows, other variables, connectors, variable data entry. Use of tables and graphs. Use of graphical functions. Application and configuration of simulation. Application and configuration of sensitivity analysis. Use of tools to present simulated model and simulation.
- Implementation of specific business processes for a better understanding of the simulation software. Types of complexity in simulation models (tourism variable application, tourism variable with delay application, etc.).
- Feedback systems modeling. Examples of one step processes (Little's Law). Queuing systems. Examples of multi-step processes – serial and parallel processes. Supply chain modeling. Beer game example. Use of distributions in simulation modeling (uniform, normal, exponential, Poisson, binomial). Process improvement modeling.

Learning outcomes

This course focuses on business simulations and business games, examining the way in which simulation and games are developed and applied in different fields. Various key concepts and techniques relating to business simulations and business games will be analysed, while the use of different examples, applications with real data, and case studies will help students to develop the necessary skills to apply simulations and games. Finally, in addition to business games, virtual enterprise programmes will be analysed using applications.

Current literature, applications, and case studies, combined with the workshop component of the course, will help students to understand academic concepts and develop skills, enabling them to:

- Design, examine and apply business simulations for solving problems.
- Design, model and simulate business processes.
- Recognize the importance and usefulness of business games and virtual enterprises.

- Develop and implement business games.
- Apply the acquired knowledge from the use of business process simulation software.

ENGLISH LANGUAGE COMMUNICATION SKILLS TOURISM

Course content

The course includes the following sections:

Management and leadership roles

Culture and change in the workplace

Organizations and their functions

Production management

Strategy and business environment

Evaluation and financial support

Budgets, decision making and risks

Human resources

Skills development, motivation - rewards, learning and development / evolution

Industrial relations

Marketing management

Information systems management

Abbreviations and initials of organisms

Additional exercises are posted on the e class.

Learning outcomes

Upon successful completion of the course students are able to:

- to produce and reformulate written and oral speech
- examine concepts related to business management
- to distinguish and produce a professional dialect (jargon)
- interpret problems and suggest solutions / ways to deal with them
- to make notes and
- to compose individual / group work

8TH SEMESTER

STRATEGIC MANAGEMENT FOR TOURISM

Course content

- Tourism and Tourism Enterprises in the New Environment - A Strategic Approach
- Strategic Management in Tourism
- Understanding of tourism product
- The Role of Strategic Management in Tourism Development Planning
- Competitive Advantage and Tourism Businesses
- External Macro-Environmental Assessment

- Analysis of the Competitive Microenvironment
- Capabilities and Theory of Resources in Tourism Enterprises
- Implementation of Tourism Business Strategy
- Monitoring and Evaluation of Tourism Business Strategy
- Evaluation of Tourism Business Strategy
- Strategy of tourism companies in the international environment
- New trends in the strategic management of tourism companies

Learning outcomes

The aim of the course is to formulate and implement the strategy in tourism businesses to achieve the set organizational goals. It studies with the help of some tools and methodologies of strategic management, both the presented opportunities and threats of the external business environment as well as the possibilities and weaknesses of the internal environment to formulate the most appropriate strategy, so that the tourism business acquires lasting and sustainable competitive advantages.

Upon completion of the course, students will be able to:

- recognize the dynamic nature of the tourism business environment (domestic and foreign).
- identify the theories and research activities of Business Policy & Strategy in Tourism Businesses.
- examine the external environment of tourism businesses, as well as current and future impacts on tourism activities.
- recognize the role of corporate governance and business ethics / social responsibility in the tourism business strategy.
- set goals for quantitative and qualitative analysis and evaluation of the performance of strategic decisions in tourism.
- understand the areas of comparative advantage created by tourism businesses.
- examine the uncertain environment in which tourism businesses compete.
- recognize key issues and problems in complex cases, and suggest appropriate strategies.

FEASIBILITY STUDIES AND BUSINESS PLAN FOR TOURIST ENTERPRISES

Course content

Definitions

Business Plans

Feasibility study

- Summary
- Basic idea and history of the program
- Market Analysis and Marketing
- Raw materials and other supplies
- Mechanical and technology

- Unit organization and general expenses
- Human resources
- Location, installation site, environment
- Planning and budget for the execution of the project
- Financial analysis and evaluation of the investment

Learning outcomes

The importance of the business process has often been overlooked in trying to interpret economic power. Entrepreneurship is about people, their choices and actions when starting, growing or generally operating a business or being involved in its strategic decisions. Investment plans must be planned and executed following a sequence based on an agreed strategy that leads to an idea for a specific action, which is then formulated, executed and evaluated with a vision to improve the strategy and further action.

This sequence should be followed for each investment project, as investment projects usually have wider effects on the economy, the environment, society and even institutions many times over.

The aim of the course is to develop skills in identifying and solving problems in the sectors of the economy (primary, secondary and tertiary sectors) and in identifying the development opportunities of these sectors and sectors.

The course covers the internationally accepted terminology of the various studies, the sequence of topics to be followed in regional, sub-sectoral and sectoral studies. The technique of elaboration and drafting of preliminary studies and feasibility studies is analyzed in detail. Detailed instructions are given for the elaboration and preparation of feasibility studies of professional requirements that can cover issues from the creation of an oil refinery to the remodeling of a small olive mill or hostel or a professional laboratory. The preparation of a business plan is also examined in detail, and issues of entrepreneurship are discussed.

Upon successful completion of the course students will be able to:

- Chooses between alternatives
- Formulate the steps to be followed when preparing a sectoral (or sub-sectoral) study
- Recognize the elements that need to be analyzed in investment opportunity studies
- Create a business plan
- Present a business plan

DIGITAL MARKETING IN TOURISM

Course content

The evolution of digital technology as well as information and communication technologies, in general, constitutes today a fundamental factor in shaping the economic and business, but also the institutional, social, political, and cultural environment around the world.

At the business level, these conditions change particularly the business environment, making it the fastest growing, most uncertain, but at the same time fertile field of opportunities for the development of new activities. Big multinational companies in the field of Tourism, such as Airbnb and Expedia Group, unknown a few years ago, are emerging as key regulators in our

modern economy and are proposing the digital transformation of communication and transaction processes with respect to customers through innovative business models.

Online and mobile sales in the field of Tourism are growing rapidly and tourism businesses are now paying special attention to creating a digital relationship with their customers. In addition, modern digital technologies and devices such as smartphones, smart products, technical intelligence, social networking platforms, etc. promise an upgraded value proposition and customer experience with significant transformations/enhancements in the daily lives of tourists in the near future.

These technologies are now present in every aspect of the individuals' daily lives or of a large part of the earth's population. In developed countries, all forms and contents of communication, personal or professional, information, education, entertainment, research, work, citizens' interactions with the state, the operation of businesses as well as transactions, especially in the field of Tourism, are now based on digital infrastructure and applications. In addition, 2/3 of the 7.6 billion inhabitants nowadays have a mobile phone. More than 3 billion people worldwide nowadays use social media every month, and 9 out of 10 of these users have access to their chosen platforms via their mobile phones. More specifically, recently, the new digital media have had a significant impact in the field of Tourism, reshaping the business model, creating new data on the present and future of Tourism both in our country and worldwide.

Upon the completion of the course participants should know:

- the concept of marketing and digital marketing in Tourism in the new era and the new digital economy
- how the tourist- consumer, who lives and trades in a digital environment, thinks and behaves
- for the protection of personal data (GDPR), the new legal environment that has been formed and its impact on the digital consumer
- the development techniques and promotion of digital marketing in Tourism
- the process of designing and developing a website for a tourism business
- about search engines and the optimization techniques of the results as well as search advertising (building an advertising campaign through an integrated approach of keywords) which can be carried out by a tourism business
- how the conceptual content of social media and subsequent social platforms is analyzed, explaining why they have been so widely accepted by tourists and businesses in the global tourism industry.
- how we can proceed to a detailed overview of the mobile ecosystem (mobile marketing & apps) which seems to dominate the next years in the tourism field
- how we can extract data and information on the tourism marketing performance in the new digital environment
- to combine all of the above into a digital marketing plan for a tourism business
- about new innovative digital marketing and business models, such as the shared economy that dominate the tourism industry and show the way in other sectors of the economy, as well.

Learning outcomes

Upon successful completion of this essential course of the Tourism Studies curriculum, the student will be able to:

- **Identify** the meaning and content of Digital Marketing in Tourism in the new digital era
- **Distinguish** how the current tourist who lives and trades in a digital environment thinks and works.
- **Acknowledge** the tools and promotion means of digital marketing in Tourism
- **Combine** all the above into a digital marketing plan for a tourism business or organisation

ENGLISH FOR TOURISM EXECUTIVES

Course content

The course includes the following sections:

Information and Communication Technologies (ICT)

ICT at work

Introduction to ICT systems

ICT in education

ICT historical background

The Internet

Software development

Efficiency in computer systems

Human-computer interaction

E-commerce and e-government

Computers and ethics

Future and ICT

Learning outcomes

Upon successful completion of the course students are able to:

-distinguish the different meanings of the same words in general English and their special meaning in Informatics, to recognize abbreviations, acronyms, software

-understand and use both spoken and written academic discourse related to mathematic formulas,

-describe illustrations, diagrams, pictures, and tables,

-review relevant legislation on copyright, cybercrime, personal data, security and patents, protocols, staff training

-compose and reformulate notes from audio lectures

-discover and use the internet / resources / bibliography effectively for academic and professional work.

FALL SEMESTER ELECTIVES

FINANCING PROGRAMS IN TOURISM

Course content

The content of the course includes the following main modules:

- Introduction to the financing of tourism enterprises
- Theory of capital structure
- Practical approach to capital structure
- Fundamentals & Guide to financing of tourism enterprises
- Sources of finance of equity and loan capital
- Long-term and short-term financing
- Share Capital & Methods of increasing it
- Dividend policy
- Leasing
- Bond loans
- Convertible bonds
- Bank loans
- Trade credits
- Other money market products (original & derivative)

Learning outcomes

The aim of the course is to clarify the importance of funding programmes in the establishment, operation and development of a tourism enterprise and to present the modern ways of financing in the modern competitive environment.

Upon completion of the lectures, students will be able to:

- Understand the concept and importance of financing of tourism enterprises.
- Be aware of modern financing tools for ensuring the necessary funds.
- Analyze the subject of capital structure.
- Distinguish between long-term and short-term financing and evaluate the importance of each for the operation and development of the tourism enterprise.
- Know the methods of increasing equity capital, while having a thorough understanding of its concept.
- Be aware of dividend policy, leasing, bond loans and convertible bonds.
- Understand the banking environment, focusing their knowledge on the issue of lending through it, as well as other money market products (original & derivative).

FINANCIAL PLANNING AND DECISION MAKING FOR HOSPITALITY ENTERPRISES

Course content

The content of the course includes the following basic thematic units:

- Introduction to the concept of economic planning

- Introduction of programming in the enterprise
- Program design models
- Scheduling utility and decision-making in hospitality businesses
- Long-term and short-term planning
- Programme series & instruments for the preparation of programmes
- Sales, Production and Supply Program, Expenditure, Investments, Cash Flow and General Program.
- Budgeting & Balance Sheet Financial Statements
- Scheduling Control
- Deviation Analysis
- Break-even Point Analysis
- Analysis of Financial Statements

Learning outcomes

The aim of this course is to provide the necessary tools and knowledge about the process of financial planning and simultaneous decision making of hospitality businesses.

Upon completion of lectures students will be able to:

- Understand the meaning and usefulness of the financial planning process and distinguish its types.
- Construct a financial plan, whether it is strategic, long-term or short-term in nature.
- Monitor and revise plans-programmes during their implementation.
- Distinguish the order of preparation and interdependence of financial plans and the organs of the enterprise responsible for their implementation and control.
- Establish and control a sales plan with necessary decision making for hospitality businesses.
- Establish and control a production and supply plan with the necessary decision-making for hospitality enterprises.
- Establish and control expenditure, investments cash flow plans, etc., with final reference to the overall plan and always with the necessary decision-making for hospitality businesses.
- Prepare budgeted financial statements and financial statements.
- When checking the plan carry out an analysis of variances by drawing conclusions.
- Understand the concept of break-even and draw conclusions while making decisions from the analysis of the results.
- Undertake an analysis of financial statements using ratios, making business decisions from its results.

TOURISM EDUCATION AND TRAINING

Course content

The course aims to understand the contribution of education and training in the field of tourism, so that through the acquisition of knowledge and skills at both theoretical and empirical level, students' qualifications meet the needs of the labor market.

The teaching will focus on presenting the most important concepts regarding education, training, knowledge and learning. Also, the content of the course includes the historical development of the Greek educational system, as well as the analysis of its organizational and administrative structure. In addition, examples of other education systems in European countries are presented and issues related to innovative teaching methods (eg e-Learning), skills development, as well as professional rights, certification and employment opportunities in the tourism industry are analyzed.

Learning outcomes

Students after the completion of the course will be able to:

- Identify and distinguish the professional rights and employment opportunities provided by tourism education.
- Distinguish the structure of the tourism education system in Greece and other countries of the European Union.
- Present and explain innovative teaching methods in tourism education.
- Judge and compare modern methods of pedagogical models.

SPECIAL FORMS OF TOURISM 6 - CONFERENCE, EDUCATIONAL, SCHOOL TOURISM

Course content

Conference Tourism encompasses the organized meetings of people with common interests or professional qualities and with the primary purpose of training and the exchange of information and views between the participants / speakers attending the event. On the other hand, educational tourism is defined as the activity in which the participants have as their main or secondary goal the education and learning. In this form the adult educational excursions, the trips made by University faculties as well as the trips primary or secondary schools such as school trips are included. Both general forms of special tourism aim to attract a significant number of people to a specific destination, extending the tourist season and promoting its particular local characteristics.

The main objective of the course is the essential acquisition of knowledge about the modern organization and operation of tourism companies with emphasis on the field of alternative forms of tourism and in particular the Conference, Educational - School. The course introduces students to the current challenges of the tourism sector (hotels, travel agencies, conference offices, conference centers) with an emphasis on the areas of business travel and incentives. The terminology of the organization of conferences is presented, conference, educational, school market is analyzed, and the process of organization of these alternative forms is developed. The course achieves the analysis of the relationship of tourism companies with partner companies (suppliers) and related professions, a process that leads to an understanding of the operation of business travel and in particular the MICE Market.

Contents:

1st -2nd Basic Conceptual Approaches

- Introduction
 - Fundamental concepts, approaches and principles of management of Conference, Educational and School Tourism
 - Presentation of all international and Greek trends in these alternative forms of tourism
- ### 3rd Methodology for identifying the needs of Conference, Educational and School Tourism clients
- Behavior of Conference, Educational and School Tourism customers
 - Motivations - Typologies - Categorizations

4th-6th Analysis of the demand for products and services of Conference, Educational and School Tourism.

- Stages of purchasing decision for purchase of products, services of Conference, Educational and School Tourism
- Selection criteria purchase of products, services of Conference, Educational and School Tourism in Greece and internationally
- International trends in consumption purchase of products and services of Conference, Educational and School Tourism / use of new media / e-commerce

8th -10th Marketing and Management of Conference, Educational and School Tourism.

- Process of planning and managing Conference, Educational and School Tourism programs and strategies.
- Development of new products and services of Conference, Educational and School Tourism
- International and Greek experience and practices

11th Promotion of Conference, Educational and School Tourism

- design of Strategic Communication of products, services of Conference, Educational and School Tourism
- International and Greek actions for the promotion and promotion of products and services of Conference, Educational and School Tourism

12th New Technologies and Communications to promote experiences and related thematic products and services of Conference, Educational and School Tourism with new media

- Presentation of new distribution channels (e-commerce), and the promotion of the market of products and services for the promotion of Conference, Educational and School Tourism products with classic and new means of communication and promotion (internet, social media, mobile).
- Emphasis will be placed on new trends and technologies (SoLoMo (Social Media, GLM, Mobile))

13th Case Studies from Greece and Internationally

- Successful models for the development of Conference, Educational and School Tourism are presented
- Successful companies and practices in Greece and Internationally

Learning outcomes

The course aims to establish students' understanding of the principles of management and effective use of Conference, Educational and School Tourism, providing them with a framework for understanding, planning, organizing and managing organizations and destinations in relation to these specific types of tourism.

Upon successful completion of the course, students will be able to:

1. Identify and distinguish the fundamental concepts, approaches and principles of management and quality standards of Conference, Educational and School Tourism and presentation of all international and Greek trends in these alternative forms of tourism.
2. To develop the skills and abilities needed to immerse themselves in how the buyer of Conference, Educational and School Tourism thinks and decides, to recognize their needs and to find ways to satisfy them in a globalized environment.
3. Successfully formulate Conference, Educational and School Tourism programs and strategies and innovative experiential and thematic experiences.
4. They can identify and evaluate / justify the new trends of Conference, Educational and School Tourism experiences and related thematic products and services.

CONTEMPORARY TOURISM ISSUES

Course content

The course aims to present the impact of contemporary challenges in the tourism industry. The course will focus on understanding the qualitative characteristics of tourism services, ratios, models and planning in order to improve the quality of tourism services. Moreover, the course content includes the definition of the concept of e-Tourism, the characteristics of innovation and development of new tourism services, the concept of business environment and tourism development, the overdevelopment of tourism, as well as its implications. Finally, the course will analyze the concept of digital technology and its impact on the tourism industry and will identify the new trends and challenges of tourism.

Learning outcomes

The purpose of this course is to enable students understand some of the contemporary issues and challenges in tourism industry as a whole and on business unit level. On completing the course unit, students should have developed the following skills and abilities:

- Analyze and evaluate contemporary issues and challenges in global tourism.
- Identify and critically evaluate the challenges and current issues in tourism by applying relevant theories and concepts.
- Identify and describe the key indicators and models to improve the quality of tourism services.

EUROPEAN TOURISM POLICY

Course content

The course aims to understand the institutional role of the institutions and the functioning of the European Union, with an emphasis on policy-making in the field of tourism.

The teaching will focus on presenting key concepts related to the operation, regulatory framework and institutions of the European Union, focusing on policies that affect the tourism sector either directly or indirectly. In addition, the content of the course includes a description of the responsibilities of the institutions of the European Union in relation to the tourism sector, as well as an analysis of the regulatory actions of the European Union for tourism.

Learning outcomes

Students after the completion of the course will be able to:

- Distinguish and explain the institutional role of the institutions of the European Union.
- Interpret the action of the European Union institutions in tourism.
- Define the policies of the European Union in the field of tourism.
- Judge and interpret tourism statistics in the European Union.

METHODS AND TOOLS FOR FRAUD EXAMINATION IN CONTEMPORARY BUSINESS

Course content

The purpose of the course is to examine the control, detection, examination and prevention of fraud incidents in contemporary business. It presents the various forms of fraud that can take place in the contemporary business environment, both digital and non-digital, and examines the methods and tools that an analyst can use to detect and deal with any fraud scheme. For each fraud scheme, students analyze case studies and apply the respective methods and tools, examining at the same time what actions could be implemented to avoid the under-examination fraud schemes.

The course consists of the following modules:

- Introduction to fraud examination.
- Basic principles and theoretical approaches to fraud examination.
- Fraud categories and analysis of their main characteristics.
- Basic schemes of corporate fraud (asset misappropriation, financial statements schemes, intellectual property theft, corruption, money laundering).
- Cyberfraud and fraud schemes in the digital business environment.
- Other fraud schemes (identity theft, payment, insurance, health, consumer).
- Fraud detection.
- Fraud examination methods and techniques.
- Data analysis techniques and fraud examination.
- Social engineering and fraud: Tools and techniques.
- Fraud risk management standards and corporate governance practices.
- Business and professional ethics.

Learning outcomes

On successful completion of this course, students will be able to:

- Understand and explain the concept of fraud.
- Understand and distinguish the different concepts that belongs to the specific subject.
- Identify, define and compare different types of fraud and their main characteristics.
- Identify, describe and explain the use of different fraud examination methods and tools.
- Apply the different methods and tools for fraud examination in the contemporary business environment (both digital and non-digital).
- Identify, describe and explain the actions that can be implemented to prevent fraud.
- Understand and examine international fraud practices.

TOURISM AND CRISIS MANAGEMENT

Course content

- The study of crises in the International Environment
- The effects of the crises on Greek tourism
- Crises at international, regional, national level
- Crises in tourism businesses and organizations
- Crisis recognition methods
- Systematic approach to crisis management
- Crisis management planning and decision making
- Creation of a manual for dealing with crises
- Crisis prevention in tourism businesses
- Communication and Crisis Management
- Recovery after a crisis
- Leadership, Human Resources and Teams for Crisis Response
- Examples of Crises and communication response

Learning outcomes

The course introduces the student to the concepts of Crisis Management in Tourism. Upon completion of the course, they will have the ability for organizational crisis analysis, planning, decision making and utilization of every available resource in order to minimize the possibility of threats, preparation, response to the emergency and recovery.

Upon completion of the course students will be able to:

- examine the uncertain environment in which tourism businesses operate.
- recognize and analyze crises in tourism and tourism businesses.
- analyze the dynamic nature and how to prevent crises.
- examine the types of crises that tourism businesses face.
- set goals for systematic response to the crisis in tourism.
- identify the crisis management stages involved.

RESEARCH PROJECT

Course content

- Selection of topic
- General outline of research project
- Literature review
- Presentation of bibliography and references
- Data collection
- Write up of research project

Learning outcomes

The Research Project is an innovative component in the undergraduate curriculum. The Research Project:

- encourages an exploratory approach to knowledge;
- stimulates thought, creativity and initiative;
- promotes an interdisciplinary approach and enhances interest in individual courses;
- develops reflection, critical and self-critical thought and personal responsibility;
- offers practice in:
 - academic thinking
 - research methodology
 - writing academic texts
 - searching bibliographic sources
 - data analysis
 - formulating critical opinions

On completion of the Research Projects students will be able to:

- Identify and focus on an important topic in one of the fields of the undergraduate curriculum.
- Systematically collect recent and relevant information using primary and secondary sources.
- Analyze, interpret and communicate the information collected.
- Draw conclusions and make proposals.
- Write and present an academic text.

SPRING SEMESTER ELECTIVES

PROCUREMENT MANAGEMENT IN THE TOURISM INDUSTRY

Course content

- Introduction to Procurement Management
- The Role of Procurement in the Tourism Industry
- Strategic Procurement Planning in the Tourism Industry

- Electronic Procurement in the Tourism Industry
- Modern Information Systems in the Tourism Industry
- Procurement Management Department Relations with Suppliers
- Assignment of Activities to Third Parties
- Evaluation and Selection of Suppliers
- Green Supplies and Tourism Industry

Learning outcomes

Procurement Management can be defined as a set of integrated activities that enable the acquisition of materials, equipment and services required to fulfill the mission of each entity. Thus in the case of the tourism industry we will study the responsibility for the design, implementation, optimization and management of the external and internal components that make up the supply system of a tourism business.

The aim of the course is to acquire skills and up-to-date knowledge in basic thematic units of procurement management in the tourism industry.

Upon completion of the course students will be able to:

-define and describe basic concepts

-apply methodologies for dealing with problems that arise during the acquisition of materials and services by companies and especially by tourism companies.

LEGAL ISSUES OF E-COMMERCE

Course content

- The concept of e-commerce. E-Commerce and internet. The economic dimension of e-commerce. The issue of domain names. European Union legislative initiatives on e-commerce, in particular the Directives on: a) "e-commerce", b) "electronic signatures".
- The harmonized Greek Law, namely: Presidential Decree 131/03 for electronic commerce, and Presidential Decree 150/00 for electronic signatures.
- The concept of the consumer and the reasons for its protection. The protection of the "electronic consumer".
- Consumer protection law within the European Union.
- Contracts concluded remotely via the internet and obligation for information to the consumer.
- The role of "self-regulation". The Consumer Code of Ethics for E-Commerce. Issues of Private International Law and applicable law in e-transactions.
- The protection of the individual from the processing of personal data in the context of e-commerce.
- Greek, European and International tourism law.
- Protecting of the tourist / Emerging legal issues from cancellations of air tickets and packages due to the pandemic.
- The protection of the air transport passenger.

- Package travel, click-through packages and linked travel arrangements. The package tour.
- The accommodation contract and the hotel contract.

Learning outcomes

The aim of the course is to present the current legal framework of e-commerce as it was developed evolutionarily in the European Union. In particular, the course focuses on the legislative initiatives of the EU in the direction of strengthening the trust of traders, such as, for example, the regulations on commercial electronic communications, the protection of users' personal data, the protection of the digital consumer, electronic signatures, etc. Finally, contemporary issues such as the protection of the air passenger and the traveler of an organized journey are examined.

Upon successful completion of the course, students will be able to:

- Understand the basic concepts related to online trading.
- Know what their special rights are as digital consumers.
- Understand the positive effects and impacts of using the internet for their transactions.
- Describe how an online store is created.
- Recognise which law governs their cross-border electronic transactions.
- Identify the legislative texts and current legislative initiatives in the field of e-commerce, tourism, the protection of the tourist-consumer-traveler and the protection of personal data.
- Distinguish the basic legal relationships created in the context of contracts of tourist interest (organized travel contract, hotel contract and foreign exchange contract) and the main issues that arise in the context of these relations.

TOURISM AND TRANSPORT

Course content

- Transport and economy
 - Forms of organization of transport companies
 - The transport market (Road, rail, air, river and sea transport)
 - The main characteristics of the transport sector
 - Demand and supply of transport services and their determinants.
 - Cost of production of transport services
 - Pricing of transport services
 - Investments in the transport sector.
 - Methods of evaluating investment plans in transport
-
- Transport & Environment
 - Tourism and transport policies

Learning outcomes

The aim of the course is to understand the organization and operation of transport companies and the transport sector in general, so that tomorrow's manager of a transport company is equipped with the appropriate tools and knowledge for an effective management of the company. In particular, the course introduces students to the study of problems presented in the field of transport, through their familiarity with basic concepts and all the necessary methodological tools. Through the analysis of the basic concepts the student will receive the necessary knowledge, theoretical and applied, which are necessary for the understanding of the transport industry. It also examines the transport sector in tourism and its role in the tourism economy, as well as the business environment and prevailing trends in the tourism transport market.

Upon successful completion of the course the student will be able to:

- Recognize transport as the main activity of the tourism industry
- Understand the role of transport in the tourism economy
- Identify economic figures related to the transport sector
- Encourage policies for the development of sustainable transport in the context of tourism
- Explain the economic dimension of transport in the context of tourism
- Interpret the external environment in transport
- Propose problem-solving policies that arise

COSTING SYSTEMS AND COST MANAGEMENT FOR HOSPITALITY ENTERPRISES

Course content

In this course cost management issues in general and specifically for hospitality businesses, are developed.

The teaching is done by quoting and developing terms and concepts concerning the operating costs of businesses and presenting the techniques and costing methods of service businesses with emphasis on the field of tourism.

In particular, the techniques of costing on demand and costing of procedures (by activity) with the methods of full absorption of costs and variable costing are presented.

The identification of the Break Even Point of Operation of enterprises and the development of a series of efficiency indicators.

Lectures include theory, classroom exercises, homework and interim exams in supporting the final exams.

Learning outcomes

Upon successful completion of the course students will be able to:

- To describe the costing methods and techniques of service providers with emphasis on the tourism industry
- To distinguish the types of costs during the operation of a tourist business
- To explain how to apply the techniques of costing on demand and costing procedures (by activity), to tourism enterprises

- Calculate the Break-even point during the operation of a tourist business
- To evaluate the performance of a tourist business based on control indicators

SPECIAL FORMS OF TOURISM 2 - AGRITOURISM, ECOTOURISM, GASTRONOMIC, OENOLOGICAL

Course content

Ecotourism and agritourism as well as gastronomic and oenological tourism are alternative forms of tourism which, although they appeared only in the last century, are increasingly important sectors of the tourism industry worldwide, aiming at the coupling of tourism and primary sector, with mutual benefits and two sectors but also society in general. In addition to the obvious economic benefits, these alternative forms of tourism help maintain the viability of active farms and rural communities, the utilization of agricultural resources, traditions, and culture in general. In this light, the adoption of the principles of organization, administration, and marketing of these special forms of tourism is the most effective response of every modern agritourism and ecotourism enterprise to the great international perspectives and challenges.

The course emphasizes specific forms of alternative tourism such as agritourism, ecotourism, gastronomic and oenological tourism. The above alternative activities are approached from their business point of view with reference to the particularities of each sector separately. Students understand the role of specific alternative forms of tourism in enriching and diversifying a tourism product and destination as a whole. In this context, students delve into concepts, issues of legislation, but also procedures for starting and operating a corresponding business or alternative tourism product as well as the issues they may face. The course includes the main approaches encountered in the international environment, while presenting international good practices. Finally, a holistic approach to the specific alternative forms of tourism takes place through the creation of tourist-empirical routes as well as through the establishment of structured Product Clubs, analyzing the ways of their management.

Contents:

1st -2nd Basic Conceptual Approaches

- Introduction
- Fundamental concepts, approaches and management principles and quality standards of Agritourism, Ecotourism as well as Gastronomic and Oenological Tourism
- Presentation of all international and Greek trends in these alternative forms of tourism

3rd Methodology for the identification of Agritourism, Ecotourism as well as Gastronomic and Oenological Tourism resources

- Definition of resources for Agritourism, Ecotourism as well as Gastronomic and Oenological Tourism
- Bearing capacity measurement indicators

4th Quality management principles, specifications and quality standards of Agritourism, Ecotourism as well as Gastronomic and Oenological Tourism

- Environmental impacts
- Sustainability criteria
- EU strategy for the integrated development, institutional support framework and implementing bodies of Agritourism, Ecotourism as well as Gastronomic and Oenological Tourism

5th-6th Analysis of the demand for Agritourism products and services, Ecotourism as well as Gastronomic and Oenological Tourism.

- Stages of purchasing decision for purchase of products and services of alternative tourism and tourism of special interests
- Selection criteria purchase of products and services of alternative tourism and tourism of special interests in Greece and internationally
- International trends in consumption market of products and services of alternative tourism and tourism of special interests / use of new means / e-commerce

8th -10th Marketing and Management of Agritourism, Ecotourism as well as Gastronomic and Oenological Tourism.

- Process of planning and managing Agritourism, Ecotourism as well as Gastronomic and Oenological Tourism programs and strategies.
- Development of new products and services of alternative tourism and tourism of special interests
- International and Greek experience and practices

11th Promotion of Agritourism, Ecotourism as well as Gastronomic and Oenological Tourism

- Design of Strategic Communication of Agritourism products and services, Ecotourism as well as Gastronomic and Oenological Tourism
- International and Greek actions for the promotion and promotion of Agritourism products and services, Ecotourism as well as Gastronomic and Oenological Tourism

12th New Technologies and Communications to promote agritourism and ecotourism experiences and related thematic products and services with new media

- Presentation of new distribution channels (e-commerce), and the promotion of the market of products and services for the promotion of agro-tourism and ecotourism experiences and related thematic products with classic and new means of communication and promotion (internet, social media, mobile).
- Emphasis will be placed on new trends and technologies (SoLoMo (Social Media, GLM, Mobile))

13th Case Studies from Greece and Internationally

- Successful models of development of Agritourism, Ecotourism as well as Gastronomic and Oenological Tourism are presented
- Successful companies and practices in Greece and Internationally

Learning outcomes

The course aims to establish students' understanding of the principles of management and effective use of Agritourism, Ecotourism as well as Gastronomic and Oenological Tourism, providing them with a framework for understanding, planning, organizing and managing organizations and destinations. regarding these special forms of tourism.

Upon successful completion of the course, students will be able to:

1. Identify and distinguish the fundamental concepts, approaches and management principles and quality standards of Agritourism, Ecotourism as well as Gastronomic and Oenological Tourism and presentation of all international and Greek trends in these alternative forms of tourism

2. To develop the skills and abilities needed to immerse themselves in how the buyer thinks and decides Agritourism, Ecotourism as well as Gastronomic and Oenological Tourism, to recognize their needs and find ways to satisfy them in a globalized environment
3. Successfully formulate programs and strategies of Agritourism, Ecotourism as well as Gastronomic and Oenological Tourism and innovative experiential and thematic experiences
4. They can identify and evaluate / justify the new trends of agritourism and ecotourism experiences and related thematic products and services

LEADERSHIP IN TOURISM ENTERPRISES

Course content

The aim of this course is to enable students understand and analyze the current scientific approaches and practices in leadership and focus on the characteristics and determinants of leadership behavior.

The course will focus on understanding the concept and definition of leadership, the role of a leader, the critical characteristics of leadership behavior, the differences of manager-leader, the leadership styles, and a thorough review of leadership theories such as: the Management Grid, the Leadership Continuum Behavior, the Vroom-Yetton Model, Situational Theories of Leadership, the Theory X-Y, the Goal-Setting Theory of Motivation and Fiedler's Contingency Model. Moreover, the course will familiarize students with the identification of the characteristics of current leadership theories such as: Transformational Leadership and Transactional Leadership. Finally, the course will analyze the role of emotional intelligence in leadership, as well as identify the key strategic leadership approaches in tourism businesses.

Learning outcomes

The purpose of this course is to enable students understand the theory and practice of leadership in tourism businesses, through theoretical models and the presentation of relevant examples / case studies. On completing the course unit, students should have developed the following skills and abilities:

- Describe the concept of leadership in tourism businesses.
- Define and describe the critical features of leadership behavior.
- Identify the role of a leader in tourism businesses.
- Identify and describe the common leadership styles, as well as leadership theories.
- Estimate/assess the role of emotional intelligence in leadership.

TOURISM SATELLITE ACCOUNTS

Course content

The aim of the course is to highlight the modern economic and statistical approach of tourism as a particularly formulated individual and collective consumption through the conceptual and methodological framework of the Tourism Satellite Account (TSA). The TSA is an internationally accepted national accounting tool, the purpose of which is to functionally record and interconnect tourism-related variables of demand, supply, investment and employment, and ultimately the reliable measurement of tourism's direct economic contribution. In this context,

international practice and the Greek case are examined. The course aims through the TSA approach to broaden the awareness of how tourism operates within a national, regional and local economy.

The course consists of the following sections:

- Section 1: Introductory part: The modern economic approach of the tourism phenomenon
- Section 2: Tourism Satellite Accounts (TSA): the methodological and conceptual framework
- Section 3: The link between the TSA and other macroeconomic frameworks
- Section 4: The Greek case
- Section 5: International experience and future developments.

Learning outcomes

On successful completion of this course, students will be able to:

- Discern and understand the nature, structure and function of tourism from both the demand and supply side, according to the modern economic perspective and the international methodological framework of the Tourism Satellite Account – TSA (TSA: RMF 2008).
- Recognize, define and compare the types of Satellite Accounts.
- Recognize and define the necessity of the different types of Satellite Accounts for reliable measurement of certain functional areas such as education, environment and tourism.
- Recognize, describe and explain the scope and function of TSA as a national accounting tool and its usefulness for designing and implementing economic and broader tourism policies at local, regional and national level.
- Define and explain the concept of added value.
- Describe how to measure the contribution of tourism to GDP.
- Describe, explain and examine the economic impact of tourism and its role in the strategic development of a destination.
- Recognize and define the link between TSA and the macroeconomic frameworks of the National Accounts and the Balance of Payments and identify tourism within them.
- Discern, examine, process and combine the basic TSA-related statistical data of the Hellenic Statistical System.
- Examine the international practice and the Greek case as regards to TSA compilation.

STRATEGIC MARKETING FOR TOURISM DESTINATIONS

Course content

Basic Concepts in Strategic Marketing of Tourism Destinations

The Role of DMOs (Destination Management and Promotion Organizations) in Destination Management and Marketing

Analysis of the tourism system and life cycle of tourism destinations / analysis and evaluation of tourism supply and demand

Tourism development and sustainability – Analysis of influencing factors

Destination Marketing Management

Marketing research for tourism destinations

Preferences of visitors and tourism experience participants (residents, professionals, organisations)

Destination Branding

Sustainable Destination Development Strategies

Destination marketing planning - Development of new products and criteria for their development.

Analysis of case studies of modern destination marketing management models

Digital destination marketing, Smart Destinations

Learning outcomes

After completing the course students are expected to be able to:

- Analyze the tourism system at the level of tourist destinations and the main participants (stakeholders) that make it up.
- Assess the economic, cultural, social and environmental impacts of the tourism phenomenon on a destination.
- Acknowledge the life cycle stages of tourism destinations.
- Recognize and distinguish the importance of all variables of the Marketing mix at the level of tourist destinations.
- Understand the complex concept of destination branding.
- Propose strategic marketing management models for all participants of a destination.
- Compose strategic marketing plans for the sustainable tourism development of a destination.

HEALTH TOURISM (MEDICAL, SPA, WELLNESS)

Course content

The purpose of the course is to familiarize students with the Health Tourism sector in terms of how it is organized and operated and to understand its dynamics and prospects for further development.

The course consists of the following sections:

- Conceptual clarification of Health Tourism, Medical Tourism, Spa Tourism, Wellness Tourism.
- Mapping the Market and the size of Health Tourism.
- Analysis of the broader macro-environment (PESTLE analysis) affecting the development of Health Tourism.
- Silver Economy and Health Tourism.

- Organization and operation of Health Tourism Service Providers and quality standards.
- The demand for Medical Tourism services.
- The demand for Spa Tourism services.
- The demand for Wellness Tourism services.
- Institutional framework for the organization and operation of Health Tourism in Europe and Greece.
- Case study for the development of Medical, Spa and Wellness Tourism services in Europe and Greece.

Learning outcomes

Upon successful completion of the course students will be able to:

- Recognize the Health Tourism sector as part of the tourism industry.
- Explain the influence of factors of the wider macro-environment on the development of Health Tourism.
- Identify key figures related to the Health Tourism sector.
- Understand the institutional framework governing the operation of Health Tourism service providers.
- Understand the determinants of Demand for Medical, Spa and Wellness Tourism services.
- Propose realistic policies for the development of Health Tourism services.

STRATEGIC PLANNING FOR INVESTMENT AND REAL ESTATE IN TOURISM

Course content

The aim of the course is to use strategic planning methods in attracting and developing investments in tourism. The strategic planning approach is applied more broadly from the perspective of tourism investment and in the field of leisure real estate. Through the course, the main categories of large-scale tourism investments, mixed-used developments and the key factors for their attraction and implementation are analysed. Special reference is made to the latest trends in leisure real estate, and innovative rental pool contracts. Students taking this elective will gain knowledge on the use of strategic planning models for the development of innovative tourism investments.

The course consists of the following sections:

- Strategic Planning for tourism investments
- The role of investment in tourism development
- Market analysis of tourism investment and land development
- Analysis of the leisure real estate market
- Systemic approach to large-scale investment
- Factors for the planning and development of tourism investments
- Strategies for tourism investment development
- Modern approaches to investment and tourism real estate
- Introduction to the valuation of investment and tourism real estate
- Short-term leases as tourism investments and their implications
- Modern tools for strategic planning of tourism investments
- Sustainability and large-scale tourism investment
- Uncertainty and Risk Management in Tourism Investment

Learning outcomes

Upon completion of the course, students will be able to:

- Examine the tourism investment market using strategic planning.
- Identify the dynamic nature of the tourism investment environment.
- Identify strategic planning theories for attracting and developing tourism investment.
- Examine the environment of tourism investment groups and mixed developments.
- Identify the role of large-scale investments and their multiplier forces in the destination.
- Understand the sectors and current trends in tourism real estate.
- To study short-term rentals as a tourism phenomenon with their positive and negative effects.
- Recognise the uncertainty and risks in the tourism investment and tourism real estate environment.

SOCIAL ANTHROPOLOGY AND TOURISM

Course content

- Culture and Civilization: Basic concepts, methods and approaches in Social Anthropology.
- The history of tourism from colonialism to modern day (the concepts of reciprocity, the role of the Anthropologist)
- Host and Home: Identities, Alterities: Indigenous, Local, Traveler, Guest, perception of the Self and the Other
- Tourism as a lived experience, tourism as a rite of passage: tourist gaze, the quest for authenticity, commodification, projection
- Tourism and its consequences, ethics, cultural management, sustainability, development schemes
- Tourism, anthropology and globalization (scapes, borders, exchanges)
- Tourism and visual culture: visual anthropology, mediatic tools and methodological issues
- Gender, tribe, group, embodiment and tourism
- Social Anthropology and the study of tourism today- research, scope, challenges for the future
- Case studies

Learning outcomes

The course aims at exploring the links between the discipline of Social Anthropology and tourism in Greece and abroad. Students will:

- Familiarize themselves with Social Anthropology's basic approaches to and conceptualizations of culture and civilization.
- Investigate the perception of tourism as a lived experience as well as a rite of passage.
- Explore the emergence and negotiation of identities (the self and the Other).
- Become familiar with the history of tourism (from colonialism to current trends) and the effects of tourist activity around the globe, with emphasis given to ethical issues, sustainability, cultural management, quest for and projection of "authenticity", commodification and a global context.
- Explore, through case studies, self and group projects and fieldwork, the concepts of gender, indigenous (and other) groups in relation to tourism and will be given the opportunity to utilize and implement methodological tools and research approaches for the study of tourism in Social Anthropology.

STUDENT INTERNSHIP I

Course content

The Department of Tourism Studies of the University of Piraeus, in its effort to offer its students professional experience, apart from excellent theoretical training, has included in the curriculum the elective courses «Student Internship I & II». The Student Internship allows third and fourth-year students to undertake a placement as part of their studies in order to gain work experience. Only students who are funded by National Strategic Reference Framework (NSRF) are eligible for the Student Internship. Priority is given to students in the eighth semester and, depending on availability, to students in the sixth semester. If the applications from students in the eighth and sixth semester outnumber the places offered by NSRF, students will be selected in accordance with the following criteria:

1. number of courses in which students have been successfully examined, up to and including the September examination session of the preceding academic year (accounting for 70% of the total score)
2. foreign language proficiency (accounting for 10% of the total score)
3. average grade, up to and including the September examination session of the preceding academic year (accounting for 20% of the total score)

Students are ranked according to their total scores and a list of successful and reserve candidates is drawn up. Students have the right to raise an objection within three days of publication of the results. After three days the results are finalized and the list of participants is approved by the General Assembly of the Department and published, taking data protection into account.

Student internships take place in July and August at host organizations which are partners of the University of Piraeus. If a student who has been accepted for the internship programme opts to work for an employer of his/her choice, he/she is required to notify the faculty member in charge of the internship programme. On receiving approval, the student is subsequently required to forward the partnership proposal to the employer.

The Student Internship is funded by NSRF. As a result, students and host organizations are required to register (within the specified deadlines) with both ATLAS, the centralized internship support system, and E-Praktiki, the internship information system. Host organizations post internships and the Internship Office of the Department matches students to the available positions.

On completion of a minimum of two months' employment, students submit to the Department's Internship Office a record of attendance and an evaluation form which has been completed and signed by their immediate supervisor or the person responsible for the internship programme at the host organization. The faculty member in charge of internships subsequently uses these documents to enter the student's grade for the internship. Students may only undertake one internship during the course of their studies. Students select the Student Internship as an elective in the spring semester of the academic year in which the internship will take place.

The Student Internship is part of the NSRF 2014–2020 operational programme 'Human Resources Development, Education and Lifelong Learning' and is co-funded by the European Social Fund.

Learning outcomes

On completion of the internship students will be able to:

- understand how theoretical knowledge can be applied in a real business context
- gain experience of the organization and operation of companies
- acquire specific knowledge at the operational level
- develop a personal network which can help them in the future

STUDENT INTERNSHIP II

Course content

The Department of Tourism Studies of the University of Piraeus, in its effort to offer its students professional experience, apart from excellent theoretical training, has included in the curriculum the elective courses «Student Internship I & II». The Student Internship allows third and fourth-year students to undertake a placement as part of their studies in order to gain work experience.

Only students who are funded by National Strategic Reference Framework (NSRF) are eligible for the Student Internship. Priority is given to students in the eighth semester and, depending on availability, to students in the sixth semester. If the applications from students in the eighth and sixth semester outnumber the places offered by NSRF, students will be selected in accordance with the following criteria:

4. number of courses in which students have been successfully examined, up to and including the September examination session of the preceding academic year (accounting for 70% of the total score)
5. foreign language proficiency (accounting for 10% of the total score)
6. average grade, up to and including the September examination session of the preceding academic year (accounting for 20% of the total score)

Students are ranked according to their total scores and a list of successful and reserve candidates is drawn up. Students have the right to raise an objection within three days of publication of the results. After three days the results are finalized and the list of participants is approved by the General Assembly of the Department and published, taking data protection into account.

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On completion of a minimum of two months' employment, students submit to the Department's Internship Office a record of attendance and an evaluation form which has been completed and signed by their immediate supervisor or the person responsible for the internship programme at the host organization. The faculty member in charge of internships subsequently uses these documents to enter the student's grade for the internship. Students may only undertake one internship during the course of their studies. Students select the Student Internship as an elective in the spring semester of the academic year in which the internship will take place.

The Student Internship is part of the NSRF 2014–2020 operational programme 'Human Resources Development, Education and Lifelong Learning' and is co-funded by the European Social Fund.

Learning outcomes

On completion of the internship students will be able to:

- understand how theoretical knowledge can be applied in a real business context
- gain experience of the organization and operation of companies
- acquire specific knowledge at the operational level
- develop a personal network which can help them in the future

RESEARCH PROJECT

Course content

- Selection of topic
- General outline of research project
- Literature review
- Presentation of bibliography and references
- Data collection
- Write up of research project

Learning outcomes

The Research Project is an innovative component in the undergraduate curriculum. The Research Project:

- encourages an exploratory approach to knowledge;
- stimulates thought, creativity and initiative;
- promotes an interdisciplinary approach and enhances interest in individual courses;
- develops reflection, critical and self-critical thought and personal responsibility;
- offers practice in:
 - academic thinking
 - research methodology
 - writing academic texts
 - searching bibliographic sources
 - data analysis
 - formulating critical opinions

On completion of the Research Projects students will be able to:

- Identify and focus on an important topic in one of the fields of the undergraduate curriculum.
- Systematically collect recent and relevant information using primary and secondary sources.
- Analyze, interpret and communicate the information collected.
- Draw conclusions and make proposals.
- Write and present an academic text.





// Doctoral studies

The Department of Tourism Studies aims at the creation of high-quality scientific research as well as the creation of scientists capable of contributing to the advancement of scientific research and its applications. To this end, the Department of Tourism Studies welcomes doctoral candidates in all areas associated with the fields of study of the department.

Research at the University is driven by academic freedom and is conducted in accordance with the conscience of each faculty member and academic research ethics. The completion of a doctoral thesis is a process that entails a multifaceted interpersonal relationship between the doctoral candidate and supervisor. For this reason, the mutual consensus of both is essential for a fruitful collaboration of this kind.

A doctoral thesis is characterized by a high level of originality, recognized by the international academic community. The aim of the Department's doctoral program is to produce high-caliber research and to offer comprehensive training to new researchers.

It is noted that doctoral theses are completed in accordance with current legislation.

Finally, the graduates of the doctoral studies program are destined to work at research, business and educational sectors in Greece and abroad. At the same time, the doctoral studies program is a source of academic prestige and international distinction for the Department.

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