

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	ECONOMIC, BUSINESS AND INTERNATIONAL STUDIES		
DEPARTMENT	TOURISM STUDIES		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	TSK603		6 th
COURSE TITLE	MODERN TRAVEL AGENCIES MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	6
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4</i>			
COURSE TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Scientific Expertise		
PREREQUISITE COURSES:	No		
LANGUAGE OF INSTRUCTION:	Greek		
LANGUAGE OF EXAMINATION/ASSESSMENT:	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	Yes		
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/TOY158/		

(2) LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail.

It is necessary to consult:

APPENDIX A

- *Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.*
- *Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and*

APPENDIX B

- *Guidelines for writing 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

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

<i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for diversity and multiculturalism</i>
<i>Decision-making</i>	<i>Environmental awareness</i>
<i>Individual/Independent work</i>	<i>Social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Group/Team work</i>	<i>Critical thinking</i>
<i>Working in an international environment</i>	<i>Development of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Introduction of innovative research</i>	<i>(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i>
	<i>.....</i>

- *Search for, analysis and synthesis of data and information by the use of appropriate technologies,*
- Individual/Independent work
- Group/Team work

(3) 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

(4) TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Face-to-Face, in-class lecturing
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	Use of ICT in Teaching: -Relevant to the content of the module Videos (Educative Videos) -Internet for research purposes as part of exercises/assignments (inside and outside the classroom)

	<p>Use of ICT in Communication with students:</p> <ul style="list-style-type: none"> -Module's e-class platform (messages, announcements, uploading relevant course material, assignments or exercises submission, etc.) -E-mails exchange 																
<p>COURSE DESIGN</p> <p><i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.</i></p> <p><i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i></p>	<table border="1"> <thead> <tr> <th>Activity/Method</th> <th>Semester workload</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>39</td> </tr> <tr> <td>Individual or Team/Group assignment</td> <td>40</td> </tr> <tr> <td>Presentation of the assignment</td> <td>20</td> </tr> <tr> <td>Self-assessment tests</td> <td>2</td> </tr> <tr> <td>Self-study</td> <td>60</td> </tr> <tr> <td>Assessment</td> <td>2</td> </tr> <tr> <td>Total</td> <td>155</td> </tr> </tbody> </table>	Activity/Method	Semester workload	Lectures	39	Individual or Team/Group assignment	40	Presentation of the assignment	20	Self-assessment tests	2	Self-study	60	Assessment	2	Total	155
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<p>STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS</p> <p><i>Detailed description of the evaluation procedures:</i></p> <p><i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i></p> <p><i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i></p>	<p>Individual or Team/Group (1 to 3 students) assignment and presentation 40%</p> <p>Self-assessment test 10%</p> <p>Final written exam 50% which includes:</p> <ul style="list-style-type: none"> - Multiple choice questions - open-ended questions 																

(5) SUGGESTED BIBLIOGRAPHY:

<p><i>-Suggested Bibliography:</i></p> <p>Papageorgiou A.N. (2021). <i>Management of Tourism Agencies, Nicosia: Broken Hill Publishers Ltd (in Greek)</i></p> <p><i>-Additional Bibliography:</i></p> <p>Chytiris L., & Anninos L.N. (2015). <i>Management and quality of services, Athens: SEAV (e-book) (In Greek)</i></p> <p>Chytiris L. (2005). <i>Service quality in tourism agencies (IATA), Piraeus: University of Piraeus (e-book) (in Greek)</i></p>

Capriello, A. and Riboldazzi, S. (2019), "Exploring service innovation in a network of travel agencies: the Robintur case", *Journal of Hospitality and Tourism Technology*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JHTT-02-2019-0014>

Fang, L., Lu, Z. and Dong, L. (2020), "Differentiating service quality impact between the online and off-line context: an empirical investigation of a corporate travel agency", *International Hospitality Review*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IHR-01-2020-0003>

Lin, C. (2010), "Examining e-travel sites: an empirical study in Taiwan", *Online Information Review*, Vol. 34 No. 2, pp. 205-228. <https://doi.org/10.1108/14684521011036954>

Albattat, A. (2020), "The Impact of Online Marketing in Travel Agency", Hassan, A. and Sharma, A. (Ed.) *The Emerald Handbook of ICT in Tourism and Hospitality*, Emerald Publishing Limited, pp. 85-96. <https://doi.org/10.1108/978-1-83982-688-720201006>

Ivanova, M. (2019), "Robots, Artificial Intelligence, and Service Automation in Travel Agencies and Tourist Information Centers", Ivanov, S. and Webster, C. (Ed.) *Robots, Artificial Intelligence, and Service Automation in Travel, Tourism and Hospitality*, Emerald Publishing Limited, pp. 221-237. <https://doi.org/10.1108/978-1-78756-687-320191011>

Sharma, A., Sharma, S., and Chaudhary, M. (2020). Are small travel agencies ready for digital marketing? Views of travel agency managers, *Tourism Management*, Vol. 79, <https://doi.org/10.1016/j.tourman.2020.104078>. Yi Luo, Liang (Rebecca) Tang, Eojina Kim (2021). A picture is worth a thousand words: The role of a cover photograph on a travel agency's online identity, *Intern*