Department of Tourism Management

University of Patras

Curriculum

Ed. 2020

Contents

About this document.

This document is an analytical description of the curriculum offered by the Department of Tourism Management of the University of Patras, Greece. The format used is provided by the national authority for quality assurance.

The curriculum was comprehensively revised in 2019 and offers an extensive selection of courses, covering general background requirements, as well as specialized fields in tourism.

Several courses are either being, or will be, offered to exchange students. These courses are named in a document titled "Erasmus Courses on Offer: 2020 – 21".

A full study cycle is four years (eight semesters) and a level 6 BSc. Is awarded when a student earns 240 ECTS.

Taught courses begin by the end of September for the Winter semester. The Spring semester usually begins mid – February and ends by the end of June, with the end of Spring final exams.

In this document, Winter semester courses are odd-numbered, whilst Spring ones are even-numbered.

The course codes are interpreted as follows:

TMG: Tourism Management (same for all courses)

1.1: 1st number is used to show the semester during which the course is offered. In this case, 1st semester (Winter). The 2nd number is just a sequential number for the course.

C: Compulsory for local students

S: Selective for local students

O: Optional course to support students

Thus, TMG_8.3C is a compulsory (for local students) course, offered during the Spring semester.

The department's website can be found at: http://tourism.upatras.gr/

INTRODUCTION TO TOURISM & TOURISM GEOGRAPHY

GENERAL

SCHOOL	ECONOMICS AND BUSINESS
ACADEMIC UNIT	TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	TMG_1.1C

		SEMESTER	1
COURSE CODE	TMG_1.1C	**SEMESTER**	1

COURSE TITLE	INTRODUCTION TO TOURISM &TOURISM GEOGRAPHY

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*		**WEEKLY TEACHING HOURS**	**CREDITS**
	Lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Special background
PREREQUISITE COURSES:	No
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek - English
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes (English)
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.   *Consult Appendix A*   • *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*   • *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

- *Guidelines for writing Learning Outcomes*

Upon successful completion of this course, students should:

- Understand the phenomenon of tourism as an interdisciplinary field of study and application of economics, sociology, anthropology, geography and other sciences.
- Understand sociological and anthropological theories of tourism.
- Recognize the types of tourists, the forms of tourism and the stages of the tourist destination life cycle, through the historical evolution of tourism activity.
- Be aware of the institutions and legal framework of tourism in Greece and internationally.
- Understand the importance of sustainable tourism development for tourism destinations.
- Evaluate the levels and opportunities of tourism development in Greece, in terms of domestic inbound and outbound tourism.
- Approach geographically the phenomenon of Tourism.
- Explain the evolution of the tourism phenomenon, taking into account that tourism geography encompasses the scientific fields of physical geography, anthropogenic geography and economic geography.
- *Understand the dynamics of the geographical factor in the evolution of tourism activity.*
- *Assess the impact of tourism development on the economy, society, culture and environment, based on the geographical scale of tourism destinations at international, national or local level.*
- *Recognize the countries of dispatch and reception of tourists, taking into account the similarities and differences in their economic, social and natural environment.*
- Identify tourist flows and their networks using methods such as gravity models and the degree of accessibility of tourist areas

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
	Respect for difference and multiculturalism
Adapting to new situations	
	Respect for the natural environment
Decision-making	
	Showing social, professional and ethical responsibility and sensitivity to gender issues
Working independently	
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of free, creative and inductive thinking

Respect for difference and multiculturalism

Respect for the natural environment

SYLLABUS

Course Outline:

- Introductory concepts and definitions of Tourism - Types of tourism and forms of tourism.

- Historical evolution of the tourist phenomenon.

- From travelers, to the model of organized mass tourism, to self-travel and alternative tourism.

- Institutional Framework and Bodies of Tourism.

- Tourism and sustainability. Modern trends in tourism development.

- Sociological approaches to Tourism. Needs and motivation.
- Anthropological approaches to Tourism. Hosts & guests.
- Geographical Approaches to Tourism - Tourism Geography.
- (Assigning teamwork to case studies)

- The geographical structure of tourism as an economic and social system.

- Tourist flows. Countries of origin of tourists - host countries.
- Tourism in international, national and local environment.
- The impact of the external environment on the shaping of tourist flows.

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	*Face-to-face*
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	PPT presentations Communication with students via e-mail and e-class platform Uploading course material on e-class platform
TEACHING METHODS	*Activity* *Semester workload*

The manner and methods of teaching are described in detail. *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures (3 hours / week X 14 weeks)	42
	Finals	3
	Study and analysis of bibliography- Independent study	105
	Total Course (25 working hours per credit unit)	150

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	**-** A 2,500 word voluntary individual work (deadline to be announced in the e-class), with a work weight of 30% of the final grade*.* **-** Written final examination including: -Multiple choice questions - Comparative evaluation of theory elements Gravity of written examination: 70% of final grade

ATTACHED BIBLIOGRAPHY

Suggestedbibliography:

- Λαγός, Δ. (2016) Θεωρητικές Προσεγγίσεις στον Τουρισμό, Αθήνα: Κριτική
- Μοίρα, Π. (2018) Γεωγραφικές Προσεγγίσεις στον Τουρισμό. Αθήνα: Φαίδιμος
- Sangmeister-Χατζηπαναγιώτηΐλια (επιμ.) (2015). *Ταξίδι, Γραφή, Αναπαράσταση*. Πανεπιστημιακές Εκδόσεις Κρήτης

Furtherrecommendedbibliography

- Likorish, L., Jenkins, C. (2004) Μια εισαγωγή στον Τουρισμό, (Π. Τσάρτας, επιμ., Κ.Κιτίδη, μετ.). Αθήνα: Κριτική
- Τσάρτας Π., Λύτρας Π. (επιμ.) (2017) Συλλογικός τόμος *Τουρισμός, Τουριστική Ανάπτυξη: Συμβολές Ελλήνων Επιστημόνων* της σειράς *Βιβλιοθήκη Τουριστικών Επιστημών*. Αθήνα: Παπαζήσης

- Related journals:

- TourismManagement
- Annals of Tourism Research
- Journal of Travel Research
- TourismGeographies

The course will also be based on other educational materials (case studies, daily press articles, scientific publications as well as various online resources). Everything used in the course will be posted in the e-class of the course.

MANAGEMENT OF TOURISM FIRMS

GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
ACADEMIC UNIT	TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TMG_1.3C	**SEMESTER**	1
COURSE TITLE	MANAGEMENT OF TOURISM FIRMS		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	General background
PREREQUISITE COURSES:	No prerequisites

LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek and English, when required
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*

- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

- *Guidelines for writing Learning Outcomes*

Upon successful completion of this course, students will be able to:
- perceive the firm as part of a system and not as an autonomous self-sufficient unit
- understand the duties, roles and functions of managers
- comprehend the evolution of management theory from its beginnings to the modern views and to apply relevant principles and techniques
- analyze the external business – economic and social environment of a firm, as well as the internal environment
- managing topics related to corporate social responsibility
- making job descriptions and manage issues related to vertical and horizontal coordination, as well as issues of power and authority
- design control and monitoring systems

understand the differences of the firms of the tourism sector for all points mentioned

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Working independently	
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*......*
	Others...
Production of new research ideas	*.......*

Decision-making
Autonomous work
Teamwork
Consideration for diversity and multiculturalism
Critical thinking and self-critique
Advancement of free, creative and inductive thinking

SYLLABUS

The management subject mainly relates to the organization and coordination of a firm's activities in such a way as to pursue and achieved specific objectives. Often, management is thought of as one of the factors of production, whilst it is also thought that one of management's main goals is marketing and innovation. The latter two subjects are presented in other courses.

The management course aims at introducing students to the main concepts of business management, beginning by elaborating on what a business is, on how it can be perceived as an open system and as an evolving organization. Using multiple case studies and examples, the course studies the evolution of management, managerial processes, the real working environment of managers, the roles they have to play, the knowledge and skills set they need to have. We also elaborate on hierarchical organization and on the importance of horizontal linkages within the firm, as well as linkages to the external environment. The course goes through the theoretical evolution of management theory, starting at the very beginning with the pre-classical ideas, and progresses through systems theory, contingency theory and other modern views. We study the environment within which firms operate, as well as topics such as uncertainty and techniques to manage the external environment. The subject of corporate social responsibility, of management ethics and of the social partners of firms are discussed. Then, the course goes through topics related to organizational structure, like the design of work-places, the design of departments, management span and hierarchy levels, topics of empowerment and of delegation and methods for horizontal coordination. The course concludes with the discussion of topics relevant to controlling, such as the role of controls,

the levels of control, types of control, the control process, managerial approaches to implementing controls and alternatives to control.

As the course progresses, the differences of the firms of the tourism sector become more apparent, whilst there is a discussion as to the diversity of kinds of firms that comprise the sector. Small firms management topics are also discussed.

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	*Face-to-face*
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of information technologies for lectures, in the form of presentations and short videos. Presentations available at the student platform provided for free and accessible to all students with the use of their own password. Other material (such as web addresses, papers, projects) can also be posted to the eclass student platform when required and deemed useful. Students can contact the lecturer via email and relevant announcements are posted to the student platform.

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Activity	Semester workload
	Lectures (3 hours X 14 Weeks)	42
	Final Exams	3
	Study	105
	Course Total	150

STUDENT PERFORMANCE EVALUATION	Assessment in English for cases of Erasmus+ students.

Description of the evaluation procedure *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Assessment is based on the performance of students during the final written exam, which uses questions that require a brief analysis as an answer. Projects can be assigned on a voluntary basis. When they are, projects constitute 25% of the final grade.

ATTACHED BIBLIOGRAPHY

Suggested reading:

Bateman, Thomas & Snell Scott (2015) Management, McGraw-Hill, ISBN 978-0-077-86254-1
Schermerhorn, John (2011) Introduction to Management, Wiley, ISBN 978-0-471-64624-3
Bartol Kathryn & Martin David (1998), Management, McGraw – Hill, ISBN 0-07-005722-2

INTRODUCTION TO COMPUTER SCIENCE

GENERAL

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS		
ACADEMIC UNIT	DEPARTMENT OF TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	1.4C	**SEMESTER**	1
COURSE TITLE	INTRODUCTION TO COMPUTER SCIENCE		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	
Laboratory	2	
Total	5	6

Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		
COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Compulsory – General Background, Skills Development	
PREREQUISITE COURSES	There are no Prerequisite Courses	
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek	
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No	
ΗΛΕΚΤΡΟΝΙΚΗ ΣΕΛΙΔΑ ΜΑΘΗΜΑΤΟΣ (URL)	Under Construction	

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

This course introduces the concepts of Informatics, the historical evolution of computer systems, as well as current trends in the tourist business environment regarding the use of new technologies. Issues such as computer hardware, how the central processing unit executes programs, numerical systems and conversions as well as Boolean algebra, connectivity and networks, and basic algorithms are covered. At the same time, a laboratory course is conducted covering basic topics of word processing programs, spreadsheet processing, presentations creation and implementation of basic algorithms. Finally, students will be introduced to the concept of Internet and its potential as a source of information, as well as to basic topics of information security and the usage of Information Technology in the modern tourism business. Upon successful completion of the course students will be able to:

- understand the basic concepts of computer hardware and software,
- explain how to save and execute a program from a computer,
- explain the properties of the Internet and how it can be used,
- understand the computers' and networks' main security problems,
- explain the benefits of using new technologies in a modern tourism business
- use basic and advanced spreadsheet functions with application in economics and administration.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as

these appear in the Diploma Supplement and appear below), at which of the following does the course aim?
Search for, analysis and synthesis of data and information, with the use of the necessary technology *Production of new research ideas* *Project planning and management* *Respect for difference and multiculturalism* *Adapting to new situations* *Respect for the natural environment* *Decision-making* *Showing social, professional and ethical* *Working independently* *responsibility and sensitivity to gender issues* *Team work* *Criticism and self-criticism* *Working in an international environment* *Production of free, creative and inductive* *Working in an interdisciplinary* *thinking* *environment*

- Working in an interdisciplinary environment
- Working independently

SYLLABUS

- Introduction to Computer Science
- Applications of Information Technology in Tourism
- Computer Structure Model
- System Programs - Operating System
- Application Programs
- Numerical Systems
- Fundamentals of Boolean Algebra
- Computer Information Organization - Data Structures
- Basic Principles of Programming
- Computer Networks - Internet
- Computer and Network Security Fundamentals
- Opportunities and Perspectives of IT in Tourism
- Basic uses of computers (writing text, editing spreadsheets, creating presentations, searching the web).

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc*	- Face-to-face lectures in a classroom. - Virtual (simulated) laboratory training o Basic Software Package Learning in a Computer Laboratory (word processing, creating spreadsheets, creating presentations)

USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY
Use of ICT in teaching, laboratory education, communication with students
	- Use of digital slides during deliveries
	- Learning process support through the e-class asynchronous e-learning platform.
	   o Post lesson announcements
	   o Post supplementary bibliography
	   o Multimedia posting as a supplement in course teaching

	• Instructor communication through emails	
TEACHING METHODS *The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	**Activity**	**Semester workload**
	Lecture (3 hours / week × 13 weeks)	39
	Laboratory practice (2 hours / week × 13 week)	26
	Final Exams	3
	Private study	82
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	150
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	• Written final examination (75%) with developmental questions including exercises on IT topics. • Laboratory Examination (25%) on office technologies.	

ATTACHED BIBLIOGRAPHY

- BEHROUZ FOROUZAN (2015), ΕΙΣΑΓΩΓΗ ΣΤΗΝ ΕΠΙΣΤΗΜΗ ΤΩΝ ΥΠΟΛΟΓΙΣΤΩΝ (FOUNDATIONS OF COMPUTER SCIENCE), Εκδόσεις ΚΛΕΙΔΑΡΙΘΜΟΣ
- Μποζάνης Π.Δ., (2016). ΕΙΣΑΓΩΓΗ ΣΤΗΝ ΠΛΗΡΟΦΟΡΙΚΗ ΚΑΙ ΤΟΥΣ ΥΠΟΛΟΓΙΣΤΕΣ, Εκδόσεις ΤΖΙΟΛΑ.
- Δημόπουλος Γ.Κ., & Παπουτσής Λ.Ι. (2012). ΕΙΣΑΓΩΓΗ ΣΤΗΝ ΠΛΗΡΟΦΟΡΙΚΗ & ΣΤΟΝ ΑΥΤΟΜΑΤΙΣΜΟ ΓΡΑΦΕΙΟΥ, Εκδόσεις ΜΠΕΝΑΡΔΟΣ ΠΟΛΥΖΩΗΣ
- Ταμπακάς Β., & Γούγας Β., (2017). ΕΦΑΡΜΟΓΕΣ ΤΩΝ ΥΠΟΛΟΓΙΣΤΙΚΩΝ ΦΥΛΛΩΝ ΣΤΗΝ ΟΙΚΟΝΟΜΙΑ ΚΑΙ ΔΙΟΙΚΗΣΗ, Εκδόσεις ΓΚΟΤΣΗΣ.

- Evans Alan, Martin Kendall, Poatsy Mary Anne (2018). ΕΙΣΑΓΩΓΗ ΣΤΗΝ ΠΛΗΡΟΦΟΡΙΚΗ (TECHNOLOGY IN ACTION), Εκδόσεις ΚΡΙΤΙΚΗ
- Δαγδιλέλης Β., Ευαγγελίδης Γ., Σατρατζέμη Μ., & Φαχαντίδης Ν., (2015). ΕΙΣΑΓΩΓΗ ΣΤΗΝ ΧΡΗΣΗ ΤΩΝ Η/Υ, Εκδόσεις ΤΖΙΟΛΑ

MATHEMATICS IN MANAGEMENT & ECONOMICS

GENERAL

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS		
ACADEMIC UNIT	DEPARTMENT OF TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	1.5C	**SEMESTER**	1
COURSE TITLE	MATHEMATICS IN MANAGEMENT & ECONOMICS		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	WEEKLY TEACHING HOURS	CREDITS
Lectures	3	
Laboratory	2	
Total	5	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Compulsory – General Background
PREREQUISITE COURSES	There are no Prerequisite Courses
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
ΗΛΕΚΤΡΟΝΙΚΗ ΣΕΛΙΔΑ ΜΑΘΗΜΑΤΟΣ (URL)	Under Construction

LEARNING OUTCOMES

Learning outcomes *The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. Consult Appendix A* • *Description of the level of learning outcomes for each qualifications cycle, according to*

the Qualifications Framework of the European Higher Education Area

- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

This course constitutes a basic introduction in the concepts of financial functions and terminology and aims to teach their connection and handling with Mathematical Analysis and Linear Algebra tools. Upon successful completion of the course students will be able to:

- integrate financial functions and interpret the result,
- to predict the price trend and quantity of a product,
- determine the price of a product through time with the corresponding maxima and minima of the price depending on the circumstances
- determine prices and quantities of a product that could balance its market,
- investigate whether market equilibrium is possible and under what conditions,
- to exploit the potential of the techniques and mathematical tools for optimal prediction of a product market and its manipulation

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Production of new research ideas*
	Project planning and management
	Respect for difference and multiculturalism
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Working independently	
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	

- Working in an interdisciplinary environment
- Working independently

SYLLABUS

- Vectors, Matrices, Determinants
- Systems of Linear Equations, Functions Limits
- Derivatives, Integrals
- Functions of Several Variables, Partial Derivatives
- Cost Functions, Supply Functions, Demand Functions
- Marginal Financial Figures, Rate of Change of Financial Figures
- Local Extrema in Financials as A Function of Time
- Consumer Surplus, Producer Surplus, Social Surplus
- Linear Differential Equations of First-Order, Linear Differential Equations of Second-Order

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc*	• Face-to-face lectures in a classroom.

USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY
Use of ICT in teaching, laboratory education, communication with students
	• Use of digital slides during deliveries
	• Learning process support through the e-class asynchronous e-learning platform.
	   o Post lesson announcements
	   o Post supplementary bibliography
	   o Multimedia posting as a supplement in course teaching
	• Instructor communication through emails

TEACHING METHODS

The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	Semester workload
Lecture (3 hours / week × 13 weeks)	39
Laboratory practice (2 hours / week × 13 weeks)	26
Final Exams	3
Private study	82
Total number of hours for the Course **(25 hours of work-load per ECTS credit)**	150

STUDENT PERFORMANCE EVALUATION

Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

Written final examination (100%) including:

• Solving financial problems using Mathematics
• Comparative evaluation of theories elements

ATTACHED BIBLIOGRAPHY

- Jacques Ian (2017), Μαθηματικά των Επιστημών Οικονομίας και Διοίκησης (Mathematics for Economics and Business), BROKEN HILL PUBLISHERS LTD.
- Bradley Teresa (2015), Μαθηματικά για τα Οικονομικά και τη Διοίκηση (Essential Mathematics for Economic and Business), ΕΚΔΟΣΕΙΣ ΚΡΙΤΙΚΗ ΑΕ, 2η Έκδοση.
- Μυλωνάς Ν., Σαραφόπουλος Γ. (2016). Οικονομικά Μαθηματικά, Εκδόσεις ΤΖΙΟΛΑ

INTRODUCTION TO QUANTITATIVE METHODS

GENERAL

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	DEPARTMENT OF TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	1.6O **SEMESTER** 1
COURSE TITLE	INTRODUCTION TO QUANTITATIVE METHODS

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Preparatory Lectures	3	0
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	General Background – Optional selection for student support
PREREQUISITE COURSES	There are no Prerequisite Courses
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
ΗΛΕΚΤΡΟΝΙΚΗ ΣΕΛΙΔΑ ΜΑΘΗΜΑΤΟΣ (URL)	Under Construction

LEARNING OUTCOMES

Learning outcomes *The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. Consult Appendix A*   • *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*

- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course is an introductory course in basic concepts of mathematics and probability and is intended to serve as a background in other courses in the Department of Tourism Management. It is mainly aimed at first-year students of the Department, without excluding its attendance by older students. Upon successful completion of the course students will be able to:

- understand the fundamental concepts governing mathematics (number, variable, equation, system of equations, sequence, function, representation, probability).
- model a simple real problem and identify the basic mathematical tools needed to solve it.
- solve basic equations and inequalities as well as their systems.
- handle matrices (operations - invert - determinant).
- draw a graph of a function and come to conclusions from it
- understand the concepts and geometric interpretation of the derivative and the integral.
- calculate the derivative of a function.
- calculate an integral
- use the information provided by the derivative and the integral of a function.
- know and construct the basic graphical representations of a large data set.
- know the basic mathematical concepts he will need during his undergraduate studies.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

- Production of free, creative and inductive thinking

SYLLABUS

- Matrices and systems of linear equations.
- Elements of Analytical Geometry.
- Sequences and Series of Real Numbers.
- Introduction to Analysis (Functions of one variable - Limits - Continuity).
- Differential Calculus (Derivative - Mean Value Theorem - Applications of the derivative).
- Integral Calculus (Indefinite, Definite and Generalized Integral - Area Calculation).

• Complex numbers.	
• Introduction to Probability and Statistics.	

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc*	• Face-to-face lectures in a classroom.

USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	• Use of digital slides during deliveries
	 • Learning process support through the e-class asynchronous e-learning platform.
	     o Post lesson announcements
	     o Post supplementary bibliography
	     o Multimedia posting as a supplement in course teaching
	 • Instructor communication through emails

TEACHING METHODS *The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	**Activity**	**Semester workload**
	Lecture (3 hours / week × 13 weeks)	39

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other*	-

| *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.* | |

ATTACHED BIBLIOGRAPHY

- Jacques Ian (2017), Μαθηματικά των Επιστημών Οικονομίας και Διοίκησης (Mathematics for Economics and Business), BROKEN HILL PUBLISHERS LTD.
- Bradley Teresa (2015), Μαθηματικά για τα Οικονομικά και τη Διοίκηση (Essential Mathematics for Economic and Business), ΕΚΔΟΣΕΙΣ ΚΡΙΤΙΚΗ ΑΕ, 2η Έκδοση.
- Μυλωνάς Ν., Σαραφόπουλος Γ. (2016). Οικονομικά Μαθηματικά, Εκδόσεις ΤΖΙΟΛΑ

PRINCIPLES OF FINANCIAL ACCOUNTING

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS		
ACADEMIC UNIT	TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TMG 2.2C	**SEMESTER**	2
COURSE TITLE	PRINCIPLES OF FINANCIAL ACCOUNTING		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	5	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Compulsory
PREREQUISITE COURSES:	None

LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	www.tourism.upatras.gr

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*

- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

- *Guidelines for writing Learning Outcomes*

The purpose of the course is to introduce students to the principles of Financial Accounting; in particular, to present the fundamental concepts of accounting, which constitute the necessary theoretical background for the study and understanding, recording and processing of various financial transactions and their consequences. Emphasis is placed on both accounting theory and accounting practice for learning the processing stages of the financial accounting cycle and the preparation of the financial statements.

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

• understand the key concepts and legislation framework of Accounting

• assimilate basic accounting techniques as well as the current accounting framework under

 Greek Accounting Standards

• develop critical thinking in professional accounting practice

• record accounting entries (bookkeeping, ledger, trial balance)

• understand the process of preparing the basic financial statements (balance sheet, income statement)

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as

these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
	Respect for difference and multiculturalism
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Working independently	*Criticism and self-criticism*
Team work	
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
	Others…
Production of new research ideas	*…….*

Adapting to new situations

Decision-making

Working independently

Team work

Production of free, creative and inductive thinking

SYLLABUS

• The concepts and the purpose of Accounting

• The scope of Accounting

• Principles and assumptions in Financial Accounting

• The basic accounting statements (Balance Sheet – BS - and Profit and Loss Statement – P&L)

• Greek Accounting Standards under Law 4308/2014 and Bookkeeping

• Accounting cycle/process

• Accounting entries

• Ledger and Trial Balance

• Year-end accounting procedure

• Inventory and adjusting entries

• Basic Steps in preparing a Balance sheet and an Income Statement (P & L)

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face lectures
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of ICT in teaching, with interactive projector. The lectures are available in e-class (ppt files) and accessible to students. Students can communicate with teacher by mail. Course announcements are posted in e-class.

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	**Activity**	**Semester workload**
	Lectures (5 hours per week X 14 weeks)	70
	Final examination	3
	student's study hours and essay writing	77
	Course Total (25 working hours per credit unit)	150

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or*	It is mainly based on students' performance in written exams at the end of the semester. At the same time, students can improve their performance by optionally preparing and presenting an assignment that contributes 25% to the final grade.

conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	

ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

Elliott B, and Elliott J. (2011). Financial Accounting and reporting, 14th edition, Prentice Hall, 2011.

TOURISM MARKETING

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS			
ACADEMIC UNIT	TOURISM MANAGEMENT			
LEVEL OF STUDIES	UNDERGRADUATE			
COURSE CODE	TMG_2.3C	**SEMESTER**	2	
COURSE TITLE	TOURISM MARKETING			
INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*		**WEEKLY TEACHING HOURS**	**CREDITS**	
	Lectures	3	6	
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).				

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	General Background
PREREQUISITE COURSES:	None
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.   *Consult Appendix A*   • *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*   • *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*   • *Guidelines for writing Learning Outcomes*
On successful completion of the module the student will be able to   • understand the purpose and necessity of marketing in the modern business environment of tourism   • recognize the specific aspects of marketing management in tourist enterprises   • recognize the role of the segmentation, targeting and positioning process in adding value for the consumer and the importance of added value for competitive advantage.   • use the marketing mix tools in a meaningful way creating value to existing and potential customers   • become familiar with the process of tourist marketing by developing their own marketing mix that reflects an appropriate positioning strategy for tourist

organizations

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
	Respect for difference and multiculturalism
	Respect for the natural environment
Adapting to new situations	*Showing social, professional and ethical*
Decision-making	*responsibility and sensitivity to gender issues*
Working independently	*Criticism and self-criticism*
Team work	*Production of free, creative and inductive*
Working in an international environment	*thinking*
Working in an interdisciplinary environment	*……*
	Others…
Production of new research ideas	*…….*

Adapting to new situations

Decision-making

Working independently

Team work

Criticism and self-criticism

Production of free, creative and inductive thinking

SYLLABUS

Marketing is a critical activity in the tourist enterprises. This module therefore aims to introduce the philosophy that the only way to achieve sustained success is to understand the needs and wants of its customers. The module will provide a basic understanding of the current and emerging marketing principles and techniques within the business environment. It seeks to establish that market success within a highly competitive environment can only be achieved by developing products or services based upon an understanding of the external environment and customers' needs and wants. Students will consider how to add value for customers but also the impact of marketing activities on consumer's lives.

The module provides an introduction of how marketing as a function and philosophy is applied on tourist enterprises. The lectures will be structured covering fundamentals Marketing concepts and practices, such as: the principles of marketing, characteristics of service marketing, strategic marketing principles for tourism business, ServQual model, market segmentation, pricing strategies, promotion mix, sales, design and managing products, market research and customer services. One of the most important goals is to understand the critical role Marketing plays in the prosperity and growth of a tourism business. Emphasis will be given on the practical application of Marketing for tourism businesses, where case studies will combine theory with practice.

Main topics of study:

• Fundamental principles of Marketing and Tourism Marketing - Strategic, Tactical and Internal Marketing

• Characteristics of service marketing and their adaptation to the tourism businesses

• Service's Models, such as ServQual, Servuction

• Marketing information system and customer insights - Marketing research

• Market Segmentation - Market Targeting - Evaluating and Selecting Tourist Segments

• Differentiating competitive advantage and positioning strategies

• Developing the tourism marketing mix –Designing and managing products and brands

• Distribution channels and supply chains - Designing 'serviscape'

• Designing and shaping the promotion mix

• Pricing policies, approaches and strategy

• Service Processes - Blueprint Design

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of ICT in Teaching in teaching by slides and video presentations. All material of the lectures will be available on the intranet of the university (e-class), students should visit this site on regular basis using their personal codes. Students will be able to communicate with the lecturers both electronically (email and e-class) and one-to-one (office hours will be announced at the beginning of each semester in the e-class). Course announcements will be posted in e-class.
TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and*	<table><tr><td>*Activity*</td><td>*Semester workload*</td></tr><tr><td>Lectures (3 hours/ week x 14 weeks)</td><td>42</td></tr><tr><td>Final Exams</td><td>3</td></tr><tr><td>Individual Study</td><td>105</td></tr><tr><td>Total (25hours/ ECTS)</td><td>150</td></tr></table>

analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.		
The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS		
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	The module will be assessed by 100% written exams at the end of the semester. Students could be able to improve their marks by undertaking coursework/ projects.	

ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Kotler P., Bowen J.R. & Makens J.C. (2003), Marketing for Hospitality and Tourism, 3rd ed. Upper
- Kotler, P. & Armstrong, G. (2013), Principles of Marketing (15thGlobal Edition), Pearson.
- Pride, W., & Odies, C. F. (2014), Foundations of marketing. Cengage Learning.
- Saddle River, NJ: Prentice Hall. 3. Laws, E. (2002), Tourism marketing: quality and service management perspectives, London: Continuum

- *Related academic journals:*

  - Journal of Marketing
  - Journal of Travel & Tourism Marketing
  - Journal of Consumer Research
  - Journal of Advertising
  - Journal of Advertising Research
  - Journal of Services Marketing
  - European Journal of Marketing
  - Journal of Marketing Communications
  - Journal of Marketing Management

BUSINESS STATISTICS

GENERAL

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	DEPARTMENT OF TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	2.4C **SEMESTER** 2
COURSE TITLE	BUSINESS STATISTICS

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	
Laboratory	2	
Total	5	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Compulsory – General Background, Skills Development
PREREQUISITE COURSES	There are no Prerequisite Courses
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No

ΗΛΕΚΤΡΟΝΙΚΗ ΣΕΛΙΔΑ ΜΑΘΗΜΑΤΟΣ (URL)	Under Construction

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course aims to provide the necessary tools of statistical data processing. Upon successful completion of the course students will be able to:

- understand basic statistical concepts,
- present data with techniques of descriptive statistics,
- handle, effectively, probabilities and random (discrete and/or continuous) variables,
- pose and solve problems of statistical inference,
- be aware of key distributions and concepts related to variables and sampling,
- be familiar with basic distributions and concepts related to variables and sampling.

It is the first of two compulsory courses and concerns statistical tools for basic research in tourism management subjects.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Decision-making
- Working in an interdisciplinary environment
- Working independently

1. **SYLLABUS**

- Basic concepts of Statistics
- Presentation of statistical data and time series
- Frequency distributions
- Measures of central tendency, measures of center, dispersion, asymmetry and kurtosis
- Introduction to Probabilities and Probability Distributions
- Sampling Distributions and Hypothesis Testing
- Confidence intervals

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc*	• Face-to-face lectures in a classroom. • Virtual (simulated) laboratory training

USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY
Use of ICT in teaching, laboratory education, communication with students
	• Use of digital slides during deliveries
	• Learning process support through the e-class asynchronous e-learning platform.
	   ○ Post lesson announcements
	   ○ Post supplementary bibliography
	   ○ Multimedia posting as a supplement in course teaching
	• Instructor communication through email

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Activity	Semester workload
	Lecture (3 hours / week × 13 weeks)	39
	Laboratory practice (2 hours / week × 13 weeks)	26
	Final Exams	3
	Private study	82
	Total number of hours for the Course **(25 hours of work-load per ECTS credit)**	150

STUDENT PERFORMANCE EVALUATION
Description of the evaluation procedure
Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work,
	• Written final examination (75%) including
	   ○ Solving statistics problems
	   ○ Comparative evaluation of theories elements
	• Laboratory Examination (25%) including:
	   ○ Solving statistics problems

essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

ATTACHED BIBLIOGRAPHY

- Κιόχος Π., & Κιόχος Α., (2010). ΣΤΑΤΙΣΤΙΚΗ ΓΙΑ ΤΙΣ ΕΠΙΧΕΙΡΗΣΕΙΣ ΚΑΙ ΤΗΝ ΟΙΚΟΝΟΜΙΑ, Εκδόσεις ΕΛΕΝΗ ΚΙΟΧΟΥ.
- Δημητριάδης Ε., (2016). ΣΤΑΤΙΣΤΙΚΗ ΕΠΙΧΕΙΡΗΣΕΩΝ ΜΕ ΕΦΑΡΜΟΓΕΣ ΣΕ SPSS ΚΑΙ LISREL, Εκδόσεις ΚΡΙΤΙΚΗ.
- Αποστολόπουλος Θ., & Αποστολόπουλος Κ., (2004). ΣΤΑΤΙΣΤΙΚΗ ΕΠΙΧΕΙΡΗΣΕΩΝ, ΠΕΡΙΓΡΑΦΙΚΗ ΚΑΙ ΕΠΑΓΩΓΙΚΗ ΣΤΑΤΙΣΤΙΚΗ, Εκδόσεις ΣΥΓΧΡΟΝΗ ΕΚΔΟΤΙΚΗ.
- Χουβαρδάς Β., (2009). ΣΤΑΤΙΣΤΙΚΗ ΕΠΙΧΕΙΡΗΣΕΩΝ, Εκδόσεις Μακεδονικές

INTRODUCTION TO LAW

GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
ACADEMIC UNIT	TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TMG 2.5C	**SEMESTER**	2
COURSE TITLE	INTRODUCTION TO LAW		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		
COURSE TYPE General background, specialised general knowledge		

general background, special background, specialised general knowledge, skills development	
PREREQUISITE COURSES:	No
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek - English
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes   *The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.*   *Consult Appendix A*   • *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*   • *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*   • *Guidelines for writing Learning Outcomes*
Upon successful completion of this course, students should: •   Understand the concept of positive law and distinguish it from related concepts such as natural law and ethics.   •   Be able to understand the process of promulgation of the rules of law and their practical significance.   •   Know the rules for determining the applicable rule of positive law.   •   Describe the individual sources of the rules of law and the procedure for their adoption.   •   Have developed the ability to understand in what area of law their legal relationship is located.
General Competences   *Taking into consideration the general competences that the degree-holder must acquire (as*

these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
	Respect for difference and multiculturalism
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Working independently	*Criticism and self-criticism*
Team work	*Production of free, creative and inductive thinking*
Working in an international environment	
Working in an interdisciplinary environment	*……*
	Others…
Production of new research ideas	*…….*

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

SYLLABUS

The course will deal with the concepts that will lead to the understanding of the basic concepts of legal science. Specifically, the course examines the concept of law, its characteristics, discrimination and its sources, as well as the differentiation of law from other forms of regulation (religion, ethics, etc.) of one's behavior. Historical developments and theories and functions of law, basic concepts and institutions of private and public law, fundamental concepts of constitutional and administrative law, elements of criminal and

private (civil) law, basic concepts of commercial and labor law are also examined. It also covers the organization of the justice system and elements of European law.

The purpose of the course is to help students understand and become familiar with the fundamental knowledge of Law necessary to understand, complete and reinforce the subject of their studies.

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	*Face-to-face*	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	PPT presentations Communication with students via e-mail and e-class platform Uploading course material on e-class platform	

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	*Activity*	*Semester workload*
	Lectures (3 hours / week X 14 weeks)	42
	Final exams	3
	Study and analysis of bibliography- Independent study	105
	Total (25 working hours per credit unit)	150

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or*	*Written final examination including:* *-Multiple choice questions* *-Short answer questions* *- Comparative evaluation of theory elements*	

conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	

ATTACHED BIBLIOGRAPHY

- Χριστοφιλόπουλος Δ.(2007). *Εισαγωγή στο Δίκαιο*. Αθήνα: Δίκαιο και Οικονομία Π. Ν. Σάκκουλας Α.Ε.Ε.Ε..

- Σούρλας Π.Κ., Justi Atque Injusti Scientia (2006). *Μία Εισαγωγή στην Επιστήμη του Δικαίου*. Αθήνα-Κομοτηνή: Εκδόσεις Αντ. Ν. Σάκκουλα,

- Σπυριδάκη Ι. (2005). *Εισηγήσεις Αστικού Δικαίου*. Αθήνα-Κομοτηνή: Εκδόσεις Αντ. Ν. Σάκκουλα.

The course will also be based on other educational materials (case studies, daily press articles, scientific publications as well as various online resources). Everything used in the course will be posted in the e-class of the course.

CORPORATE ACCOUNTING

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	TMG 3.1C **SEMESTER** 3

COURSE TITLE	CORPORATE ACCOUNTING		
INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*		**WEEKLY TEACHING HOURS**	**CREDITS**
	Lectures	5	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			
COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Compulsory		
PREREQUISITE COURSES:	None		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	http://tourism.upatras.gr		

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*

- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

- *Guidelines for writing Learning Outcomes*

The purpose of the course is to present analytically the year-end accounting procedure, which is required for preparing the core financial statements of the companies (Balance Sheet, Income Statement, Statement of Changes in Equity, Cash Flow Statement) that maintain a double-entry bookkeeping system, according to the Greek Accounting Standards.

Upon successful completion of the course, the student should be able to:

- understand the rules for initial recognition and subsequent valuation of Assets and Liabilities
- make all necessary accounting entries in the double-entry bookkeeping system at the end of the year.
- manage the accounting process of converting and merging companies and distributing their profits
- preparing basic consolidated financial statements.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

……

Others…

…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an interdisciplinary environment

Project planning and management

SYLLABUS

• Basic concepts of the double-entry bookkeeping system in accordance with Greek Accounting

   Standards (linked to the course of Principles of Financial Accounting).

• Initial Asset Recognition and Valuation (non-current and current assets - inventory)

• Initial Liability Recognition and Valuation

• Calculation of depreciation (various methods)

• Calculation of impairments for various assets, such as claims from customers, Holdings in other

   companies etc)

• Accruals and Deferred income

• Adjusting accounting entries

• Calculation of taxable profit and taxable income tax

• Distribution of profits

• Preparation of Income Statement, Balance Sheet, Equity Statement, Cash Flow Statement.

• Group Accounting and the Preparation of Simple Consolidated Financial Statements - Company

• Basic knowledge related to Conversions and Mergers

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face lectures
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory*	Use of ICT in teaching, with interactive projector. The lectures are available in e-class (ppt files) and accessible to students.

education, communication with students	Students can communicate with teacher by mail. Course announcements are posted in e-class.

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*		
	Activity	***Semester workload***
	Lectures (5 hours per week X 14 weeks)	70
	Final examination	3
	student's study hours and essay writing	77
	Course Total (25 working hours per credit unit)	150

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other*	It is mainly based on students' performance in written exams at the end of the semester. At the same time, students can improve their performance by optionally preparing and presenting an assignment that contributes 25% to the final grade.

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	

ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

Libby R, Libby P. Short D. Financial Accounting, 7th edition, Mc Graw-Hill Irwin

HUMAN RESOURCES MANAGEMENT

GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
ACADEMIC UNIT	TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TMG_3.2C	**SEMESTER**	3
COURSE TITLE	HUMAN RESOURCES MANAGEMENT		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Special background
PREREQUISITE COURSES:	No prerequisites

LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek and English, when required.
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*

- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

- *Guidelines for writing Learning Outcomes*

Upon successful completion of this course, students will be able to:
- contribute as managers in HRM positions in pursuing the strategic goals of the firm or enterprise
- apply current know-how on HRM programming, selecting, training, motivating, rewarding and evaluating of employees
- interpret HRM techniques (e.g. group productivity, organizational relations) through the use of available models, having the experience of the use of case studies.

detect, assess and address the requirements and special needs of firms in the tourism sector (eg. Seasonality, diversity) for the sum of the above points

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical

Decision-making	*responsibility and sensitivity to gender issues*
Working independently	*Criticism and self-criticism*
Team work	*Production of free, creative and inductive thinking*
Working in an international environment	
Working in an interdisciplinary environment	*……*
	Others…
Production of new research ideas	*…….*

Autonomous work
Teamwork
Work in an international environment
Consideration for diversity and multiculturalism
Consideration of social, professional and ethical responsibility towards gender issues
Critical thinking and self-critique

SYLLABUS

The course aims at discussing the concept, the content and modern views and recent developments in the field of human resources management (HRM). The course also aims at understanding the relationship between HRM and the rest of the tourist business functions, with the goal of increasing total effectiveness and efficiency.

To pursue these goals, we analyze the processes of HRM and discuss issues related to the managerial and supervisory functions (programming, organizing, leading/guiding, controlling) of tourist businesses, as well as issues related to operations management, innovation, organizational change management, etc. Special emphasis is placed on viewing HRM as a process aiming at attracting, developing and retaining high level staff, having in mind the more effective total operation of the business, as it pursues its goals.

During the course, we mainly discuss the following topics: (a) the relationship between HRM and other topics of management and business strategy, (b) the main theoretical concepts of HRM, (c) the analysis and description of job design, (d) human resources programming, (e) attracting and developing human resources, (f) human resources selection, (g) human resources training, (h) evaluating and retaining human resources, (i) reward systems and policies, (j) motivation and group dynamics, (k) communication, crisis management and negotiation, (l) leadership, leaders' roles and behavior, (m) controlling processes and systems.

TEACHING and LEARNING METHODS - EVALUATION

| DELIVERY
Face-to-face, Distance learning, etc.	*Face-to-face*
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY
Use of ICT in teaching, laboratory education, communication with students	Use of information technologies for lectures, in the form of presentations and short videos. Presentations available at the student platform provided for free and accessible to all students with the use of their own password. Other material (such as web addresses, papers, projects) can also be posted to the eclass student platform when required and deemed useful. Students can contact the lecturer via email and relevant announcements are posted to the student platform.

TEACHING METHODS

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	Semester workload
Lectures (3 hours X 14 weeks)	42
Final exams	3
Study	105
Total	150

STUDENT PERFORMANCE EVALUATION

Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work,

Assessment in English for cases of Erasmus+ students.

Assessment is based on the performance of students during the final written exam, which uses questions that require a brief analysis as an answer.

Projects can be assigned on a voluntary basis. When they are, projects constitute 25% of the final grade.

essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	

ATTACHED BIBLIOGRAPHY

Nickson D. (2007) "Human Resource Management for the Hospitality and Tourism Industries", Elsevier

Wilkinson, A., Redman, T. and Dundon, T. (2017) "Contemporary Human Resource Management – Text and Cases", 5th ed., Pearson

Noe, R., Hollenbeck, J., Gerhart, B. and Wright, P. (2016) "fundamentals of Human Resource Management", 6th ed., McGraw – Hill

TOURISM ECONOMICS

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS			
ACADEMIC UNIT	TOURISM MANAGEMENT			
LEVEL OF STUDIES	UNDERGRADUATE			
COURSE CODE	TMG_3.3C		**SEMESTER**	3
COURSE TITLE	TOURISM ECONOMICS			

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Skills development
PREREQUISITE COURSES:	No prerequisites
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek, English
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. *Consult Appendix A* • *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area* • *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B* • *Guidelines for writing Learning Outcomes*
The purpose of *Tourism economics* is the methodological approach of the phenomena and the theoretical frame of this specific economic branch, firstly by making use of the familiar tools of the microeconomics (demand and offer, theoretical and practical dimension of the market balance, the market imbalance and the consequences, the role of the producer etc.). In this field the behavior of the rational consumer is studied in the context of the utility maximization, the productive procedure is contemplated throughout the ways and methods the wealth is produced. The latter is adjusted to the articulation of the markets and the competitive frame that characterizes the tourism, to the techniques and methods the firms of the sector use to overcome the obstacles and to deal with the competition. The profit maximization remains always one of the main goals. The description and the analysis of the modern objects concerning the microeconomics are arranged to the help of the touristic sector of the economic activity.

General Competences	
Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?	
Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

After completing the course, the student should be in a position:
to utilize the methodological approach of this specific scientific sector

to investigate the theoretical domain the demand and offer laws

to study consumer behavior as a rational subject seeking maximization of their utility, regarding the tourist product – service

to study the producer's behavior as a coordinator of production – organizer of the services - of the specific productive sector, pursuing the maximum productive result

to distinguish within the frame of the markets articulation and the competition the choices for the tourist firm

and more specifically:

- to distinguish among the techniques of the operation concerning the tourist firm, as well the formation of the prices of the services provided by the tourist firm.

- to analyze the consequences of the alteration of the economic parameters onto the operation of the tourist firm and to understand the multiplicity of the economic variables within the micro and macro environment of the tourist firm.

SYLLABUS

First unit: «Consumer behavior, consumer utility. The production, the producer's intention».

Introduction to the field, basic issues and methodological frame of tourism economics. The economic contemplation of tourism. The formation of the consumer's purpose within the frame of tourism, the consumer's barriers and the maximization of its utility. Theoretical approaching of the needs and the motivation in the tourism. The offer of the tourist product, the producer of this product as coordinator of the specific productive factors. The approaching of the productive process, the cost factors and their effects, the maximization of the productive result. Elements which affect the tourist offering and modern types of the tourist production.

Unit second: "Demand, supply and the market, aspects of the market organization".

Methodical approach of the demand and offer functions, as they are specified for the tourist product – service. Micro and macro contemplation of tourist demand. The whole market and the way of balancing, market aspects concerning tourism, sides of the competitive frame.

Unit third: "Theoretical approaches and specialized aspects".

Theories of preference and choice, tourist needs and the motivation of consumer behavior, exchanges between labor time and leisure.

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face to face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.*	*Activity*	*Semester workload*
	Lectures (3 hours per week for a total of 14 weeks)	42
	Final examination	3
	Personal studying demand	105

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	total	*150*
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Multiple choice questionnaires, short-answer questions, written work presentation (provisional)	

ATTACHED BIBLIOGRAPHY

- Βαρβαρέσος, Σ., *Οικονομική του Τουρισμού.*

- Λαγός Δ., *Τουριστική Οικονομική.*

- *Norbert Vanhove, Οικονομικά των Τουριστικών Προορισμών. Θεωρία και πρακτική*

- Clement A Tisdell, *Handbook of Tourism Economics(Analysis, New Applications and Case Studies)*

- Peter Forsyth, Wayne DwyerLarry Dwyer, *Tourism Economics and Policy.*

- Bahar, O., Kozak, M., *Tourism Economics: Concepts and Practices.*

- Nicolas Peypoch, Laurent Botti, Bernardin Solonandrasana, *Economie du Tourisme.*

HOSPITALITY MANAGEMENT

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	TMG_3.4C **SEMESTER** 3
COURSE TITLE	HOSPITALITY MANAGEMENT

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
LECTURES	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Special background
PREREQUISITE COURSES:	No prerequisites
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are

http://tourism.upatras.gr/

described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*

- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

- *Guidelines for writing Learning Outcomes*

This course aims to gain knowledge on the management, organization and operation of the hosting units. Upon successful completion of the course, students will be able to:

• Know the historical evolution, the structure of the hospitality units and their departments

• Understand the operational procedures of hospitality services

• Apply up-to-date methods of organization and operation in every area of a hotel or other accommodation business (front office, rooms division, housekeeping)

• Register, sort and organize customer and arrival-departure records

• Write reports and interpret data analysis results

• Understand how human resources are managed in a hospitality unit, in terms of task allocation, staffing, payroll and staff evaluation

• Understand the importance of managing the customer base of a hospitality unit

• Aim at optimizing the productivity and the efficiency of the staff

• Are familiar with the business key performance indicators, task planning and process control

• Know the procedures for budgeting, cost accounting and revenue management

• Apply modern methods of promoting and distributing hospitality services

• They are aware of the importance of new technologies in hospitality unit management

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Working independently	
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*......*
Production of new research ideas	*Others...*
	....

Independent work
Teamwork
Promoting free, creative and inductive thinking
Adaptability to new situations
Working in an international environment
Project planning and management
Search, analyse and process data and information, using ICT tools
Decision making

SYLLABUS

• Introduction to the hospitality industry. Hotel history

• Modern trends in the operation of tourist accommodation

• Features of the hospitality industry and new forms of tourist accommodation

• The structure of the hospitality industry. Independent hotel accommodation and chains

• Forms of hotel ownership and management

• Hosting & customer service:

- Important points of service

- Components of a quality service system

- Management tactics for better customer service

• Main Units of Hospitality Industry- Management and Operations:

- Reception (Front Office - bookings, arrivals, account keeping, customer service)

- Housekeeping

- Human Resources Department (organization, division of labor, productivity)

- Commercial department (sales of rooms and services, revenue management, promotion of products and services)

- Finance section (budget, costing, revenue analysis and statistics)

• Other parts of the hospitality units:

- Food (Food & Beverage - breakfasts, restaurants, à la carte, buffet)

- Organization of conferences and events (banquet)

- Safety and Maintenance

• Distribution of hospitality services

• New technologies and hospitality industry

• Sharing economy and hospitality industry

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face lectures in class
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of Ms Power Point Learning process support using e-class platform Email contact

TEACHING METHODS *The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non-directed study*		
	Activity	*Semester workload*
	Lectures	39
	Group project	20
	Independent study	20
	Study an analysis of bibliogrpahy	71
	Course total	*150*

according to the principles of the ECTS	
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Evaluation procedure concerns: • Written exams: 70% (multiple choice, short-answer and open-ended questions) • Group Project: 30%

ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

Van der Wager, L. and Goonetilleke, A. (2012) Hospitality Management: Strategy and Operations (3rd ed).Frenchs Forest, NSW: Pearson Australia. ISBN: 9781442534797

- Related academic journals:

International Journal of Hospitality Management
Journal of Tourism and Hospitality Management
International Journal of Contemporary Hospitality Management
International Journal of Hospitality and Tourism Administration

DATABASES

GENERAL

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	DEPARTMENT OF TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE

COURSE CODE	3.5C	**SEMESTER**	3

COURSE TITLE	DATABASES

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	
Laboratory	2	
Total	5	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Compulsory – General Background, Skills Development
PREREQUISITE COURSES	No prerequisites
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
URL	

LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. Consult Appendix A
• *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
• *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
• *Guidelines for writing Learning Outcomes*
The course aims to introduce basic concepts of data management and organization with database management systems and to acquire knowledge of analyzing, designing and

implementing Database applications with emphasis on Tourism. Upon successful completion of the course students will be able to:

- understand the basic concepts and models of Databases,
- know how to organize and access data on modern storage media,
- understand the levels of analysis and design of a database, namely Conceptual, Logical and Physical Database Design,
- become familiar with the relational model and create queries in the database,
- recognize functional dependencies,
- complete the design of a Database through normalization,
- know data access and presentation methodologies (SQL, queries, etc.),
- become familiar with the use of a modern Relational Database Management System and understand the above concepts in practice.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Production of new research ideas*
	Project planning and management
	Respect for difference and multiculturalism
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical*
Working independently	*responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive*
Working in an interdisciplinary environment	*thinking*

- Working independently

SYLLABUS

- Introduction to the Basic Concepts of Databases
- Conceptual Design - Entity-Relationship Charts - Case Studies
- Relational Databases
- Reasonable design
- Database Design Optimization, Functional Dependencies, Normalization
- Basic and advanced SQL topics
- Applications in Modern Relational Database Management System

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	• Face-to-face lectures in a classroom. • Virtual (simulated) laboratory training
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	• Use of digital slides during deliveries • Learning process support through the e-class asynchronous e-learning platform.

http://tourism.upatras.gr/

Use of ICT in teaching, laboratory education, communication with students	o Post lesson announcements o Post supplementary bibliography o Multimedia posting as a supplement in course teaching • Instructor communication through email

TEACHING METHODS *The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	*Activity*	*Semester workload*
	Lecture (3 hours / week × 13 weeks)	39
	Laboratory practice (2 hours / week × 13 weeks)	26
	Final Exams	3
	Private study	82
	Total number of hours for the Course **(25 hours of work-load per ECTS credit)**	150

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	• Written final examination (75%) that includes development questions • Laboratory Examination (25%) that includes problem solving

ATTACHED BIBLIOGRAPHY

• Ταμπακάς Β.Τ., (2009). ΕΙΣΑΓΩΓΗ ΣΤΙΣ ΒΑΣΕΙΣ ΔΕΔΟΜΕΝΩΝ, Εκδόσεις ΓΚΟΤΣΗΣ. • Κεχρής Ε., (2015). ΣΧΕΣΙΑΚΕΣ ΒΑΣΕΙΣ ΔΕΔΟΜΕΝΩΝ, 2η έκδοση, Εκδόσεις ΚΡΙΤΙΚΗ. • Hoffer J., Ramesh V., Topi H, (2017). Βάσεις Δεδομένων: Σύγχρονη Διαχείριση (MODERN DATABASE MANAGEMENT), Εκδόσεις ΤΖΙΟΛΑ.

- Elmasri R., & Navathe S.B., (2004). ΘΕΜΕΛΙΩΔΕΙΣ ΑΡΧΕΣ ΣΥΣΤΗΜΑΤΩΝ ΒΑΣΕΩΝ ΔΕΔΟΜΕΝΩΝ (Fundamentals of Database Systems), Α' και Β' τόμος, 3η έκδοση, Εκδόσεις ΔΙΑΥΛΟΣ

INFORMATION SYSTEMS FOR TOURISM FIRMS

GENERAL

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	DEPARTMENT OF TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	4.1C **SEMESTER** 4
COURSE TITLE	INFORMATION SYSTEMS FOR TOURISM FIRMS

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	WEEKLY TEACHING HOURS	CREDITS
Lectures	3	
Laboratory	2	
Total	5	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Compulsory – Specialized general knowledge, Skills Development
PREREQUISITE COURSES	No prerequisites
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
URL	Under Construction

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong*

> *Learning and Appendix B*
> - *Guidelines for writing Learning Outcomes*

The aim of this course is the introduction to the Information Technology and Information Systems. Particular emphasis is given on acquiring knowledge of the characteristics, technologies and services of information systems used in Tourism. Upon successful completion of the course students will be able to:

- understand the technologies of Information Systems,
- know the basic characteristics of specific types of information systems,
- get acquainted with the technologies and functions of the information systems used to support the Travel and Hotel Industry,
- learn the latest trends and developments in information and communication technologies in tourism,
- to support decision-making processes from business intelligence and business analysis in the tourism industry.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Production of new research ideas*
	Project planning and management
	Respect for difference and multiculturalism
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical*
Working independently	*responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive*
Working in an interdisciplinary environment	*thinking*

- Working in an interdisciplinary environment
- Working independently

SYLLABUS

- The business information systems in the digital age
- The infrastructure of information technology: hardware and software
- Business intelligence and management of databases and information
- Telecommunications, Internet and wireless technology
- Security of information systems
- Web 2.0 and social networks
- e-business and e-commerce
- Information systems within the organization and their extension to consumers and the supply chain
- Business applications in Tourism
  - Computerized Reservation Systems
  - Global Distribution Systems

o Alternative Distribution Systems	
o Hotel Distribution Systems	
o Internet travel agency	
o Property Managements Systems	
o Destination Management Systems	
• Decision making and knowledge management	
• Development of information systems and project management	

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	• Face-to-face lectures in a classroom. • Virtual (simulated) laboratory training

USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY
Use of ICT in teaching, laboratory education, communication with students
	• Use of digital slides during deliveries
	• Learning process support through the e-class asynchronous e-learning platform.
	  o Post lesson announcements
	  o Post supplementary bibliography
	  o Multimedia posting as a supplement in course teaching
	• Instructor communication through email

TEACHING METHODS *The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*		
	Activity	**Semester workload**
	Lecture (3 hours / week × 13 weeks)	39
	Laboratory practice (2 hours / week × 13 weeks)	26
	Final Exams	3
	Private study	82
	Total number of hours for the Course **(25 hours of work-load per ECTS credit)**	150

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work,*	• Written final examination (75%) that includes development questions • Laboratory Examination (25%) that includes problem solving in a specialized computer software

essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	

ATTACHED BIBLIOGRAPHY

- Laudon K.C., & Laudon J.P., (2014). ΠΛΗΡΟΦΟΡΙΑΚΑ ΣΥΣΤΗΜΑΤΑ ΔΙΟΙΚΗΣΗΣ (Management Information Systems), Εκδόσεις ΚΛΕΙΔΑΡΙΘΜΟΣ.
- Rainer R.K., Watson, (2012). Πληροφοριακά Συστήματα Διοίκησης (Management Information Systems, Moving Business Forward), Εκδόσεις Γκιούρδας.
- Wallace P., (2014). ΠΛΗΡΟΦΟΡΙΑΚΑ ΣΥΣΤΗΜΑΤΑ ΔΙΟΙΚΗΣΗΣ (Introduction to Information Systems: People, Technology and Processes), Εκδόσεις ΚΡΙΤΙΚΗ

MANAGEMENT OF TRAVEL ORGANIZATIONS AND AGENCIES

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS		
ACADEMIC UNIT	TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TMG_4.2C	**SEMESTER**	4
COURSE TITLE	MANAGEMENT OF TRAVEL ORGANIZATIONS AND AGENCIES		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*		**WEEKLY TEACHING HOURS**	**CREDITS**
	LECTURES	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			
COURSE TYPE	Special background		

general background, special background, specialised general knowledge, skills development	
PREREQUISITE COURSES:	No prerequisites
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.
Consult Appendix A
• *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
• *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
• *Guidelines for writing Learning Outcomes*
This course aims to gain knowledge of the management, organization and operation of travel organizations and agencies. Upon successful completion of the course, students will be able to:
• Understand the importance of travel organizations and agencies for the tourism industry, as well as their links to other sectors of the tourism industry.
• Know the historical evolution of tourist agencies, their types and the role of the internet in shaping the current situation
• Know the importance of distribution channels for tourism products and services
• Design and promote travel packages for every type of tourist
• Understand how Global Distribution Systems operate

• Understand the importance of new technologies in the promotion and purchase of travel packages for both businesses and consumers

• Offer innovative solutions to operations management and development issues of travel organizations and agencies

• Recognize the target markets for each tourism product and service they distribute and evaluate the destinations included in their packages

• Carry out feasibility studies and multi-dimensional data analysis to form and invoice travel packages based on consumer preferences and prices of tourism product and service companies.

• Meet as employees in travel organizations and agencies, either as executives or as management staff

• Collaborate with companies providing tourism products and services (hotels, transport, restaurants) but also with tour guides and other tourist agencies

• Know the institutional framework that governs the travel industry and in particular the travel and tourism products and services

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
	Respect for difference and multiculturalism
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Working independently	*Criticism and self-criticism*
Team work	*Production of free, creative and inductive thinking*
Working in an international environment	
Working in an interdisciplinary environment	*……*
	Others…
Production of new research ideas	*…….*

Independent work

Teamwork

Promoting free, creative and inductive thinking

Adaptability to new situations

Working in an international environment

Project planning and management

Search, analyse and process data and information, using ICT tools

Decision making

SYLLABUS

• Travel agency organization, structure and operations

• Organization, structure and operations of the travel organization

• Feasibility study and analysis in brokerage services

• The tour package: Transportation, accommodation, dining, tour

• Travel package pricing. Agreements with companies providing tourism products and services

• Data analysis for destination evaluation, target market recording and consumer profile design

• Composition and distribution of travel packages

• Global Distribution Systems. Functions and capabilities

• New technologies and internet in the composition and distribution of travel packages, tourism products and services

• Revenue Management in brokerage services

• Institutional framework and legal issues

• Ferry connections agencies

• The phenomenon of 'price comparison' online travel agencies

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face lectures in class
USE OF INFORMATION AND COMMUNICATIONS	Use of Ms Power Point

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TECHNOLOGY	Learning process support using e-class platform
Use of ICT in teaching, laboratory education, communication with students	Email contact

TEACHING METHODS	Activity	Semester workload
The manner and methods of teaching are described in detail.	Lectures	39
	Group project	20
	Independent study	20
Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.	Study an analysis of bibliography	71
The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	Course total (25 hours per ECTS)	*150*

STUDENT PERFORMANCE EVALUATION	Evaluation procedure concerns:
Description of the evaluation procedure. Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other. Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	• Written exams: 70% (multiple choice, short-answer and open-ended questions) • Group Project: 30%

ATTACHED BIBLIOGRAPHY

http://tourism.upatras.gr/

- Suggested bibliography:

Dhiman, M.C. and Chauhan, V. (2019) Handbook of Research on International Travel Agency and Tour Operation Management. Hersey: IGI Global. ISBN: 9781522584346

- Related academic journals:
Managing Leisure
Journal of Leisure Research
International Journal of Applied Sciences in Tourism

STRATEGY AND POLICY FOR TOURISM DEVELOPMENT

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS		
ACADEMIC UNIT	TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TMG_4.3C	**SEMESTER**	4
COURSE TITLE	STRATEGY AND POLICY FOR TOURISM DEVELOPMENT		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Special background
PREREQUISITE COURSES:	No prerequisites

LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek, English
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.   *Consult Appendix A*   • *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*   • *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*   • *Guidelines for writing Learning Outcomes*
The purpose of this object is to describe and analyse the theoretical field and enhance the empirical frame of the touristic development by offering examples of characteristic cases concerning the domestic as well and the international reality. Within the frame of this lesson, the philosophy of the sustainable development is being presented as the later demands new administrative structure and exploiting tools in order to ensure the socio-economic advantages coming from the diffusion of the touristic currents. In addition to that, the concern is orientated to the amelioration of the quality of the touristic services not ignoring the institutional and organizational dimension of the touristic policy. It is not of lesser importance the relationship between the international, domestic, regional and local levels related to the development.

General Competences	
Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?	
Search for, analysis and synthesis of data and information, with the use of the necessary technology *Adapting to new situations*	*Project planning and management* *Respect for difference and multiculturalism* *Respect for the natural environment*

Decision-making *Working independently* *Team work* *Working in an international environment* *Working in an interdisciplinary environment* *Production of new research ideas*	*Showing social, professional and ethical responsibility and sensitivity to gender issues* *Criticism and self-criticism* *Production of free, creative and inductive thinking* *......* *Others…* *.......*

Upon course completion, the students should be in a position:

- to realize the role of tourism into the dynamic, evolutive procedure of development.

- to discriminate between the diffusion of the benefits/advantages and the socio-economic footprint of the touristic development.

- to proceed in the analyzing of the models of development.

- to explore through the using of the patterns.

- to design policies provided to respect the sustainability.

SYLLABUS

- The meaning of the *development* as a state of the things and a procedure.

- The role and the help of the tourism in the developmental procedure. Theoretical approaches of the development, especially the development of tourism. The meaning and the content of the touristic development.

- Analysis of modelling concerning touristic development (the Miossec model: the structure of the touristic areas in the space and time, the Butler model: the life cycle of the touristic orientation, the Gormsen model: the spatial – time development of sea-side international tourism, etc.)

- patterns of tourism development. Effects on the destination places from tourism development.

- Models of development suitable for the appropriate use/ exploitation of the factors of the destination place.

- Sustainability and bearable ability, principles of sustainable tourism development.

- Models of designing and implementing of touristic policy within national, regional and local frame, case studies

- The local society and participation in decision making.

- Contemporary reality of tourism and European Union policy.

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face to face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	

Activity	*Semester workload*
Lectures (3 hours per week for a total of 14 weeks)	42
Final examination	3
Personal studying demand	105
total	**150**

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure*	Multiple choise questionnaires, short-answer questions, written work presentation (provisional)

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	

ATTACHED BIBLIOGRAPHY

- Τσάρτας, Π. *ΕΛΛΗΝΙΚΗ ΤΟΥΡΙΣΤΙΚΗ ΑΝΑΠΤΥΞΗ.*

- Ανδριώτης, Κ. *Τουριστική Ανάπτυξη και Σχεδιασμός.*

- Gössling, S., Hall, C.M., & Weaver, D., *SUSTAINABLE TOURISM FUTURES: PERSPECTIVES ON SYSTEMS, RESTRUCTURING, AND INNOVATIONS.*

- Sharpley, R., & Telfer, D. J., *TOURISM AND DEVELOPMENT: CONCEPTS AND ISSUES.*

- *Pearce, D., & Butler, R., CONTEMPORARY ISSUES IN TOURISM*

FINANCIAL MANAGEMENT FOR TOURISM FIRMS

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS		
ACADEMIC UNIT	TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TMG 4.4C	SEMESTER	4
COURSE TITLE	FINANCIAL MANAGEMENT FOR TOURISM FIRMS		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	WEEKLY TEACHING HOURS	CREDITS
Lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	General background
PREREQUISITE COURSE	None
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	http://tourism.upatras.gr

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*

- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

- *Guidelines for writing Learning Outcomes*

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

• understand the time value of money, the concept of net present value and estimate the cost of

capital along with the importance of usage of the appropriate discount rate

• understand the basic concepts of Financial Management so that they can make effective

   household or business financial decisions (raising a loan, loan management, insurance

   contracts, retirement security, bank accounts, investment options, portfolio management, high-

   risk business decisions)

• use the basic investment appraisal methods and evaluate alternatives to investment decisions

• choose the most appropriate source and form of finance (debt, equity, etc)

• understand how money market and capital market operate

• evaluate and make rational decisions on enterprise's assets management, to ensure its viability

   and profitability by minimizing capital costs and maximizing its value.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
	Respect for difference and multiculturalism
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Working independently	*Criticism and self-criticism*
Team work	*Production of free, creative and inductive thinking*
Working in an international environment	
Working in an interdisciplinary environment	*……*
	Others…
Production of new research ideas	*…….*

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

http://tourism.upatras.gr/

Decision-making

Working independently

Team work

Working in an interdisciplinary environment

Project planning and management

SYLLABUS

• Financial environment of business

• Time value of money

• Basic concepts of financial mathematics

• Risk in investment appraisal

• Sources of short-term and long-term business financing

• Financial Indicators

• Management of working capital, cash and credit

• Methods for evaluating investment and business viability

• Break-Even Point and Leverage Analysis

• Dividend policy

• Preparing a financial feasibility study

• Money markets and capital markets

• Company and equity valuation methods

• Leasing, Factoring, Forfaiting, Franchising

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face lectures
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of ICT in teaching, with interactive projector. The lectures are available in e-class (ppt files) and accessible to students. Students can communicate with teacher by mail.

	Course announcements are posted in e-class.	
TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	*Activity*	*Semester workload*
	Lectures (3 hours per week X 14 weeks)	42
	Final examination	3
	student's study hours and essay writing	105
	Course Total (25 working hours per credit unit)	150
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	It is mainly based on students' performance in written exams at the end of the semester. At the same time, students can improve their performance by optionally preparing and presenting an assignment that contributes 25% to the final grade.	

http://tourism.upatras.gr/

ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

Brealey R.A., Myers S.C. and Allen F. (2013) "Principles of Corporate Finance" McGraw-Hill-Irwin

Damodaran A. (2014). "Applied Corporate Finance", 4th ed, Broken Hill Publishers

Ross, Westerfield J. (2008) "Corporate Finance"

TOURISM LEGISLATION

GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
ACADEMIC UNIT	TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TMG 4.5C	**SEMESTER**	4
COURSE TITLE	TOURISM LEGISLATION		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Special background, specialised general knowledge
PREREQUISITE COURSES:	No

LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek - English
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*

- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

- *Guidelines for writing Learning Outcomes*

Upon successful completion of the course, students should:

• Understand and describe basic concepts of tourism legislation

• Identify fundamental concepts about tourism

• Choose the form of contract provided by the relevant legislation

• Explain the rights and obligations of organizer / seller and consumer

• Examine issues related to tourism business

• Develop critical inquiry into approaches developed on general issues of tourism policy and legislation

• Compare the different types of tourism law contracts

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data   Project planning and management
and information, with the use of the

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necessary technology	*Respect for difference and multiculturalism*
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Working independently	
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
	Others…
Production of new research ideas	*…….*

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

SYLLABUS

The aim of the course is to familiarize students with the basic concepts of corporate law, and in particular with the basic elements of the legal framework governing the Hotel and Travel Industry in Greece, so that during their professional careers they can be guided in the research of legislature depending on the issue they have to tackle.

Specifically the course will focus on:

• Definitions of tourist facilities and tourist accommodation.

• Main Hotels Accommodation: types, classes (categories), and specifications.

• Stages, procedures and conditions for obtaining permission to construct and operate main tourist accommodation.

• Non-Main Hotels Accommodations: types, classes (categories), and specifications (organized tourist camps, self-catering accommodation), as well as two specific types of holiday centers.

• Establishment and operation of tourist accommodation in traditional settlements.

• Establishment, organization and operation of tourist agencies.

• Hotel contracts of international character.

• Establishment, organization and operation of shipping agencies.

• Franchise and Management Contract

• Timeshare

• Fractioning

• Staff in hotel accommodation

• Staff in tourist agencies

• Tour guides-accompanying persons- Trip leaders

• Touristic products consumer protection

• Illegal client solicitation and guided markets

• Law framework examining the relation between touristic activity and environment

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	*Face-to-face*
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	PPT presentations Communication with students via e-mail and e-class platform Uploading course material on e-class platform

TEACHING METHODS	Activity	Semester workload
The manner and methods of teaching are described in detail.	Lectures (3 hours / week X 14 weeks)	42
	Final exams	3
Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.	Study and analysis of bibliography- Independent study	105
	Total (25 working hours per credit unit)	150
The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS		
STUDENT PERFORMANCE EVALUATION	*Written final examination including:*	
	- Multiple choice questions	
Description of the evaluation procedure	*- Short answer questions*	
	- Comparative evaluation of theory elements	
Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other		
Specifically-defined evaluation criteria are given, and if and where they are accessible to students.		

ATTACHED BIBLIOGRAPHY

1. Μυλωνόπουλος Δ., (2016). ΤΟΥΡΙΣΤΙΚΟ ΔΙΚΑΙΟ, Εκδόσεις ΝΟΜΙΚΗ ΒΙΒΛΙΟΘΗΚΗ

2. Χατζηνικολάου Ε., (2008). ΝΟΜΟΘΕΣΙΑ ΤΟΥΡΙΣΤΙΚΩΝ ΕΠΙΧΕΙΡΗΣΕΩΝ, Εκδόσεις ΠΡΟΠΟΜΠΟΣ

 3. Ευθυμιάτου - Πουλάκου Α., (2006), ΕΠΙΤΟΜΗ ΤΟΥΡΙΣΤΙΚΟΥ ΔΙΚΑΙΟΥ, Εκδόσεις ΣΑΚΚΟΥΛΑ.

4. Μούσης, Ν., (2002), ΕΓΧΕΙΡΙΔΙΟ ΕΥΡΩΠΑΪΚΗΣ ΠΟΛΙΤΙΚΗΣ, 2η έκδοση, Εκδόσεις ΠΑΠΑΖΗΣΗΣ.

The course will also be based on other educational materials (case studies, daily press articles, scientific publications as well as various online resources). Every material used in the course will be posted in the e-class of the course.

CONSUMER BEHAVIOR IN TOURISM

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	TMG_5.1C **SEMESTER** 5
COURSE TITLE	CONSUMER BEHAVIOR IN TOURISM

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	General background
PREREQUISITE COURSES:	None

LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*

- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

- *Guidelines for writing Learning Outcomes*

On successful completion of the module the student will be able to

- demonstrate a critical understanding of tourist behavior theories and concepts and the importance of consumer behavior within tourism marketing
- develop an understanding of consumer decision making process, in particular, programmed and non programmed decision making in tourism
- critically evaluate the consumer behavior practices and adopt a tourist focus in managerial decisions by analyzing the stages of the decision making process that consumers follow, the variables that influence those decisions and how tourists can be part of product and content development
- analyze customers' personas according to tourist enterprises' profile and provide strategic marketing solutions
- develop skills that will support them in evaluate and integrate consumer behavior theory and marketing practice through consumer research and data analysis in order to create customer-oriented marketing strategies.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does

<table>
<tr><td>

the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

</td><td>

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

……

Others…

…….

</td></tr>
</table>

Adapting to new situations

Decision-making

Working independently

Team work

Criticism and self-criticism

Production of free, creative and inductive thinking

SYLLABUS

Consumer Behavior in Tourism and generally the buying process is a core pillar of marketing. This module based on concepts and practices adopted mainly by psychology and sociology and it have been adapted to the marketing needs. The consumer behavior in tourism is the study of tourists or group of tourists, including all the activities associated with the choose, purchase, use, disposal and evaluate of goods and services taking under consideration the tourist's emotional, mental and behavioral responses that precede or follow these activities.

The concepts, practices and frameworks of buying process are examined at the managerial level. The content of this module include main topics such as internal and external factors that influence the decision making process, the relationship between buyer and seller, the product's position, the tourist travel cycle.

Main topics of study:

- Introduction – The history of tourist behavior
- Models of the purchase decision – making process
- Customer patterns
- Involvement in tourist product
- Involvement and Marketing mix
- Tourist perception and strategic marketing
- Learning, Motivations and Attitudes
- Values, expectations, reference groups

- Tourists demographic and psychological characteristics
- Niche Tourists
- Tourist travel cycle

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of ICT in Teaching in teaching by slides and video presentations. All material of the lectures will be available on the intranet of the university (e-class), students should visit this site on regular basis using their personal codes. Students will be able to communicate with the lecturers both electronically (email and e-class) and one-to-one (office hours will be announced at the beginning of each semester in the e-class). Course announcements will be posted in e-class.
TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	<table><tr><th>*Activity*</th><th>*Semester workload*</th></tr><tr><td>Lectures (3 hours/ week x 14 weeks)</td><td>42</td></tr><tr><td>Final Exams</td><td>3</td></tr><tr><td>Individual Study</td><td>105</td></tr><tr><td>Total (25hours/ ECTS)</td><td>150</td></tr><tr><td></td><td></td></tr></table>
STUDENT PERFORMANCE EVALUATION	

http://tourism.upatras.gr/

Description of the evaluation procedure *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	The module will be assessed by 100% written exams at the end of the semester. Students could be able to improve their marks by undertaking coursework/ projects.

ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Kozak, M., & Kozak, N. (Eds.). (2016). Tourist behaviour: an international perspective. CABI
- Mills, J. E., Law, R. (2004). Handbook of consumer behavior, tourism, and the Internet. Psychology Press
- Martin Evans, Gordon Foxall and Ahmad Jamal, (2009), Consumer Behaviour, John Wiley and Sons Ltd.
- Pizam, A., Mansfeld, Y. (1999), Consumer behavior in travel and tourism, Psychology Press
- Solomon M., Bamossy G., Askegaard, S., Hogg M., (2010), Consumer Behavior: A European Perspective. 4rd edition.

- Related academic journals:

- Journal of Marketing
- Journal of Consumer Behavior
- Journal of Consumer Research
- Tourism Management

FOOD AND BEVERAGE MANAGEMENT

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	TMG_5.2C **SEMESTER** 5
COURSE TITLE	FOOD AND BEVERAGE MANAGEMENT

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
LECTURES	3	6
LAB	2	
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Special background, skills development
PREREQUISITE COURSES:	No
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek, English
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes *The course learning outcomes, specific knowledge, skills and competences of an appropriate*

level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*

- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

- *Guidelines for writing Learning Outcomes*

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

• Know the basic terminology and concepts of the food sections

• Understand how to organize and operate the food section of a hotel or an independent catering business.

• Estimate the costs of raw materials and operations for a specific period of operation of the food departments - businesses and estimate the revenue expected from the corresponding period.

• Organize properly the operation and attitude of the personnel of these departments - businesses.

• Apply sales and promotion techniques

• Undertake the management of food and beverage in the hotel business

• Follow the new trends in hotel food departments

• Undertake the organization and operation of catering services

• Know the production and serving techniques of hotel food products or independent caterers

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
	Respect for difference and multiculturalism
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*

Working independently	*Criticism and self-criticism*
Team work	*Production of free, creative and inductive thinking*
Working in an international environment	
	......
Working in an interdisciplinary environment	*Others…*
Production of new research ideas	*…….*

Teamwork
Adaptability to new situations
Project planning and management
Decision making

SYLLABUS

The course content is divided into two parts: Theoretical and Laboratory.

In the theoretical part the lectures include:

1. Organization and operation of hotel catering and catering establishments

2. Human Resources Management of Hotel Food and Catering Departments

3. Standard techniques for producing and serving food products.

4. Wine production and a combination of wine and lunch. Greek and international wine labels in the hotel industry

5. Health and safety in food businesses

6. Quality Assurance Systems (HAPCO, ISO)

7. Food supply and storage

8. Food production and distribution systems

9. Economics of hotel food and catering departments

10. New technologies: Managing and promoting products and services.

11. Banquets: New trends in catering

In the laboratory part the courses are focused on practical application and include:

- Dining table

- Receive order

- Table setting and service for:

• English service

• French service

• Russian service

• Austrian service

• American service

• Breakfast types

• Serving combinations

• Current trends in Greece

- Table setting and a-la-carte service

- Table setting and menu service

- Banquet & Event Services

- Presentation and serving of wines. Basic knowledge about wine

- Removing used dishes and utensils from the table - deparassage

- Restaurant management: Inventories, orders, warehouses, departmental agreements, product handling, restaurant forms, staff structure and composition, restaurant equipment and linens

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face lectures in class
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of Ms Power Point Learning process support using e-class platform Email contact

TEACHING METHODS		
The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and	**Activity**	**Semester workload**
	Lectures	39
	Lab	26
	Group project	20
	Independent study	20

analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	Study an analysis of bibliography	45
	Course total	*150*

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure. Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other. Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Evaluation procedure concerns: • Written exams: 70% (multiple choice, short-answer and open-ended questions) • Group Project: 30%

ATTACHED BIBLIOGRAPHY

- *Suggested bibliography:*
Davis B., Lockwood, A., Alcott, P. and Pantelidis, I. (2018) Food and Beverage Management (6th ed). Routledge. ISBN: 9781138679313
- *Related academic journals:*
Food and Beverage Management
Food and Beverage Management for the hospitality, tourism and event industries
International Journal of Tourism and Hospitality Research

STATISTICAL DATA ANALYSIS

GENERAL

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	DEPARTMENT OF TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE

COURSE CODE	5.3C	**SEMESTER**	5

COURSE TITLE	STATISTICAL DATA ANALYSIS

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	
Laboratory	2	
Total	5	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Compulsory – General Background, Skills Development
PREREQUISITE COURSES	No prerequisites
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
URL	Under Construction

LEARNING OUTCOMES

Learning outcomes *The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. Consult Appendix A* • *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area* • *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B* • *Guidelines for writing Learning Outcomes*
The purpose of this course is to present the necessary tools of Statistics for data analysis. Upon successful completion of the course students will be able to: • perform variance analysis tests,

- apply simple linear regression,
- apply multiple linear regression,
- apply nonlinear regression.

It is the second of two compulsory courses and concerns statistical tools for basic research in tourism management subjects.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Production of new research ideas*
	Project planning and management
	Respect for difference and multiculturalism
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Working independently	
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Decision-making
- Working in an interdisciplinary environment
- Working independently

SYLLABUS

- Types of Statistical Data and Data Collection Methods
- Hypothesis Testing (t-test, Z-test, X^2-test)
- Correlation and Regression of Two Variables
- Multiple regression
- Variance analysis
- Statistical Quality Control

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc*	- Face-to-face lectures in a classroom. - Virtual (simulated) laboratory training

USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	- Use of digital slides during deliveries
	 - Learning process support through the e-class asynchronous e-learning platform.
	     o Post lesson announcements
	     o Post supplementary bibliography
	     o Multimedia posting as a supplement in course teaching

	• Instructor communication through emails
TEACHING METHODS *The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	(see table below)

Activity	Semester workload
Lecture (3 hours / week × 13 weeks)	39
Laboratory practice (2 hours / week × 13 weeks)	26
Final Exams	3
Private study	82
Total number of hours for the Course **(25 hours of work-load per ECTS credit)**	150

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	• Written final examination (75%) including developmental questions. • Laboratory Examination (25%) including problem solving.

ATTACHED BIBLIOGRAPHY

- Crawley M.J., (2013). Στατιστική Ανάλυση με το R (Statistics: An Introduction Using R), Εκδόσεις BROKEN HILL PUBLISHERS
- Κιόχος Π., & Κιόχος Α., (2010). ΣΤΑΤΙΣΤΙΚΗ ΓΙΑ ΤΙΣ ΕΠΙΧΕΙΡΗΣΕΙΣ ΚΑΙ ΤΗΝ ΟΙΚΟΝΟΜΙΑ, Εκδόσεις ΕΛΕΝΗ ΚΙΟΧΟΥ.
- Aczel Amir, (2016). Στατιστική Σκέψη στον Κόσμο των Επιχειρήσεων (Complete Business Statistics), Εκδόσεις BROKEN HILL PUBLISHERS LTD.
- Δημητριάδης Ε., (2016). ΣΤΑΤΙΣΤΙΚΗ ΕΠΙΧΕΙΡΗΣΕΩΝ ΜΕ ΕΦΑΡΜΟΓΕΣ ΣΕ SPSS ΚΑΙ LISREL, Εκδόσεις ΚΡΙΤΙΚΗ

GEOGRAPHIC INFORMATION SYSTEMS IN TOURISM

GENERAL

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	DEPARTMENT OF TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	5.5S	**SEMESTER**	5
COURSE TITLE	GEOGRAPHIC INFORMATION SYSTEMS IN TOURISM

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	
Laboratory	2	
Total	5	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Compulsory Selection – Specialized General Knowledge, Skills Development
PREREQUISITE COURSES	No prerequisites
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
URL	Under Construction

LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. Consult Appendix A   • *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*   • *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*   • *Guidelines for writing Learning Outcomes*
The course aims to introduce the basic principles of Geographic Information Systems (GIS), providing an appropriate knowledge base and the acquisition of basic technical skills. Emphasis will be placed on case studies of tourism data. Upon successful completion of the course students will be able to: • understand the basic theoretical principles of GIS,   • design and implement tourist data maps,   • be able to export tourism policy decisions by analyzing tourism data maps.
General Competences   *Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?*

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Production of new research ideas*
Adapting to new situations	*Project planning and management*
Decision-making	*Respect for difference and multiculturalism*
Working independently	*Respect for the natural environment*
	Showing social, professional and ethical responsibility and

Team work	*sensitivity to gender issues*
Working in an international environment	*Criticism and self-criticism*
Working in an interdisciplinary environment	*Production of free, creative and inductive thinking*

- Working in an interdisciplinary environment
- Working independently

SYLLABUS

- Introduction to Geographic Information Systems
- Components of GIS
- Descriptive - spatial dimension of geographic data
- Nature and management of geographic data
- Models - Spatial Data Structures
- Data collection
- Introduction to GIS design, Organization and storage of geographical data
- Sources - Import - Data Maintenance
- Data quality - errors
- Spatial analysis of tourism data and Tourist multidisciplinary cartography
- Production of tourist maps in various spatial scales
- Applications with GIS software
- Utilization of GPS technology

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc*	• Face-to-face lectures in a classroom. • Virtual (simulated) laboratory training

USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY
Use of ICT in teaching, laboratory education, communication with students
	• Use of digital slides during deliveries
	• Learning process support through the e-class asynchronous e-learning platform.
	    o Post lesson announcements
	    o Post supplementary bibliography
	    o Multimedia posting as a supplement in course teaching
	• Instructor communication through emails

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*		
	Activity	*Semester workload*
	Lecture (3 hours / week × 13 weeks)	39
	Laboratory practice (2 hours / week × 13 weeks)	26
	Final Exams	3
	Private study	82
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	150

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public*	• Final written test (50%) with developmental questions • Laboratory examination (25%) with problem solving • Project presentation (25%)

presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	

ATTACHED BIBLIOGRAPHY

- LONGLEY, P.A., GOODCHILD, M.F., MAGUIRE, D.J., and RHIND, D. W., (2010) ΣΥΣΤΗΜΑΤΑ ΚΑΙ ΕΠΙΣΤΗΜΗ ΓΕΩΓΡΑΦΙΚΩΝ ΠΛΗΡΟΦΟΡΙΩΝ (GIS) (Geographic Information Systems & Science), Εκδόσεις ΚΛΕΙΔΑΡΙΘΜΟΣ.
- ΚΑΒΟΥΡΑΣ Μ., ΕΠΙΣΤΗΜΗ ΓΕΩΓΡΑΦΙΚΗΣ ΠΛΗΡΟΦΟΡΙΑΣ - ΑΡΧΕΣ ΚΑΙ ΤΕΧΝΟΛΟΓΙΕΣ, Αποθετήριο Κάλλιπος

AIR TRANSPORT MANAGEMENT

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	TMG_5.6S

COURSE CODE	TMG_5.6S	**SEMESTER**	5
COURSE TITLE	AIR TRANSPORT MANAGEMENT		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
LECTURES	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Special background
PREREQUISITE COURSES:	No prerequisites

http://tourism.upatras.gr/

LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek, English
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*

- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

- *Guidelines for writing Learning Outcomes*

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

• Understand the role of air transport in tourism activity and development

• Understand the factors that influence the choice of a transport mean and the individual criteria during decision making process

• Interpret developments in air transport industry, knowing the impact of market liberalization and the sensitivity of the industry to the external environment

• Know the airlines' financial figures in terms of demand, supply, cost and performance

• Recognize the importance of new technologies in shaping new aviation trends

• Understand and distinguish the institutional framework surrounding the air transport and operations of European and international organizations relevant to this industry

• Understand the role of airline alliances in relation to their members and to aviation in general

• Know the operating and development framework of the airports and the ground handling companies in providing airline services

http://tourism.upatras.gr/

• Respond as airline employees, proposing innovative solutions to deployment and management issues

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
	Respect for difference and multiculturalism
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Working independently	*Criticism and self-criticism*
Team work	*Production of free, creative and inductive thinking*
Working in an international environment	
Working in an interdisciplinary environment	*Others…*
Production of new research ideas	

Independent work

Teamwork

Promoting free, creative and inductive thinking

Adaptability to new situations

Working in an international environment

Project planning and management

Search, analyse and process data and information, using ICT tools

Decision making

SYLLABUS

Air transport as a sector of tourism industry. The criteria for selecting the mode of transport when organizing the trip. Generalized transport cost. Air transport: evolutionary patterns,

market liberalization, business models and competition. The air transport industry: airlines, airports and ground handling companies.

Air transport economics: demand, supply, cost and revenue management. Information and communication technologies in air transport: emerging products, distribution issues and promotions. Institutional framework for air transport: associations and organizations, passenger rights and public service obligation routes (PSOs). The contribution of air transport to the tourist development of destinations. Lectures:

• Air transport as a sector of tourism industry.

• The criteria for selecting the mode of transport when organizing the trip. Generalized transport cost. Discrete choice theory.

• Air transport: Evolutionary patterns and market liberalization. The influence of the external environment (political instability, terrorism, oil price changes)

• Air transport: Business models and competition. Low cost carriers and network carriers

• The air transport industry: Air alliances. The framework for the operation and development of airports. Ground companies.

• Air Transport Economics: Demand and supply issues. Demand Elasticity

• Air Transport Economics: Costs. Fixed and operating costs of airlines. Breakeven load factor.

• Air Transport Economics: Performance Issues, Consumer Surplus and Revenue Management.

• ICT in air transport: emerging products, distribution issues and promotions.

• Institutional framework for aviation: Associations and organizations, passenger rights and public service obligation routes (PSOs).

• The contribution of air transport to tourism and regional development.

• Group project presentations

• Course exams

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face lectures in class
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Use of Ms Power Point Learning process support using e-class platform

Use of ICT in teaching, laboratory education, communication with students	Email contact	

TEACHING METHODS	Activity	Semester workload
The manner and methods of teaching are described in detail.	Lectures	39
	Group project	20
	Independent study	20
Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.	Study and analysis of bibliography	71
The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	Course total	*150*

STUDENT PERFORMANCE EVALUATION	
Description of the evaluation procedure. Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other. Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	Evaluation procedure concerns: • Written exams: 70% (multiple choice, short-answer and open-ended questions) • Group Project: 30%

ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Page, S.J. (2009) Transport and Tourism. Global Perspectives, UK: Pearson Education Ltd - ISBN: 978-0-273-71970-0
- Graham, A., Papatheodorou, A., Forsyth, P. (2008) Aviation and Tourism. Implications for Leisure Travel, UK: Ashgate Publishing Ltd - ISBN: 978-0-7546-7187-9

- Related academic journals:

Journal of Air Transport Management
Journal of Transport Geography
Journal of Air Transport Studies
Journal of Travel Research

TOURISM AND REGIONAL DEVELOPMENT

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	TMG_5.7S **SEMESTER** 5
COURSE TITLE	TOURISM AND REGIONAL DEVELOPMENT

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Skills development
PREREQUISITE COURSES:	No prerequisites

LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek, English
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.
Consult Appendix A
• *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
• *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
• *Guidelines for writing Learning Outcomes*
In this field, the theoretical and empirical frame are analyzed systematically in order to be shown how the regional structure and the touristic development are interrelated functionally and they cooperate with each other.
The spread/propagation of the consequences into the socioeconomic net is also studied and the role of tourism in the regional development and the dexterities of the touristic managers are organized on account of the effective incorporation of the touristic firm into the regional structure.
General Competences
Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
	Respect for difference and multiculturalism
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*

Working independently	*Criticism and self-criticism*
Team work	*Production of free, creative and inductive thinking*
Working in an international environment	*......*
Working in an interdisciplinary environment	*Others...*
Production of new research ideas	*.......*

The students having attended this object:

- they will acquire a piece of profound knowledge about the systematic relationship between the interest of regional development and public policies.

- They will be in a position to investigate how the infrastructure, the services, the institutional and administrative frame of any scale are interrelated and operate in a systematic way.

- They will be in a state to understand and exploit the opportunities through the differentiated developing frame, the perspectives and the comparative advantages of the regions, as well the place of the region into the wider productive division.

- They will have absorbed the way under which the touristic firm is being incorporated into the functional production system.

- They will have a profound perception of the support of the touristic sector provides in regional development.

SYLLABUS

Unit I. Space transformation and development.

Spatial and non-spatial factors of the development, region, inequalities, international, regional and local division of labor, income and factors of the regional economy.

Unit II. Regional relationship analysis.

Specialization, concentration, diversions, variations, regional inequalities/ disparities. Components of the public policy.

Infrastructure and development, local development, innovation, sustainability. Model analysis. European cohesion policy (and strategic linkage between projects).

Unit III. Factors of business efficiency.

Economies of scale, externalities, concentration economies, synergies, disposable factors of production, competitiveness. Company location, local interconnections.

Unit IV. Tourism and regional development.

Consequences, regional development through tourism, sustainable touristic development, strategy and policy of regional and touristic development. models/patterns analysis.

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face to face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*		
TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	**Activity**	**Semester workload**
	Lectures (3 hours per week for a total of 14 weeks)	42
	Final examination	3
	Personal studying demand	105
	total	*150*
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions,*	Multiple choice questionnaires, short-answer questions, written work presentation (provisional)	

problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	

ATTACHED BIBLIOGRAPHY

- McCann Philip, *Αστική και περιφερειακή οικονομική.*

- Τσάρτας, Π., *Ελληνική Τουριστική Ανάπτυξη.*

- Larry Dwyer, *Tourism Economics and Policy.*

- Prof. Richard Sharpley (Editor), *Tourism and Development: Concepts and Issues.*

- Gordon L. Clark, Maryann P. Feldman, Meric S. Gertler, and Dariusz Wójcik (Edited by)*, The New Oxford Handbook of Economic Geography,*

BRAND DESTINATION AND IDENTITY MANAGEMENT

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS		
ACADEMIC UNIT	TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TMG_6.1C	**SEMESTER**	6
COURSE TITLE	BRAND DESTINATION AND IDENTITY MANAGEMENT		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	6

Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		
COURSE TYPE *general background, special background, specialised general knowledge, skills development*	General background	
PREREQUISITE COURSES:	No	
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek	
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No	
COURSE WEBSITE (URL)		

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*

- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

- *Guidelines for writing Learning Outcomes*

On successful completion of the module the student will be able to

- understand the fundamental concepts and theories that are the foundation of brands, tourist destinations and destination identity management
- critically analyze the impact of key stakeholders and tourism destination management organizations (DMOs) on the competitiveness of tourism destinations
- develop an assessment of the brand value and its strategic impact
- apply branding management principles and tools to achieve brand management

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goals and improve marketing performance of tourism business and destinations
- demonstrate the skills that are related to create a competitive strategy of promoting a tourism organization/ place/ city/ destination, combining marketing theories

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
	Respect for difference and multiculturalism
	Respect for the natural environment
Adapting to new situations	*Showing social, professional and ethical*
Decision-making	*responsibility and sensitivity to gender issues*
Working independently	*Criticism and self-criticism*
Team work	*Production of free, creative and inductive*
Working in an international environment	*thinking*
Working in an interdisciplinary environment	*……*
	Others…
Production of new research ideas	*…….*

Adapting to new situations

Decision-making

Working independently

Team work

Criticism and self-criticism

Production of free, creative and inductive thinking

SYLLABUS

Brand identity management covers the theory and practice of creating branded places/ cities/ destinations. This module provides to students an opportunity to critically explore the branding destination application and examine the marketing strategies used by Destination Management Organizations (DMOs) in order to achieve a competitive promotion strategy. Thus, students will be able to apply relevant brand management theories and frameworks to domestic, international and global environment, as well as to evaluate the importance of brand management, its combination with marketing strategy and its impact on consumer/ tourist buying decision. In addition, students will be empowered with knowledge and capacities to understand and analyze Destination Branding and branding identity, from a corporate and consumer perspective.

The module describes theoretically and practically the factors that contribute to the competitiveness of tourist destinations, emphasizing the need for cooperation between the various public and private sector in the brand identity management of tourist destinations/ business. Lectures are a mix of theory and practical exercises to increase students' involvement and work capacities in subjects such as goals and principles of destination planning and management, branding control, brand image, brand identity, brand architecture, brand personality, 3-GAP tourism destination image etc.

Main topics of this module:
- Conceptual approach tourist destination – Typology of tourist destinations
- Motives – DMOs and stakeholders
- Introduction to branding and reputation of destination, place and tourism business – Strategic development
- Tourism destination, country, region branding
- Tourism destination identity (TDI) – Destination branding, brand architecture, urban design, communication design
- Target identity influence factors
- Brand strategy – brand identity vs brand image
- Branding approaches – STP – Brand equity
- Practical implementation of destination branding and tourism business

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	The module will be based primarily on lectures (ppt) and video presentations. All material of the lectures will be available on the intranet of the university (e-class), students should visit this site on regular basis using their personal codes. Students will be able to communicate with the lecturers both electronically (email and e-class) and one-to-one (office hours will be announced at the beginning of each semester in the e-class). Course announcements will be posted in e-class.

TEACHING METHODS *The manner and methods of teaching are described in detail.*	Activity	Semester workload
	Lectures (3 hours/ week x 14 weeks)	42
	Final Exams	3
	Individual Study	105

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Total (25hours/ ECTS)	150

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	The module will be assessed by 100% written exams at the end of the semester. Students can improve their marks by undertaking intermediate coursework/ projects.

ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Kolb, B. (2006). Tourism Marketing for Cities and Towns: Using Branding and Events to Attract Tourists, Butterworth-Heinemann.
- Kozak, M. & Baloglu, S. (2011). Managing and Marketing Tourist Destinations: Strategies to Gain a Competitive Edge, Oxon: Routledge
- Morrison, AM. (2013). Marketing and Managing Tourism Destination, New York, NY: Routledge.

- Wheeler, A. (2017). Designing brand identity: an essential guide for the whole branding team. John Wiley & Sons.
- Dinnie, K. (2015). Nation branding: Concepts, issues, practice. Routledge.
- Davis, M. (2017). The fundamentals of branding. Bloomsbury Publishing.

- Related academic journals:

- Journal of Travel & Tourism Marketing
- Tourism Management
- Journal of Destination Marketing & Management
- Journal of Product and Brand Management
- Journal of Brand Management
- Place Branding and Public Diplomacy
- Journal of Business Research
- Strategic Innovative Marketing and Tourism

SPECIAL AND ALTERNATIVE TOURISM MANAGEMENT

GENERAL

SCHOOL	ECONOMICS AND BUSINESS
ACADEMIC UNIT	TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	TMG_6.2C

COURSE CODE	TMG_6.2C	**SEMESTER**	6

COURSE TITLE	SPECIAL AND ALTERNATIVE TOURISM MANAGEMENT

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE	Special background

general background, special background, specialised general knowledge, skills development	
PREREQUISITE COURSES:	No
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek and English, when required
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.
Consult Appendix A
• *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
• *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
• *Guidelines for writing Learning Outcomes*
Upon successful completion of this course, students will be able to: - comprehend the evolving factors that contribute to the growth and development of special and of alternative tourism   - discern the characteristics of the tourist "product" of special and of alternative tourism   - make use of systematic methodologies to analyze, organize and operate special and alternative tourism   - classify the forms of special and of alternative tourism, according to the main factors that constitute their raison d' aitre   - evaluate the factors having an effect on each form of special and of alternative tourism
General Competences
Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does

the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
	Respect for difference and multiculturalism
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Working independently	*Criticism and self-criticism*
Team work	*Production of free, creative and inductive thinking*
Working in an international environment	
Working in an interdisciplinary environment	*……*
	Others…
Production of new research ideas	*…….*

Autonomous work

Teamwork

Consideration for diversity and multiculturalism

Critical thinking and self-critique

Advancement of free, creative and inductive thinking

SYLLABUS

Greece's tourist development has almost completely been based on the demand for vacation tourism (mostly during the summer season). In the 80's there appeared a number of new and differentiated tourism services, that were named special and alternative tourism.

This course looks into the social changes and evolution in the patterns of travel in the sending countries (Greece being the receiving country). In addition, we discuss changes in the organizing characteristics of the tourism sector and of the patterns of choice tourists make, as well as topics related to the development patterns followed by a variety of tourist geographical areas. The environment is also discussed, as a main parameter for the design of tourism policy.

The forms of special and alternative tourism that are being discussed are mainly motivated by: (a) getting to know local nature, (b) cultural, religious, scientific and training reasons, (c) professional and business reasons, (d) the sea, (e) social , health and quality of life reasons, (f) thematic reasons and, finally, (g) vacation, organized real-estate management and time-sharing agreements.

Each form of the forms described is discussed as to their main characteristics, the defining factors of demand and supply, whilst we also use case studies and make an effort to relate each special and alternative form of tourism with other groups of services.

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	*Face-to-face*
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of information technologies for lectures, in the form of presentations and short videos. Presentations available at the student platform provided for free and accessible to all students with the use of their own password. Other material (such as web addresses, papers, projects) can also be posted to the eclass student platform when required and deemed useful. Students can contact the lecturer via email and relevant announcements are posted to the student platform.

TEACHING METHODS

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	Semester workload
Lectures (3h X 14 weeks)	42
Final exams	3
Study	105
Total	150

STUDENT PERFORMANCE EVALUATION

Description of the evaluation procedure

Assessment in English for cases of Erasmus+ students.

Assessment is based on the performance of students during the final written exam, which uses questions that require a brief analysis as an answer.

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Projects can be assigned on a voluntary basis. When they are, projects constitute 25% of the final grade.

ATTACHED BIBLIOGRAPHY

Buckley, R. (2010) "Adventure Tourism Management", Elsevier

Gibson, P. (2006) "Cruise Operations Management", Elsevier

Lukovic, T. (ed.) (2013) "Nautical Tourism", CAB International

Sigala, M., Robinson, R. (eds.) (2019) "Wine Tourism Destination Management and Marketing", Palgrave MacMillan

Sigala, M., Leslie, D. (2005) "International Cultural Tourism", Elsevier

Mallen, C., Adams, L. (2008) "Sport, Recreation and Tourism Event Management", Elsevier

NEW TECHNOLOGIES IN INTELLIGENT TOURISM SYSTEMS

GENERAL

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS		
ACADEMIC UNIT	DEPARTMENT OF TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	6.3C	**SEMESTER**	6
COURSE TITLE	NEW TECHNOLOGIES IN INTELLIGENT TOURISM SYSTEMS		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**

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Lectures	3	
Laboratory	2	
Total	5	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Specialized General Knowledge, Skills Development
PREREQUISITE COURSES	No prerequisites
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
URL	Under Construction

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Increasingly in modern life, the use of the Internet is expanded in searching of destinations, transport, sightseeing etc. Developments in Information and Communication Technologies (ICTs) are driving modern tourism business to make widespread use of new technologies, both to place and promote the tourism product, and to develop new forms of communication and interaction with the international environment, as well as to exploit international sources of information. The combination of new technologies and social innovations creates a powerful stream of developments in the tourism industry. Upon successful completion of the course students will be able to:

- recognize and utilize new and innovative technologies,
- manage data from modern digital tourism business platforms,
- make use of intelligent tourism tools for leisure management (crowd management, indoor navigation, smartphone museum guide etc.),
- use modern computing tools (e.g. artificial intelligence) to design new and innovative tourism products,
- exploit new technologies to control the carrying capacity of a tourist destination.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Production of new research ideas*
	Project planning and management
	Respect for difference and multiculturalism
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical*
Working independently	*responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive*
Working in an interdisciplinary environment	*thinking*

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Adapting to new situations
- Decision-making
- Working in an interdisciplinary environment
- Working independently
- Production of new research ideas

SYLLABUS

- Semantic Web
- Web 2.0 / Web3.0
- Cloud computing
- Social Networks
- e-CRM
- Digital platforms for supply and demand of tourism products
- Big Data, Open Data and Decision Making
- Cognitive systems and tourism
- The Internet of Things
- The blockchain technology
- m-Tourism
- Intelligent Tourism and Leisure Management
- Developing Complex Websites with Content Management Systems (CMS)
- Essential tools for developing and supporting new technologies (HTML / CSS, php, python)

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc*	• Face-to-face lectures in a classroom. • Virtual (simulated) laboratory training
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	• Use of digital slides during deliveries • Learning process support through the e-class asynchronous e-learning platform.

Use of ICT in teaching, laboratory education, communication with students	o Post lesson announcements o Post supplementary bibliography o Multimedia posting as a supplement in course teaching • Instructor communication through email	
TEACHING METHODS *The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	*Activity*	*Semester workload*
	Lecture (3 hours / week × 13 weeks)	39
	Laboratory practice (2 hours / week × 13 weeks)	26
	Final Exams	3
	Private study	82
	Total number of hours for the Course **(25 hours of work-load per ECTS credit)**	150
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	• Final written test (50%) with developmental questions • Laboratory examination (25%) with problem solving • Project presentation (25%)	

ATTACHED BIBLIOGRAPHY

- Φιτσιλής Π. (2019). Σύγχρονα Πληροφοριακά Συστήματα Επιχειρήσεων, Εκδόσεις Broken Hill Publishers Ltd
- Faculty notes

CULTURAL HERITAGE AND TOURISM

GENERAL

SCHOOL	ECONOMICS AND BUSINESS
ACADEMIC UNIT	TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	TMG 6.5S **SEMESTER** 6
COURSE TITLE	CULTURAL HERITAGE AND TOURISM

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Special background
PREREQUISITE COURSES:	No
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek - English
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes *The course learning outcomes, specific knowledge, skills and competences of an appropriate*

level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*

- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

- *Guidelines for writing Learning Outcomes*

Upon successful completion of this course, students should:

- Understand the concepts of civilization, culture, cultural heritage (intangible & intangible), cultural reserve, cultural tourism.
- Understand and recognize the relationship between tourism, cultural heritage and the cultural reserve.
- Understand modern theories and the institutional framework for protecting cultural reserves
- Recognize the sustainability of cultural resources and their carrying capacity for tourism and sustainable development.
- Understand the role of the cultural footprint in creating the experience and quality of the traveler-tourist experience
- Acquire skills in strategic planning and planning of cultural tourism destinations, cultural routes.
- Understand museum design policies, principles and methods
- Implement these methods through the preparation of a case study

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
	Respect for difference and multiculturalism
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Working independently	*Criticism and self-criticism*
Team work	
	Production of free, creative and inductive thinking
Working in an international environment	

http://tourism.upatras.gr/

Working in an interdisciplinary environment	*……*
	Others…
Production of new research ideas	*…….*

Adapting to new situations

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

SYLLABUS

Cultural activity as a tourism activity that contributes to the preservation and promotion of the cultural heritage and cultural reserve, both in national and international contexts, is the subject of the course. At the same time, the potential of tourism to exploit the economic data of cultural heritage by converting it into financial resources is being examined, as well as the challenge of managing it for the benefit of local communities, the natural environment and society in general. Through the study of the tourist exploitation of primary and secondary data and practical cultural representations, the cultural identity of a destination will be discussed as well as ways of organizing cultural routes. Finally, the role of museums in the promotion and the promotion of cultural heritage will be studied.

Course Outline:

- Civilization, Culture, Cultural Heritage (tangible and intangible), Cultural Reserve

- Management of cultural heritage and principles of integrated protection and its preservation

- Tourism - Culture Relationship

- Cultural Tourism

- The role of cultural heritage in the creation of tourist destinations

- Cultural resources as a competitive advantage and an agent of innovation

- Museums, museum planning and design issues

- The role of museums in tourism development - Educational programs

- Cultural planning-planning and tourism development

- Cultural Routes

- Monuments (historical and traditional settlements, historical city centers, thematic intangible cultural heritage themes): organization, management, protection.

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	*Face-to-face*
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	PPT presentations Communication with students via e-mail and e-class platform Uploading course material on e-class platform

TEACHING METHODS

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	Semester workload
Lectures (3 hours / week X 14 weeks)	42
Τελικές εξετάσεις Finals	3
Study and analysis of bibliography-Independent study	105
Total Course (25 working hours per credit unit)	150

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	- A 2,500 word voluntary individual work (deadline to be announced in the e-class), with a work weight of 30% of the final grade. - Written final examination including: -Multiple choice questions - Comparative evaluation of theory elements Gravity of written examination: 70% of final grade

ATTACHED BIBLIOGRAPHY

Suggested bibliography:

- Μπονάρου Χ., (2012). *«Οπτικός Πολιτισμός και Τουρισμός»*, Αθήνα: Παπαζήσης (Εύδοξος: 12867379) .
- Μοίρα Π., & Παρθένης Σ., (2011). «*Πολιτισμικός – Βιομηχανικός Τουρισμός*», Εκδόσεις ΝΟΜΙΚΗ ΒΙΒΛΙΟΘΗΚΗ (Εύδοξος: 12835758).
- Βερνίκος Ν., Δασκαλοπούλου Σ., Μπαντιμαρούδης Φ., Μπουμπάρης Ν., και Παπαγεωρίου Δ., (2005), «*Πολιτιστικές Βιομηχανίες, Διαδικασίες, Υπηρεσίες, Αγαθά*». Αθλήνα: Κριτική (Εύδοξος: 11751).
- Πούλιος Ι., Αλιβιζάτου Μ., Αραμπατζής Γ., Γιαννακίδης Α., Καραχάλης Ν., Μάσχα Ε., Μούλιου Μ., Παπαδάκη Μ., Προσύλης Χ., Τουλούπα Σ., (2015). «*Πολιτισμική Διαχείριση, Τοπική Κοινωνία & Βιώσιμή Ανάπτυξη*», Σύνδεσμος Ελληνικών Ακαδημαϊκών Βιβλιοθηκών (ΣΕΑΒ), Αθήνα: Εθνικό Μετσόβιο Πολυτεχνείο (Εύδοξος: 320197).
- Γιαλούρη Ελεάνα (επιμέλεια), (2012). *Υλικός πολιτισμός: η ανθρωπολογία στη χώρα των πραγμάτων*, Αθήνα: Αλεξάνδρεια (Εύδοξος: 22769369).

Further recommended bibliography

- P. Smith, 2006, *Πολιτισμική Θεωρία.* Αθήνα: Κριτική (Εύδοξος: 11749).

- *Μπαντιμαρούδης, Φ., 2011. Πολιτιστική Επικοινωνία.* Αθήνα, Κριτική (Εύδοξος: 7657868).

- Γιώργος Γκατζιάς, 2019. *Πολιτιστική Πολιτική, Χορηγία & Εταιρική Κοινωνική Ευθύνη*, Αθήνα: Παπασωτηρίου (Εύδοξος: 77120453).

- Κόνσολα Ντόρα Ν., (2006). *Πολιτιστική ανάπτυξη και πολιτική.* Αθήνα: Παπαζήσης. (Εύδοξος: 29463).

- Butler, B., (2006). Heritage and the present past, στο Tilley, C. and Keane, W. and Kuechler-Fogden, S. and Rowlands, M. and Spyer, P., (επιμ.) *Handbook of Material Culture,* London: Sage Publications, σελ. 463-479

The course will also be based on other educational materials (case studies, daily press articles, scientific publications as well as various online resources). Everything used in the course will be posted in the e-class of the course.

E-BUSINESS IN TOURISM

GENERAL

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS		
ACADEMIC UNIT	DEPARTMENT OF TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	6.6S	**SEMESTER**	6
COURSE TITLE	E-BUSINESS IN TOURISM		
INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*		**WEEKLY TEACHING HOURS**	**CREDITS**
	Lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			
COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Specialized General Knowledge		
PREREQUISITE COURSES	No prerequisites		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
URL	Under Construction		

LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The purpose of this course is to introduce the Internet technologies used to create successful business models on the Internet for Tourism. Upon successful completion of the course students will be able to:

- understand the basic and specific issues related to e-business and e-commerce in Tourism,
- assimilate the methodology for designing and developing e-commerce web applications for Tourism,
- manage electronic transactions security issues and privacy,
- make use of the Internet's potential to promote the tourism product.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Production of new research ideas*
	Project planning and management
	Respect for difference and multiculturalism
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Working independently	
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Adapting to new situations
- Decision-making
- Working independently
- Team work
- Working in an interdisciplinary environment

2. SYLLABUS

- e-Commerce, Basic Concepts and Principles
- Main business models
- Internet and Website features

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- Creating the online presence of tourism business
- Management of social networks with emphasis on business networks in the tourism industry
- Personalized approach and promoting tourism packages
- Criteria for optimizing the performance of the e-business strategy
- Evaluation of e-tourism business strategy
- Basic principles of cryptography and security of personal data
- Basic principles of information system security

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc*	• Face-to-face lectures in a classroom.

USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY
Use of ICT in teaching, laboratory education, communication with students
	• Use of digital slides during deliveries
	• Learning process support through the e-class asynchronous e-learning platform.
	  o Post lesson announcements
	  o Post supplementary bibliography
	  o Multimedia posting as a supplement in course teaching
	• Instructor communication through emails

TEACHING METHODS *The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	(see table below)

Activity	Semester workload
Lecture (3 hours / week × 13 weeks)	39
Project	26
Final Exams	3
Private study	82
Total number of hours for the Course (25 hours of work-load per ECTS credit)	150

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions,*	• Written final examination (75%) with developmental questions • Project presentation (25%).

problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	

ATTACHED BIBLIOGRAPHY

- Laudon K., Traver C.G. (2018). Ηλεκτρονικό Εμπόριο (E-Commerce 2016: Business, Technology, Society), Εκδόσεις ΠΑΠΑΣΩΤΗΡΙΟΥ.
- Chaffey D., (2016). ΨΗΦΙΑΚΕΣ ΕΠΙΧΕΙΡΗΣΕΙΣ ΚΑΙ ΗΛΕΚΤΡΟΝΙΚΟ ΕΜΠΟΡΙΟ: ΣΤΡΑΤΗΓΙΚΗ, ΥΛΟΠΟΙΗΣΗ ΚΑΙ ΕΦΑΡΜΟΓΗ (E-Business & E-Commerce Management: Strategy, Implementation and Practice), 6η Έκδοση, Εκδόσεις ΚΛΕΙΔΑΡΙΘΜΟΣ.
- Βλαχοπούλου Μ., & Δημητριάδης Σ., (2013). ΗΛΕΚΤΡΟΝΙΚΟ ΕΠΙΧΕΙΡΕΙΝ ΚΑΙ ΜΑΡΚΕΤΙΝΓΚ, Εκδόσεις ROSILI.

DEVELOPMENT OF MULTIMEDIA APPLICATIONS

GENERAL

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	DEPARTMENT OF TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	6.8S
COURSE TITLE	DEVELOPMENT OF MULTIMEDIA APPLICATIONS

COURSE CODE	6.8S		**SEMESTER**	6

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	
Laboratory	2	
Total	5	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Skills Development
PREREQUISITE COURSES	No prerequisites

LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
URL	Under Construction

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course aims to familiarize students with the basic concepts of multimedia applications, as well as their organized contact with the techniques and tools used to design, develop, and integrate the material needed to create modern multimedia applications. Upon successful completion of the course students will be able to:

- understand the basic concepts associated with Multimedia Technologies,
- to understand the particular features, standards and technologies of the various means of information representation,
- become familiar with the basic media coding techniques in multimedia applications,
- become familiar with the tools and software for creating multimedia applications,
- become familiar with project management methodologies and multimedia system development technologies and how they are used to ensure successful integration of multimedia applications,
- identify key roles in a real project or multimedia case study and assess the role of stakeholders in project implementation,
- understand the networking requirements of multimedia systems as well as technologies for switching and running multimedia applications on the Internet with a guaranteed quality of service,
- identify the particular problems that arise when developing multimedia applications and consider ways to solve them,
- συνεργάζονται με τους συμμαθητές τους για να δημιουργήσουν και να παρουσιάσουν μια διαδραστική μελέτη περιπτώσεων εφαρμογών πολυμέσων.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the	*Production of new research ideas* *Project planning and management*

necessary technology	*Respect for difference and multiculturalism*
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical*
Working independently	*responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive*
Working in an interdisciplinary environment	*thinking*

- Working in an interdisciplinary environment
- Working independently

SYLLABUS

- Introduction to the concept of multimedia
- Digital representation of Information
- Data Compression
- Markup languages
- Image
- Sound
- Animation
- Applications of 3D animation
- Digital video
- Development of Multimedia Applications
- Resource Management in Multimedia Systems
- Distributed Multimedia Systems

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc*	- Face-to-face lectures in a classroom. - Virtual (simulated) laboratory training

USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY
Use of ICT in teaching, laboratory education, communication with students
	- Use of digital slides during deliveries
	- Learning process support through the e-class asynchronous e-learning platform.
	   ○ Post lesson announcements
	   ○ Post supplementary bibliography
	   ○ Multimedia posting as a supplement in course teaching
	- Instructor communication through email

TEACHING METHODS *The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching,*	**Activity**	**Semester workload**
	Lecture (3 hours / week × 13 weeks)	39
	Laboratory practice (2 hours / week × 13 weeks)	26
	Final Exams	3
	Private study	82

educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	**Total number of hours for the Course (25 hours of work-load per ECTS credit)**	150
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	• Final written test (75%) with developmental questions • Laboratory examination (25%) with problem solving	

ATTACHED BIBLIOGRAPHY

- Yue-Ling Wong, (2018). Χρήση και Προγραμματισμός Πολυμέσων (Digital Media Primer), Εκδόσεις ΓΚΙΟΥΡΔΑΣ
- Στυλιαράς Γ., Δήμου Β., και Ζευγώλης Δ. (2019). Τεχνολογία Πολυμέσων - Σύγχρονα Πολυμεσικά Εργαλεία, Εκδόσεις ΤΖΙΟΛΑ
- Tay Vaughan (2012). Πολυμέσα Αναλυτικός Οδηγός (Multimedia Making It Work), 8η έκδοση, Εκδόσεις ΓΚΙΟΥΡΔΑ
- Havaldar P., and Medioni G., (2011). Συστήματα Πολυμέσων: Αλγόριθμοι, Πρότυπα και Εφαρμογές (Multimedia Systems: Algorithms, Standards, and Industry Practices), Εκδόσεις Broken Hill

TOTAL QUALITY MANAGEMENT FOR TOURISM FIRMS

GENERAL

SCHOOL	ECONOMICS AND BUSINESS
ACADEMIC UNIT	TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	TMG_7.2C

		SEMESTER	7
COURSE CODE	TMG_7.2C		

COURSE TITLE	TOTAL QUALITY MANAGEMENT FOR TOURISM FIRMS

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Special background
PREREQUISITE COURSES:	No prerequisites
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek and English, when required
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	Under construction

LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate

level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*

- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

- *Guidelines for writing Learning Outcomes*

Upon successful completion of this course, students will be able to:
- discern between types of quality for products and for services
- use quality models and plan for quality measurement and control
- study qualitative and quantitative market data
- identify quality within market segments and geographical criteria
- plan for improved quality and for customer satisfaction

for businesses in general, as well as for business related to the tourism sector in particular.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
	Respect for difference and multiculturalism
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Working independently	*Criticism and self-criticism*
Team work	
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
	Others…
Production of new research ideas	*…….*

Search, analysis and synthesis of data and information, with the use of required technology.

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Decision-making

Planning and project management

Autonomous work

Critical thinking and self-critique

Advancement of free, creative and inductive thinking

SYLLABUS

Total Quality Management (TQM) is a management approach that focuses on the long-term success of a firm, through increasing customer satisfaction. For a firm using a TQM approach, all employees are part of a continuous effort to improve processes, products, services and the firm's organizational culture.

The particular course offers students the theoretical framework related to quality topics in general and, then, to TQM in particular. Although this theoretical framework was originally developed for firms of the secondary sector (production sector that includes transformation processes), the models are adapted for use in firms of the tertiary sector (services) and, more specifically, tourism services.

We discuss the fundamentals of TQM, that is: (a) customer focus, (b) total engagement of all firm employees, (c) focus on processes, (d) focus on the firm as an integrated system (micro-processes that aggregate into more complex ones, gradually leading to an integrated business system), (e) special regard for a systematic strategic approach, (f) continuous effort for improving all business aspects, (g) decision-making based on data and, finally, (h) continuous effective communication between all parts for the duration of an organizational change plan.

The course discusses businesses in general and delves into topics related to tourist businesses when required.

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	*Face-to-face*
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of information technologies for lectures, in the form of presentations and short videos. Presentations available at the student platform provided for free and accessible to all students with the use of their own password. Other material (such as web addresses, papers, projects) can also be posted to the eclass student platform when required and deemed useful. Students can contact the lecturer via email and relevant announcements are posted to the student platform.

		Activity	Semester workload
TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures (3h X 14 Weeks)	42
	Final exams	3
	Study	105
	Total	150

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Assessment in English for cases of Erasmus+ students. Assessment is based on the performance of students during the final written exam, which uses questions that require a brief analysis as an answer. Projects can be assigned on a voluntary basis. When they are, projects constitute 25% of the final grade.

ATTACHED BIBLIOGRAPHY

Oakland, J. (2014) "Total Quality Management and Operational Excellence", 4th ed., Routledge

Goetsch, D., Davis, S. (2014) "Quality Management for Organizational Excellence: introduction to total quality", 7th ed., Pearson

Dahlgaard, J., Kristensen, K. Kanji, G. (2007) ", Taylor & Francis

MANAGERIAL ACCOUNTING FOR TOURISM FIRMS

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	TMG 7.3C **SEMESTER** 7
COURSE TITLE	MANAGERIAL ACCOUNTING FOR TOURISM FIRMS

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	5	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Special background
PREREQUISITE COURSES	No prerequisites
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	http://tourism.upatras.gr

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*

- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

- *Guidelines for writing Learning Outcomes*

This course is designed to provide students with theoretical and practical knowledge on the use of Managerial Accounting techniques, to make decisions regarding the planning and control of business operations in tourism firms.

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

• develop or enhance skills in analysing, synthesising and integrating Managerial Accounting

  information or experiences

• use budgets as a mean of controlling the various activities of a business

• understand the use and applications of Managerial Accounting in business decision making, as

  well as in exercising management control over the business.

• know how to adopt costing methods and apply of standard costing as a solid basis for cost

  control.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Working independently	
	Criticism and self-criticism
Team work	
	Production of free, creative and inductive thinking
Working in an international environment	
Working in an interdisciplinary environment	*……*
	Others…
Production of new research ideas	
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an interdisciplinary environment

Project planning and management

SYLLABUS

• Concept of Managerial Accounting and differences from Financial Accounting

• Cost accounting: cost behaviour and measurement, types and methods of costing,

• Managerial Accounting and Auditing

• Pricing strategies

• Types of budgeting models and budgeting processes

• Budget (operating and financial) basics

• Standard cost determination, divergence analysis and management

• Internal business valuation

• Theoretical background of managerial accounting (rational and critical theories)

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face lectures
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of ICT in teaching, with interactive projector. The lectures are available in e-class (ppt files) and accessible to students. Students can communicate with teacher by mail. Course announcements are posted in e-class.

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	(table below)

Activity	Semester workload
Lectures (5 hours per week X 14 weeks)	70
Final examination	3
student's study hours and essay writing	77
Course Total (25 working hours per credit unit)	150

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions,*	It is mainly based on students' performance in written exams at the end of the semester. At the same time, students can improve their performance by optionally preparing and presenting an assignment that contributes 25% to the final grade.

problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	

ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

Garrison R, Noreen E, Brewer, 2011, Managerial Accounting, 14 ed, McGraw-Hill/Irwin

Horngren C., Datar S, Rajan M. 2012 Cost Accounting – A managerial emphasis, Prentice Hall

Weygandt J, Kimmel P, Kieso D 2017 Managerial Accounting: tools for business decision making, 8th ed., Wiley

RESEARCH METHODS AND TECHNIQUES IN TOURISM

GENERAL

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS		
ACADEMIC UNIT	DEPARTMENT OF TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	7.4C	**SEMESTER**	7
COURSE TITLE	RESEARCH METHODS AND TECHNIQUES IN TOURISM		
INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**	
Lectures	3		
Laboratory	2		
Total	5	6	
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			
COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Compulsory – Specialized General Knowledge, Skills Development		
PREREQUISITE COURSES	There are no Prerequisite Courses		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek		

IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
ΗΛΕΚΤΡΟΝΙΚΗ ΣΕΛΙΔΑ ΜΑΘΗΜΑΤΟΣ (URL)	Under Construction

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course provides detailed knowledge and understanding of a variety of methodological and research issues as well as analytical techniques in the field of tourism research. The course adopts a multi-disciplinary approach, drawing on knowledge from scientific and cognitive fields such as anthropology, economics, administration, history, philosophy and sociology. This approach is used to analyze tourism within the context of business, administrative and social environments. The course offers training on the range of research methodologies and the quantitative and qualitative research techniques used in modern administrative and academic tourism research. Upon successful completion of the course students will be able to:

- develop knowledge of the basic steps in developing and conducting research to solve specific research problems:
    - selection of appropriate research methodology,
    - selection of appropriate techniques / methods of data collection,
    - data analysis,
    - presentation of data and research results
- acquire the academic and practical skills necessary to successfully conduct tourism research in various research problems
- assess the usefulness of different techniques / methods in tourism research studies, particularly regarding studies on aspects of tourism management
- understand the relevance of the range of research philosophies, epistemologies and methodologies in relation to the research environment and the research problem under consideration.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Production of new research ideas*
Adapting to new situations	*Project planning and management*
Decision-making	*Respect for difference and multiculturalism*
Working independently	*Respect for the natural environment*
Team work	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Working in an international environment	*Criticism and self-criticism*
Working in an interdisciplinary environment	*Production of free, creative and inductive thinking*

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Adapting to new situations
- Decision-making
- Working independently
- Team Work

- Working in an interdisciplinary environment
- Production of new research ideas

SYLLABUS

- Philosophical foundations of social and administrative research
- Secondary research
- Primary research
- Ethnographic research
- Research design:
    o designing research proposals in tourism
    o sampling
    o development and design of methodological techniques for data collection
- Data analysis in quantitative and qualitative research
- Case studies in tourism

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc*	• Face-to-face lectures in a classroom. • Virtual (simulated) laboratory training

USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY
Use of ICT in teaching, laboratory education, communication with students
	• Use of digital slides during deliveries
	• Learning process support through the e-class asynchronous e-learning platform.
	   o Post lesson announcements
	   o Post supplementary bibliography
	   o Multimedia posting as a supplement in course teaching
	• Instructor communication through emails

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*		
	Activity	**Semester workload**
	Lecture (3 hours / week × 13 weeks)	39
	Laboratory practice (2 hours / week × 13 weeks)	26
	Final Exams	3
	Private study	82
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	150

| **STUDENT PERFORMANCE EVALUATION**

Description of the evaluation procedure
Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students. | • Final written test (75%) with developmental questions
• Laboratory examination (25%) with problem solving
• |

ATTACHED BIBLIOGRAPHY

- SAUNDERS M., LEWIS Π., and THORNHIL A., (2019). ΜΕΘΟΔΟΙ ΕΡΕΥΝΑΣ - ΣΤΙΣ ΕΠΙΧΕΙΡΗΣΕΙΣ ΚΑΙ ΤΗΝ ΟΙΚΟΝΟΜΙΑ (Research Methods for Business Students), Εκδόσεις ΔΙΣΙΓΜΑ
- Σιώμκος Γ., Μαύρος Δ., (2018). Έρευνα και Μετρικές Μάρκετινγκ, Εκδόσεις Broken Hill Publishers
- Σταθακόπουλος Β., (2017). Μέθοδοι έρευνας αγοράς, Εκδόσεις 2017
- Χρήστου Σ.Ε. (1999). ΕΡΕΥΝΑ ΤΟΥΡΙΣΤΙΚΗΣ ΑΓΟΡΑΣ, Εκδόσεις ΝΙΚΗΤΟΠΟΥΛΟΣ.

QUANTITATIVE METHODS AND FORECASTING MODELS

GENERAL

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	DEPARTMENT OF TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	7.5S **SEMESTER** 7
COURSE TITLE	QUANTITATIVE METHODS AND FORECASTING MODELS

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	
Laboratory	2	
Total	5	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Compulsory Selection – Specialized General Knowledge, Skills Development
PREREQUISITE COURSES	There are no Prerequisite Courses
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
ΗΛΕΚΤΡΟΝΙΚΗ ΣΕΛΙΔΑ ΜΑΘΗΜΑΤΟΣ (URL)	Under Construction

LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. Consult Appendix A
• *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*   • *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*   • *Guidelines for writing Learning Outcomes*
The course is an introduction to the field of forecasting and covers important aspects of forecasting to the correct application and use in tourism business environment. Upon successful completion of the course students will be able to:

- analyze and adapt tourist data through statistical analysis,
- decompose time series into their components,
- generate business forecasts for tourism through the processed data and the use of various forecasts technics,
- integrate the available experience and knowledge in preparation for long-term tourism policy planning.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Production of new research ideas*
	Project planning and management
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and*
Team work	*sensitivity to gender issues*
Working in an international environment	*Criticism and self-criticism*
Working in an interdisciplinary environment	*Production of free, creative and inductive thinking*

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Adapting to new situations
- Decision-making
- Working independently
- Working in an interdisciplinary environment

SYLLABUS

- Forecasting models
- Statistical data processing
- Smoothing methods
- Forecasting categories, Forecasting horizon, Confidence intervals
- Business forecasts
- Forecasting methods
- Forecasting evaluation
- Case studies and applications in tourism

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc*	• Face-to-face lectures in a classroom. • Virtual (simulated) laboratory training

USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY
Use of ICT in teaching, laboratory education, communication with students
	• Use of digital slides during deliveries
	• Learning process support through the e-class asynchronous e-learning platform.
	  ○ Post lesson announcements
	  ○ Post supplementary bibliography
	  ○ Multimedia posting as a supplement in course teaching
	• Instructor communication through emails

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational*	Activity	Semester workload
	Lecture (3 hours / week × 13 weeks)	39
	Laboratory practice (2 hours / week × 13 weeks)	26

visits, project, essay writing, artistic creativity, etc.	Project	26
The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	Final Exams	3
	Private study	56
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	150

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	• Final written test (50%) with developmental questions • Laboratory examination (25%) with problem solving • Project presentation (25%)

ATTACHED BIBLIOGRAPHY

- Πετρόπουλος Φ. και Ασημακόπουλος Β., (2011), Επιχειρησιακές προβλέψεις, Εκδόσεις Συμμετρία.
- Αγιακλόγλου Χ., και Οικονόμου Γ., (2019), Μέθοδοι Προβλέψεων και Ανάλυσης Αποφάσεων, Εκδόσεις ΕΥΓΕΝΙΑ ΜΠΕΝΟΥ.
- Χαλικιάς Ι., (2017). ΣΤΑΤΙΣΤΙΚΗ: ΜΕΘΟΔΟΙ ΑΝΑΛΥΣΗΣ ΓΙΑ ΕΠΙΧΕΙΡΗΜΑΤΙΚΕΣ ΑΠΟΦΑΣΕΙΣ, 4η Έκδοση, Εκδόσεις ROSILI.

ENTREPRENEURSHIP, INNOVATION AND TECHNOLOGY IN TOURISM

GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
ACADEMIC UNIT	TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TMG_7.6S	**SEMESTER**	7
COURSE TITLE	ENTREPRENEURSHIP, INNOVATION AND TECHNOLOGY IN TOURISM		
INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits*		**WEEKLY TEACHING HOURS**	**CREDITS**

are awarded for the whole of the course, give the weekly teaching hours and the total credits		
Lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	General background
PREREQUISITE COURSES:	No prerequisites
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek and English, when required.
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	

1. **LEARNING OUTCOMES**

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.   *Consult Appendix A*   • *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*   • *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*   • *Guidelines for writing Learning Outcomes*
Upon successful completion of this course, students will be able to: - comprehend and manage change and innovation (product, service, process or organizational) at the individual, business and strategic level   - associate market-related variables with technological and organizational change aimed at improving competitiveness   - have an integrated approach to managing business change and innovation

- use tools and techniques to analyze non-predictable problems, related with the pursuit of change and innovation
- systematically investigate the effects of alternative possible decisions and strategies within a non-predictable environment

      for businesses in general, as well as for business related to the tourism sector, in particular.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
	Respect for difference and multiculturalism
Adapting to new situations	*Respect for the natural environment*
Decision-making	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Working independently	*Criticism and self-criticism*
Team work	
	Production of free, creative and inductive thinking
Working in an international environment	
	……
Working in an interdisciplinary environment	*Others…*
Production of new research ideas	*…….*

Adaptation to new and changing conditions
Decision-making
Autonomous work
Teamwork
Critical thinking and self-critique
Advancement of free, creative and inductive thinking

SYLLABUS

During this course, we first discuss the strategic role of innovation and of entrepreneurship, at the level of the individual, of the firm and of the state. We discuss types of innovation, models and approaches for business and organizational change, innovation as a management process, as well as the management of the effort to innovate. The concept of entrepreneurship is also discussed, especially as applied to small businesses and their funding specificities.

The course aims at presenting and delving into what forms an innovation may actually take, be it marginal or radical, as well as at discussing techniques that a firm can use in order to manage a continuous effort for innovation.

As lectures progress, we will gradually discuss specificities of firms in the tourism sector and present types of innovation more related to these, as well as discuss entrepreneurship.

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	*Face-to-face*
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of information technologies for lectures, in the form of presentations and short videos. Presentations available at the student platform provided for free and accessible to all students with the use of their own password. Other material (such as web addresses, papers, projects) can also be posted to the eclass student platform when required and deemed useful. Students can contact the lecturer via email and relevant announcements are posted to the student platform.

TEACHING METHODS

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	Semester workload
Lectures (3h/w X 14 weeks)	42
Final exams	3
Study	105
Total	**150**

STUDENT PERFORMANCE EVALUATION

Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer

Assessment in English for cases of Erasmus+ students.

Assessment is based on the performance of students during the final written exam, which uses questions that require a brief analysis as an answer.

Projects can be assigned on a voluntary basis. When they are, projects constitute 25% of the final grade.

questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	

ATTACHED BIBLIOGRAPHY

Schilling, M., 2013, "Strategic Management of Technological Innovation", 4th ed., McGraw-Hill, Irwin

Egger, R., Gula, I. and Walcher, D. (eds.), 2016, "Open Tourism, open innovation, crowdsourcing and co-creation challenging the tourism industry", Springer

Fayos-Sola, E. and Cooper, C., 2019, "The Future of Tourism: innovation and sustainability", Springer

Hall, C., M. and Williams, A., M., 2008, "Tourism and Innovation", Routledge

STRATEGIC MANAGEMENT OF TOURISM FIRMS

GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
ACADEMIC UNIT	TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TMG_8.1C	**SEMESTER**	8
COURSE TITLE	STRATEGIC MANAGEMENT OF TOURISM FIRMS		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**

		Lectures	3	6
	Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			
COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Sspecial background			
PREREQUISITE COURSES:	No prerequisites			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek and English, when required			
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes			
COURSE WEBSITE (URL)				

LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.   *Consult Appendix A*   • *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*   • *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*   • *Guidelines for writing Learning Outcomes*
Upon successful completion of this course, students will be able to: - acknowledge the main available strategic choices and comprehend the need for taking non-expected actions.   - understand the sources of competitive advantage, traditional and others, as well as the need for unique strategic proposals and solutions   - conduct business external and internal environment analysis   - evaluate and assess conditions of uncertainty   - plan and use competitive and corporate strategies   - conduct benchmarking, using relevant techniques

for businesses in general, as well as for tourism businesses, in particular

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

……

Others…

…….

Adaptation to new and changing conditions
Decision-making
Autonomous work
Teamwork
Consideration for diversity and multiculturalism
Critical thinking and self-critique
Advancement of free, creative and inductive thinking

SYLLABUS

Strategic decisions are those having long-term and often non-reversible repercussions for a firm. Thus, we are not talking about everyday decisions but for decisions that can prove crucial crossroads for the course of a firm; decisions that can greatly contribute to success or failure of a firm.

This course aims at discussing the variety of strategic decisions that may be available to firms. Emphasis is placed on which of these decisions can be expected based on theory, as well as on the importance of NOT taking these expected decisions.

We discuss in depth that well planned but unexpected decisions are the ones that can not only create competitive advantage, but also create a dynamic competitive advantage. The latter can be created and sustained through a particular mindset of managers. This mindset takes into account "rational" decision making, leading to expected decisions, but it aims at something that differs from the expected.

The topics to be discussed are mainly the following:

- what is strategy, strategic thinking and strategic innovation

- strategic analysis of business external environment (PEST – STEP, scenario analysis, structural analysis (Porter and beyond), strategic groups analysis
- strategic analysis of business internal environment (including, among others, resource-based theory, technological accumulation, theory of dynamic capabilities)
- strategy under conditions of uncertainty (classification in levels of uncertainty and strategy matching, stances and actions to reduce uncertainty, portfolio of possible actions under conditions of uncertainty)
- strategies for pursuing competitive advantage (main options of cost leadership and differentiation, strategic clock, fast response and other composite views)
- corporate strategy (of maintaining stability, growth, rescue and reversal, vertical and horizontal integration, cooperation, forms of differentiation, divestment, prisoner firm, liquidation)
- forms of inter-firm cooperation (co-opetition, motives, strategic partnerships, value co-creation, dangers, spillover effects and 2+2=5 phenomenon, types of cooperation, co-option, co-specialization, cooperation strategies)
- benchmarking and strategy control (measuring business performance, designing performance standards, strategic matrix, balanced scorecard, consensus model)

As lectures progress, the specificities of the tourism sector are discussed and tourist firms strategic options are also presented, with the emphasis placed on small to medium sized firms.

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	*Face-to-face*
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of information technologies for lectures, in the form of presentations and short videos. Presentations available at the student platform provided for free and accessible to all students with the use of their own password. Other material (such as web addresses, papers, projects) can also be posted to the eclass student platform when required and deemed useful. Students can contact the lecturer via email and relevant announcements are posted to the student platform.

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.*	Activity	Semester workload
	Lectures (3h/w X 14 weeks)	42
	Final exams	3
	Personal study	10
	Total	**150**

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Assessment in English for cases of Erasmus+ students. Assessment is based on the performance of students during the final written exam, which uses questions that require a brief analysis as an answer. Projects can be assigned on a voluntary basis. When they are, projects constitute 25% of the final grade.

ATTACHED BIBLIOGRAPHY

Okumus, F., Altinay, L., Chathoth, P., 2010, "Strategic Management for Hospitality and Tourism, Butterworth – Heinemann, Elsevier

Evans, N., 2015, "Strategic Management for Tourism, Hospitality and Events", Routledge

Evans, N., Campbell, D. and Stonehouse, G., 2003, "Strategic Management for Travel and Tourism", Butterworth – Heinemann, Elsevier

Moutinho, L. (ed.), 2011, "Strategic Management in Tourism", 2nd ed., CABI

Woodside, A. and Martin, D. (eds.), 2008, "Tourism Management, analysis, behavior and strategy", Cabi

Ramos, A. and Jimenez, P. (eds.), 2008, "Tourism Development, economics, management and strategy", Nova Science Publishers Inc.

DIGITAL MARKETING AND PROMOTIONS IN TOURISM

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	TMG_8.2C **SEMESTER** 8
COURSE TITLE	DIGITAL MARKETING AND PROMOTIONS IN TOURISM

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	General background
PREREQUISITE COURSES:	None
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

> **Learning outcomes**
>
> *The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.*
>
> *Consult Appendix A*
>
> - *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
>
> - *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

On successful completion of the module the student will be able to

- develop a critical understanding of major concepts in digital marketing
- demonstrate a critical awareness of how digital Marketing Environment' elements and Marketing goals formulate Digital Marketing Strategy of Tourism organizations
- analyse how the consumer behaviour process is affected by the proliferation of digital and social media platforms and demonstrate how social media can facilitate two-way communication with consumers and monitor their behavior
- explore the role of information and communication technologies in key marketing communications functions and their impact on marketing management
- optimally use different communication tools and evaluate their effectiveness to target groups
- To develop the ability to create an integrated digital presence in appropriate digital platforms, ensuring consistency of message to deliver an effective marketing strategy

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*......*
Production of new research ideas	*Others...*
	....

Adapting to new situations

Decision-making

Working independently

Team work

Criticism and self-criticism

Production of free, creative and inductive thinking

SYLLABUS

Digital technologies are key factors in shaping today's markets, developing new data and new marketing tools for tourism organizations. The module aims to develop an understanding of the characteristics of various digital and social media platforms, channels and techniques and their impact on marketing management from a strategic perspective. Considering the scope of digital marketing and e-communities students will apply an analytical approach to the strategic planning and delivery of such activities in product and service of tourist industry. This will also involve understanding the behavior of consumers in online environments.

The module content includes the understanding of the underlying concepts and theories of digital marketing, as well as the tools of digital communication such as: Email marketing, content marketing, affiliation marketing, analytics, metrics, KPIs, digital tool SOSTAC, banner advertisement, SEO, adwords κα. One of the major goals is to understand the critical role that digital marketing plays in this era of

technology development, which in combination with traditional promotional tools can lead to effective marketing strategies. Emphasis will be given on the practical application of digital marketing and promotions in real life case studies..

Main topics of this module:
- Introduction to digital environment and marketing
- Strategic analysis of digital environment – Digital marketing plan (SOSTAC tool)
- Innovative digital business models
- Create value: Provide digital products and services stratgies
- Content marketing
- Pricing policy in digital environment
- Omni-channel policy – Digital intermediates
- Digital media strategic planning: Advertisments, SEO, adwords & Sales promotions
- Integrated digital strategy: Public Relationships, Direct & Email Marketing
- Measuring Digital Marketing Strategy performance- KPIs and Marketing Metrics.

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of ICT in Teaching in teaching by slides and video presentations. All material of the lectures will be available on the intranet of the university (e-class), students should visit this site on regular basis using their personal codes. Students will be able to communicate with the lecturers both electronically (email and e-class) and one-to-one (office hours will be announced at the beginning of each semester in the e-class). Course announcements will be posted in e-class.

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	*Activity*	*Semester workload*
	Lectures (3 hours/ week x 14 weeks)	42
	Final Exams	3
	Individual Study	105
	Total (25hours/ ECTS)	150

STUDENT PERFORMANCE EVALUATION	
Description of the evaluation procedure *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	The module will be assessed by 100% written exams at the end of the semester. Students could be able to improve their marks by undertaking coursework/ projects.

ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Chaffey, D., & Smith, P. R. (2013). eMarketing eXcellence: Planning and optimizing your digital marketing. Routledge
- Chaffey, D. & Ellis-Chadwick, F. (2012) Digital Marketing – Strategy, Implementation and Practice, 5th ed., Essex: Pearson Education.
- Kingsnorth, S. (2019). Digital marketing strategy: an integrated approach to online marketing. Kogan Page Publishers
- Roberts, M., & Zahay, D. (2012) Internet Marketing: Integrating Online and Offline Strategies, 3rd ed., Mason: South Western - Cengage Learning.

- Related academic journals:

- Journal of Marketing
- Journal of Digital Marketing
- Journal of Travel & Tourism Marketing
- Journal of Advertising
- Journal of Advertising Research
- Journal of Services Marketing
- Journal of Marketing Communications
- Journal of Marketing Management

TOURISM AND ENVIRONMENT – SUSTAINABLE TOURISM

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	TMG_8.3C **SEMESTER** 8
COURSE TITLE	TOURISM AND ENVIRONMENT – SUSTAINABLE TOURISM

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	WEEKLY TEACHING HOURS	CREDITS
LECTURES	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Special background
PREREQUISITE COURSES:	No prerequisites
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek and English
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes (English)
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes *The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.* *Consult Appendix A* • *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area* • *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B* • *Guidelines for writing Learning Outcomes*

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

• Know the basic principles of sustainable development

• Assess tourism's responsibility for global sustainability - economic, environmental and social

• Assess the impact of tourism development on the environment at international, national or local level

• Understand the importance of carrying capacity and sustainable tourism development for tourism destinations

• Demonstrate specialized practical and technical skills in the field of sustainable tourism development, planning and management

• Know about international summits, their content and environmental action plans

• Assess the importance of Agenda 21, Local Agenda 21 and the principles of sustainable development

• Propose green entrepreneurship actions and applications in tourism businesses

• Know the context of sustainable tourism development in Greece

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
	Respect for difference and multiculturalism
Adapting to new situations	
	Respect for the natural environment
Decision-making	
	Showing social, professional and ethical responsibility and sensitivity to gender issues
Working independently	
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*......*
Production of new research ideas	*Others…*
	…….

Independent work

Teamwork

Respect for diversity and multiculturalism

Respect for the natural environment

Promoting free, creative and inductive thinking

Exercising criticism and self-criticism

http://tourism.upatras.gr/

Working in an interdisciplinary environment

SYLLABUS

Week 1

The concepts of sustainability. Basic principles of sustainable development

Week 2

Types of tourism/tourists and environment. The concept of carrying capacity

Week 3

Economic, environmental and social sustainability. The impact of tourism development on the economy, environment and society

Week 4

The environmental impact of tourism in the context of Destination Life Cycle

Week 5

Tourism development in environmental protection zones (Natura). Case studies

Week 6th

International conferences and action plans for the environment.
- The Rio Earth Summit (1992)
- The Kyoto Protocol (1997)
- The Hague Climate Conference (2001)
- The Bonn Earth Summit (2002)
- The Johannesburg General Assembly – Sustainable Development of Tourism (2003)
- Agenda 21 and Local Agenda 21

Week 7

European and national policies on tourism planning and sustainable development

Week 8

The planning and management of the tourism destinations in relation to the environment. The methodological tools and regulatory framework of tourism planning

Week 9th

Sustainable tourism development and Greek reality. Case studies

Week 10

Sustainable tourism and entrepreneurship. Sustainability and small and medium-sized tourism business. The environmental footprint

Week 11

Green entrepreneurship and sustainable tourism development

Week 12

Teamwork presentations in case studies

http://tourism.upatras.gr/

| Week 13 |
| Final written exams |

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face lectures in class
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of Ms Power Point Learning process support using e-class platform Email contact

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*		
	Activity	*Semester workload*
	Lectures	39
	Group project	30
	Independent study	16
	Study an analysis of bibliography	65
	Course total (25 hrs per 1ECTS)	*150*

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure. Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Evaluation procedure concerns: • Written exams: 70% (multiple choice, short-answer and open-ended questions) • Group Project: 30%

ATTACHED BIBLIOGRAPHY

- *Suggested bibliography:*

Beckendorff, P., Lund-Durlacher, D. (2013) International Cases in Sustainable Travel and Tourism, Goodfellow Publishers

Graci, S., Dodds, R. (2010) Sustainable Tourism in Island Destinations, EarthScan/Routledge

- Related academic journals:

- Annals of Tourism Research
- International Journal of Tourism Research
- Journal of Sustainable Tourism
- Journal of Travel Research
- Journal of Tourism Studies

CONFERENCE AND EVENTS MANAGEMENT

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS
ACADEMIC UNIT	TOURISM MANAGEMENT
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	TMG_8.4S

		SEMESTER	8

COURSE TITLE	CONFERENCE AND EVENTS MANAGEMENT

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
LECTURES	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Special background
PREREQUISITE COURSES:	No prerequisites
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek and English

IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes (English)
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*

- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

- *Guidelines for writing Learning Outcomes*

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

• Know the types of events

• Understand the structure of the MICE tourism market

• Understand the particularities of the conference market

• Recognize the stages of organizing a conference event

• Meet the challenges of organizing conferences and events using state-of-the-art equipment as well as appropriate promotion and promotion methods

• Understand the role of the professional conference organizer and its communication and negotiation framework with stakeholders and businesses for conducting an event

• Know the particularities of the various types of events and the stages of their organization

- Music festivals

- Reports

- Sports news

- Social events

• Carry out feasibility studies related to the organization of conferences and events, allocate tasks and produce schedules to ensure compliance

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology   *Project planning and management*

http://tourism.upatras.gr/

Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	
Working in an interdisciplinary environment	*Production of free, creative and inductive thinking*
Production of new research ideas	*……*
	Others…
	…….

Independent work

Teamwork

Promoting free, creative and inductive thinking

Adaptability to new situations

Working in an international environment

Project planning and management

Search, analyse and process data and information, using ICT tools

Decision making

SYLLABUS

The course in Conference and Event Management deals with the conception and organization of successful events when it comes to organizational elements and operations management. The course will be presented through administrative issues and theories pertaining to event management within the event and conference industry and through the application of these theories to the functions performed during an event. The course aims to study the methods and procedures required to organize an event, to plan it and to manage appropriate technologies and strategies.

• MICE Tourism - Conceptual Approaches

• The impact of MICE tourism on tourist destinations

• Business meetings, business trips, motivation trips, exhibitions and conferences - Types and features

• Conference and Exhibition Tourism: Market Analysis

• Funding and sponsors of conference events. The Role of the Convention and Visitor Bureau (CVB)

• Features of organizing a scientific conference: Evaluating, negotiating and commissioning a hotel or a conference venue.

• The scientific dimension of the conference. Communicating with delegates and speakers, managing scientific studies and presentations

• Modern technological equipment and its installation. Technical support companies

• Event Tourism - Music, sports and social events

• Strategic management and budgeting of events

• Legal issues and event evaluation

• Job presentations

• Course exams

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face lectures in class
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of Ms Power Point Learning process support using e-class platform Email contact

TEACHING METHODS

The manner and methods of teaching are described in detail.

Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	Semester workload
Lectures	39
Group project	20
Independent study	20
Study an analysis of bibliography	71
Course total	*150*

STUDENT PERFORMANCE EVALUATION

Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other

Evaluation procedure concerns:

• Written exams: 70% (multiple choice, short-answer and open-ended questions)

• Group Project: 30%

http://tourism.upatras.gr/

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	

ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

Allen, J (2008) Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events. New Jersey: John Wiley & Sons. ISBN: 978-0470155745

- Related academic journals:

Festival Management and Event Tourism

Event Management

Journal of Convention and Exhibition Management – Journal of Convention and Event Tourism

Tourism Management

OPERATIONAL RESEARCH

GENERAL

SCHOOL	SCHOOL OF ECONOMICS AND BUSINESS		
ACADEMIC UNIT	DEPARTMENT OF TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	8.5S	**SEMESTER**	8
COURSE TITLE	OPERATIONAL RESEARCH		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Compulsory Selection – Specialized General Knowledge
PREREQUISITE COURSES	There are no Prerequisite Courses
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
ΗΛΕΚΤΡΟΝΙΚΗ ΣΕΛΙΔΑ ΜΑΘΗΜΑΤΟΣ (URL)	Under Construction

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The purpose of this course is to present the business decision-making process in complex business problems using the methods of Administrative Science. In particular, the course will present the methodology and basic techniques of Linear Programming as well as the process of formulating Integer Programming Problems. There will also be a reference on some specific Integer Programming problems and their applications. Upon successful completion of the course students will be able to:

- formulate linear and integer programming problems,
- understand the basic concepts associated with the linear programming problem solving process,
- understand and interpret the results of the solution,
- understand the form and properties of specific linear and integer programming problems.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Production of new research ideas*
	Project planning and management
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and*
Team work	*sensitivity to gender issues*
Working in an international environment	*Criticism and self-criticism*
Working in an interdisciplinary environment	*Production of free, creative and inductive thinking*

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Decision-making
- Working independently
- Working in an interdisciplinary environment

SYLLABUS

- Introduction to Operational Research
- Basic Concepts of Linear Programming (LP)
- Formatting Problems in LP Problems
- Graphical solution of LP Problems
- The SIMPLEX method
- Computer-assisted solutions
- Applications of LP to known Operational Research problems
- The dual problem
- Sensitivity analysis
- The transportation problem
- Integer programming
- Case studies in tourism

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc*	- Face-to-face lectures in a classroom.

USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	• Use of digital slides during deliveries • Learning process support through the e-class asynchronous e-learning platform. o Post lesson announcements o Post supplementary bibliography o Multimedia posting as a supplement in course teaching • Instructor communication through emails	
TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	*Activity*	*Semester workload*
	Lecture (3 hours / week × 13 weeks)	39
	Essay writing	26
	Final Exams	3
	Private study	82
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	150
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	The final evaluation of students includes: • Written final examination (75%) with o developmental questions – solving problems o comparative evaluation of theories elements • Essay presentation (25%).	

ATTACHED BIBLIOGRAPHY

- Κολέτσος Ι., Στογιάννης Δ., (2015). Εισαγωγή στην Επιχειρησιακή Έρευνα, Εκδόσεις Αυτοέκδοση
- Υψηλάντη Π. (2015). Επιχειρησιακή Έρευνα: Εφαρμογές στη Σύγχρονη Επιχείρηση, Εκδόσεις Προπομπός.
- Taha A. Hamdy (2017), Εισαγωγή στην Επιχειρησιακή Έρευνα (Operations Research), Εκδόσεις ΤΖΙΟΛΑ
- D.R. Anderson, D. Sweeney, T. Williams and K. Martin, (2014). Διοικητική Επιστήμη: Ποσοτικές μέθοδοι για τη λήψη επιχειρηματικών αποφάσεων (An Introduction to Management Science: A Quantitative Approach to Decision Making), Εκδόσεις Κριτική, 2014.

FINANCIAL STATEMENTS ANALYSIS

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS

ACADEMIC UNIT	TOURISM MANAGEMENT			
LEVEL OF STUDIES	UNDERGRADUATE			
COURSE CODE	TMG 8.6S		SEMESTER	8
COURSE TITLE	FINANCIAL STATEMENTS ANALYSIS			

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	WEEKLY TEACHING HOURS	CREDITS
Lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Selective
PREREQUISITE COURSES:	None
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes *The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.* *Consult Appendix A* • *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area* • *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B* • *Guidelines for writing Learning Outcomes*
Upon successful completion of the course, students should be able to: • understand the techniques of analyzing financial statements that are necessary to assess the liquidity, efficiency and profitability of businesses as well as their financial structure. • evaluate the sources of quantitative data

• demonstrate familiarity with the combined use of financial indicators in order to optimize

business decision-making conditions.

• improve the ability to solve business problems using analytical methods in general or specific

real business conditions

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
	Respect for the natural environment
Decision-making	
	Showing social, professional and ethical responsibility and sensitivity to gender issues
Working independently	
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an interdisciplinary environment

Project planning and management

SYLLABUS

• Definition and objectives of Financial Statement analysis

• Working capital and liquidity

• Cash Flows and Changes in Equity

• Company capital structure and viability

• Indicators - Categories and groups of financial indicators

• Liquidity indicators

- Activity indicators

- Performance indicators

- Capital Structure indicators

- Investment ratios

- Cash flow statements

- Financial statement analysis based on the Equilibrium Point model

- Comparative analysis of financial statements based on the Common Size technique

- Business Risk Analysis - Financial and Operational Leverage

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face lectures
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of ICT in teaching, with interactive projector. The lectures are available in e-class (ppt files) and accessible to students. Students can communicate with teacher by mail. Course announcements are posted in e-class.

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	

Activity	Semester workload
Lectures (5 hours per week X 14 weeks)	4270
Final examination	3
student's study hours and essay writing	105
Course Total (25 working hours per credit unit)	150

STUDENT PERFORMANCE EVALUATION	It is mainly based on students' performance in written exams at the end of the semester.
Description of the evaluation procedure *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	At the same time, students can improve their performance by optionally preparing and presenting an assignment that contributes 25% to the final grade.

ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Fridson M, 2011. Financial statement analysis, ed. Wiley
- Ittelson T.R. (2009), "FINANCIAL STATEMENTS: A step-by-step guide to understanding and creating financial reports", CAREER PRESS, Franklin Lakes NJ.
- Bernstein L.A., and Wild J.J. (2000), "Analysis of financial statements", fifth edition, McGraw-Hill.

MANAGERIAL ECONOMICS

GENERAL

SCHOOL	OF ECONOMICS AND BUSINESS		
ACADEMIC UNIT	TOURISM MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TMG_8.7S	**SEMESTER**	8
COURSE TITLE	MANAGERIAL ECONOMICS		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	WEEKLY TEACHING HOURS	CREDITS
Lectures	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background,* *special background, specialised general* *knowledge, skills development*	Skills development
PREREQUISITE COURSES:	No prerequisites
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek, English
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	

LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. *Consult Appendix A* • *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area* • *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B* • *Guidelines for writing Learning Outcomes*
The main purpose of this object is to reinforce the students with dexterities concerning their ability to combine the economic theory and methodology on the practical field of taking decisions. Furthermore, to be able to use the technical apparatus of the economic analysis, of the management and the decision making technics, to pursue the optimal solution related to the economic unit perceived as an operational organization. The systematic approach of the market, of the productive organization, of the micro- and macro- inspection of the frame in which the firm's organization functions to be articulated in an operational whole. We make loans from different aspects of the research, beyond the traditional approach business product optimization, making attempts to incorporate traits of strategic marketing and consumer behaviour. The central intention remains to transform the potential product – service according to the consumer expectation, to alternate it in productive achievement.
General Competences
Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

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Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Having attended the lessons of this scientific domain the student should be in a state:

- to understand the way of using the apparatus of the decision making in the consequence analysis, on attempting to adopt the best alternative actions.
- To use the optimal technics for decision making.
- to interpret the consumer behaviour as far as the firm's concern, estimating the demand functions and forecasting the demand
- to utilize the consumer behaviour.
- to comprehend the producer's behaviour making use of the productive functions.
- To incorporate in the productive function the results of the market's strategic analysis.
- To search on the alternative ways of the productive amelioration and the effectiveness of a productive unit.
- To perceive the cost theory, to estimate the cost function and understand the way under which the price is forged in the differentiated market editions.
- to perceive and implement the principles concerning the risk analysis of the business decision.
- to know and implement the principles of the decision making under uncertainty especially to investment programming.
- To search systematically in the macro environment of the firm and to transform – alternate intentionally the business activity.
- To comprehend the specificity of the touristic business and the way in which it is incorporated into the general productive division.

SYLLABUS

First unit: "the firm and its environment".

The principles and the methodological frame. The systematic approach of the consumer behaviour, the demand analysis and the economic forecasting. The market as a reception frame of the firm.

Second unit: "the production of new wealth, the cost and the profit maximization".

On approaching the productive activity, determination and the cost factors analysis, the profit in its deeper meaning. The firm as a receptor of the market demand and the intentional articulation of the productive function.

Third unit: "the market and the behaviour of the firm".

Forms and shapes of the market competition, the firm's strategy on decision taking, pricing technics, risk analysis, evaluation of the investment, the relationship of the firm with the public sector and the public policy. Strategic analysis of the firm, the activity of the touristic firm, its productive formulation.

Fourth unit: "the macro- environment".
Public and international domain strategic analysis of the general business environment, international business activity and the specificity of the touristic firm.

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face to face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	**Activity**	**Semester workload**
	Lectures (3 hours per week for a total of 14 weeks)	42
	Final examination	3
	Personal studying demand	105
	total	*150*

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Multiple choise questionnaires, short-answer questions, written work presentation (provisional)

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