

## Quality Assurance Policy of the Department of Tourism Management

The Department of Tourism Management, in collaboration with the Quality Assurance Unit (MODIP) and the relevant services of the University of Patras, has harmonized the Quality Assurance Policy of the Undergraduate Study Program with the Institution's Quality Policy.

### Vision / Mission of the Department of Tourism Management

**The mission** of the Department of Tourism Management is the comprehensive education of students in tourism management, which is achieved through its contemporary curriculum as well as the continuous overview of recent developments in the relevant scientific fields.

In particular, the mission of the Department is:

1. The comprehensive training of students in the management of tourism businesses and organizations, as well as in the planning of tourism policy and development at local, regional, national, and international levels.
2. The interdisciplinary approach to both the subject of Tourism as well as of the overall tourism industry, within a constantly developing political, economic, social, technological and cultural environment, with the use of contemporary research methods and tools.

**The objective** of the Undergraduate Studies Program of the Department of Tourism Management is to provide undergraduate studies in the management of tourism and tourism businesses, through an interdisciplinary approach, combining theory with practice/technology as well as teaching by using updated academic research. In particular, within the UG Program, the field of Tourism is approached at a micro-economic level (business activity in tourism and tourism enterprises), and at a macro-economic level (development and tourism policy in both national and regional level).

The strategic goals of the Department of Tourism Management of the University of Patras are linked to those of the Institution and include:

- **Providing high-level education**, with an emphasis on student-centric approach, the continuous upscaling of the UG program through the process of annual revision of the UG program and the updating and standardization of academic functions as well focusing on the Learning Outcomes.
- **Improving the link** with the market, scientific institutions, and graduates of the Department.
- **High-quality research outputs**, based on international developments through the advancement of research collaborations and dissemination of the results for the benefit of the economy and society.
- **Promote and recognize excellence and innovation**, through encouraging, enhancing and rewarding the achievements of faculty members in teaching and research.
- **Reinforcement of extroversion**, by strengthening and promoting collaborations, networking and publicizing activities as well as having an **international departmental**

**presence**, through international activities and comparative evaluations with similar Universities as well as emphasizing in the distinction of the Department at the local, national, and international level.

- **Effectiveness of administrative processes and improvement of the Department's infrastructure**, by giving priority to Student Care.

The expected learning outcomes of the Undergraduate Program of the Department of Tourism Management include, among others, the following:

- ✓ managing a tourism business to achieve its targets/goals,
- ✓ application of scientific administrative methods and practices of production, provision, pricing, distribution and promotion of products and services,
- ✓ excellent management of human resources of a business or a tourist organization,
- ✓ conducting tourism market research and tourism policy studies,
- ✓ designing and implementing development strategies for specific destinations, based on the threefold of Economy - Society - Environment (sustainability and sustainable tourism development),
- ✓ development of specific and appropriate forms of tourism, by making use of the specific characteristics, infrastructure, and potential of each destination,
- ✓ critical approach to modern theories in the field of Tourism,
- ✓ taking leadership initiatives and making the appropriate decisions based on the technological and organizational changes that arise in the international Tourism environment,
- ✓ career opportunities at an executive level in all sectors of Tourism.

The quality assurance processes that are indicated in the Institution's Quality Manual are applied in the Department on a case-by-case scenario. All quality assurance processes of the Department of Tourism Management are subject to inspection and review, which is carried out on an annual basis by the Unit of Internal Evaluation (OM.E.A.) in collaboration with the Foundation's Quality Assurance Unit (MO.DI.P.).