



ΤΜΗΜΑ ΔΙΟΙΚΗΣΗΣ ΤΟΥΡΙΣΜΟΥ
DEPARTMENT OF TOURISM MANAGEMENT

DEPARTMENT OF TOURISM MANAGEMENT
SCHOOL OF ECONOMICS AND BUSINESS ADMINISTRATION
UNIVERSITY OF PATRAS

Course Outlines

Patras, May 2023

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SEMESTER A

1.1C. INTRODUCTION TO TOURISM & TOURISM GEOGRAPHY

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	1.1C	SEMESTER OF STUDIES	A
COURSE TITLE	INTRODUCTION TO TOURISM & TOURISM GEOGRAPHY		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>		TEACHING HOURS PER WEEK	ECTS CREDITS
LECTURES		3	
TUTORIAL		1	
TOTAL		4	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>Upon successful completion of this course, students should:</p> <ul style="list-style-type: none"> • 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. • Acknowledge 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. • Acknowledge the structure, the branches and the operation of the tourism system. • 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.
- Identify the tourist sender and receiver countries, taking into account the similarities and differences in their economic, social and natural environment.

General Abilities

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?

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

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

3. COURSE CONTENT

- Introductory concepts and definitions of Tourism - Types of tourism and tourism forms.
- 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.
- Structure, branches and operation of the tourism system
- 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.
- 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.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
		Virtual (simulated) laboratory training		
	Others:			
<p>TEACHING ORGANIZATION <i>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.</i></p>	Activity		Workload of semester	
		Lectures	39	
		Tutorials	13	
		Laboratory practice		
		Project	30	
		Essay writing		
		Study and analysis of bibliography		
		Private study	65	
		Final Exam	3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
	<p>STUDENT ASSESSMENT <i>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.</i></p>		Developing questions	X
		Multiple choice questionnaires	X	50% or 35%
		Mid-term exam		
		Problem solving		
		Laboratory work		
		Written work, essay/ report	X	0 or 30%
		Public presentation		
		Oral examination		
	Report			
<p>In the case of written essay, the final evaluation will result in 70% from the written examination and 30% from the written essay.</p>				

5. RECOMMENDED LITERATURE

- Fletcher John, Fyall Alan, Gilbert David, Wanhill Stephen (2018). Tourism: Principles & Practices. UK: Pearson.
- Lickorish Leonard J., Jenkins Carson L. (1997). An introduction to tourism. UK: Routledge
- Annals of Tourism Research
- Journal of Travel Research
- Tourism Geographies
- Tourism Management
- Journal of Tourism and Hospitality
- Journal of Tourism Futures

1.2C. MICROECONOMICS**1. GENERAL**

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	1.2C	SEMESTER OF STUDIES	A
COURSE TITLE	MICROECONOMICS		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i>
<p>The aim of the Microeconomics course is to make students capable of:</p> <ul style="list-style-type: none"> Understanding the methodological approach of the phenomena of the specific branch of finance, the theoretical framework of the supply and demand laws, the theoretical and practical dimension of the automatic balance of markets and their instability Understanding the core of the consumer's behavior as a rational subject, maximizing its usefulness and the production process by determining the way and methods of wealth production as well as the techniques through which the company's results are maximized. Understanding the structure of markets and the competitive context, methods and techniques used by companies to overcome obstacles, the importance of methods to maximize profits. describing and analyzing the modern objects of microeconomics as they have evolved in recent years in the world and in the Greek market. Upon successful completion of the course the student will be able to: utilize the methodological approach of this specific scientific sector

- explore within the theoretical framework of the laws of supply and demand
- study consumer behavior as a rational subject for maximizing utility
- study the behavior of the producer as a production coordinator in the pursuit of maximum efficiency
- distinguish within the framework of market structure and competition the options for the business

General Abilities
 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?

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

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

3. COURSE CONTENT

- Introduction to Economics: Basic concepts of economics, Financial needs and goods, Financial system.
- Demand and supply: Demand analysis, Supply analysis, price and equilibrium determination in the product market.
- Consumer selection and demand theory: Usefulness of economic goods, Demand function and marginal utility, Consumer curves and consumer balance.
- Production theory and cost theory (short and long term).
- Market Forms: Full Competition, Monopoly, Monopoly Competition, Oligopoly.
- Determining the prices and the level of employment of the factors of production and distribution of income.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face
	X	Distance learning (asynchronous)
		Others:
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides
	X	Asynchronous training (e-class)
	X	Email communication
		Virtual (simulated) laboratory training

	Others:		
<p>TEACHING ORGANIZATION</p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester
	Lectures		39
	Tutorials		
	Laboratory practice		
	Project		
	Essay writing		
	Study and analysis of bibliography		
	Private study		108
	Final Exam		3
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
<p>STUDENT ASSESSMENT</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Developing questions		X 50%
	Multiple choice questionnaires		X 50%
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report		
	Public presentation		X
	Oral examination		
	Report		
	Individual project is optional.		

5. RECOMMENDED LITERATURE

- Pindyck R. Rubinfeld D., Microeconomics, Global Edition.
- Begg D., Dornbusch R., & Fischer S., Economics.
- Bejean S. Peyron Ch. Dalloz, Microeconomie.
- Montbrial T. Fauchart E., Introduction a l' economie, microeconomie, macroeconomie

5.4C. BASIC ENGLISH FOR THE TOURISM INDUSTRY

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	5.4C	SEMESTER OF STUDIES	A
COURSE TITLE	BASIC ENGLISH FOR THE TOURISM INDUSTRY		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			

COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SKILLS DEVELOPMENT / COMPULSORY
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES
TEACHING AND ASSESSMENT LANGUAGE:	ENGLISH
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBPAGE (URL)	eclass.upatras.gr

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i> Consult Appendix A</p> <ul style="list-style-type: none"> • 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 															
<p>Upon successful completion of the course, students develop knowledge, skills and abilities so that they can:</p> <ul style="list-style-type: none"> • They use English in their oral communication and in writing publications • They are constantly enriching the vocabulary and grammar of the English language with tourist and travel terminology but also with business terminology • They know in writing and orally the basic English tourist and travel terminology to use when communicating for the needs of a tourism business (hotel, restaurant, travel agency, airline, etc.) • Read tourist magazines and tourist guides and process tourist, travel and commercial correspondence 															
<p>General Abilities <i>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?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Production of new research ideas</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> <tr> <td><i>Working independently</i></td> <td><i>Respect for the natural environment</i></td> </tr> <tr> <td><i>Teamwork</i></td> <td><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Criticism and self-criticism</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment</i></td> <td><i>Production of free, creative and inductive thinking</i></td> </tr> </table>		<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>	<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>	<i>Working independently</i>	<i>Respect for the natural environment</i>	<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>	<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>														
<i>Adapting to new situations</i>	<i>Project planning and management</i>														
<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>														
<i>Working independently</i>	<i>Respect for the natural environment</i>														
<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>														
<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>														
<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>														
X	Search for, analysis and synthesis of data and information, with the use of the necessary technology														
X	Adapting to new situations														
	Decision-making														
X	Working independently														
X	Teamwork														
X	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														
X	Criticism and self-criticism														

	Production of free, creative and inductive thinking
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3. COURSE CONTENT

The first three lectures of the course focus on achieving a level of English language proficiency. In the following lectures students learn the basic English tourist and travel terminology and integrate it into the four language skills:

- Speaking (English for Tourism and Hospitality Industry)
- Listening (English for Tourism and Hospitality Industry)
- Reading (English for Tourism and Hospitality Industry)
- Writing (English for Tourism and Hospitality Industry)
- Tourist leaflets in English
- Tourist guides in English,
- Structure of commercial correspondence standards in English
- Types of reports related to tourism and hospitality in English

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
		Virtual (simulated) laboratory training		
		Others:		
TEACHING ORGANIZATION <i>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.</i>	Activity		Workload of semester	
		Lectures	39	
		Tutorials		
		Laboratory practice		
		Project		
		Essay writing	20	
		Study and analysis of bibliography	68	
		Private study	20	
		Final Exam	3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)	150	
STUDENT ASSESSMENT <i>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.</i>		Developing questions	X	50%
		Multiple choice questionnaires	X	50%
		Mid-term exam		
		Problem solving		
		Laboratory work		
		Written work, essay/ report		
		Public presentation		
		Oral examination		
		Report		

5. RECOMMENDED LITERATURE

- | |
|---|
| <ul style="list-style-type: none"> Jacob, M. & Strutt, P. (2009). ENGLISH FOR INTERNATIONAL TOURISM UPPER INTERMEDIATE COURSEBOOK. Εκδόσεις LONGMAN. |
|---|

1.4C. INTRODUCTION TO COMPUTER SCIENCE**1. GENERAL**

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	1.4C	SEMESTER OF STUDIES	A
COURSE TITLE	INTRODUCTION TO COMPUTER SCIENCE		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
LABORATORY EXERCISES	2		
TOTAL	5	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SKILLS DEVELOPMENT / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i> <p>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:</p>
--

- 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
- exploit office technologies in tourism business environments,
- use basic and advanced spreadsheet functions with application in economics and administration.

General Abilities

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
Teamwork
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
	Adapting to new situations
	Adapting to new situations
	Decision-making
X	Working independently
	Teamwork
	Working in an international environment
X	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

3. COURSE CONTENT

- 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).

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face			
	X	Distance learning (asynchronous)			
		Others:			
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides			
	X	Asynchronous training (e-class)			
	X	Email communication			
	X	Virtual (simulated) laboratory training			
		Others:			
TEACHING ORGANIZATION <i>The manner and methods of teaching are described in detail.</i> <i>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.</i> <i>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.</i>	Activity		Workload of semester		
		Lectures		39	
		Tutorials			
		Laboratory practice		26	
		Project			
		Essay writing			
		Study and analysis of bibliography			
		Private study		82	
		Final Exam		3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)			150
	STUDENT ASSESSMENT <i>Description of the evaluation procedure</i> <i>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</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>		Developing questions	X	75%
		Multiple choice questionnaires			
		Mid-term exam			
		Problem solving			
		Laboratory work	X	25%	
		Written work, essay/ report			
		Public presentation			
		Oral examination			
		Report			

5. RECOMMENDED LITERATURE

- BEHROUZ FOROUZAN (2015), FOUNDATIONS OF COMPUTER SCIENCE
- Evans Alan, Martin Kendall, Poatsy Mary Anne (2018). TECHNOLOGY IN ACTION

1.5C. MATHEMATICS IN MANAGEMENT & ECONOMICS

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	1.5C	SEMESTER OF STUDIES	A
COURSE TITLE	MATHEMATICS IN MANAGEMENT & ECONOMICS		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course,</i>	TEACHING HOURS	ECTS CREDITS	

<i>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</i>	PER WEEK	
LECTURES	3	
TUTORIAL	2	
TOTAL	5	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>		
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND / COMPULSORY	
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES	
TEACHING AND ASSESSMENT LANGUAGE:	GREEK	
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO	
COURSE WEBPAGE (URL)	eclass.upatras.gr	

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i> 															
<p>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:</p> <ul style="list-style-type: none"> 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 															
<p>General Abilities</p> <p><i>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?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Production of new research ideas</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> <tr> <td><i>Working independently</i></td> <td><i>Respect for the natural environment</i></td> </tr> <tr> <td><i>Teamwork</i></td> <td><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Criticism and self-criticism</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment</i></td> <td><i>Production of free, creative and inductive thinking</i></td> </tr> </table>		<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>	<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>	<i>Working independently</i>	<i>Respect for the natural environment</i>	<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>	<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>														
<i>Adapting to new situations</i>	<i>Project planning and management</i>														
<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>														
<i>Working independently</i>	<i>Respect for the natural environment</i>														
<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>														
<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>														
<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>														
	<p>Search for, analysis and synthesis of data and information, with the use of the necessary technology</p> <p>Adapting to new situations</p> <p>Adapting to new situations</p>														

	Decision-making
X	Working independently
	Teamwork
	Working in an international environment
X	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

3. COURSE CONTENT

- 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

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face	
	X	Distance learning (asynchronous)	
		Others:	
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides	
	X	Asynchronous training (e-class)	
	X	Email communication	
		Virtual (simulated) laboratory training	
		Others:	
<p>TEACHING ORGANIZATION <i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester
		Lectures	39
		Tutorials	26
		Laboratory practice	
		Project	
		Essay writing	
		Study and analysis of bibliography	
		Private study	82
		Final Exam	3
		Total number of hours for the Course (25 hours of work-load per ECTS credit)	150
<p>STUDENT ASSESSMENT <i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice</i></p>		Developing questions	
		Multiple choice questionnaires	
		Mid-term exam	
		Problem solving	X

<p>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</p> <p>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</p>	Laboratory work		
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		
	Short-answer questions	X	50%
	<p>Other: Students can optionally participate in exemption mid-term progress assessments</p>		

5. RECOMMENDED LITERATURE

- Jacques Ian (2017), Mathematics for Economics and Business
- Bradley Teresa (2015), Essential Mathematics for Economic and Business

SEMESTER B

2.1C. MACROECONOMICS

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	2.1C	SEMESTER OF STUDIES	B
COURSE TITLE	MACROECONOMICS		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i>
<p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> understand the theoretical bases and propositions of the cognitive object of economics, analyze the basic concepts of the course (macroeconomic figures), evaluate the cognitive data of the field and acquire the ability to form an opinion on the macroeconomic data, explore new possibilities for policy-making based on the prevailing principles of macroeconomic theory, determine with precision the theoretical approaches of the cognitive object (neoclassical, Keynesian), use all the knowledge in order to formulate an integrated opinion on the subject (economic policy proposal), predict developments and changes in the events of the economy, as a result of the knowledge in the field they have acquired.

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

3. COURSE CONTENT

- Macroeconomic Science: Main macroeconomic issues, goals and policy tools
- Structure and Measures of the National Economy: National Accounts, Nominal GDP, Real GDP, Methods of Measuring GDP, Available Income, Per capita Income.
- Consumption - Savings - Investments: Consumption Function, Savings Function, Modern Consumer Theory, Multiplier, Investment Concept, Criteria for Investing, Determinants of Investment, Autonomous Investment Producers, Accelerator.
- Fiscal Policy: Taxes, Public Expenditures, Tax Multiplier, Anti-Inflationary and Inflationary Gap, Excess Budget, Deficit State Budget, Public Debt.
- Money Theory: Definition and Functions of Money, Demand for Money, Money Offer (Central Bank and Commercial Banks), Interest Theory, Monetary Policy.
- Inflation and Unemployment: Concept and measurement of inflation, Inflation categories, Causes and policies for dealing with inflation, Concept and types of unemployment, Unemployment policies, Unemployment inflation.
- Open Economy Finance: International Trade, Balance of Payments, Foreign Exchange Markets.
- Balance in Product - Money - Labor and Foreign Markets: The IS-LM model.
- Economic Growth: The modern theories of economic growth.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face
	X	Distance learning (asynchronous)
		Others:

<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES Use of ICT in teaching, laboratory education, communication with students</p>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
		Virtual (simulated) laboratory training		
		Others:		
<p>TEACHING ORGANIZATION 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.</p>	Activity		Workload of semester	
		Lectures	39	
		Tutorials		
		Laboratory practice		
		Project		
		Essay writing		
		Study and analysis of bibliography		
		Private study	108	
		Final Exam	3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
<p>STUDENT ASSESSMENT 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.</p>		Developing questions	X	50%
		Multiple choice questionnaires	X	50%
		Mid-term exam		
		Problem solving		
		Laboratory work		
		Written work, essay/ report		
		Public presentation		
		Oral examination		
		Report		
		Optional presentation of individual work		

5. RECOMMENDED LITERATURE

- Dornbusch R. Fischer S., Macroeconomics, international ed.
- Sachs – Larrain, Macroeconomics in the global economy
- Montbrial T. Fauchart E., Introduction a l' economie, microeconomie, macroeconomie

2.2C. FINANCIAL ACCOUNTING

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	2.2C	SEMESTER OF STUDIES	B
COURSE TITLE	FINANCIAL ACCOUNTING		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
LABORATORY EXERCISES	2		
TOTAL	5	6	

<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>	
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND / COMPULSORY
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES
TEACHING AND ASSESSMENT LANGUAGE:	GREEK
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO
COURSE WEBPAGE (URL)	eclass.upatras.gr

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i> Consult Appendix A</p> <ul style="list-style-type: none"> • 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 															
<p>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.</p> <p>Upon successful completion of the course, students should be able to:</p> <ul style="list-style-type: none"> • understand the key concepts and legislation framework of Accounting, • assimilate basic accounting techniques as well as the current accounting framework under International Accounting Standards, • develop critical thinking in professional accounting practice, • record accounting entries (bookkeeping, ledger, trial balance), • calculate the working capital, Cash Operating Cycle, • understand the process of preparing the basic financial statements (balance sheet, income statement, statement of changes in equity, cash flow statement, notes). 															
<p>General Abilities <i>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?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Production of new research ideas</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> <tr> <td><i>Working independently</i></td> <td><i>Respect for the natural environment</i></td> </tr> <tr> <td><i>Teamwork</i></td> <td><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Criticism and self-criticism</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment</i></td> <td><i>Production of free, creative and inductive thinking</i></td> </tr> </table>		<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>	<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>	<i>Working independently</i>	<i>Respect for the natural environment</i>	<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>	<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>														
<i>Adapting to new situations</i>	<i>Project planning and management</i>														
<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>														
<i>Working independently</i>	<i>Respect for the natural environment</i>														
<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>														
<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>														
<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>														
	Search for, analysis and synthesis of data and information, with the use of the necessary technology														
	Adapting to new situations														
X	Adapting to new situations														
X	Decision-making														
	Working independently														
	Teamwork														

X	Working in an international environment
X	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
X	Production of free, creative and inductive thinking

3. COURSE CONTENT

- The concepts and the purpose of Accounting
- Importance and purpose of analysis of financial statements, Ratios
- Qualitative and quantitative characteristics of financial information
- The scope of Accounting
- Principles and assumptions in Financial Accounting
- The accounting statements (Balance Sheet - BS - Profit and Loss Statement - P&L, Statement of Changes in Equity, Cash Flow Statement, Notes)
- Preparing trial balance (correction of errors, control accounts and reconciliations, bank reconciliations, suspense accounts)
- International Accounting Standards
- Preparing basic financial statements (disclosures, events after reporting period, incomplete records)
- Accounting cycle/process
- Accounting entries, Recording transactions and events (inventory, depreciation, intangible NCA and amortization, accruals & prepayments, provisions & contingencies, capital structure and finance costs)
- Working Capital, Cash Operating Cycle
- Preparing simple consolidated financial statements (subsidiaries, associates)

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face	
	X	Distance learning (asynchronous)	
		Others:	
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides	
	X	Asynchronous training (e-class)	
	X	Email communication	
	X	Virtual (simulated) laboratory training	
		Others:	
<p>TEACHING ORGANIZATION <i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester
		Lectures	39
		Tutorials	
		Laboratory practice	26
		Project	
		Essay writing	32
		Study and analysis of bibliography	
		Private study	50
		Final Exam	3
		Total number of hours for the Course	150

		(25 hours of work-load per ECTS credit)	
<p align="center">STUDENT ASSESSMENT</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Developing questions		
	Multiple choice questionnaires		
	Mid-term exam		
	Problem solving	X	75%
	Laboratory work	X	25%
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		

5. RECOMMENDED LITERATURE

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

2.6C. INTRODUCTION TO MARKETING

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	2.6C	SEMESTER OF STUDIES	B
COURSE TITLE	INTRODUCTION TO MARKETING		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i>
--

- 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:

- Have understood the marketing mix (product, price, promotion, distribution) and be able to select the appropriate (effective and efficient) marketing actions according to market conditions,
- Choose the appropriate strategies that will better satisfy the needs of consumers than competitors and achieve the marketing goals set by the business,
- Evaluate the internal and external environment of the business effectively,
- Understand the usefulness of market segmentation and select the most suitable market segments, as well as to comprehend consumer behavior.

General Abilities

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

Teamwork

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

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

3. COURSE CONTENT

The course "Introduction to Marketing" introduces students to the basic concepts and principles of the science of Marketing, contributing to the acquisition of useful knowledge through a comprehensive theoretical overview of the cognitive object and an analytical presentation of relevant practical issues, emphasizing the connection between theory and practice. The content of the course includes the following sections:

1. Introduction, content, object, definitions, philosophy of Marketing.
2. Micro and Macro Environment of Marketing.
3. Strategic Planning at the Business Level. Vision and Mission of the Company.
4. Analysis of the Internal and External Environment. Marketing Information Systems and Market Research.

5. Factors affecting Consumer Behavior. The Process of Purchase Decision Making.
6. Market Segmentation, Targeting and Product Positioning.
7. What is a Product. Decisions on the Product Mix. Brand Analysis and New Product Development.
8. Product Life Cycle and Marketing Strategies during the Life Cycle.
9. Pricing Strategies.
10. Promotion Mix. Advertising, Sales Promotion, Public Relations, Personal Selling.
11. Distribution Channels. Decisions on the Form and Management of Distribution Channels.
12. Digital Marketing.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
		Virtual (simulated) laboratory training		
		Others:		
<p>TEACHING ORGANIZATION <i>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.</i></p>	Activity		Workload of semester	
		Lectures	39	
		Tutorials		
		Laboratory practice		
		Project		
		Essay writing		
		Study and analysis of bibliography		
		Private study	108	
		Final Exam	3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)	150	
<p>STUDENT ASSESSMENT <i>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.</i></p>		Developing questions	X	100% or 75%
		Multiple choice questionnaires		
		Mid-term exam		
		Problem solving		
		Laboratory work		
		Written work, essay/ report	X	0% or 25%
		Public presentation		
		Oral examination		
	Report			

5. RECOMMENDED LITERATURE

- Armstrong, G. & Kotler, P. (2022) Εισαγωγή στο Μάρκετινγκ, 14^η έκδοση, Επίκεντρο
- Kotler, P., Burton, S., Deans, K., Brown, L., & Armstrong, G. (2015). Μάρκετινγκ. Pearson Higher Education.
- Kotler, P. & Armstrong, G. (2013), Principles of Marketing (15th Global Edition), Pearson.
- Pride, W., & Odies, C. F. (2014), Foundations of marketing. Cengage Learning.

2.4C. BUSINESS STATISTICS

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	2.4C	SEMESTER OF STUDIES	B
COURSE TITLE	BUSINESS STATISTICS		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
LABORATORY EXERCISES	2		
TOTAL	5	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i> <p>The course aims to provide the necessary tools of statistical data processing. Upon successful completion of the course students will be able to:</p> <ul style="list-style-type: none"> understand basic statistical concepts, present data with techniques of descriptive statistics, interpret data with descriptive statistics techniques, correlate two-variable data apply simple linear regression describe a time series handle, effectively, probabilities and random (discrete and/or continuous) variables, be aware of fundamental distributions and concepts related to variables and sampling, use software to implement the above statistical concepts

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

General Abilities

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?

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

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

3. COURSE CONTENT

- Basic concepts of Statistics
- Description of statistical data and time series
- Measures of central tendency, dispersion, asymmetry and kurtosis
- Two variable correlation and simple linear regression
- Sampling and Population
- Introduction to Probabilities and Probability Distributions
- Normal distribution and Sampling Distributions

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face
	X	Distance learning (asynchronous)
		Others:
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides
	X	Asynchronous training (e-class)
	X	Email communication
	X	Virtual (simulated) laboratory training
		Others:
<p>TEACHING ORGANIZATION <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography,</i></p>	Activity	
		Workload of semester
	Lectures	39
	Tutorials	
	Laboratory practice	26

<p>tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</p> <p>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.</p>	Project		
	Essay writing		
	Study and analysis of bibliography		
	Private study	82	
	Final Exam	3	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
<p>STUDENT ASSESSMENT Description of the evaluation procedure</p> <p>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</p> <p>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</p>	Developing questions		
	Multiple choice questionnaires	X	50%
	Mid-term exam		
	Problem solving	X	25%
	Laboratory work	X	25%
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		
Other: Students can optionally participate in mid-term progress assessments.			

5. RECOMMENDED LITERATURE

- Mark L. Berenson, David M. Levine, Kathryn A. Szabat (2018). Basic Business Statistics
- Witte Robert, Witte John (2019). Statistics

2.5C. INTRODUCTION TO LAW

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	2.5C	SEMESTER OF STUDIES	B
COURSE TITLE	INTRODUCTION TO LAW		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIALISED GENERAL KNOWLEDGE / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		

COURSE WEBPAGE (URL)	eclass.upatras.gr
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2. 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 Abilities

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 |
| Teamwork | 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
X	Adapting to new situations
X	Decision-making
X	Working independently
X	Teamwork
X	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

3. COURSE CONTENT

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.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
		Virtual (simulated) laboratory training		
		Others:		
TEACHING ORGANIZATION <i>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.</i> <i>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.</i>	Activity		Workload of semester	
		Lectures		39
		Tutorials		
		Laboratory practice		
		Project		
		Essay writing		
		Study and analysis of bibliography		
		Private study		108
		Final Exam		3
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
	STUDENT ASSESSMENT <i>Description of the evaluation procedure</i> <i>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</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>		Developing questions	X
		Multiple choice questionnaires	X	50%
		Mid-term exam		
		Problem solving		
		Laboratory work		
		Written work, essay/ report		
		Public presentation		
		Oral examination		
		Report		

5. RECOMMENDED LITERATURE

- Konstantinos D. Kerameus, Phaedon John Kozyris, Introduction to Greek Law, Kluwer Law International, 2008

SEMESTER C

3.2C. HUMAN RESOURCES MANAGEMENT

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	3.2C	SEMESTER OF STUDIES	C
COURSE TITLE	HUMAN RESOURCES MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • 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
<p>General Abilities</p> <p><i>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?</i></p>

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

3. COURSE CONTENT

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.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face
	X	Distance learning (asynchronous)
		Others:
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides
	X	Asynchronous training (e-class)
	X	Email communication
		Virtual (simulated) laboratory training
		Others:

<p>TEACHING ORGANIZATION <i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester	
	Lectures		39	
	Tutorials			
	Laboratory practice			
	Project			
	Essay writing			
	Study and analysis of bibliography			
	Private study		108	
	Final Exam		3	
Total number of hours for the Course (25 hours of work-load per ECTS credit)		150		
<p>STUDENT ASSESSMENT <i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Developing questions		X	100%
	Multiple choice questionnaires			
	Mid-term exam			
	Problem solving			
	Laboratory work			
	Written work, essay/ report			
	Public presentation			
	Oral examination			
	Report			

5. RECOMMENDED LITERATURE

- 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

3.3C. TOURISM ECONOMICS

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	3.3C	SEMESTER OF STUDIES	C
COURSE TITLE	TOURISM ECONOMICS		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			

COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES
TEACHING AND ASSESSMENT LANGUAGE:	GREEK
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBPAGE (URL)	eclass.upatras.gr

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i> 						
<p>The pursuit of the cognitive object of Tourism Economics is the methodological approach to the phenomena of this economic sector, the theoretical framework of supply and demand laws, the theoretical and practical dimension of market equilibrium and their instability. The consumer behavior is studied as a rational subject of maximizing its utility on the one hand, and the production process by determining the way and methods of producing wealth on the other. These are adapted to the structure of markets and the competitive framework that characterizes the tourism sector and to the methods and techniques that enterprises use to overcome obstacles, and maximize profits.</p> <p>Moreover, the description and analysis of contemporary microeconomic science objects, as they have evolved and adapted to the tourism sector as an economic activity.</p> <p>Upon successful completion of the course the student will be able to:</p> <ul style="list-style-type: none"> utilizes the methodological approach of this scientific sector. explores the theoretical framework of the laws of supply and demand. studies the consumer behavior as a rational subject to maximize the utility of the tourist product-related service. studies the behavior of the producer as a coordinator of production - organization of the services of this specific sector towards maximum performance. distinguishes the options for the tourism business within the framework of market structure and competition. to distinguish the operating techniques of the tourist enterprises and the configuration of the prices of the goods and services, offered by the tourist enterprises. to analyze the effects of changes in economic parameters on the way businesses operate and to understand the complexity of the economic variables that govern the microeconomic and macroeconomic tourism environment. 						
<p>General Abilities</p> <p><i>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?</i></p> <table> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Production of new research ideas</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> </table>	<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>		<i>Respect for difference and multiculturalism</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>					
<i>Adapting to new situations</i>	<i>Project planning and management</i>					
	<i>Respect for difference and multiculturalism</i>					

<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Teamwork</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	
	Search for, analysis and synthesis of data and information, with the use of the necessary technology
	Adapting to new situations
	Adapting to new situations
	Decision-making
X	Working independently
	Teamwork
	Working in an international environment
	Working in an interdisciplinary environment
	Production of new research ideas
X	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

3. COURSE CONTENT

- SECTION ONE: CONSUMER'S CONCLUSION, HIS USE. PRODUCTION, PRODUCTION OF PRODUCTION. Introduction to the subject, basic principles and methodological framework of tourism economics. The economic view of tourism. The foundation of consumer pursuit in the context of tourism, its limitations and maximizing utility. Theoretical approach to needs and incentives in tourism The tourist offer, the producer - coordinator of the productive factors of the tourist product. Approaching the production process, determining and analyzing the cost factors, maximizing its result. Factors affecting the tourist offer. Modern types of tourist products.
- SECTION TWO: THE REQUEST, THE OFFER AND THE PURCHASE, THE NOW CHARACTERISTIC FORMS OF ORGANIZATION. Systemic approach to the operation of supply and demand laws as specified for the tourism product - service. Microeconomic and macroeconomic view of tourism demand. The overall market and the way of balancing, market forms in tourism, the forms of the competitive framework.
- SECTION THREE: THEORETICAL APPROACHES AND SPECIAL ISSUES. Theories of preferences and choices, tourist needs and motivations of consumer behavior, exchanges between working time and free time.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face	
	X	Distance learning (asynchronous)	
		Others:	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides	
	X	Asynchronous training (e-class)	
	X	Email communication	
		Virtual (simulated) laboratory training	
		Others:	
TEACHING ORGANIZATION <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art</i>	Activity		
		Lectures	39
		Tutorials	
		Laboratory practice	

<p><i>workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>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.</i></p>	Project		
	Essay writing		
	Study and analysis of bibliography		
	Private study	108	
	Final Exam	3	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
<p>STUDENT ASSESSMENT</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Developing questions	X	50%
	Multiple choice questionnaires	X	50%
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		
<p>The pPresentation of Individual Work is optional</p>			

5. RECOMMENDED LITERATURE

- Tisdell, C. (2013) Handbook of Tourism Economics (Analysis, New Applications and Case Studies). New Jersey: World Scientific Publishing
- Forsyth, P., Dwyer, W. and Dwyer, L. (2020) Tourism Economics and Policy. Bristol: Channel View Publications
- Bahar, O. and Kozak, M. (2015) Tourism Economics: Concepts and Practices. Newcastle: Cambridge Scholars Publishing
- Peypoch, N., Botti, L. and Solonandrasana, B. (2013) Economie du Tourisme. Paris: Dunod.

1.3C. TOURISM BUSINESS ORGANIZATION AND MANAGEMENT

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	1.3C	SEMESTER OF STUDIES	C
COURSE TITLE	TOURISM BUSINESS ORGANIZATION AND MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE	SPECIAL BACKGROUND / COMPULSORY		

<i>general background, special background, specialised general knowledge, skills development</i>	
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES
TEACHING AND ASSESSMENT LANGUAGE:	GREEK
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBPAGE (URL)	eclass.upatras.gr

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i> 															
<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> 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 															
<p>General Abilities <i>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?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Production of new research ideas</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> <tr> <td><i>Working independently</i></td> <td><i>Respect for the natural environment</i></td> </tr> <tr> <td><i>Teamwork</i></td> <td><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Criticism and self-criticism</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment</i></td> <td><i>Production of free, creative and inductive thinking</i></td> </tr> </table>		<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>	<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>	<i>Working independently</i>	<i>Respect for the natural environment</i>	<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>	<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>														
<i>Adapting to new situations</i>	<i>Project planning and management</i>														
<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>														
<i>Working independently</i>	<i>Respect for the natural environment</i>														
<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>														
<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>														
<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>														
	Search for, analysis and synthesis of data and information, with the use of the necessary technology														
	Adapting to new situations														
X	Adapting to new situations														
X	Decision-making														
X	Working independently														
X	Teamwork														
	Working in an international environment														
	Working in an interdisciplinary environment														
	Production of new research ideas														
	Project planning and management														

X	Respect for difference and multiculturalism
	Respect for the natural environment
	Showing social, professional and ethical responsibility and sensitivity to gender issues
X	Criticism and self-criticism
X	Production of free, creative and inductive thinking

3. COURSE CONTENT

The management subject 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 must 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 workplaces, 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 ap-parent, whilst there is a discussion as to the diversity of kinds of firms that comprise the sector. Small-firms management topics are also discussed.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face	
	X	Distance learning (asynchronous)	
		Others:	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides	
	X	Asynchronous training (e-class)	
	X	Email communication	
		Virtual (simulated) laboratory training	
		Others:	
TEACHING ORGANIZATION <i>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.</i>	Activity		
		Lectures	39
		Tutorials	
		Laboratory practice	
		Project	
		Essay writing	
		Study and analysis of bibliography	
		Private study	108

<p>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.</p>	Final Exam	3	
	<p>Total number of hours for the Course (25 hours of work-load per ECTS credit)</p>		150
	<p>STUDENT ASSESSMENT</p> <p>Description of the evaluation procedure</p> <p>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</p> <p>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</p>		
Developing questions		X	100%
Multiple choice questionnaires			
Mid-term exam			
Problem solving			
Laboratory work			
Written work, essay/ report			
Public presentation			
Oral examination			
Report			
<p>Projects can be assigned on a voluntary basis. When they are, projects constitute 25% of the final grade.</p>			

5. RECOMMENDED LITERATURE

- Bateman, Thomas & Snell Scott (2015) Management, McGraw-Hill
- Schermerhorn, John (2011) Introduction to Management, Wiley
- Bartol Kathryn & Martin David (1998), Management, McGraw – Hill

3.5C. DATABASES

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	3.5C	SEMESTER OF STUDIES	C
COURSE TITLE	DATABASES		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
LABORATORY EXERCISES	2		
TOTAL	5	6	
<p>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</p>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SKILLS DEVELOPMENT / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		

COURSE WEBPAGE (URL)	eclass.upatras.gr
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2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>

<p>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:</p> <ul style="list-style-type: none"> • 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.

<p>General Abilities</p> <p><i>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?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Production of new research ideas</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> <tr> <td><i>Working independently</i></td> <td><i>Respect for the natural environment</i></td> </tr> <tr> <td><i>Teamwork</i></td> <td><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Criticism and self-criticism</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment</i></td> <td><i>Production of free, creative and inductive thinking</i></td> </tr> </table>	<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>	<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>	<i>Working independently</i>	<i>Respect for the natural environment</i>	<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>	<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>													
<i>Adapting to new situations</i>	<i>Project planning and management</i>													
<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>													
<i>Working independently</i>	<i>Respect for the natural environment</i>													
<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>													
<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>													
<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>													

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

3. COURSE CONTENT

- 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

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
	X	Virtual (simulated) laboratory training		
		Others:		
<p>TEACHING ORGANIZATION <i>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.</i></p>	Activity		Workload of semester	
		Lectures		39
		Tutorials		
		Laboratory practice		26
		Project		
		Essay writing		
		Study and analysis of bibliography		
		Private study		82
		Final Exam		3
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		
<p>STUDENT ASSESSMENT <i>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.</i></p>		Developing questions	X	75%
		Multiple choice questionnaires		
		Mid-term exam		
		Problem solving		
		Laboratory work	X	25%
		Written work, essay/ report		
		Public presentation		
		Oral examination		
		Report		

5. RECOMMENDED LITERATURE

- Hoffer J., Ramesh V., Topi H, (2017). MODERN DATABASE MANAGEMENT
- Elmasri R., & Navathe S.B., (2004). Fundamentals of Database Systems

3.6C. MANAGERIAL ACCOUNTING FOR TOURISM BUSINESS

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	3.6C	SEMESTER OF STUDIES	C
COURSE TITLE	MANAGERIAL ACCOUNTING FOR TOURISM BUSINESS		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TUTORIAL	2		
TOTAL	5	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i>
<p>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.</p> <p>Upon successful completion of the course, students should be able to:</p> <ul style="list-style-type: none"> 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.
<p>General Abilities</p> <p><i>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?</i></p> <p><i>Search for, analysis and synthesis of data and</i> <i>Production of new research ideas</i></p>

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

3. COURSE CONTENT

- Concept of Managerial Accounting and differences from Financial Accounting
- Data analysis and statistical techniques (sampling methods, forecasting techniques, summarising, and analysing data, spreadsheets)
- Cost accounting: cost behaviour and measurement, types and methods of costing,
- Managerial Accounting
- Pricing strategies
- Types of budgeting models and budgeting processes
- Budget (operating and financial) basics
- Capital budgeting and discontinued cash flow
- Behavioural aspects of budgeting
- Standard cost determination, divergence analysis and management, reconciliation of budgeted and actual profit
- Internal business valuation
- Performance measurement (theoretical overview, application, cost reductions and value enhancement, monitoring, and reporting)
- Theoretical background of managerial accounting (rational and critical theories)

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face
	X	Distance learning (asynchronous)
		Others:
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides
	X	Asynchronous training (e-class)
	X	Email communication
		Virtual (simulated) laboratory training

	Others:			
<p>TEACHING ORGANIZATION</p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester	
	Lectures		39	
	Tutorials		26	
	Laboratory practice			
	Project			
	Essay writing			
	Study and analysis of bibliography			
	Private study		82	
	Final Exam		3	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		150	
<p>STUDENT ASSESSMENT</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Developing questions		X	75%
	Multiple choice questionnaires			
	Mid-term exam			
	Problem solving			
	Laboratory work			
	Written work, essay/ report		X	25%
	Public presentation			
	Oral examination			
	Report			
	Students can improve their performance by voluntarily undertaking the preparation and presentation of a project that contributes 25% to the final grade.			

5. RECOMMENDED LITERATURE

- 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

SEMESTER D

4.1C. INFORMATION SYSTEMS FOR TOURISM BUSINESS

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	4.1C	SEMESTER OF STUDIES	D
COURSE TITLE	INFORMATION SYSTEMS FOR TOURISM BUSINESS		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>		TEACHING HOURS PER WEEK	ECTS CREDITS
LECTURES		3	
LABORATORY EXERCISES		2	
TOTAL		5	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i> <p>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:</p> <ul style="list-style-type: none"> 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 Abilities	
<i>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?</i>	
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>
<i>Adapting to new situations</i>	<i>Project planning and management</i>
<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>
<i>Working independently</i>	<i>Respect for the natural environment</i>
<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>
<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>
	Search for, analysis and synthesis of data and information, with the use of the necessary technology
	Adapting to new situations
	Adapting to new situations
	Decision-making
X	Working independently
	Teamwork
	Working in an international environment
X	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

3. COURSE CONTENT

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

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face
	X	Distance learning (asynchronous)
		Others:
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides
	X	Asynchronous training (e-class)
	X	Email communication
	X	Virtual (simulated) laboratory training

	Others:		
<p>TEACHING ORGANIZATION</p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester
	Lectures		39
	Tutorials		
	Laboratory practice		26
	Project		
	Essay writing		
	Study and analysis of bibliography		
	Private study		82
	Final Exam		3
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
<p>STUDENT ASSESSMENT</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Developing questions		X 50%
	Multiple choice questionnaires		
	Mid-term exam		
	Problem solving		X 25%
	Laboratory work		X 25%
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		
	Other: Students can optionally participate in mid-term progress assessments.		

5. RECOMMENDED LITERATURE

- Laudon K.C., & Laudon J.P., (2014). Management Information Systems
- Rainer R.K., Watson, (2012). Management Information Systems, Moving Business Forward
- Wallace P., (2014). Introduction to Information Systems: People, Technology and Processes

6.2C. MANAGEMENT OF SPECIAL AND ALTERNATIVE FORMS OF TOURISM

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	6.2C	SEMESTER OF STUDIES	D
COURSE TITLE	MANAGEMENT OF SPECIAL AND ALTERNATIVE FORMS OF TOURISM		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE	SPECIAL BACKGROUND / COMPULSORY		

<i>general background, special background, specialised general knowledge, skills development</i>	
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES
TEACHING AND ASSESSMENT LANGUAGE:	GREEK
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBPAGE (URL)	eclass.upatras.gr

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i> Consult Appendix A</p> <ul style="list-style-type: none"> • 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 															
<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • 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 															
<p>General Abilities <i>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?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Production of new research ideas</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> <tr> <td><i>Working independently</i></td> <td><i>Respect for the natural environment</i></td> </tr> <tr> <td><i>Teamwork</i></td> <td><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Criticism and self-criticism</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment</i></td> <td><i>Production of free, creative and inductive thinking</i></td> </tr> </table>		<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>	<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>	<i>Working independently</i>	<i>Respect for the natural environment</i>	<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>	<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>														
<i>Adapting to new situations</i>	<i>Project planning and management</i>														
<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>														
<i>Working independently</i>	<i>Respect for the natural environment</i>														
<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>														
<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>														
<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>														
	Search for, analysis and synthesis of data and information, with the use of the necessary technology														
	Adapting to new situations														
	Adapting to new situations														
	Decision-making														
X	Working independently														
X	Teamwork														
	Working in an international environment														
	Working in an interdisciplinary environment														
	Production of new research ideas														
	Project planning and management														
X	Respect for difference and multiculturalism														
	Respect for the natural environment														
	Showing social, professional and ethical responsibility and sensitivity to gender issues														
X	Criticism and self-criticism														

X	Production of free, creative and inductive thinking
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3. COURSE CONTENT

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

This course investigates 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 try to relate each special and alternative form of tourism with other groups of services.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face			
	X	Distance learning (asynchronous)			
		Others:			
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides			
	X	Asynchronous training (e-class)			
	X	Email communication			
		Virtual (simulated) laboratory training			
		Others:			
TEACHING ORGANIZATION <i>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.</i>	Activity		Workload of semester		
		Lectures		39	
		Tutorials			
		Laboratory practice			
		Project			
		Essay writing			
		Study and analysis of bibliography			
		Private study		108	
		Final Exam		3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)			150
	STUDENT ASSESSMENT <i>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</i>		Developing questions	X	100%
		Multiple choice questionnaires			
		Mid-term exam			
		Problem solving			
		Laboratory work			
		Written work, essay/ report			
		Public presentation			
		Oral examination			

<i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Report	
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5. RECOMMENDED LITERATURE

- 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

6.4C. ADVANCED ENGLISH FOR THE TOURISM INDUSTRY

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	6.4C	SEMESTER OF STUDIES	D
COURSE TITLE	ADVANCED ENGLISH FOR THE TOURISM INDUSTRY		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SKILLS DEVELOPMENT / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i> <p>Upon successful completion of the course, students develop knowledge, skills and abilities so that they can:</p>

- use the English language in their oral communication and in the writing of forms and to constantly enrich the vocabulary and grammar of the English language with tourist and travel terminology but also with business terminology,
- know the advanced English terminology of finance and the management of a tourism business,
- prepare tourist brochures and tourist guides and undertake the correspondence of the tourism companies, institutions or travel organizations they staff,
- have access to foreign language literature, journals and research and understand foreign language scientific articles,
- write scientific texts on tourism with clarity and ease,
- compose reports and interpret results of analysis of tourism data,
- communicate effectively in a foreign language professional environment,
- use the full English language in their professional environment and in the negotiations that they will have to carry out in this context.

General Abilities

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?

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

X	Search for, analysis and synthesis of data and information, with the use of the necessary technology
X	Adapting to new situations
	Decision-making
X	Working independently
X	Teamwork
X	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
X	Criticism and self-criticism
	Production of free, creative and inductive thinking

3. COURSE CONTENT

- Compilation of tourist brochures and tourist guides
- Correspondence and correspondence in English
- Terminology of finance and tourism management and hospitality
- Study of scientific texts related to tourism and hospitality
- Writing scientific articles related to tourism and hospitality
- Compilation of reports and interpretation of results of analysis of tourist data
- The use of English in the negotiations of tourism companies

- Techniques for translating scientific texts from Greek to English and vice versa

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
		Virtual (simulated) laboratory training		
	X	Others: Use of audio production media		
TEACHING ORGANIZATION <i>The manner and methods of teaching are described in detail.</i> <i>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.</i> <i>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.</i>	Activity		Workload of semester	
		Lectures		39
		Tutorials		
		Laboratory practice		
		Project		
		Essay writing		20
		Study and analysis of bibliography		68
		Private study		20
		Final Exam		3
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
	STUDENT ASSESSMENT <i>Description of the evaluation procedure</i> <i>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</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>		Developing questions	X
		Multiple choice questionnaires	X	50%
		Mid-term exam		
		Problem solving		
		Laboratory work		
		Written work, essay/ report		
		Public presentation		
		Oral examination		
		Report		

5. RECOMMENDED LITERATURE

- Hans Mol. (2008) ENGLISH FOR TOURISM AND HOSPITALITY IN HIGHER EDUCATION STUDIES COURSEBOOK. Εκδόσεις GARNET.

4.4C. FINANCIAL MANAGEMENT FOR TOURISM BUSINESS

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	4.4C	SEMESTER OF STUDIES	D
COURSE TITLE	FINANCIAL MANAGEMENT FOR TOURISM BUSINESS		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course,</i>	TEACHING HOURS	ECTS CREDITS	

<i>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</i>	PER WEEK	
LECTURES	3	
LABORATORY EXERCISES	2	
TOTAL	5	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>		
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY	
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES	
TEACHING AND ASSESSMENT LANGUAGE:	GREEK	
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO	
COURSE WEBPAGE (URL)	eclass.upatras.gr	

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i> 															
<p>Upon successful completion of the course, students should be able to:</p> <ul style="list-style-type: none"> 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. 															
<p>General Abilities</p> <p><i>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?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Production of new research ideas</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> <tr> <td><i>Working independently</i></td> <td><i>Respect for the natural environment</i></td> </tr> <tr> <td><i>Teamwork</i></td> <td><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Criticism and self-criticism</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment</i></td> <td><i>Production of free, creative and inductive thinking</i></td> </tr> </table>		<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>	<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>	<i>Working independently</i>	<i>Respect for the natural environment</i>	<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>	<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>														
<i>Adapting to new situations</i>	<i>Project planning and management</i>														
<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>														
<i>Working independently</i>	<i>Respect for the natural environment</i>														
<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>														
<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>														
<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>														
X	Search for, analysis and synthesis of data and information, with the use of the necessary technology														
X	Adapting to new situations														

X	Decision-making
X	Working independently
X	Teamwork
	Working in an international environment
X	Working in an interdisciplinary environment
	Production of new research ideas
X	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

3. COURSE CONTENT

- 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
- Working capital management (Management of inventories, accounts receivable, accounts payable & cash - Investment appraisal - Allowing for inflation and taxation in DCF)
- Business finance (Capital structure theories and practical considerations - Finance for small and medium sized entities (SMEs))
- Business valuations (Efficient market hypothesis (EMH) and practical considerations in the valuation of shares)
- Risk management (The nature and types of risk and approaches to risk management - Causes of exchange rate differences and interest rate fluctuations - Hedging techniques for foreign currency risk - Hedging techniques for interest rate risk)

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face
	X	Distance learning (asynchronous)
		Others:
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides
	X	Asynchronous training (e-class)
	X	Email communication
		Virtual (simulated) laboratory training

	Others:		
<p>TEACHING ORGANIZATION</p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester
	Lectures		39
	Tutorials		
	Laboratory practice		26
	Project		
	Essay writing		32
	Study and analysis of bibliography		
	Private study		50
	Final Exam		3
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
<p>STUDENT ASSESSMENT</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Developing questions		X 75%
	Multiple choice questionnaires		
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay / report		X 25%
	Public presentation		
	Oral examination		
	Report		
	Other: Written essay is optional		

5. RECOMMENDED LITERATURE

- 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"

4.5C. TOURISM LEGISLATION

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	4.5C	SEMESTER OF STUDIES	D
COURSE TITLE	TOURISM LEGISLATION		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			

COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES
TEACHING AND ASSESSMENT LANGUAGE:	GREEK
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBPAGE (URL)	eclass.upatras.gr

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i> 															
<p>Upon successful completion of the course, students should:</p> <ul style="list-style-type: none"> 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 															
<p>General Abilities <i>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?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Production of new research ideas</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> <tr> <td><i>Working independently</i></td> <td><i>Respect for the natural environment</i></td> </tr> <tr> <td><i>Teamwork</i></td> <td><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Criticism and self-criticism</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment</i></td> <td><i>Production of free, creative and inductive thinking</i></td> </tr> </table>		<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>	<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>	<i>Working independently</i>	<i>Respect for the natural environment</i>	<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>	<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>														
<i>Adapting to new situations</i>	<i>Project planning and management</i>														
<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>														
<i>Working independently</i>	<i>Respect for the natural environment</i>														
<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>														
<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>														
<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>														
	Search for, analysis and synthesis of data and information, with the use of the necessary technology														
	Adapting to new situations														
X	Adapting to new situations														
X	Decision-making														
X	Working independently														
X	Teamwork														
X	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

3. COURSE CONTENT

- 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

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
		Virtual (simulated) laboratory training		
		Others:		
TEACHING ORGANIZATION <i>The manner and methods of teaching are described in detail.</i> <i>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.</i> <i>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.</i>	Activity		Workload of semester	
		Lectures		39
		Tutorials		
		Laboratory practice		
		Project		
		Essay writing		
		Study and analysis of bibliography		
		Private study		108
		Final Exam		3
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		
STUDENT ASSESSMENT <i>Description of the evaluation procedure</i>		Developing questions	X	50%
		Multiple choice questionnaires	X	50%

<p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		

5. RECOMMENDED LITERATURE

- M. Taeymans, “European Tourism Law: Texts, Cases and Materials”, Gompels & Scavina, 2nd edition, 2019.
- World Tourism Organization, Agenda 21 for the Travel and Tourism Industry (English version), Towards Environmentally Sustainable Development, Published: 1997

SEMESTER E

5.1C. CONSUMER BEHAVIOR IN TOURISM

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	5.1C	SEMESTER OF STUDIES	E
COURSE TITLE	CONSUMER BEHAVIOR IN TOURISM		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>On successful completion of the module the student will be able to:</p> <ul style="list-style-type: none"> • 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 Abilities

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

Teamwork

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

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

3. COURSE CONTENT

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 includes 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

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
		Virtual (simulated) laboratory training		
		Others:		
<p>TEACHING ORGANIZATION <i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester	
		Lectures		39
		Tutorials		
		Laboratory practice		
		Project		
		Essay writing		
		Study and analysis of bibliography		
		Private study		108
		Final Exam		3
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
	<p>STUDENT ASSESSMENT <i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>		Developing questions	X
		Multiple choice questionnaires	X	50%
		Mid-term exam		
		Problem solving		
		Laboratory work		
		Written work, essay/ report		
		Public presentation		
		Oral examination		
	Report			

5. RECOMMENDED LITERATURE

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

5.2C. AIR TRANSPORT MANAGEMENT

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	5.2C	SEMESTER OF STUDIES	E
COURSE TITLE	AIR TRANSPORT MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i>
<p>Upon successful completion of the course, students should be able to:</p> <ul style="list-style-type: none"> 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

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

General Abilities

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?

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

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

3. COURSE CONTENT

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

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
		Virtual (simulated) laboratory training		
		Others:		
TEACHING ORGANIZATION <i>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.</i> <i>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.</i>	Activity		Workload of semester	
		Lectures		39
		Tutorials		
		Laboratory practice		
		Project		
		Essay writing		20
		Study and analysis of bibliography		68
		Private study		20
		Final Exam		3
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
	STUDENT ASSESSMENT <i>Description of the evaluation procedure</i> <i>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</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>		Developing questions	X
		Multiple choice questionnaires	X	20%
		Mid-term exam	X	20%
		Problem solving		
		Laboratory work		
		Written work, essay/ report	X	30%
		Public presentation		
		Oral examination		
	Report			

5. RECOMMENDED LITERATURE

- Page, S.J. (2009) Transport and Tourism. Global Perspectives, UK: Pearson Education Ltd

5.3C. STATISTICAL DATA ANALYSIS

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	5.3C	SEMESTER OF STUDIES	E
COURSE TITLE	STATISTICAL DATA ANALYSIS		

INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS
LECTURES	3	
LABORATORY EXERCISES	2	
TOTAL	3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>		
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND / COMPULSORY	
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES	
TEACHING AND ASSESSMENT LANGUAGE:	GREEK	
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO	
COURSE WEBPAGE (URL)	eclass.upatras.gr	

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i> 															
<p>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:</p> <ul style="list-style-type: none"> perform variance analysis tests, apply simple linear regression, apply multiple linear regression, apply nonlinear regression. <p>It is the second of two compulsory courses and concerns statistical tools for basic research in tourism management subjects.</p>															
<p>General Abilities <i>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?</i></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td style="width: 50%; border: none;"><i>Production of new research ideas</i></td> </tr> <tr> <td style="border: none;"><i>Adapting to new situations</i></td> <td style="border: none;"><i>Project planning and management</i></td> </tr> <tr> <td style="border: none;"><i>Decision-making</i></td> <td style="border: none;"><i>Respect for difference and multiculturalism</i></td> </tr> <tr> <td style="border: none;"><i>Working independently</i></td> <td style="border: none;"><i>Respect for the natural environment</i></td> </tr> <tr> <td style="border: none;"><i>Teamwork</i></td> <td style="border: none;"><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td style="border: none;"><i>Working in an international environment</i></td> <td style="border: none;"><i>Criticism and self-criticism</i></td> </tr> <tr> <td style="border: none;"><i>Working in an interdisciplinary environment</i></td> <td style="border: none;"><i>Production of free, creative and inductive thinking</i></td> </tr> </table>		<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>	<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>	<i>Working independently</i>	<i>Respect for the natural environment</i>	<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>	<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>														
<i>Adapting to new situations</i>	<i>Project planning and management</i>														
<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>														
<i>Working independently</i>	<i>Respect for the natural environment</i>														
<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>														
<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>														
<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>														
X	Search for, analysis and synthesis of data and information, with the use of the necessary technology														
	Adapting to new situations														
X	Decision-making														
X	Working independently														
	Teamwork														

	Working in an international environment
X	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

3. COURSE CONTENT

- Types of Statistical Data and Data Collection Methods
- Hypothesis Testing (t-test, Z-test, X2-test)
- Correlation and Regression of Two Variables
- Multiple regression
- Variance analysis
- Statistical Quality Control

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face			
	X	Distance learning (asynchronous)			
		Others:			
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides			
	X	Asynchronous training (e-class)			
	X	Email communication			
	X	Virtual (simulated) laboratory training			
		Others:			
<p>TEACHING ORGANIZATION <i>The manner and methods of teaching are described in detail.</i> <i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester		
		Lectures		39	
		Tutorials			
		Laboratory practice		26	
		Project			
		Essay writing			
		Study and analysis of bibliography			
		Private study		82	
		Final Exam		3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)			150
	<p>STUDENT ASSESSMENT <i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>		Developing questions	X	75%
		Multiple choice questionnaires			
		Mid-term exam			
		Problem solving			
		Laboratory work	X	25%	
		Written work, essay/ report			
		Public presentation			
		Oral examination			
		Report			

	<p>The final grade is calculated from 75% of the theory grade and 25% of the laboratory grade.</p> <ul style="list-style-type: none"> The grade for the theory part of the course is derived 40% from a mid-term exam and 60% from the final examination. The mid-term and final exam may include solving exercises and/or true-false and/or multiple-choice questions. <p>The grade for the laboratory part of the course is derived from the average of 3 mid-term exams.</p>
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5. RECOMMENDED LITERATURE

<ul style="list-style-type: none"> Crawley M. J., (2013). Statistics: An Introduction Using R, Wiley Aczel Amir, (2016). Complete Business Statistics, Richard D Irwin.

3.4C. HOSPITALITY MANAGEMENT

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	3.4C	SEMESTER OF STUDIES	E
COURSE TITLE	HOSPITALITY MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p>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.</p> <p>Consult Appendix A</p> <ul style="list-style-type: none"> 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
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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
- Become 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
- Be aware of the importance of new technologies in hospitality unit management

General Abilities

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?

- | | |
|---|---|
| <ul style="list-style-type: none"> <i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i> <i>Adapting to new situations</i> <i>Decision-making</i> <i>Working independently</i> <i>Teamwork</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> | <ul style="list-style-type: none"> <i>Production of new research ideas</i> <i>Project planning and management</i> <i>Respect for difference and multiculturalism</i> <i>Respect for the natural environment</i> <i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i> <i>Criticism and self-criticism</i> <i>Production of free, creative and inductive thinking</i> |
|---|---|

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

3. COURSE CONTENT

- 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

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
		Virtual (simulated) laboratory training		
		Others:		
<p>TEACHING ORGANIZATION <i>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.</i></p>	Activity		Workload of semester	
		Lectures		39
		Tutorials		
		Laboratory practice		
		Project		20
		Essay writing		
		Study and analysis of bibliography		
		Private study		88
		Final Exam		3
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		
<p>STUDENT ASSESSMENT <i>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.</i></p>		Developing questions	X	50%
		Multiple choice questionnaires	X	20%
		Mid-term exam		
		Problem solving		
		Laboratory work	X	30%
		Written work, essay/ report		
		Public presentation		
		Oral examination		
	Report			

5. RECOMMENDED LITERATURE

- Van der Wager, L. and Goonetilleke, A. (2012) Hospitality Management: Strategy and Operations (3rd ed). Frenchs Forest, NSW: Pearson Australia. ISBN: 9781442534797
- International Journal of Hospitality Management
- Journal of Tourism and Hospitality Management
- International Journal of Contemporary Hospitality Management
- International Journal of Hospitality and Tourism Administration

5.5S. GEOGRAPHIC INFORMATION SYSTEMS IN TOURISM**1. GENERAL**

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	5.5S	SEMESTER OF STUDIES	E
COURSE TITLE	GEOGRAPHIC INFORMATION SYSTEMS IN TOURISM		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
LABORATORY EXERCISES			
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / ELECTIVE		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. 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,
- apply techniques for spatial analysis of tourism data,
- export tourism policy decisions by analyzing tourism data maps.

General Abilities

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?

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

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

3. COURSE CONTENT

- 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

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
	X	Virtual (simulated) laboratory training		
		Others:		
TEACHING ORGANIZATION <i>The manner and methods of teaching are described in detail.</i> <i>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.</i> <i>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.</i>	Activity		Workload of semester	
		Lectures	39	
		Tutorials		
		Laboratory practice		
		Project	26	
		Essay writing	26	
		Study and analysis of bibliography		
		Private study	56	
		Final Exam	3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
STUDENT ASSESSMENT <i>Description of the evaluation procedure</i> <i>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</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>		Developing questions		
		Multiple choice questionnaires	X	40%
		Mid-term exam		
		Problem solving	X	60%
		Laboratory work		
		Written work, essay/ report		
		Public presentation		
		Oral examination		
		Report		

5. RECOMMENDED LITERATURE

- Longley, P.A., Goodchild, M.F., Maguire, D.J., and Rhind, D.W., (2010), Geographic Information Systems & Science
- Shellito B. (2021). Discovering GIS and ArcGIS Pro

7.7S. BUSINESS ENGLISH

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	7.7S	SEMESTER OF STUDIES	E
COURSE TITLE	BUSINESS ENGLISH		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g., lectures, laboratory exercises, etc. If the credits are</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	

<i>awarded for the whole of the course, give the weekly teaching hours and the total credits</i>			
LECTURES		3	
TOTAL		3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SKILLS DEVELOPMENT / ELECTIVE		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i> Consult Appendix A</p> <ul style="list-style-type: none"> • 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 															
<p>Upon successful completion of the course, students develop knowledge, skills and abilities so that:</p> <ul style="list-style-type: none"> • they know the English terminology of business administration in daily practice, • they apply the English terminology of economics and administration to all four language skills (reading, writing, listening, speaking), • they use the appropriate terminology depending on the position they hold in a business, • they understand and compile scientific texts, reports and letters on economics and management, • they cope with an international and multicultural business environment, • they communicate and negotiate entirely in English, • they conduct market research and design consumer profiles. 															
<p>General Abilities <i>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?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Production of new research ideas</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> <tr> <td><i>Working independently</i></td> <td><i>Respect for the natural environment</i></td> </tr> <tr> <td><i>Teamwork</i></td> <td><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Criticism and self-criticism</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment</i></td> <td><i>Production of free, creative and inductive thinking</i></td> </tr> </table>		<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>	<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>	<i>Working independently</i>	<i>Respect for the natural environment</i>	<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>	<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>														
<i>Adapting to new situations</i>	<i>Project planning and management</i>														
<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>														
<i>Working independently</i>	<i>Respect for the natural environment</i>														
<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>														
<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>														
<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>														
X	Search for, analysis and synthesis of data and information, with the use of the necessary technology														
X	Adapting to new situations														
	Decision-making														
X	Working independently														
X	Teamwork														

X	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
X	Criticism and self-criticism
	Production of free, creative and inductive thinking

3. COURSE CONTENT

- Development of English terminology in the four language skills (reading, writing, speaking, listening) for:
- Finance and Administration
- Human Resource Management and Productivity
- Advertising and product promotion
- Means of Transport & Supply Chain
- New technologies & E-business
- Decision making and business consulting
- Costing and Revenue Management
- Negotiations
- Mergers and Shares
- Multinationals and franchises
- Curriculum Vitae

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face			
	X	Distance learning (asynchronous)			
		Others:			
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides			
	X	Asynchronous training (e-class)			
	X	Email communication			
		Virtual (simulated) laboratory training			
		Others:			
<p>TEACHING ORGANIZATION <i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester		
		Lectures	39		
		Tutorials			
		Laboratory practice			
		Project			
		Essay writing	20		
		Study and analysis of bibliography	68		
		Private study	20		
		Final Exam	3		
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		150	
	<p>STUDENT ASSESSMENT <i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice</i></p>	Developing questions		X	40%
Multiple choice questionnaires		X	40%		
Mid-term exam					
Problem solving					

<i>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</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Laboratory work		
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report	X	20%

5. RECOMMENDED LITERATURE

- Τόμπρου, Χ., Σιβρίδου, Φ., Μόρμωρη, Π. (2013) Intermediate Business English, Αθήνα: Φαίδιμος

5.7S. TOURISM AND REGIONAL DEVELOPMENT

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	5.7S	SEMESTER OF STUDIES	E
COURSE TITLE	TOURISM AND REGIONAL DEVELOPMENT		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>		TEACHING HOURS PER WEEK	ECTS CREDITS
LECTURES		3	
TOTAL		3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / ELECTIVE		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i> <p>In the field of Tourism and Regional Development, the theoretical and empirical framework is systematically analyzed, in which the regional structure and the tourist development are functionally intertwined and cooperate. The diffusion of the consequences in the socio-economic complex is studied, the role of tourism in</p>

the development of the region is highlighted and the skills of the executives are organized for the effective integration of the tourism enterprise in the regional structure.

Upon successful completion of the course the student:

- will be systematically related to the area of interest of regional development, and public policies
- will investigate how the infrastructure, services, institutional and administrative framework of each level are intertwined and operate in a systemic interaction
- will understand and be able to take advantage of the opportunities through the differential development framework, the perspectives and the comparative advantages of the regions and the position of the region in the wider productive division.
- will have assimilated the way in which the tourism business is effectively integrated into the operating production system
- will be aware of the contribution of the tourism sector to the development of the regions

General Abilities

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?

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

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

3. COURSE CONTENT

- Section I. Transformation of space and development. Spatial and non-spatial development components, region, inequalities, international, regional and local distribution, income and regional economy rates.
- Section II. Analysis of regional relations. Specialization, concentration, discrepancies, regional disparities. Elements of public finances.
- Infrastructure and development, local development, innovation, sustainability. Model analysis. European cohesion framework.

- Section III. Business efficiency factors. Economies of scale, externalities, concentration economies, synergies, availability of factors of production, competitiveness. Location of the business, spatial interdependence.
- Section IV. Tourism and regional development. Impact, region development through tourism, sustainable tourism development, regional and tourism development strategies and policies. Model analysis.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face			
	X	Distance learning (asynchronous)			
		Others:			
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides			
	X	Asynchronous training (e-class)			
	X	Email communication			
		Virtual (simulated) laboratory training			
		Others:			
<p>TEACHING ORGANIZATION <i>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.</i></p>	Activity		Workload of semester		
		Lectures		39	
		Tutorials			
		Laboratory practice			
		Project			
		Essay writing			
		Study and analysis of bibliography			
		Private study		108	
		Final Exam		3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)			150
	<p>STUDENT ASSESSMENT <i>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.</i></p>		Developing questions	X	50%
		Multiple choice questionnaires	X	50%	
		Mid-term exam			
		Problem solving			
		Laboratory work			
		Written work, essay/ report			
		Public presentation			
		Oral examination			
		Report			
Optional project presentation					

5. RECOMMENDED LITERATURE

- 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,

5.8S. INTERNATIONAL ECONOMICS

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	5.8S	SEMESTER OF STUDIES	E
COURSE TITLE	INTERNATIONAL ECONOMICS		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND / ELECTIVE		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i> 						
<p>Upon successful completion of the course, students should be able to:</p> <ul style="list-style-type: none"> understand the basic concepts of the subject of International Economic Relations, analyze the existing theories in the field of International Economic Relations (economic liberalism, protectionism), evaluate the proposals and results of economic theories in the domestic economy, explore new possibilities and data on the propositions of theories, define the framework formed by international institutions (International Economic Organizations), anticipate the side effects of changing policies, recognize the possibilities and limits of the society intervention in shaping policy, nationally and globally. 						
<p>General Abilities</p> <p><i>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?</i></p> <table> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Production of new research ideas</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> </table>	<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>		<i>Respect for difference and multiculturalism</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>					
<i>Adapting to new situations</i>	<i>Project planning and management</i>					
	<i>Respect for difference and multiculturalism</i>					

<i>Decision-making</i>		<i>Respect for the natural environment</i>	
<i>Working independently</i>		<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	
<i>Teamwork</i>		<i>Criticism and self-criticism</i>	
<i>Working in an international environment</i>		<i>Production of free, creative and inductive thinking</i>	
<i>Working in an interdisciplinary environment</i>			
X	Search for, analysis and synthesis of data and information, with the use of the necessary technology		
	Adapting to new situations		
X	Adapting to new situations		
	Decision-making		
X	Working independently		
X	Teamwork		
	Working in an international environment		
X	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		

3. COURSE CONTENT

- Analysis of the world economic reality
- Theoretical currents for and against globalization
- The limits of globalization
- The effects of globalization, economic, social, technological, environmental
- Economic liberalism and globalization
- Theories of protectionism
- The post-war institutional framework in international relations and the economy
- International Economic Organizations (IMF, WORLD TRADE ORGANIZATION, WORLD BANK, EUROPEAN UNION)
- Global and transnational agreements for nature protection (biodiversity, greenhouse effect, etc.)
- Global capital flows and the role of strong market structures in sectors and outcomes of the economy
- Tourism and its evolution, as part of economic development, in the context of the ever-changing data of the international reality

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face	
	X	Distance learning (asynchronous)	
		Others:	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides	
	X	Asynchronous training (e-class)	
	X	Email communication	
		Virtual (simulated) laboratory training	
		Others:	
TEACHING ORGANIZATION <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography,</i>	Activity		Workload of semester
		Lectures	39
		Tutorials	
		Laboratory practice	

<p>tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</p> <p>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.</p>	Project	30	
	Essay writing	30	
	Study and analysis of bibliography		
	Private study	48	
	Final Exam	3	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
<p>STUDENT ASSESSMENT</p> <p>Description of the evaluation procedure</p> <p>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</p> <p>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</p>	Developing questions	X	75%
	Multiple choice questionnaires	X	25%
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		

5. RECOMMENDED LITERATURE

- BOYER R. (2020). Les Capitalismes a la epreuve de la epidemie, PARIS
- ATTAC (2002). Gue faire du FMI et de la Bangu mondiale, PARIS
- BOYER R. (1986). Capitalismes fin de siècle, PUF, PARIS
- Krougman P. Ostefeld M. (2011), International economics, Kritiki, Athens
- Nikolopoulos, I., Spiriouni, S. (2008). International economics, Pataki, Athens

SEMESTER F

6.1C. TOURISM DESTINATION PLANNING AND MANAGEMENT

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	6.1C	SEMESTER OF STUDIES	F
COURSE TITLE	TOURISM DESTINATION PLANNING AND MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i> <p>The course aims to familiarize the student with the design and management of "tourist destinations", the main functions and factors that affect their competitiveness. In this context, issues such as goals and principles of planning and management of destinations, marketing activities and financing the development of tourist destinations are analyzed. Emphasis is also placed on social and anthropological approaches to the tourism development of destinations. More specifically, upon successful completion of the course, students should:</p> <ul style="list-style-type: none"> • understand the basic concepts and theories related to the design, management and promotion of a destination • understand the concepts of sustainability and bearing capacity and integrate them into strategic planning for the development and management of a tourist destination • critically analyze the impact of key stakeholders and tourist destination management organizations (DMOs) on the competitiveness of tourist destinations

- recognize the social and cultural impact of tourism development on a destination
- use a brand identity tools to manage tourism businesses and destinations
- develop the skills that will support them in creating a competitive promotion strategy of a place / destination and a tourism business combining theories of tourism development and marketing

General Abilities
 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?

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

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

3. COURSE CONTENT

- Conceptual approach to the term "tourist destination".
- Characteristics and components of tourist destinations.
- Typology of Tourist Destinations and Integrated Tourist Resorts.
- The concept of carrying capacity
- Tourism Destination Planning Issues: Key Factors That Influenced the Evolution of Tourism Planning.
- Theoretical approaches, necessity and process of planning and managing tourist destinations.
- Distinction of Tourism Planning in scales and levels (National, Regional and Local planning).
- Analysis of Tourism Resources: Evaluation and utilization.
- Planning the development of infrastructure and networks of tourist destinations.
- Financial Investment Programs in Tourist Destinations

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face
	X	Distance learning (asynchronous)
		Others:
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	X	Slides
	X	Asynchronous training (e-class)

<i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Email communication	
		Virtual (simulated) laboratory training	
		Others:	
<p>TEACHING ORGANIZATION</p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester
	Lectures		39
	Tutorials		
	Laboratory practice		
	Project		20
	Essay writing		
	Study and analysis of bibliography		68
	Private study		20
	Final Exam		3
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
<p>STUDENT ASSESSMENT</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Developing questions	X	70%
	Multiple choice questionnaires		
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report	X	20%
	Public presentation	X	10%
	Oral examination		
	Report		

5. RECOMMENDED LITERATURE

- Robinson, P., Luck, M. and Smith, S. (2020) Tourism (2nd Edition). UK: CAB International.
- Annals of Tourism Research
- Tourism Management
- International Journal of Travel Research
- Current Issues in Tourism
- International Journal of Cultural and Digital Tourism

8.3C. TOURISM AND ENVIRONMENT – SUSTAINABLE TOURISM

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	8.3C	SEMESTER OF STUDIES	F
COURSE TITLE	TOURISM AND ENVIRONMENT – SUSTAINABLE TOURISM		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		

	TOTAL	3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i> 															
<p>It is expected that upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> 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 															
<p>General Abilities <i>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?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Production of new research ideas</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> <tr> <td><i>Working independently</i></td> <td><i>Respect for the natural environment</i></td> </tr> <tr> <td><i>Teamwork</i></td> <td><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Criticism and self-criticism</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment</i></td> <td><i>Production of free, creative and inductive thinking</i></td> </tr> </table>		<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>	<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>	<i>Working independently</i>	<i>Respect for the natural environment</i>	<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>	<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>														
<i>Adapting to new situations</i>	<i>Project planning and management</i>														
<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>														
<i>Working independently</i>	<i>Respect for the natural environment</i>														
<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>														
<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>														
<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>														
	Search for, analysis and synthesis of data and information, with the use of the necessary technology														
	Adapting to new situations														
	Adapting to new situations														
	Decision-making														
X	Working independently														
X	Teamwork														

	Working in an international environment
X	Working in an interdisciplinary environment
	Production of new research ideas
	Project planning and management
X	Respect for difference and multiculturalism
X	Respect for the natural environment
	Showing social, professional and ethical responsibility and sensitivity to gender issues
X	Criticism and self-criticism
	Production of free, creative and inductive thinking

3. COURSE CONTENT

- The concepts of sustainability. Basic principles of sustainable development
- Types of tourism/tourists and environment. The concept of carrying capacity
- Economic, environmental and social sustainability. The impact of tourism development on the economy, environment and society
- The environmental impact of tourism in the context of Destination Life Cycle
- Tourism development in environmental protection zones (Natura). Case studies
- International conferences and action plans for the environment.
- European and national policies on tourism planning and sustainable development
- The planning and management of the tourism destinations in relation to the environment. The methodological tools and regulatory framework of tourism planning
- Sustainable tourism development and Greek reality. Case studies
- Sustainable tourism and entrepreneurship. Sustainability and small and medium-sized tourism business. The environmental footprint
- Green entrepreneurship and sustainable tourism development
- Teamwork presentations in case studies
- Final written exams

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face	
	X	Distance learning (asynchronous)	
		Others:	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides	
	X	Asynchronous training (e-class)	
	X	Email communication	
		Virtual (simulated) laboratory training	
		Others:	
TEACHING ORGANIZATION <i>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.</i>	Activity		Workload of semester
		Lectures	39
		Tutorials	
		Laboratory practice	
		Project	
		Essay writing	30
		Study and analysis of bibliography	62
		Private study	16
		Final Exam	3
		Total number of hours for the Course	150

<p align="center">STUDENT ASSESSMENT</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	(25 hours of work-load per ECTS credit)		
	Developing questions	X	40%
	Multiple choice questionnaires	X	30%
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report	X	20%
	Public presentation	X	10%
	Oral examination		
	Report		

5. RECOMMENDED LITERATURE

- 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
- Annals of Tourism Research
- International Journal of Tourism Research
- Journal of Sustainable Tourism
- Journal of Travel Research
- Journal of Tourism Studies

6.3C. FORECASTING METHODS IN TOURISM

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	6.3C	SEMESTER OF STUDIES	F
COURSE TITLE	FORECASTING METHODS IN TOURISM		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
LABORATORY EXERCISES	2		
TOTAL	5	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. 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

To obtain reliable tourism forecasting, structural changes in the global tourism market and economy must be taken into account. This course introduces techniques, and computer/programming tools for reliable tourist data forecasting. Upon successful completion of the course students will be able to:

- describe and analyze tourism data.
- decompose time series of tourist data in their components.
- understand and apply standard forecasting methods applied to tourism businesses and the economy in general.
- enhance their computational skills by understanding and using modern computational techniques for forecasting business and financial time series in tourism, provided in the form of libraries or computing packages in a modern computing environment (e.g. R, Julia or Matlab).
- develop suitable computational skills for predicting business and financial time series in tourism through exercises that will take place in a modern computing environment (e.g. R, Julia or Matlab).
- integrate the available experience and knowledge for the purpose of long-term tourism policy planning

General Abilities

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

Teamwork

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

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

3. COURSE CONTENT

- Introduction to forecasting methods

- Time series visualizing and decomposition
- Computational packages for analysis and forecasting time series
- Statistical data processing
- Smoothing methods and ARIMA models
- Dynamic Regression
- Advanced forecasting techniques and methods (prophet model, neural networks, bootstrapping)
- Applications in tourism

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face		
	X	Distance learning (asynchronous)		
	X	Others: Learning based on problem solving.		
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
	X	Virtual (simulated) laboratory training		
		Others:		
<p>TEACHING ORGANIZATION <i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester	
		Lectures	39	
		Tutorials		
		Laboratory practice	26	
		Project	26	
		Essay writing		
		Study and analysis of bibliography		
		Private study	56	
		Final Exam	3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
<p>STUDENT ASSESSMENT <i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>		Developing questions		
		Multiple choice questionnaires	X	30%
		Mid-term exam		
		Problem solving	X	60%
		Laboratory work	X	10%
		Written work, essay/ report		
		Public presentation		
		Oral examination		
	Report			

5. RECOMMENDED LITERATURE

- Hyndman, R.J., and Athanasopoulos G., (2021), Forecasting: Principles and Practice, 3rd Edition, otexts.
- Box, G. E. P., Jenkins, G. M., Reinsel, G. C., & Ljung, G. M. (2015). Time series analysis: Forecasting and control, 5th Edition, John Wiley & Sons.
- Brockwell, P. J., & Davis, R. A. (2016). Introduction to time series and forecasting, 3rd Edition, Springer.
- International Journal of Forecasting
- Tourism Management
- European Journal of Operational Research
- Computational Statistics and Data Analysis

- Annals of Tourism Research

4.2C. MANAGEMENT OF TRAVEL ORGANIZATIONS & AGENCIES

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	4.2C	SEMESTER OF STUDIES	F
COURSE TITLE	MANAGEMENT OF TRAVEL ORGANIZATIONS & AGENCIES		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>		TEACHING HOURS PER WEEK	ECTS CREDITS
LECTURES		3	
TOTAL		3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i> <p>This course aims to gain knowledge of the management, organization and operation of tour operators and travel agencies. Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> Understand the importance of tour operators and travel 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 tour operators and travel 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 travel agencies
- Know the institutional framework that governs the travel industry and in particular the travel and tourism products and services

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

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

3. COURSE CONTENT

- Travel agency organization, structure and operations
- Organization, structure and operations of the tour operator
- 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
- Distribution Channels and Revenue Management
- Institutional framework and legal issues
- Ferry connections agencies
- The phenomenon of 'price comparison' online travel agencies

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face			
	X	Distance learning (asynchronous)			
		Others:			
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides			
	X	Asynchronous training (e-class)			
	X	Email communication			
		Virtual (simulated) laboratory training			
		Others:			
<p>TEACHING ORGANIZATION <i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester		
		Lectures		39	
		Tutorials			
		Laboratory practice			
		Project		20	
		Essay writing			
		Study and analysis of bibliography		68	
		Private study		20	
		Final Exam		3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)			150
	<p>STUDENT ASSESSMENT <i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>		Developing questions	X	70%
		Multiple choice questionnaires			
		Mid-term exam			
		Problem solving			
		Laboratory work			
		Written work, essay/ report	X	20%	
		Public presentation	X	10%	
		Oral examination			
	Report				

5. RECOMMENDED LITERATURE

- Dhiman, M.C. and Chauhan, V. (2019) Handbook of Research on International Travel Agency and Tour Operation Management. Hersey: IGI Global.
- Managing Leisure
- Journal of Leisure Research
- International Journal of Applied Sciences in Tourism
- International Journal of Hospitality and Tourism Technology
- International Journal of Culture Tourism and Hospitality Research
- International Journal of Cultural and Digital Tourism

8.5S. OPERATIONAL RESEARCH

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	8.5S	SEMESTER OF STUDIES	F
COURSE TITLE	OPERATIONAL RESEARCH		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND / ELECTIVE		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i> <p>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:</p> <ul style="list-style-type: none"> • 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. <p>General Abilities <i>Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear</i></p>
--

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

3. COURSE CONTENT

- 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

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face
	X	Distance learning (asynchronous)
		Others:
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides
	X	Asynchronous training (e-class)
	X	Email communication
		Virtual (simulated) laboratory training
		Others:
TEACHING ORGANIZATION	Activity	Workload of semester
	Lectures	39

<p>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.</p> <p>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.</p>	Tutorials		
	Laboratory practice		
	Project		
	Essay writing	26	
	Study and analysis of bibliography		
	Private study	82	
	Final Exam	3	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
	<p>STUDENT ASSESSMENT Description of the evaluation procedure</p> <p>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</p> <p>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</p>	Developing questions	
Multiple choice questionnaires			
Mid-term exam		X	40%
Problem solving		X	60%
Laboratory work			
Written work, essay/ report			
Public presentation			
Oral examination			
Report			
		<p>The final grade of the course is derived 40% from a mid-term exam and 60% from the final examination.</p> <p>The mid-term and final exam may include solving exercises and/or true-false and/or multiple-choice questions.</p>	

5. RECOMMENDED LITERATURE

- Taha A. Hamdy (2017), Operations Research
- D.R. Anderson, D. Sweeney, T. Williams and K. Martin, (2014). An Introduction to Management Science: A Quantitative Approach to Decision Making

6.5S. CULTURAL HERITAGE AND TOURISM

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	6.5S	SEMESTER OF STUDIES	F
COURSE TITLE	CULTURAL HERITAGE AND TOURISM		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			

COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / ELECTIVE
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES
TEACHING AND ASSESSMENT LANGUAGE:	GREEK
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBPAGE (URL)	eclass.upatras.gr

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i> 															
<p>Upon successful completion of this course, students should:</p> <ul style="list-style-type: none"> 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. 															
<p>General Abilities <i>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?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Production of new research ideas</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> <tr> <td><i>Working independently</i></td> <td><i>Respect for the natural environment</i></td> </tr> <tr> <td><i>Teamwork</i></td> <td><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Criticism and self-criticism</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment</i></td> <td><i>Production of free, creative and inductive thinking</i></td> </tr> </table>		<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>	<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>	<i>Working independently</i>	<i>Respect for the natural environment</i>	<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>	<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>														
<i>Adapting to new situations</i>	<i>Project planning and management</i>														
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<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>														
<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>														
<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>														
	Search for, analysis and synthesis of data and information, with the use of the necessary technology														
	Adapting to new situations														
X	Adapting to new situations														
	Decision-making														
	Working independently														
X	Teamwork														
X	Working in an international environment														
X	Working in an interdisciplinary environment														
X	Production of new research ideas														

X	Project planning and management
X	Respect for difference and multiculturalism
X	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

3. COURSE CONTENT

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.

- 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.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face	
	X	Distance learning (asynchronous)	
		Others:	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides	
	X	Asynchronous training (e-class)	
	X	Email communication	
		Virtual (simulated) laboratory training	
		Others:	
TEACHING ORGANIZATION <i>The manner and methods of teaching are described in detail.</i> <i>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.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-</i>	Activity		Workload of semester
		Lectures	39
		Tutorials	
		Laboratory practice	
		Project	
		Essay writing	
		Study and analysis of bibliography	
		Private study	108
		Final Exam	3

<i>directed study according to the principles of the ECTS.</i>			
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
<p align="center">STUDENT ASSESSMENT</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Developing questions	X	50%
	Multiple choice questionnaires	X	50%
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report	X	30%
	Public presentation		
	Oral examination		
	Report		
	Individual work is voluntary.		

5. RECOMMENDED LITERATURE

- P. Smith, 2006, Cultural Theory: An Introduction. Wiley.

2.3C. TOURISM MARKETING

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	2.3C	SEMESTER OF STUDIES	F
COURSE TITLE	TOURISM MARKETING		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / ELECTIVE		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. 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:

- analyze the differences between products and services and recognize the specific aspects of marketing management in tourist enterprises,
- evaluate the dynamic global tourism environment,
- analyze the customers’ experience and the meaning of co-creation,
- 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 (7Ps) 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 Abilities

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

Teamwork

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

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

3. COURSE CONTENT

Tourism Marketing is now studied separately. As this field evolves at a rapid pace, its contents help students understand its concepts and applications, clarifying the specifics of tourism marketing. The content of the course includes the following sections:

- Introduction to Tourism Marketing, basic concepts and its specifications.
- The special characteristics of the Services and their adaptation to Tourist Businesses
- Service Models – ServQual, Servuction

- Analysis of the global tourism environment
- Cooperation in tourism and hospitality marketing
- Service Quality, Tourist Experience and Co-Creation
- Segmentation of the Tourist market
- Tourism Marketing Mix - The product and The service daisy
- Selection and management of Marketing distribution networks – Design of the “serviscape” area for the provision of Tourist services
- Planning a strategic combination of communication and promotion
- Pricing Policy, Approaches and Strategy - Service Delivery Processes – Design Planning
- Marketing Strategy
- International tourism marketing strategy

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
		Virtual (simulated) laboratory training		
		Others:		
<p>TEACHING ORGANIZATION <i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester	
		Lectures		39
		Tutorials		
		Laboratory practice		
		Project		
		Essay writing		
		Study and analysis of bibliography		
		Private study		108
		Final Exam		3
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
	<p>STUDENT ASSESSMENT <i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>		Developing questions	X
		Multiple choice questionnaires		
		Mid-term exam		
		Problem solving		
		Laboratory work		
		Written work, essay/ report	X	0% or 25%
		Public presentation		
		Oral examination		
		Report		
<p>Students can improve their assessment by undertaking homework that contributes 25% to the final grade.</p>				

5. RECOMMENDED LITERATURE

- Fyall, A. Legohrer, P., Frochot, I. & Wang Y. (2021). Μάρκετινγκ Τουρισμού και Φιλοξενίας. Εκδόσεις Rosili.
- Kotler P., Bowen J.R. & Makens J.C. (2019). Μάρκετινγκ Τουρισμού και Φιλοξενίας. Εκδόσεις Broken Hill.

- Armstrong, G. & Kotler, P. (2022). Εισαγωγή στο Μάρκετινγκ. Εκδόσεις Επίκεντρο Α.Ε.
- Holloway, C., & Robinson, C. (2003). Τουριστικό μάρκετινγκ. Εκδόσεις: Κλειδάριθμος.
- Ανδριώτης Κ. (2007). Μαρκετινγκ Τουριστικών Επιχειρήσεων, Εκδόσεις Σταμούλη.
- Ηγουμενάκης Ν. (2013). Τουριστικό Μάρκετινγκ στη θεωρία και πράξη, Εκδόσεις Φαιδιμος.

6.8S. GREEK ECONOMY

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	6.8S	SEMESTER OF STUDIES	F
COURSE TITLE	GREEK ECONOMY		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND / ELECTIVE		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>Upon successful completion of the course students will be able to:</p> <ul style="list-style-type: none"> • analyze the basic concepts and distinctions of the Greek Economy, • understand the structure of the incomes that govern the income and the product of the economy, • evaluate the contribution of individual data to the economy as a whole and in various sectors, • explore the possibilities of the implemented policies in the Greek economy, • define the policy framework at European and Global level and the corresponding Domestic framework, • anticipate the evolution of the domestic economy in the European context, • suggest ways to highlight new data on the progress of the Greek economy,

<ul style="list-style-type: none"> highlight the contribution of sectors and structures to the product and income of the Greek economy. 														
<p>General Abilities</p> <p><i>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?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Production of new research ideas</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> <tr> <td><i>Working independently</i></td> <td><i>Respect for the natural environment</i></td> </tr> <tr> <td><i>Teamwork</i></td> <td><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Criticism and self-criticism</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment</i></td> <td><i>Production of free, creative and inductive thinking</i></td> </tr> </table>	<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>	<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>	<i>Working independently</i>	<i>Respect for the natural environment</i>	<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>	<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>													
<i>Adapting to new situations</i>	<i>Project planning and management</i>													
<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>													
<i>Working independently</i>	<i>Respect for the natural environment</i>													
<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>													
<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>													
<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>													

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

3. COURSE CONTENT

<ul style="list-style-type: none"> Historical development of the Greek economy The product structure of the economy and the contribution of individual sectors to GDP The Tertiary sector and the sectors that dominate the sector The Tourism sector and its contribution to the development of the Greek economy prospects and problems (domestic and external constraints) Analysis of the expenditure of the Greek economy and its individual components Presentation of the sizes of private investment in the country The public sector in the country and the evolution of its key figures (Public Expenditure and Public Revenue) The Trade Balance and the Country Balances (Balance of Payments) The size of public debt and its historical development The Greek economy in the period of the single currency (2001-2020) The period of the memoranda and the European adaptation programs (2010, 2012, 2015) Prospects of the Greek economy in the next period and the sectors that will contribute to it

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD</p> <p><i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face
	X	Distance learning (asynchronous)
		Others:
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</p>	X	Slides
	X	Asynchronous training (e-class)
	X	Email communication

Use of ICT in teaching, laboratory education, communication with students	Virtual (simulated) laboratory training		
	Others:		
<p>TEACHING ORGANIZATION</p> <p>The manner and methods of teaching are described in detail.</p> <p>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.</p> <p>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.</p>	Activity		Workload of semester
	Lectures		39
	Tutorials		
	Laboratory practice		
	Project		30
	Essay writing		30
	Study and analysis of bibliography		
	Private study		48
	Final Exam		3
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
<p>STUDENT ASSESSMENT</p> <p>Description of the evaluation procedure</p> <p>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</p> <p>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</p>	Developing questions	X	50%
	Multiple choice questionnaires	X	25%
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report	X	25%
	Public presentation		
	Oral examination		
	Report		

5. RECOMMENDED LITERATURE

- Articles on the Greek economy SP. PAPASPILIOPOYLOS, PAPAZISIS ATHENS, GREECE [1978]
- Greek economy in the long period, CH.IORDANOGLLOY, POLIS, ATHENS, GREECE [2005]
- Little lessons for the Greek economy, K. MELAS, PATAKIS, ATHENS, GREECE [2013]
- Crisis and realism, A. ADRIKOPOYLOS, PROPOMBOS, ATHENS, GREECE [2015]
- Greece, solidarity and adjustment in times of crisis [2015], GIANITSIS, T. ZOGRAFAKIS, S. STUDY SYPPORTED BY THE MACROECONOMIC POLICY INSTITUTE OF THE HANS-BROECKLER-FOUNDATION
- Economic policy and public policy, I. VAVOYRAS, PAPAZISIS, ATHENS, GREECE [2019]
- Economic crisis and public policy, G. STAMATIS, KRITIKI, ATHENS, GREECE [1990]
- Greek economy: back to the past [2001-2020], TH. MAVRIDAKIS, ATH.PANAGOPOYLOS, SP. BRAVOY, INTERNATIONAL CONFERENCE, EBEEC 2021, 14 -16 /5/21

6.9S. TOURISM EDUCATION AND EDUCATIONAL TOURISM

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	6.9S	SEMESTER OF STUDIES	F
COURSE TITLE	TOURISM EDUCATION AND EDUCATIONAL TOURISM		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	

LECTURES	3	
TOTAL	3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>		
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / ELECTIVE	
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES	
TEACHING AND ASSESSMENT LANGUAGE:	GREEK	
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES	
COURSE WEBPAGE (URL)	eclass.upatras.gr	

2. 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 basic issues of Education, Pedagogy, and the theories of learning through time and their application in the field of Tourism. The concepts of tourism education and educational tourism are studied in the framework of the learning theory of Biopedagogism and the basic Biopedagogic competences and as a basis for lifelong learning.

With the completion of the course the students should be able to:

- Define the concept of Pedagogy through time
- Describe the concept of learning with reference to lifelong learning
- Isolate the characteristics of various theories of learning and compare them
- Recognize the concept of Sustainability and its importance
- Format and promote teaching goals in the framework of the Biopedagogic theory of learning
- Isolate and describe the basic, multi prismatic and Biopedagogic competences and their facets for Sustainability (Technological (T) – Sociological (S) – Language (L)- Arithmetic/Theoretical (N/T)
- Analyze the contribution of the various pedagogic factors in the implementation of a Touristic program in the frame of Biopedagogy as an umbrella of the theoretical schemes of Sustainability.
- Critically analyze the role of the socio-economic context and the relative circumstances in the planning and evaluation of Pedagogic programs of Tourism.
- Implement appropriate techniques of assessment at the various stages of Touristic Pedagogic programs.
- Analyze the assessment data and replan corrective interventions.

General Abilities

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

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

<i>Teamwork</i>		<i>Criticism and self-criticism</i>	
<i>Working in an international environment</i>		<i>Production of free, creative and inductive thinking</i>	
<i>Working in an interdisciplinary environment</i>			
	Search for, analysis and synthesis of data and information, with the use of the necessary technology		
X	Adapting to new situations		
X	Decision-making		
X	Working independently		
X	Teamwork		
	Working in an international environment		
	Working in an interdisciplinary environment		
	Production of new research ideas		
X	Project planning and management		
X	Respect for difference and multiculturalism		
X	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		

3. COURSE CONTENT

The course consists of the following Units:

- Unit 1. The concept of the Pedagogy of Tourism and its development through time- The main theories of learning and the Schools of thought created and affected the Pedagogy of Tourism: (The Developmental Theory (Piaget), The social-Behavioural theory (Vygotsky), The transformative Adult Education Theory (Freire, Mezirow), The Biopedagogic (evolutional-developmental) Theory (Alahiotis & Karatzia-Stavlioti))
- Unit 2. Tourism education and educational tourism in the framework of lifelong learning. (Tourism as an educational process: acquiring knowledge and cultivating competences. Education on citizenship: educating active citizens. The Sustainability Goals and their transformation to teaching goals. The Biopedagogic competences as goals to achieving Sustainability through Tourism. Pedagogic programs of Tourism for Sustainability. Biopedagogic competences as goals towards sustainability and citizenship. Cross-thematic approach of tourism education and educational tourism. The role of the wider socio-economic context.)
- Unit 3. Educational tourism policy (Tourism education in European union. The case of Greece: tourism education and curriculum. Occupation rights, certification, employment.)
- Unit 4. Evaluation in the programs of Tourism education and Educational tourism. (Types and techniques of assessment. Implementation of assessment. Assessment data analysis and study. Planning and implementation of corrective interventions.)
- Unit 5. Knowledge management infrastructure in the field of Tourism education and Educational tourism. (Research team organization for development (R&D) in Tourism organizations. Creation of educational material (hardcopy, electronic, websites, blogs). Informative seminars on the distribution of the relevant knowledge)

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face
	X	Distance learning (asynchronous)
		Others:
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	X	Slides
	X	Asynchronous training (e-class)

<p><i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Email communication		
		Virtual (simulated) laboratory training		
		Others:		
<p>TEACHING ORGANIZATION <i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester	
		Lectures		39
		Tutorials		
		Laboratory practice		
		Project		30
		Essay writing		30
		Study and analysis of bibliography		
		Private study		48
		Final Exam		3
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		
<p>STUDENT ASSESSMENT <i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>		Developing questions	X	40%
		Multiple choice questionnaires		
		Mid-term exam		
		Problem solving		
		Laboratory work		
		Written work, essay/ report	X	60%
		Public presentation		
		Oral examination		
		Report		

5. RECOMMENDED LITERATURE

- Alahiotis, S. & Karatzia-Stavlioti, E. (2021). Biopedagogy, Cross-Curricularity and Assessment. Ellinika Grammata.
- Kikilia, K. K. (2013). Tourist Conscience and National Education. Diros.
- Gould, J. (2013). Learning theory and classroom practice in the lifelong learning sector, Achieving QTLS Series
- Livingstone, D.W & Guile, D. (2012). The knowledge economy and lifelong learning. A critical reader, Vol. 4, Sense Publishers.
- Tsartas, P., Zagotsi, S. And Kyriakaki A. (2020). Tourists, journeys, places. Sociology of Tourism (in greek). Kritiki Editions.
- Journal of tourism studies
- Tourism Recreation Research
- Leisure, Sport & Tourism Education

SEMESTER G

7.1C. CRISIS MANAGEMENT IN TOURISM SECTOR

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	7.1C	SEMESTER OF STUDIES	G
COURSE TITLE	CRISIS MANAGEMENT IN TOURISM SECTOR		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>		TEACHING HOURS PER WEEK	ECTS CREDITS
LECTURES		3	
TOTAL		3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i> <p>This course is designed to help students understand the major risks to which businesses, banks, financial institutions and especially tourism businesses are exposed and to manage them in the least harmful way possible. Upon completion of the course students will be able to:</p> <ul style="list-style-type: none"> • analyze and manage risks, • to manage-evaluate portfolios, • to evaluate investments, • to manage derivatives, • to study the risk-return relationship, • to manage crises in tourism businesses, • take strategic crisis management measures with the help of relevant tools.

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

3. COURSE CONTENT

- Risk Analysis-Management
- Bond Rating
- Bond sensitivity to interest rate changes
- Bond portfolio management
- Risk-Return Relationship and Risk Aversion.
- Investment Evaluation
- Portfolio Selection: Markowitz Theory
- Asset Valuation Model (CAPM)
- Derivatives.
- Crisis management in tourism companies
- Categorization and typologies of crises
- Strategic crisis management measures
- Crisis studies in the tourism industry

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face
	X	Distance learning (asynchronous)
		Others:
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides
	X	Asynchronous training (e-class)
	X	Email communication
		Virtual (simulated) laboratory training

	Others:		
<p>TEACHING ORGANIZATION</p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester
	Lectures		39
	Tutorials		
	Laboratory practice		
	Project		
	Essay writing		
	Study and analysis of bibliography		
	Private study		108
	Final Exam		3
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
<p>STUDENT ASSESSMENT</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Developing questions	X	100%
	Multiple choice questionnaires		
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		

5. RECOMMENDED LITERATURE

- Laws E., Prideaux B., & Chon K. (2006), Crisis Management in Tourism, Εκδόσεις CABI PUBLISHING.
- Ritchie B.W. (2009), CRISIS AND DISASTER MANAGEMENT FOR TOURISM, CHANNEL VIEW PUBLICATIONS.

7.2C. TOTAL QUALITY MANAGEMENT FOR TOURISM BUSINESS

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	7.2C	SEMESTER OF STUDIES	G
COURSE TITLE	TOTAL QUALITY MANAGEMENT FOR TOURISM BUSINESS		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		

TEACHING AND ASSESSMENT LANGUAGE:	GREEK
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBPAGE (URL)	eclass.upatras.gr

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • 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 															
<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • 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. 															
<p>General Abilities <i>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?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Production of new research ideas</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> <tr> <td><i>Working independently</i></td> <td><i>Respect for the natural environment</i></td> </tr> <tr> <td><i>Teamwork</i></td> <td><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Criticism and self-criticism</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment</i></td> <td><i>Production of free, creative and inductive thinking</i></td> </tr> </table>		<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>	<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>	<i>Working independently</i>	<i>Respect for the natural environment</i>	<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>	<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>														
<i>Adapting to new situations</i>	<i>Project planning and management</i>														
<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>														
<i>Working independently</i>	<i>Respect for the natural environment</i>														
<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>														
<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>														
<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>														
X	Search for, analysis and synthesis of data and information, with the use of the necessary technology														
	Adapting to new situations														
	Adapting to new situations														
X	Decision-making														
X	Working independently														
	Teamwork														
	Working in an international environment														
	Working in an interdisciplinary environment														
	Production of new research ideas														
X	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														
X	Criticism and self-criticism														
X	Production of free, creative and inductive thinking														

3. COURSE CONTENT

- 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.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
		Virtual (simulated) laboratory training		
	Others:			
<p>TEACHING ORGANIZATION <i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester	
		Lectures	39	
		Tutorials		
		Laboratory practice		
		Project		
		Essay writing		
		Study and analysis of bibliography		
		Private study	108	
		Final Exam	3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
<p>STUDENT ASSESSMENT <i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>		Developing questions	X	100%
		Multiple choice questionnaires		
		Mid-term exam		
		Problem solving		
		Laboratory work		
		Written work, essay/ report		
		Public presentation		
		Oral examination		
	Report			

5. RECOMMENDED LITERATURE

- 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

7.3C. INTERNAL AUDIT IN TOURISM ENTERPRISES**1. GENERAL**

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	7.3C	SEMESTER OF STUDIES	G
COURSE TITLE	INTERNAL AUDIT IN TOURISM ENTERPRISES		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TUTORIAL	2		
TOTAL	5	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SKILLS DEVELOPMENT / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i> <p>The purpose of the course is to prepare the students to recognize and evaluate the current internal audit systems, which tourist enterprises follow, so as to distinguish bug reports/ omissions/faults in the systems influencing materially the financial statements. The application of appropriate and efficient safety nets not only in the accounting system but also in the general function of a tourist enterprise is an important reference for investors' point of view.</p> <p>After the successful completion of the course the students will be able to:</p>

- recognize the basic principles that run the internal audit,
- understand the difference between the internal and the external audit,
- recognize the relation of the internal audit to corporate government,
- use international standards COSO and internal audit systems per cycle of tourism.

General Abilities

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?

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

	Search for, analysis and synthesis of data and information, with the use of the necessary technology
	Adapting to new situations
X	Adapting to new situations
	Decision-making
	Working independently
	Teamwork
X	Working in an international environment
X	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
X	Criticism and self-criticism
X	Production of free, creative and inductive thinking

3. COURSE CONTENT

- Scope of internal external audit
- Subject of audit
- Discrimination between audits
- Differences between internal and external audits
- Purpose and necessity of internal audit
- Internal audit and responsibility
- Design of internal audit systems
- Corporate governance
- Risk based internal audit
- Safety nets
- Effectiveness of safety nets by application of tests
- Internal audit by sector
- International standards of audit (COSO)
- Audit committee

Internal control

- The use and evaluation of internal control systems by auditors
- Tests of control
- Communication on internal control

Audit evidence

- Audit sampling and other means of testing
- The audit of specific items
- Computer-assisted audit techniques
- The work of others
- Not-for-profit organisations

Review and reporting

- Subsequent events
- Audit finalisation and the final review
- The Independent Auditor’s Report

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
		Virtual (simulated) laboratory training		
		Others:		
<p>TEACHING ORGANIZATION <i>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.</i></p>	Activity		Workload of semester	
		Lectures		39
		Tutorials		26
		Laboratory practice		
		Project		
		Essay writing		
		Study and analysis of bibliography		32
		Private study		50
		Final Exam		3
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		
<p>STUDENT ASSESSMENT <i>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.</i></p>		Developing questions	X	60%
		Multiple choice questionnaires	X	10%
		Mid-term exam		
		Problem solving	X	30%
		Laboratory work		
		Written work, essay/ report		
		Public presentation		
		Oral examination		
	Report			

5. RECOMMENDED LITERATURE

- Switzer, Internal Audit Reports Post Sarbanes-Oxley (2007), Ηλεκτρονικό Βιβλίο, Εκδόσεις HEAL-Link Wiley UBCM ebooks
- Managerial auditing journal
- Accounting, Auditing & Accountability Journal
- The accounting review
- Accounting & Finance

7.4C. RESEARCH METHODS AND TECHNIQUES IN TOURISM**1. GENERAL**

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	7.4C	SEMESTER OF STUDIES	G
COURSE TITLE	RESEARCH METHODS AND TECHNIQUES IN TOURISM		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
LABORATORY EXERCISES	2		
TOTAL	5	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i> <p>The aim of the course is to offer the appropriate knowledge and the necessary techniques for the design and implementation of research methods in the field of tourism. An interdisciplinary approach is adopted that helps students acquire knowledge and skills related to the four basic stages of developing and conducting research to solve problems in modern academic and administrative tourism research: (1) selecting an appropriate</p>
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research methodology, (2) selecting appropriate methods / techniques for collecting quantitative-qualitative data, (3) the analysis of quantitative-qualitative data, and (4) the presentation of research results and the formulation of conclusions.

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

- describe the different approaches to tourism research,
- choose to identify research topics,
- organize and conduct a literature review,
- design research frameworks and select research questions,
- plan and develop research proposals in the field of tourism,
- select the appropriate methodology and methods / techniques of data collection,
- draw questionnaires,
- analyse and interpret the results of the research,
- utilize modern statistical packages for data analysis and presentation,
- write a research report,
- evaluate the usefulness of different research methodologies in studies related to academic tourism research and tourism administration.

General Abilities

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?

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

3. COURSE CONTENT

- Introduction to Research
- Research Process
- Bibliography review
- Sampling
- Measurement

- Quantitative Methods
- Qualitative Research
- Mixed Research Methods
- Principles of Questionnaire Design
- Data Analysis
- Preparation of a Research Report

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
	X	Virtual (simulated) laboratory training		
		Others:		
<p>TEACHING ORGANIZATION <i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester	
		Lectures	39	
		Tutorials		
		Laboratory practice	26	
		Project		
		Essay writing		
		Study and analysis of bibliography		
		Private study	82	
		Final Exam	3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
<p>STUDENT ASSESSMENT <i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>		Developing questions		
		Multiple choice questionnaires	X	50%
		Mid-term exam		
		Problem solving	X	25%
		Laboratory work	X	25%
		Written work, essay/ report		
		Public presentation		
		Oral examination		
	Report			

5. RECOMMENDED LITERATURE

- Dubarry Ramesh (2020), Research Methods for Tourism Students
- Schindler Pamela S. (2019). Business Research Methods
- J. David Creswell, John W. Creswell, (2019). Research Design
- Adler Emily, Clark Roger (2018). An Invitation to Social Research: How It's Done
- Bryman Alan (2017). Social Research Methods
- Saunders M., Lewis П., and Thornhil A., (2019). Research Methods for Business Students

7.5S. TOURISM AND SPATIAL PLANNING

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	7.5S	SEMESTER OF STUDIES	G
COURSE TITLE	TOURISM AND SPATIAL PLANNING		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / ELECTIVE		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i>
<p>The course is an introduction to the basic legal tools of spatial planning in the tourism sector. Spatial planning and the relevant spatial policy are directly linked with both sustainable tourism development and rational organization of the tourism sector.</p> <p>With the completion of the course the students:</p> <ul style="list-style-type: none"> will be familiar with the basic tools for locating tourism facilities (General Spatial Planning Framework, Regional Spatial Planning Frameworks, Special Spatial Planning Framework for Tourism, Integrated Tourism Development Areas, Housing Control Zones, land uses in protected areas, etc.), will understand the contribution of appropriate spatial planning to the promotion of sustainable tourism development, the rational organization and development of the tourism sector and the enrichment of the tourism product, will recognize through concrete examples why spatial planning is a prerequisite for sustainable tourism development, will know the basic legal tools of spatial planning in the field of tourism.

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

3. COURSE CONTENT

- Unit 1. Legal framework and spatial planning structure: Legal framework. Spatial planning structure. Legal tools of spatial planning.
- Unit 2. Spatial planning and tourism sector: Spatial planning as an instrument for achieving sustainable tourism development. The contribution of spatial planning and appropriate land use policy to the promotion of investments in the tourism sector and the development of tourism destinations.
- Unit 3. European spatial planning and tourism development.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face	
	X	Distance learning (asynchronous)	
		Others:	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides	
	X	Asynchronous training (e-class)	
	X	Email communication	
		Virtual (simulated) laboratory training	
		Others:	
TEACHING ORGANIZATION <i>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.</i>	Activity		Workload of semester
		Lectures	39
		Tutorials	
		Laboratory practice	
		Project	
		Essay writing	
		Study and analysis of bibliography	
		Private study	108

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 Exam	3	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	150	
	STUDENT ASSESSMENT		
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.	Developing questions	X	75%
	Multiple choice questionnaires	X	25%
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		

5. RECOMMENDED LITERATURE

- D. Economou, The planning system and rural land use control in Greece. A European Perspective, European Planning Studies, 1997, vol. 5, No. 4, p. 465
- Annals of Tourism Research
- Tourismes et Territoires

7.6S. ENTREPRENEURSHIP, INNOVATION AND TECHNOLOGY IN THE TOURISM SECTOR

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	7.6S	SEMESTER OF STUDIES	G
COURSE TITLE	ENTREPRENEURSHIP, INNOVATION AND TECHNOLOGY IN THE TOURISM SECTOR		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / ELECTIVE		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		

COURSE WEBPAGE (URL)	eclass.upatras.gr
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2. 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:

- understand the meaning and peculiarities of entrepreneurship,
- 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 Abilities
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?

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

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

3. COURSE CONTENT

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 take, be it marginal or radical, as well as at discussing techniques that a firm can use 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.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
		Virtual (simulated) laboratory training		
	Others:			
<p>TEACHING ORGANIZATION <i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester	
		Lectures	39	
		Tutorials		
		Laboratory practice		
		Project		
		Essay writing		
		Study and analysis of bibliography		
		Private study	108	
		Final Exam	3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
<p>STUDENT ASSESSMENT <i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>		Developing questions	X	100%
		Multiple choice questionnaires		
		Mid-term exam		
		Problem solving		
		Laboratory work		
		Written work, essay/ report		
		Public presentation		
		Oral examination		
	Report			
<p>Projects can be assigned on a voluntary basis. When they are, projects constitute 25% of the final grade.</p>				

5. RECOMMENDED LITERATURE

- 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

5.6S. FOOD & BEVERAGE BUSINESSES MANAGEMENT

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	5.6S	SEMESTER OF STUDIES	G
COURSE TITLE	FOOD & BEVERAGE BUSINESSES MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
LABORATORY EXERCISES	2		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / ELECTIVE		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i>
<p>Upon successful completion of the course students will be able to:</p> <ul style="list-style-type: none"> 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 Abilities

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

Teamwork

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
	Adapting to new situations
X	Adapting to new situations
X	Decision-making
X	Working independently
X	Teamwork
	Working in an international environment
	Working in an interdisciplinary environment
	Production of new research ideas
X	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

3. COURSE CONTENT

The aim of the course is to provide the necessary skills for the teaching of the subject (theories, learning models, teaching methodology, curricula, teaching objectives, teaching materials, assessment). The development and cultivation of the profile of the specialty teacher will be done through the planning and implementation of practical teaching exercises on thematic units of the subject.

The content of the course is divided into two parts: The theoretical and the laboratory. In the theoretical part the lectures include:

- Organization and operation of hotel catering and catering establishments
- Human Resources Management of Hotel Food and Catering Departments
- Standard techniques for producing and serving food products
- Wine production and a combination of wine and lunch. Greek and international wine labels in the hotel industry
- Health and safety in food businesses
- Quality Assurance Systems (HAPCO, ISO)
- Food supply and storage
- Food production and distribution systems
- Economics of hotel food and catering departments
- New technologies: Managing and promoting products and services
- Banquets: New trends in catering

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

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
		Virtual (simulated) laboratory training		
	Others:			
TEACHING ORGANIZATION <i>The manner and methods of teaching are described in detail.</i> <i>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.</i> <i>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.</i>	Activity		Workload of semester	
		Lectures	39	
		Tutorials		
		Laboratory practice	26	
		Project	20	
		Essay writing		
		Study and analysis of bibliography	42	
		Private study	20	
		Final Exam	3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
	STUDENT ASSESSMENT <i>Description of the evaluation procedure</i> <i>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</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>		Developing questions	X
		Multiple choice questionnaires		
		Mid-term exam		
		Problem solving		
		Laboratory work	X	35%
		Written work, essay/ report		
		Public presentation		
		Oral examination		
	Report			

5. RECOMMENDED LITERATURE

- Food and Beverage Management
- Food and Beverage Management for the hospitality, tourism and event industries
- International Journal of Tourism and Hospitality Research

7.8S. BUSINESS ECONOMICS

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	7.8S	SEMESTER OF STUDIES	G
COURSE TITLE	BUSINESS ECONOMICS		

INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS
LECTURES	3	
TOTAL	3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>		
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND / ELECTIVE	
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES	
TEACHING AND ASSESSMENT LANGUAGE:	GREEK	
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES	
COURSE WEBPAGE (URL)	eclass.upatras.gr	

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i>
<p>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.</p> <p>Having attended the lessons of this scientific domain the student should be in a state:</p> <ul style="list-style-type: none"> 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.

General Abilities
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?

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

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

3. COURSE CONTENT

- 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.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face			
	X	Distance learning (asynchronous)			
		Others:			
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides			
	X	Asynchronous training (e-class)			
	X	Email communication			
		Virtual (simulated) laboratory training			
	Others:				
<p>TEACHING ORGANIZATION <i>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.</i></p>	Activity		Workload of semester		
		Lectures		39	
		Tutorials			
		Laboratory practice			
		Project			
		Essay writing			
		Study and analysis of bibliography			
		Private study		108	
		Final Exam		3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)			150
	<p>STUDENT ASSESSMENT <i>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.</i></p>		Developing questions	X	50%
		Multiple choice questionnaires	X	25%	
		Mid-term exam			
		Problem solving			
		Laboratory work			
		Written work, essay/ report	X	25%	
		Public presentation			
		Oral examination			
	Report				
Written essay is optional					

5. RECOMMENDED LITERATURE

- Brian T. McCann, Luke M. Froeb, and Michael R. Ward, Managerial Economics.
- William F. Samuelson Stephen G. Marks, Managerial Economics.
- Marc Guyot, Radu Vranceanu, Économie managériale (Théorie, cas, exercices corrigés).

SEMESTER H

8.1C. STRATEGIC TOURISM BUSINESS ADMINISTRATION

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	8.1C	SEMESTER OF STUDIES	H
COURSE TITLE	STRATEGIC TOURISM BUSINESS ADMINISTRATION		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>		TEACHING HOURS PER WEEK	ECTS CREDITS
LECTURES		3	
TOTAL		3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i>
<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> 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 Abilities

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

3. COURSE CONTENT

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)

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face			
	X	Distance learning (asynchronous)			
		Others:			
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides			
	X	Asynchronous training (e-class)			
	X	Email communication			
		Virtual (simulated) laboratory training			
		Others:			
<p>TEACHING ORGANIZATION <i>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.</i></p>	Activity		Workload of semester		
		Lectures		39	
		Tutorials			
		Laboratory practice			
		Project			
		Essay writing			
		Study and analysis of bibliography			
		Private study		108	
		Final Exam		3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)			150
	<p>STUDENT ASSESSMENT <i>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.</i></p>		Developing questions	X	100%
		Multiple choice questionnaires			
		Mid-term exam			
		Problem solving			
		Laboratory work			
		Written work, essay/ report			
		Public presentation			
		Oral examination			
	Report				
<p>Projects can be assigned on a voluntary basis. When they are, projects constitute 25% of the final grade.</p>					

5. RECOMMENDED LITERATURE

- 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.

8.2C. DIGITAL MARKETING & TOURISM BUSINESS PROMOTION

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	8.2C	SEMESTER OF STUDIES	H
COURSE TITLE	DIGITAL MARKETING & TOURISM BUSINESS PROMOTION		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i>
<p>On successful completion of the module the student will be able to:</p> <ul style="list-style-type: none"> 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,

- develop the ability to create an integrated digital presence in appropriate digital platforms, ensuring consistency of message to deliver an effective marketing strategy.

General Abilities

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
Teamwork
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*

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

3. COURSE CONTENT

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 strategies
- Content marketing

- Pricing policy in digital environment
- Omni-channel policy – Digital intermediates
- Digital media strategic planning: Advertisements, SEO, adwords & Sales promotions
- Integrated digital strategy: Public Relationships, Direct & Email Marketing
- Measuring Digital Marketing Strategy performance- KPIs and Marketing Metrics.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face			
	X	Distance learning (asynchronous)			
		Others:			
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides			
	X	Asynchronous training (e-class)			
	X	Email communication			
		Virtual (simulated) laboratory training			
		Others:			
<p>TEACHING ORGANIZATION <i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester		
		Lectures		39	
		Tutorials			
		Laboratory practice			
		Project			
		Essay writing			
		Study and analysis of bibliography			
		Private study		108	
		Final Exam		3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)			150
	<p>STUDENT ASSESSMENT <i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>		Developing questions	X	100%
		Multiple choice questionnaires			
		Mid-term exam			
		Problem solving			
		Laboratory work			
		Written work, essay/ report			
		Public presentation			
		Oral examination			
		Report			
<p>Other: Students could be able to improve their marks by undertaking coursework/ projects.</p>					

5. RECOMMENDED LITERATURE

- 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.

4.3C. TOURISM DEVELOPMENT STRATEGIES AND POLICIES

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	4.3C	SEMESTER OF STUDIES	H
COURSE TITLE	TOURISM DEVELOPMENT STRATEGIES AND POLICIES		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / COMPULSORY		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i>
<p>The aim of the course is to describe and analyze the theoretical and empirical framework of tourism development and to give typical examples of cases from the international and Greek reality. Course context systematically presents the philosophy of sustainable tourism development. The latter, implies new administrative structures, increasing the benefits of the diffusion of tourist flows at the socio-economic level, upgrading both the quality and quantity of the tourist product, the institutional and organizational dimension of tourism policy makers, and relations between the levels (international, national, regional, local) of tourism policy.</p> <p>Upon successful completion of the course the student will be able to:</p> <ul style="list-style-type: none"> understand the role of tourism in the dynamic development process distinguish the diffusion of benefits and the socio-economic imprint of tourism development analyze development models study the tourism development through standards make careful planning towards sustainable tourism development

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

3. COURSE CONTENT

- The concept of "development" as a process, but also as a state of affairs.
- The role and contribution of tourism in the development process. Concept and content of tourism development. Theoretical approaches to the development and tourism development.
- Analysis of tourism development models (Miossec model: the structure of tourist areas in space and time, Butler model: the life cycle of a tourist destination, Gormsen model: the spatial-temporal development of coastal international tourism, etc.).
- Standards of tourism development. Effects of tourism development in the destinations.
- Development of compatible models with the utilization of tourist resources in the destinations.
- Sustainable / Sustainable Development and Bearing Capacity. Principles of sustainable / sustainable tourism development.
- Case studies of tourism development models: analysis and evaluation. Models for drawing up and implementing tourism policy at national, regional and local levels.
- The local community and its participation in the decision-making process.
- The modern tourist reality and the sustainable political actions of the European Union

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face
	X	Distance learning (asynchronous)
		Others:
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	X	Slides
	X	Asynchronous training (e-class)
	X	Email communication

<i>Use of ICT in teaching, laboratory education, communication with students</i>	Virtual (simulated) laboratory training		
	Others:		
<p>TEACHING ORGANIZATION</p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester
	Lectures		39
	Tutorials		
	Laboratory practice		
	Project		
	Essay writing		
	Study and analysis of bibliography		
	Private study		108
	Final Exam		3
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
<p>STUDENT ASSESSMENT</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Developing questions	X	50%
	Multiple choice questionnaires	X	50%
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		
	Other: Presentation of Individual Work is optional.		

5. RECOMMENDED LITERATURE

- 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 DEVELOPMENT.
- Burns P., & Novelli M., TOURISM AND POLITICS: GLOBAL FRAMEWORKS AND LOCAL REALITIES.

8.4S. CONFERENCE AND EVENT MANAGEMENT

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	8.4S	SEMESTER OF STUDIES	H
COURSE TITLE	CONFERENCE AND EVENT MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	

<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>	
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / ELECTIVE
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES
TEACHING AND ASSESSMENT LANGUAGE:	GREEK
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBPAGE (URL)	eclass.upatras.gr

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i> 															
<p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> 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. 															
<p>General Abilities <i>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?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Production of new research ideas</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> <tr> <td><i>Working independently</i></td> <td><i>Respect for the natural environment</i></td> </tr> <tr> <td><i>Teamwork</i></td> <td><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Criticism and self-criticism</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment</i></td> <td><i>Production of free, creative and inductive thinking</i></td> </tr> </table>		<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>	<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>	<i>Working independently</i>	<i>Respect for the natural environment</i>	<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>	<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>														
<i>Adapting to new situations</i>	<i>Project planning and management</i>														
<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>														
<i>Working independently</i>	<i>Respect for the natural environment</i>														
<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>														
<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>														
<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>														
X	Search for, analysis and synthesis of data and information, with the use of the necessary technology														
X	Adapting to new situations														
X	Adapting to new situations														
X	Decision-making														
X	Working independently														
X	Teamwork														

X	Working in an international environment
	Working in an interdisciplinary environment
	Production of new research ideas
X	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
X	Production of free, creative and inductive thinking

3. COURSE CONTENT

<p>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.</p> <ul style="list-style-type: none"> • 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
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4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face	
	X	Distance learning (asynchronous)	
		Others:	
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides	
	X	Asynchronous training (e-class)	
	X	Email communication	
		Virtual (simulated) laboratory training	
		Others:	
<p>TEACHING ORGANIZATION <i>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</i></p>	Activity		
		Lectures	Workload of semester 39
		Tutorials	
		Laboratory practice	
		Project	

<i>workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>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.</i>	Essay writing	20	
	Study and analysis of bibliography	68	
	Private study	20	
	Final Exam	3	
	Total number of hours for the Course (25 hours of work-load per ECTS credit)	150	
<p align="center">STUDENT ASSESSMENT</p> <i>Description of the evaluation procedure</i> <i>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</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Developing questions	X	40%
	Multiple choice questionnaires	X	30%
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report	X	20%
	Public presentation	X	10%
	Oral examination		
	Report		

5. RECOMMENDED LITERATURE

- 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
- Festival Management and Event Tourism
- Event Management
- Journal of Convention and Exhibition Management – Journal of Convention and Event Tourism
- Tourism Management

8.6S. ANALYSIS OF FINANCIAL STATEMENTS

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	8.6S	SEMESTER OF STUDIES	H
COURSE TITLE	ANALYSIS OF FINANCIAL STATEMENTS		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND / ELECTIVE		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		

TEACHING AND ASSESSMENT LANGUAGE:	GREEK
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO
COURSE WEBPAGE (URL)	eclass.upatras.gr

2. 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 Abilities

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

Teamwork

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

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

3. COURSE CONTENT

- 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
- The conceptual and regulatory framework for financial reporting
- The need for a conceptual framework and the characteristics of useful information
- Recognition and measurement
- Regulatory framework
- The concepts & principles of groups & consolidated financial statements Accounting for transactions in financial statements
- Financial instruments
- Leasing
- Provisions and events after the reporting period
- Taxation
- Reporting financial performance
- Revenue
- Government grants
- Foreign currency transactions
- Analysing and interpreting the financial statements of single entities and groups
- Specialised, not-for-profit, and public sector entities Preparation of financial statements
- Preparation of consolidated financial statements including an associate

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face
	X	Distance learning (asynchronous)
		Others:
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides
	X	Asynchronous training (e-class)
	X	Email communication
		Virtual (simulated) laboratory training
		Others:
TEACHING ORGANIZATION <i>The manner and methods of teaching are described in detail.</i>	Activity	
	Lectures	Workload of semester 39

<p>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.</p> <p>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.</p>	Tutorials		
	Laboratory practice		
	Project		
	Essay writing		
	Study and analysis of bibliography		
	Private study		108
	Final Exam		3
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
	<p>STUDENT ASSESSMENT</p> <p>Description of the evaluation procedure</p> <p>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</p> <p>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</p>	Developing questions	X
Multiple choice questionnaires			
Mid-term exam			
Problem solving			
Laboratory work			
Written work, essay/ report			
Public presentation			
Oral examination			
Report			
Students can improve their performance by optionally preparing and presenting an assignment that contributes 25% to the final grade			

5. RECOMMENDED LITERATURE

- 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

6.7S. INTERNSHIP

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	6.7S	SEMESTER OF STUDIES	H
COURSE TITLE	INTERNSHIP		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
	TOTAL	12	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SKILLS DEVELOPMENT / ELECTIVE		

PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES Students can choose the Internship course if they have successfully fulfilled their obligations in courses that correspond to a total of at least 90 Credits.
TEACHING AND ASSESSMENT LANGUAGE:	GREEK
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO
COURSE WEBPAGE (URL)	eclass.upatras.gr

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i> Consult Appendix A</p> <ul style="list-style-type: none"> • 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 															
<p>The Internship aims at the direct connection of the theoretical and laboratory studies of the students with the practical application.</p> <p>In the context of the implementation of the Internship, students are expected to:</p> <ul style="list-style-type: none"> • assimilate theoretical academic knowledge through its application in a real work environment, • be informed about labor market trends and the knowledge - skills required, • develop a professional conscience, • get acquainted with the productive and administrative processes, in bodies, organizations and companies of the private and public Tourism sector, • gain professional experience and previous service, by taking on responsibilities and cultivating a variety of skills, such as communication, teamwork and state-of-the-art technologies, • get a complete picture of the job search process (interviews, sending CVs, etc.), • form a targeted professional orientation for the search for a suitable job after graduation. 															
<p>General Abilities <i>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?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i></td> <td><i>Production of new research ideas</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Respect for difference and multiculturalism</i></td> </tr> <tr> <td><i>Working independently</i></td> <td><i>Respect for the natural environment</i></td> </tr> <tr> <td><i>Teamwork</i></td> <td><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Criticism and self-criticism</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment</i></td> <td><i>Production of free, creative and inductive thinking</i></td> </tr> </table>		<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>	<i>Adapting to new situations</i>	<i>Project planning and management</i>	<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>	<i>Working independently</i>	<i>Respect for the natural environment</i>	<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>	<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Production of new research ideas</i>														
<i>Adapting to new situations</i>	<i>Project planning and management</i>														
<i>Decision-making</i>	<i>Respect for difference and multiculturalism</i>														
<i>Working independently</i>	<i>Respect for the natural environment</i>														
<i>Teamwork</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>														
<i>Working in an international environment</i>	<i>Criticism and self-criticism</i>														
<i>Working in an interdisciplinary environment</i>	<i>Production of free, creative and inductive thinking</i>														
	Search for, analysis and synthesis of data and information, with the use of the necessary technology														
	Adapting to new situations														
X	Adapting to new situations														
	Decision-making														
X	Working independently														
X	Teamwork														
	Working in an international environment														
X	Working in an interdisciplinary environment														
	Production of new research ideas														

	Project planning and management
X	Respect for difference and multiculturalism
X	Respect for the natural environment
X	Showing social, professional and ethical responsibility and sensitivity to gender issues
X	Criticism and self-criticism
X	Production of free, creative and inductive thinking

3. COURSE CONTENT

The duration of the Internship is three (3) months and follows the working hours that are valid in each institution / company. The Internship can be implemented during the period from the beginning of the spring semester until the end of the examination period in September of the academic year, in which the interested student has declared the relevant course.

For each student, the Academic Internship Committee appoints an academic supervisor (faculty member of the Department) who is responsible for the final evaluation and grading of the student. During the Internship, the academic supervisor communicates and cooperates with the student as well as with the person in charge of the body implementing the Internship.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>		Face to face	
		Distance learning (asynchronous)	
		Others:	
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>		Slides	
		Asynchronous training (e-class)	
		Email communication	
		Virtual (simulated) laboratory training	
		Others:	
<p>TEACHING ORGANIZATION <i>The manner and methods of teaching are described in detail.</i> <i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester
		Lectures	
		Tutorials	
		Laboratory practice	
		Project	
		Essay writing	
		Study and analysis of bibliography	
		Private study	
		Internship	150
		Final Exam	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)	
<p>STUDENT ASSESSMENT <i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>		Developing questions	
		Multiple choice questionnaires	
		Mid-term exam	
		Problem solving	
		Laboratory work	
		Written work, essay/ report	
		Public presentation	
		Oral examination	
		Report	
The Internship is evaluated / graded by the academic supervisor, based on:			

	1) the detailed written report of the Internship submitted by the student to the Secretariat of the Department after the completion of the Internship, 2) the presentation by the trainee in the context of a relevant seminar.
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5. RECOMMENDED LITERATURE

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8.7S. NEW TECHNOLOGIES IN INTELLIGENT TOURISM SYSTEMS

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	8.7S	SEMESTER OF STUDIES	H
COURSE TITLE	NEW TECHNOLOGIES IN INTELLIGENT TOURISM SYSTEMS		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>		TEACHING HOURS PER WEEK	ECTS CREDITS
LECTURES		3	
LABORATORY EXERCISES			
TOTAL		3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / ELECTIVE		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i> <p>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</p>
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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 Abilities

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

Teamwork

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

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

3. COURSE CONTENT

- 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 web pages with Content Management Systems (CMS)
- Essential tools for developing and supporting new technologies (HTML / CSS)

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face		
	X	Distance learning (asynchronous)		
		Others:		
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides		
	X	Asynchronous training (e-class)		
	X	Email communication		
	X	Virtual (simulated) laboratory training		
		Others:		
TEACHING ORGANIZATION <i>The manner and methods of teaching are described in detail.</i> <i>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.</i> <i>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.</i>	Activity		Workload of semester	
		Lectures		39
		Tutorials		
		Laboratory practice		
		Project		
		Essay writing		26
		Study and analysis of bibliography		
		Private study		82
		Final Exam		3
		Total number of hours for the Course (25 hours of work-load per ECTS credit)		
STUDENT ASSESSMENT <i>Description of the evaluation procedure</i> <i>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</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>		Developing questions	X	70%
		Multiple choice questionnaires		
		Mid-term exam		
		Problem solving		
		Laboratory work		
		Written work, essay/ report	X	15%
		Public presentation	X	15%
		Oral examination		
	Report			

5. RECOMMENDED LITERATURE

- Protopapadakis I. (2022). e-Tourism, ION Publications, ISBN: 978-960-508-351-9
- Fitsilis P. (2019). Modern Business Information Systems, Broken Hill Publishers Ltd, ISBN: 978-992-556-372-2
- Katsoni V. (2017). e-tourism, KRETSIS Publications, ISBN: 978-618-831-410-8

8.8S. UNDERGRADUATE THESIS

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	8.8S	SEMESTER OF STUDIES	H

COURSE TITLE	UNDERGRADUATE THESIS		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
	TOTAL	12	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / ELECTIVE		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>During the preparation of the Undergraduate Thesis, the students are trained, under the guidance of the Supervising Professor, in the most complete treatment of an individual scientific question by making a combined use of their undergraduate knowledge. Knowledge is applied in practice, search, analysis and synthesis of data and information, using the necessary technologies. The elaboration of the Undergraduate Thesis aims at the transmission and cultivation of the love for research.</p> <p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> • demonstrate initiative and confidence in their ability to make decisions, • apply a detailed approach to problem solving, • effectively apply appropriate communication skills, • produce a critical overview of the use and appropriate reporting of sources of information, • undertake a work program that generates primary data, followed by analysis and interpretation of the data using appropriate means, • draw logical conclusions and make suggestions based on the work of the undertaken project, • produce a structured written report using the appropriate format with appropriate references, • demonstrate an in-depth understanding of the project through oral defense (dissertation support).
<p>General Abilities <i>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?</i></p>

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

3. COURSE CONTENT

The Undergraduate Thesis is an in-depth individual research / investigation of a specific topic. The work should be conducted based on the special interest of the student or the academic supervisor and should be in line with the research strategy of the Department. Supervisors will indicate the appropriate indicative study literature and key references appropriate to the topic of the dissertation. Theses' topics cover a wide range of areas of Tourism Administration, such as Special and Alternative forms of tourism, Tourism Business Administration, New Technologies in Tourism, Tourism Development Policy, Sustainable Tourism etc. and can often be smaller stand-alone questions of larger research projects or ongoing doctoral dissertations.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>		Face to face	
		Distance learning (asynchronous)	
		Others:	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>		Slides	
		Asynchronous training (e-class)	
		Email communication	
		Virtual (simulated) laboratory training	
		Others:	
TEACHING ORGANIZATION <i>The manner and methods of teaching are described in detail.</i> <i>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.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-</i>		Activity	Workload of semester
		Lectures	
		Tutorials	
		Laboratory practice	
		Project	50
		Essay writing	25
		Study and analysis of bibliography	50
		Private study	
		Final Exam	25

<i>directed study according to the principles of the ECTS.</i>	Total number of hours for the Course (25 hours of work-load per ECTS credit)	150	
<p align="center">STUDENT ASSESSMENT</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Developing questions		
	Multiple choice questionnaires		
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report	X	50%
	Public presentation	X	25%
	Oral examination	X	25%
	Report		

5. RECOMMENDED LITERATURE

Supervisors will indicate the appropriate study literature and key references relevant to the topic of the dissertation.

8.9S. DECISION MAKING AND BUSINESS PLANNING FOR TOURISM FIRMS

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	8.9S	SEMESTER OF STUDIES	H
COURSE TITLE	DECISION MAKING AND BUSINESS PLANNING FOR TOURISM FIRMS		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / ELECTIVE		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		
TEACHING AND ASSESSMENT LANGUAGE:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	eclass.upatras.gr		

2. 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 completion of this course, students are expected to be able to:

- perceive decision making as a systematic methodology to analyze business choices,
- identify the most suitable techniques for reaching a decision, depending on the nature of the circumstances and the existing resources and constraints,
- evaluate decision making models, as well as assess the particular solutions – proposals derived with their use,
- systematically study the repercussions of each alternative decision and strategic choice,
- study a range of potentially applicable business models,
- develop complete business plans (including budgeting),
- apply the knowledge acquired to a wide range of tourism business functions and operations, such as: financial management, production planning, inventory management, marketing management, supply chain management, distribution management, human resources management etc.

General Abilities

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

Teamwork

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

X	Search for, analysis and synthesis of data and information, with the use of the necessary technology
	Adapting to new situations
	Adapting to new situations
X	Decision-making
X	Working independently
X	Teamwork
	Working in an international environment
X	Working in an interdisciplinary environment
	Production of new research ideas
X	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
X	Criticism and self-criticism
X	Production of free, creative and inductive thinking

3. COURSE CONTENT

Emphasis on this course is upon the methodology for formulating the goals of a firm (particularly small-to-medium firms, SMEs), as well as on the analysis of the potential modes for pursuing those goals. Thus, the course examines business decision making issues, along with the methodology to develop a suitable business plan for pursuing the goals that have been set.

A business plan is a special kind of report, describing the way to manage a particular business activity within a set period. The “particular activity” could include all individual activities of a sole proprietorship firm or of a large multinational firm. It could involve all departments of a large firm or just the smallest section and it could be related to a commercial investment or to a charity, or to anything at all. Thus, a business plan is a report prepared whenever managers believe the activity to be important enough to warrant the effort. The “set time frame” could refer to just the first six months after a start-up has been established, or up to five years for an existing larger company, or to the life span of a particular project. In other words, any important business activity can be related to a business plan describing what must be done and why, how everything will be pursued, with the available resources and constraints, within certain timeframes and budget.

The course includes four major parts, starting with (part 1) the examination of business decision making processes (nature of business decision making, forms of decisions, decision making models, effective decision making, barriers to effective decision making, team decision making, creativity).

The second part (part 2) briefly reviews available decision making and planning methodologies and techniques, also discussing the suitability of each depending on the contingency (quantitative forecasting, qualitative forecasting, technological forecasting, scenario analysis, choosing a forecasting method, Gantt diagrams, PERT/CPM methodology, linear programming, queuing models, routing models, simulations, payoff tables, decision trees, break-even analysis).

Part 3 is about processes for crafting business goals and plans. The overall planning process is discussed, as well as the nature of organizational goals, the levels of goals, developing strategic goals, linking goals and plans, promotion of innovation through planning, potential obstacles to planning, management by objectives.

The final part (part 4) refers to the development of a complete business plan, depending on business circumstances. Within this part we discuss the concept of a business plan, the goals and functions of a business plan, available software. There follows the analysis of the business internal environment (vision, mission, philosophy, current organization, infrastructure, products and services, core capabilities, SWOT analysis). The analysis of the business external environment is next (information gathering, customers’ analysis, market segmentation, total demand, classification of competitors, value chain, sources of competitive advantage, sales’ forecasting, sales strategy, budgeting etc.).

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face	
	X	Distance learning (asynchronous)	
		Others:	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	X	Slides	
	X	Asynchronous training (e-class)	
	X	Email communication	
		Virtual (simulated) laboratory training	
		Others:	
TEACHING ORGANIZATION <i>The manner and methods of teaching are described in detail.</i> <i>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.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-</i>	Activity		Workload of semester
		Lectures	39
		Tutorials	
		Laboratory practice	
		Project	30
		Essay writing	
		Study and analysis of bibliography	
		Private study	78
	Final Exam	3	

<i>directed study according to the principles of the ECTS.</i>			
	Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
<p align="center">STUDENT ASSESSMENT</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Developing questions	X	70%
	Multiple choice questionnaires		
	Mid-term exam	X	10%
	Problem solving		
	Laboratory work		
	Written work, essay/ report		
	Public presentation	X	20%
	Oral examination		
	Report		
	Participation in mid-term exam and public presentation are optional.		

5. RECOMMENDED LITERATURE

- Barringer, B., "Preparing Effective Business Plans: an entrepreneurial approach", Pearson, 2015
- Clippinger, D., "Business Report Guides: research reports and business plans", Business Expert Press, 2019
- Hill, B. και Power, D., "Small Business Owner's Guide to Business Plans", Allworth Press, 2013
- Kepczynski, R., Jandhyala, R., Sankaran, G. and Dimofte, A., "Integrated Business Planning", Springer, 2018
- Peterson, S., Jaret, P. and Findlay-Schenck, B. "Business Plans Kit", 5th ed., σειρά "for dummies", Wiley, 2016
- Sankaran, G., Sasso, F., Kepczynski, R. and Chiaraviglio, A., "Improving Forecasts with Integrated Business Planning", Springer, 2019
- Zacharakis, A., "Business Plans that Work: a guide for small business", McGraw-Hill, 2011.

6.6S. e-BUSINESS IN TOURISM

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	6.6S	SEMESTER OF STUDIES	H
COURSE TITLE	e-BUSINESS IN TOURISM		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
LECTURES	3		
TOTAL	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND / ELECTIVE		
PREREQUISITE COURSES:	THERE ARE NO PREREQUISITE COURSES		

TEACHING AND ASSESSMENT LANGUAGE:	GREEK
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO
COURSE WEBPAGE (URL)	eclass.upatras.gr

2. 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 Abilities

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

Teamwork

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

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

3. COURSE CONTENT

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

- 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

4. TEACHING AND LEARNING METHODS - ASSESSMENT

<p>TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i></p>	X	Face to face			
	X	Distance learning (asynchronous)			
		Others:			
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	X	Slides			
	X	Asynchronous training (e-class)			
	X	Email communication			
		Virtual (simulated) laboratory training			
		Others:			
<p>TEACHING ORGANIZATION <i>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.</i></p> <p><i>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.</i></p>	Activity		Workload of semester		
		Lectures		39	
		Tutorials			
		Laboratory practice			
		Project		26	
		Essay writing			
		Study and analysis of bibliography			
		Private study		82	
		Final Exam		3	
		Total number of hours for the Course (25 hours of work-load per ECTS credit)			150
	<p>STUDENT ASSESSMENT <i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>		Developing questions	X	75%
		Multiple choice questionnaires			
		Mid-term exam			
		Problem solving			
		Laboratory work			
		Written work, essay/ report			
		Public presentation	X	25%	
		Oral examination			
	Report				

5. RECOMMENDED LITERATURE

- Laudon K., Traver C.G. (2018). E-Commerce 2016: Business, Technology, Society,
- Chaffey D., (2016). E-Business & E-Commerce Management: Strategy, Implementation and Practice