



ΤΜΗΜΑ ΔΙΟΙΚΗΣΗΣ ΤΟΥΡΙΣΜΟΥ DEPARTMENT OF TOURISM MANAGEMENT

TOURISM MANAGEMENT DEPARTMENT

SCHOOL OF ECONOMICS AND BUSINESS

UNIVERSITY OF PATRAS

Syllabi of Courses

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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

Learning outcomes

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

Consult Appendix A

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

The purpose of the course is to introduce students to the phenomenon of tourism and the basic concepts related to tourism, tourism products, and tourists. At the same time, it covers the structure and operation of the tourism system, the key actors and sectors that comprise it, as well as tourism's contribution to economic and social development. The course also seeks to emphasise the importance of Tourism Geography for understanding the geographical distribution of tourism resources and international tourism patterns. Finally, it aims to instil in students a human-centred and critical approach to tourism, by connecting people, place, and cultural experience.

Upon successful completion of this course, students should:

- Understand the phenomenon of tourism as an interdisciplinary field of study and application of economics, sociology, anthropology, geography and other sciences.

- Understand sociological and anthropological theories of tourism.
- 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.

As a field of study, the course is connected with the following course: Management of Special and Alternative Forms of Tourism, Tourism and the Environment - Sustainable 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?

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
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

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		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		
	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	50%
		Multiple choice questionnaires		X	50%
Mid-term exam					
Problem solving					
Laboratory work					
Written work, essay/ report		X			
Public presentation					
Oral examination					
Report					
In the case of written essay, the final evaluation will result in 70% from the written examination and 30% from the written essay.					

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**Learning outcomes**

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

Consult Appendix A

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

The aim of the course is to equip students with the ability to understand the methodological approach to analyzing phenomena within this specific branch of economics. This includes comprehension of the theoretical framework of the laws of supply and demand; the theoretical and practical dimensions of automatic market

equilibrium and market instability; the core principles of consumer behavior as a rational utility-maximizing agent; and the production process, including the determination of the means and methods through which wealth is generated and the techniques employed to maximize business outcomes. Furthermore, the course covers the structure of markets and the competitive environment, the strategies and techniques businesses use to overcome obstacles, the importance of profit-maximization methods, and the description and analysis of contemporary topics in microeconomics as they have evolved in recent years both globally and within 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?

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
	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:			
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 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		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' économie, microeconomie, macroeconomie

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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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

Learning outcomes

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

Consult Appendix A

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

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

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

Production of new research ideas
Project planning and management

<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>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	
	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>	Activity		Workload of semester
	Lectures		39
	Tutorials		

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.	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 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		
	Mid-term exam		
	Problem solving		
	Laboratory work	X	25%
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		

5. RECOMMENDED LITERATURE

- Jennifer T. Campbell (2023), Discovering Computers: Digital Technology, Data, and Devices
- Timothy J. O'Leary (2025), Computing Essentials
- 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, 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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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

Learning outcomes

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

Consult Appendix A

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

The aim of the course is to introduce fundamental mathematical concepts and techniques widely used in management and economic sciences. The course focuses on the application of core tools of Linear Algebra and Calculus to the solution of problems related to cost, revenue, supply, demand, market equilibrium, and surpluses. In addition, dynamic economic phenomena are examined through simple difference equations. Upon successful completion of the course students will be able to:

- Identify basic mathematical structures (matrices, determinants, vectors) and solve systems of linear equations.
- Apply basic differentiation concepts to cost, revenue, and demand functions in order to analyze marginal changes and study economic quantities.
- Analyze economic functions and compute the corresponding marginal values.
- Identify local extrema of single- or multivariable functions and evaluate their economic implications over time.
- Explain basic concepts of economic equilibrium, supply and demand, and perform simple calculations of economic surplus using geometric approaches.
- Formulate and solve basic dynamic models using first- and second-order difference equations.
- Select the appropriate mathematical techniques for decision-making in managerial and economic scenarios based on data and theoretical models.

As a field of study, the course is connected with the following courses: Business Statistics, Statistical Data Analysis, Forecasting Methods in Tourism, and Operational Research

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
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

- Vectors, Matrices, Determinants
- Systems of Linear Equations, Functions Limits
- Derivatives of functions of one variable
- Functions of Several Variables, Partial Derivatives
- Cost Functions, Supply Functions, Demand Functions
- Marginal Financial Figures, Rate of Change of Financial Figures
- Local extrema of economic quantities and applications in decision-making
- Consumer Surplus, Producer Surplus, Social Surplus
- First- and second-order difference equations

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		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		
	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>	Developing questions			
		Multiple choice questionnaires			
Mid-term exam					
Problem solving		X	50%		
Laboratory work					
Written work, essay/ report					
Public presentation					
Oral examination					
Report					
Short-answer questions		X	50%		

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

Other: Students can optionally participate in exemption mid-term progress assessments

5. RECOMMENDED LITERATURE

Greek Literature

- Jacques, Ian (2025). Mathematics for Economics and Business, 2nd Edition, Broken Hill Publishers Ltd.
- Androulakis, G., Kaisari, M., Kounetas, K., Manousakis, G., Nikas, I., & Papadopoulos, D. (2024). *Mathematics for Economics and Business Administration* [Undergraduate textbook]. Kallipos, Open Academic Editions. <https://dx.doi.org/10.57713/kallipos-379>
- Arvanitidis A. (2025), *Mathematics for Economic and Management Sciences*, Broken Hill Publishers
- Bergin, James (2020). Mathematics for Economists with Applications. Dardanos Publications.
- Bradley, Teresa (2015). Essential Mathematics for Economics and Business (2nd Edition). Kritiki Publications.
- Sydsæter, Knut, Hammond, Peter, Strøm, Arne, & Carvajal, Andrés (2023). Mathematics for Economic Analysis. Edited by Theologos Pantelidis, Kleanthis Syrakoulis, and Konstantinos Giannoutakis. Kritiki Publications.
- Mylonas, N., & Sarafopoulos, G. (2016). Mathematics for Economics. Tziola Publications

BASIC FOREIGN LANGUAGE FOR THE TOURISM INDUSTRY (5.4C ENGLISH – 1.6C RUSSIAN)

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

- Describe and explain situations related to tourism, appropriately using the foreign language offered in oral communication and in the drafting of documents
- Produce written texts and develop their ideas in the foreign language offered
- Formulate their thoughts, both orally and in writing, and structure their speech on topics related to tourism enterprises (hotels, restaurants, travel agencies, airlines, etc.)
- Compare and evaluate texts with tourism-related terminology, such as travel guides and tourism, travel, and commercial correspondence

As a field of study, the course is connected with the following courses: BASIC FOREIGN LANGUAGE FOR THE TOURISM INDUSTRY, and ADVANCED FOREIGN LANGUAGE FOR THE TOURISM INDUSTRY

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
	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

- Fundamental concepts of everyday communication in the foreign language offered.
- Essential terminology in the foreign language offered related to tourism and travel, and its practical application in the four language skills: speaking, listening, reading, and writing.
- Study and analysis of texts in the tourism sector, including tourism brochures, travel guides, sample commercial correspondence, and types of reports related to tourism and hospitality.

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		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

- Jacob, M. & Strutt, P. (2009). ENGLISH FOR INTERNATIONAL TOURISM UPPER INTERMEDIATE COURSEBOOK. Εκδόσεις LONGMAN.

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

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> <i>Consult Appendix A</i> • Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B • Guidelines for writing Learning Outcomes
Upon successful completion of the course, students will be able to: • 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.

Connections: draws or provides data and information from/to the Knowledge Areas: 1.2C MICROECONOMICS, 3.3C TOURISM ECONOMICS, 2.1C MACROECONOMICS, 5.8S INTERNATIONAL ECONOMIC RELATIONS, 7.8S BUSINESS ECONOMICS.

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
☒	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

- 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:		
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)		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				
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 à l'économie, microéconomie, macroéconomie
- Mankiw G., & Taylor M. Macroeconomics
- Krugman Paul R., Wells Robin, Essentials of Economics

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</i>		TEACHING HOURS	ECTS CREDITS

<i>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>	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

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> <i>Consult Appendix A</i> • 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 principles of the double-entry accounting system and fundamental accounting concepts. • Prepare basic financial statements (balance sheet, income statement, cash flow statement) in accordance with applicable standards (IFRS or local GAAP). • Interpret accounting entries and their impact on assets, liabilities, and equity. • Identify and classify business transactions using structured charts of accounts. • Assess the financial position of an enterprise through the analysis of accounting data. • Demonstrate the importance of accounting information for investors, creditors, and other stakeholders.	
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>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
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

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		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	
	STUDENT ASSESSMENT <i>Description of the evaluation procedure</i>	Developing questions		
Multiple choice questionnaires				

<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>	Mid-term exam		
	Problem solving	X	75%
	Laboratory work	X	25%
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		
Other: The final grade for the course is determined by 25% from the laboratory assessment and 75% from the final semester examination.			

5. RECOMMENDED LITERATURE

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

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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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

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> <i>Consult Appendix A</i> - Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area - Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B - Guidelines for writing Learning Outcomes
The aim of the course is to introduce fundamental concepts and methods of statistics for data analysis. Specifically, it presents methods, tools, and techniques of descriptive statistics for organizing, visualizing, and

analyzing data, core probability concepts, and the characteristics of discrete and continuous probability distributions. It also covers the applications of the normal distribution in business problem-solving. The course objectives are for students to understand how statistics relate to business activities and operations, to interpret statistical results, to learn how to apply descriptive statistics and probability methods to business problems through examples and exercises, and to develop the ability to use statistical software for data description, analysis, and decision-making. Upon successful completion of the course students will be able to:

- Understand types of variables and measurement scales used in statistics, the process of data collection, and sampling methods.
- Construct tables and charts for categorical and numerical variables, and organize and analyze multiple variables.
- Understand the properties of central tendency, variability, and shape in numerical data, and apply the corresponding measures for summarizing statistical data.
- Comprehend fundamental probability concepts and apply basic rules of counting.
- Recognize the properties of discrete probability distributions and calculate probabilities for solving business-related problems.
- Understand the characteristics of continuous probability distributions, describe the properties of the normal distribution, compute probabilities from the normal distribution for business problem-solving, and assess the normality of a dataset.
- Use statistical packages to describe and analyze business data.

As a field of study, the course is connected with the following courses: Mathematics in Management and Economics, Statistical Data Analysis, Forecasting Methods in Tourism, Operational Research

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

3. COURSE CONTENT

- Introductory Concepts
- Definition and Data Collection
- Organization and Presentation of Statistical Data
- Measures of Central Tendency
- Measures of Variability
- Distribution Shape
- Basic Concepts of Probability
- Rules of Counting Outcomes
- Random Variables
- Discrete Probability Distributions
- Continuous Probability Distributions
- Normal Distribution

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			
		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

Greek Literature

- Berenson, Mark L., Levine, David M., & Szabat, Kathryn A. (2018). Basic Business Statistics: Concepts and Applications. Broken Hill Publications.
- Kiochos, Petros, Anthropolos, Michail, & Karagianni, Vilelmini (2023). Statistics for Economic and Administrative Sciences. Eleni Kiochou Publications.
- Chalikias, Ioannis (2022). Statistical Analysis Methods for Business Decisions. Rosili Publications.
- Witte, Robert, Witte, John, Androulakis, Georgios, & Kounetas, Konstantinos (2019). Statistics: Data Analysis Using R. Kritiki Publications.
- Aczel, A. D. (2025). Statistical Thinking in the World of Business. Broken Hill Publications.
- Chalkos, Emm. Georgios (2024). Statistics. DISIGMA Publications.
- Newbold, Paul, Carlson, William L., & Thorne, Betty M. (Authors); Skintzi, Vasiliki, Lorentziadis, Panagiotis, Plakandaras, Vasileios G., & Tsioumas, Evangelos (Translators/Editors) (2024). Statistics for Business and Economics. Kritiki Publications.

English Literature

- Buglear John (2012). Stats means business- Statistics with Excel for business, hospitality and tourism, Routledge
- Julie Pallant, (2020). A step by step guide to data analysis using IBM SPSS, London:Routledge 7th Edition

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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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		

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 the course is to familiarize students with fundamental concepts of law. Upon successful completion of the course students will be able to:

- 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

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
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.</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		54	
	Private study		54	
	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

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

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:

- Have understood the marketing mix (product, price, promotion, distribution) and be able to select the appropriate (effective and efficient) marketing actions according to market tactics,
- 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:

- Introduction, content, object, definitions, philosophy of Marketing.
- Micro and Macro Environment of Marketing.
- Strategic Planning at the Business Level. Vision and Mission of the Company.
- Marketing Information Systems and Market Research.
- Factors affecting Consumer Behavior. The Process of Purchase Decision Making.
- Market Segmentation, Targeting and Product Positioning.
- What is a Product. Decisions on the Product Mix. Brand Analysis and New Product Development.
- Product Life Cycle and Marketing Strategies during the Life Cycle.
- Pricing Strategies.
- Promotion Mix. Advertising, Sales Promotion, Public Relations, Personal Selling.
- Distribution Channels. Decisions on the Form and Management of Distribution Channels.
- Digital Marketing.

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)		150	
	STUDENT ASSESSMENT <i>Description of the evaluation procedure</i>	Developing questions		X
Multiple choice questionnaires		X	40%	

<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>	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report	X	
	Public presentation		
	Oral examination		
	Report		
Other: Students have the option to undertake a written assignment, which contributes 25% to the final grade.			

5. RECOMMENDED LITERATURE

- Armstrong, G. & Kotler, P. (2022) Εισαγωγή στο Μάρκετινγκ, 14^η έκδοση, Επίκεντρο
- [Σιώμκος, Γ. Ι., Βασιλειάδης, Χ. Α., Γιοβάνης, Α. Ν., Καμενίδου, Ε. Χ., Καραγιάννη, Δ. Α., Μαμαλής, Σ. Α., Μπουτσούκη, Χ. Ν., Σαλαμούρα, Μ. Α., & Φωτιάδης, Θ. Α. \(2025\). Μάρκετινγκ: Από τις βασικές αρχές στις σύγχρονες προκλήσεις \(2η έκδ.\). Εκδόσεις Κλειδάριθμος.](#)
- [Jobber, D., & Ellis-Chadwick, F. \(2023\). Οι αρχές και η πρακτική του μάρκετινγκ \(1η έκδ.\). Εκδόσεις Παπαζήση.](#)
- [Tuten, T. L. \(2024\). Αρχές μάρκετινγκ στην ψηφιακή εποχή: Εργαλεία – εφαρμογές – σύγχρονη επικοινωνία \(1η ελληνική έκδ.\). Προπομπός.](#)
- [Armstrong, G. & Kotler, P. \(2022\) Εισαγωγή στο Μάρκετινγκ, 14η 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.

SEMESTER C

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 <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 <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> <i>Consult Appendix A</i> • 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 studies the organization and coordination aspects of tourism businesses' activities, in their pursuit of specific objectives. Oftentimes, management is referred to as one of the factors of production. Upon successful completion of this course, students will be able to: • Understand and take into consideration the special characteristics of tourism businesses, • Comprehend the evolution of management theory and utilize management's modern aspects, • Analyze the external business – economic and social environment for tourist businesses, as well as their internal environment, • Manage issues related to corporate social responsibility, • Discern the various duties, roles and functions of business managers, • Design work positions and handle issues having to do with vertical and horizontal coordination, as well as handle issues of power and authority,

- Design modern monitoring and control systems and comprehend issues relevant to knowledge and information management.

As a subject area, the course is related to: “Human Resources Management”, “Hospitality Management”, “Air Transport Management”, “Management of Travel Organizations & Agencies”, “Total Quality Management for Tourism Businesses”, “Food & Beverage Business Management”, “Entrepreneurship, Innovation and Technology in the Tourism Sector”, “Strategic Tourism Business Administration”, “Conference and Event Management”, “Decision Making and Business Planning for Tourism Firms”.

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	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

- Current tourism businesses
- Tourism – specific characteristics of tourism businesses
- Corporate social responsibility, social partners and ESG
- Management challenges
- Foundations: classic views of management and their evolution
- Foundations: current management views
- Specificities of work in the tourism sector
- Staffing of tourism businesses
- Staff motivation
- Leadership, delegation of responsibility and authority
- Business control systems
- Alternatives to control systems

- Management of information and knowledge in tourism firms.

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		15		
	Study and analysis of bibliography				
	Private study		93		
	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					
Written work, essay/ report		X	25%		
Public presentation					
Oral examination					
Report					

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

5. RECOMMENDED LITERATURE

- Schermerhorn, Davidson, Factor, Woods, Simon, McBarron (2017) Management, 6th Asia-Pacific ed., Wiley, ISBN 9780730329534
- [Reynolds Dennis, Rahman Imran & Barrows Clayton \(2021\) Introduction to Hospitality Management", John Wiley & Sons, ISBN 978-1-119-32627-4](#)
- Robbins S., Coulter M. and DeCenzo D. (2017) Fundamentals of Management: management myths debunked!, 10th ed., Pearson, ISBN 9781292146942

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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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 <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> <i>Consult Appendix A</i> • Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B • Guidelines for writing Learning Outcomes	
The aim of the course is to familiarize the student with the concepts, basic functions and modern developments in human resource management and to understand its relationship with the other functions of the modern tourism business, in order to increase its efficiency. Upon successful completion of this course, students will be able to: • describe the basic functions of Human Resource Management • understand health and safety issues in the workplace, as well as occupational risk assessment and management and related legal issues. • analyse and describe jobs. • apply up-to-date know-how on planning in tourism businesses, selection, training, motivation, motivation, reward and evaluation of employees • propose HR management techniques (e.g. team productivity, organisational relations) based on relevant experience from case studies	
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>Adapting to new situations</i> <i>Decision-making</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>Working independently</i> <i>Teamwork</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary 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	
	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 analyses the human resources management process and examines issues related to the administrative and supervisory function (planning, organisation, leadership/direction, control) of tourism enterprises, operations management, innovation and organisational change management, etc. Particular emphasis is placed on the issue of human resource management as a process of attracting, developing and maintaining a high level of human resources in the context of the more effective operation of the business and the achievement of its objectives. It examines issues such as (a) the relationship of HR management with more general issues of management and strategy, (b) the basic concepts of HR management, (c) job analysis and job description, (d) HR planning, (e) HR recruitment and development, (f) HR selection, (g) human resource training; (h) human resource evaluation and retention; (i) policies and compensation systems; (j) motivation, motivation and team dynamics; (k) communication, crisis management and negotiation; (l) leadership, leadership roles and leadership behaviour; (m) control, processes and control systems.
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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>	Activity		Workload of semester
	Lectures		39
	Tutorials		
	Laboratory practice		
	Project		
	Essay writing		
	Study and analysis of bibliography		54
	Private study		54

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

- Rafailidis, A. and Tzortzakis, K., Tourism Business Administration, Rosili, 2020 - Lalumis Dimitrios, Human Resources Management of Tourism Enterprises, https://repository.kallipos.gr/handle/11419/5295 - Dessler Gary Human Resources Management), Critiki Publications SA, 2015 - Zeuch, M. (ed.), Handbook of Human Resources Management, Springer Reference, 2016 - DesslerG (2012) Human Resource Management: basic concepts and current trends, ed. Kritiki, ISBN 978-960-218-753-1 - Vaxevanidou M., Rekleitis P. (2012) Human Resources Management, ed. Promobos, ISBN 978-960-7860-73-6 - Terzidis K and Tzortzakis K (2004) Human Resources Management, Rosili, ISBN 960-7745-11-6

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

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 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. Moreover, the description and analysis of contemporary microeconomic science objects, as they have evolved and adapted to the tourism sector as an economic activity.

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

- 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
- to understand the complexity of the economic variables that govern the microeconomic and macroeconomic tourism environment.

Connections: draws or provides data and information from/to the Knowledge Areas: 1.2C

MICROECONOMICS, 2.1C MACROECONOMICS, 5.8S INTERNATIONAL ECONOMIC RELATIONS, 7.8S BUSINESS ECONOMICS.

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

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>Working in an interdisciplinary environment</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
☒	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

- 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 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		

<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>	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	50%
	Multiple choice questionnaires	X	50%
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		
	The pPresentation of Individual Work is optional		

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.

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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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

Learning outcomes

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

Consult Appendix A

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

The course aims to introduce basic concepts of data management and organization with database management systems and to acquire knowledge of analyzing, designing and implementing Database applications with emphasis on Tourism. Upon successful completion of the course students will be able to:

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

General 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
	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

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

- 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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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

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> <i>Consult Appendix A</i> <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>	
Upon successful completion of the course, students should be able to: - Understand the theoretical foundations of managerial accounting and distinguish it from financial accounting. - Apply cost analysis techniques to support decision-making in an organizational context. - Prepare operational and financial budgets and perform variance analysis. - Calculate cost-performance indicators and conduct cost-volume-profit (CVP) analysis. - Analyze alternative scenarios and propose strategic solutions based on quantitative data. - Use managerial accounting information for planning, performance measurement, and strategic control.	
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>Adapting to new situations</i> <i>Decision-making</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>Working independently</i> <i>Teamwork</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary 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:	
TEACHING ORGANIZATION	Activity		Workload of semester

<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>	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	
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	50%
	Multiple choice questionnaires		
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report	X	50%
	Public presentation		
	Oral examination		
	Report		

5. RECOMMENDED LITERATURE

- Α. Γαρεφαλάκης, Αρχές Χρηματοοικονομικής Λογιστικής και σύγχρονη ανάλυση των οικονομικών καταστάσεων, Αλέξανδρος ΙΚΕ, 2019
- 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

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> <i>Consult Appendix A</i> • Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B • Guidelines for writing Learning Outcomes
The aim of the course is to provide a comprehensive understanding of the applications and impacts of Information and Communication Technologies (ICT) in tourism. Special emphasis is placed on understanding information systems and technological innovations used in tourism development and management, technology management in the travel and tourism sector, and raising awareness of the social challenges posed by disruptive technologies in the context of sustainable tourism development. Upon successful completion of the course students will be able to: • Describe, explain, and evaluate the components and functions of ICT in tourism using the perspective of the digital tourism ecosystem. • Describe and evaluate digital tourism distribution systems, including Global Distribution Systems (GDS), tour operators, online intermediaries, channel and reputation managers, and explain how the Internet is

used by travel organizations and travelers, as well as the applications of social media and mobile technologies in the travel sector.

- Explain the functions of reservation information systems and decision support systems in airlines, the applications of ICT in modern airport operations, and current trends in the aviation industry.
- Explain the functions of information systems in the hospitality industry, including property management systems, electronic hotel booking platforms, guest service technologies, and emerging trends in the sector.
- Describe the components of intelligent ground transportation systems and the applications of ICT in visitor attraction and event management.
- Describe the role of ICT in destinations, the dimensions and information infrastructure of a Destination Management System (DMS), and analyze the role of ICT in the environmental, social, and economic sustainability of tourism organizations, communities, and destinations.
- Demonstrate the ability to manage ICT systems in the travel sector, with emphasis on reservation information systems.

As a field of study, the course is connected with the following courses: Introduction to Computer Science, Databases, Geographic Information Systems in Tourism, New Technologies in Intelligent Tourism Systems

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
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
X	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

- Introduction to ICT Applications in Tourism
- The Digital Tourism Environment: The Digital Tourism Ecosystem, Use of Technology in the Travel Process
- Travel Intermediaries and ICT: Travel Distribution Systems, Global Distribution Systems (GDS), Online Intermediaries, Online Travel Agencies (OTAs)

- The Internet and the Tourist: Web Applications in the Travel Sector, Design and Maintenance of Tourism Websites
- Social Media and Tourism: Social Media Platforms in Tourism, Strategic Applications of Social Media
- Mobile Applications and ICT: The Mobile Technology Ecosystem, Functions of Mobile Devices in Tourism
- Aviation and ICT: Airline Reservation Systems, Decision Support Systems, Departure Control Systems, In-Flight Technologies, ICT Applications in Modern Airports
- Ground Transport and ICT: Intelligent Transportation Systems, Car Rental Companies – Rail – Maritime Transport and ICT Applications
- Information Systems in the Hospitality Sector: Property Management Systems, Hotel Websites – Online Bookings, Smart Rooms, ICT in the Food & Beverage Sector, Artificial Intelligence in Hospitality
- Technology-Enhanced Visitor Experiences: ICT Applications and Solutions for Attracting and Managing Visitors at Attractions and Events
- Destination Management and Smart Destinations: Destinations and the Digital Tourism Ecosystem, Destination Management Systems (DMS), Smart Destinations
- Sustainable Tourism and ICT – The Future of ICT and Tourism
- Airline Fare Reservation Information Systems: Flight Availability, Booking Records, Fare Pricing, Ticket Issuance (GDS: Galileo / Amadeus)

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>	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		

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

5. RECOMMENDED LITERATURE

Greek Literature

- Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2023). Information Systems in Tourism. Edited by A. Panagopoulos, I. Nikas, & I. Simeli. Broken Hill Publishers Ltd.
- Wallace, Patricia (2022). Management Information Systems. Edited by Prodromos Chatzoglou & Theodosios Tsiakis. Kritiki Publications.
- Laudon, Kenneth C., & Laudon, Jane P. (2021). Management Information Systems. Kleidarithmos Publications.
- Madytinis, Dimitrios (2021). Business Administration, Technology and Management Information Systems. Disigma Publications.
- Koufodontis, Iason, Melas, Christos, Rigas, Dimitrios, & Christopoulou, Eleni (2023). Information and Communication Technologies in Tourism. Kritiki Publications.
- Nerantzis, Konstantinos (2018). Information Systems and Applications in Hospitality Businesses. Propobos Publications.

English Literature

- Rob Law and Sirong Chen, (2025). Developments and implications of tourism information technology: a horizon 2050 paper. Journal Tourism Review Vol. 80 No. 1 2025

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, 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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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

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 concepts of time value of money and apply them to investment valuation.
- Analyze investment opportunities using NPV, IRR, MIRR, Payback Period, and Profitability Index.
- Calculate the cost of capital (WACC) and propose optimal capital structure scenarios.
- Apply working capital management techniques and inventory control policies.
- Evaluate financing options (equity/debt) and their impact on financial risk.
- Integrate financial management principles into the strategic planning of the enterprise.

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
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, Forfeiting, 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:		
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		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	
	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</i>	Developing questions		X
Multiple choice questionnaires				
Mid-term exam				
Problem solving				
Laboratory work				
Written work, essay / report		X	25%	

<i>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>	Public presentation		
	Oral examination		
	Report		
Other:			

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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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 <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> <i>Consult Appendix A</i> <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> Upon successful completion of the course, students should: - describe basic concepts of tourism legislation - understand the rules for the licensing, operation and siting of tourism activities
--

- recognise the legislative regulation of the organisation of the public sector of tourism and specific forms of tourism
- explain the rights and obligations of the organiser/seller and the consumer
- develop a critical examination of the approaches that have been developed on general issues of tourism policy and legislation
- compare the various forms of tourism law contracts

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
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
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

- Legislative regulation of the public sector of tourism
- Tourism businesses. Concept and types.
- Main Tourist Accommodation: Categories and specifications.
- Licensing and operating rules for main tourist accommodation.
- Non Main Tourist Accommodation: Categories and specifications
- Establishment and operation of tourist accommodation in traditional settlements.
- Establishment, organisation and operation of other tourism businesses (tourist offices, shipping agencies, etc.).
- Principles of negotiating franchise and management contracts
- Timeshare contract (Timeshare).
- Timeshare contract (fractioning).
- Tourism Education
- Staff in tourist accommodation
- Guides, Escorts and Tour Leaders.

- Legislative regulation of specific forms of tourism
- Protection of consumers of tourist products.
- Environmental, land-use and planning law provisions governing the tourism sector

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		54		
	Private study		54		
	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	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

- Mylonopoulos D., (2021). TOURIST LAW, NOMIKI BIBLIOTHIKI Publications, 3th edition
- Chatzopoulou Ioanna, (2021), Tourism Legislation, ed. Tsotras
- Chatzopoulou Ioanna (2022), «Ενοχικές Συμβάσεις και Εμπορικές Μισθώσεις στο χώρο του τουρισμού» («Contracts and commercial leases in the field of tourism»), Publisher Tsotras Athanasios, ISBN: 978-618-217-032-8.
- M. Taeymans, "European Tourism Law: Texts, Cases and Materials", Gompels & Scavina, 2nd edition, 2019
- Tourism Law in Europe, ESHE edition, 2022

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 <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

The aim of the course is to introduce students to current forms of tourism development that differ from the model of mass tourism. The course examines the basic principles of planning, organizing, and managing special and alternative forms of tourism and presents aspects of the development of these forms in Greece and internationally. Particular emphasis is placed on sustainable tourism development, the protection of cultural and natural heritage, and the participation of local communities. At the same time, the course analyzes issues related to tourism policy, the visitor experience, and innovative destination management practices.

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

- comprehend the evolving factors that contribute to the growth and development of special and of alternative tourism
- discern the characteristics of the tourist “product” of special and of alternative tourism
- make use of systematic methodologies to analyze, organize and operate special and alternative tourism
- classify the forms of special and of alternative tourism, according to the main factors that constitute their *raison d’être*
- evaluate the factors having an effect on each form of special and of alternative tourism

As a field of study, the course is connected with the following course: *Introduction to Tourism and Tourism Geography, Coastal Tourism Development in Space and Time, Cultural Heritage and Tourism, Tourism and the Environment - Sustainable 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
	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

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.</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)		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	50%
	Multiple choice questionnaires			50%
	Mid-term exam			
	Problem solving			
	Laboratory work			
	Written work, essay/ report			
	Public presentation			
	Oral examination			
	Report			
In the case of written essay, the final evaluation will result in 70% from the written examination and 30% from the written essay.				

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

ADVANCED FOREIGN LANGUAGE FOR THE TOURISM INDUSTRY (6.4C ENGLISH – 4.6C RUSSIAN)

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	6.4C	SEMESTER OF STUDIES	D
COURSE TITLE	ADVANCED FOREIGN LANGUAGE 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</i>		TEACHING HOURS PER WEEK	ECTS CREDITS

awarded for the whole of the course, give the weekly teaching hours and the total credits		
LECTURES	3	
TOTAL	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.		
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

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> <i>Consult Appendix A</i> • Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B • Guidelines for writing Learning Outcomes		
Upon successful completion of the course, students will be able to: • Recognize appropriate terminology in both oral and written communication. • Explain concepts related to economics and the management of tourism enterprises using the foreign language offered appropriately. • Combine information and develop tourism brochures and travel guides in the foreign language offered. • Compose and organize business correspondence for tourism enterprises, organizations, or travel agencies they work for. • Compile reports and evaluate the results of tourism data analysis. As a field of study, the course is connected with the following courses: BASIC FOREIGN LANGUAGE FOR THE TOURISM INDUSTRY, and FOREIGN LANGUAGE FOR BUSINESS		
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>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	
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 tourism brochures and travel guides.
- General and business correspondence in the foreign language offered.
- Terminology related to finance, tourism management, and hospitality.
- Study of scientific texts related to tourism and hospitality.
- Writing of scientific articles related to tourism and hospitality.
- Compilation of reports and interpretation of tourism data analysis results.
- Use of the foreign language offered in negotiations conducted by tourism enterprises.
- Techniques for translating scientific texts from Greek into the foreign language offered 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>	Developing questions		X
Multiple choice questionnaires		X	40%	
Mid-term exam				
Problem solving				
Laboratory work				
Written work, essay/ report		X	20%	
Public presentation				
Oral examination				
Report				

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

- | |
|---|
| <ul style="list-style-type: none">• Hans Mol. (2008) ENGLISH FOR TOURISM AND HOSPITALITY IN HIGHER EDUCATION STUDIES COURSEBOOK. Εκδόσεις GARNET. |
|---|

SEMESTER E

2.3C. TOURISM MARKETING

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	2.3C	SEMESTER OF STUDIES	E
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 / 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

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> <i>Consult Appendix A</i> • 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.

As a field of study, it is associated with the course: *Introduction to 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?

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	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

TEACHING METHOD	X	Face to face
<i>Face-to-face, Distance learning, etc.</i>		

	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)		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	40%	
Mid-term exam				
Problem solving				
Laboratory work				
Written work, essay/ report		X		
Public presentation				
Oral examination				
Report				
Other: Students have the option to undertake a written assignment, which contributes 25% to the final grade.				

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.
- Σιώμκος, Γ. Ι. (2024). Στρατηγικό μάρκετινγκ (6η έκδ.). Εκδόσεις Κλειδάριθμος.
- 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.

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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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

This course aims to acquire knowledge related to the administration, organization and operation of hospitality units. Upon successful completion of the course, students will be able to:

- Describe the historical development, the structure of hospitality units and the work of all their departments.
- Distinguish the operational procedures for providing hospitality services.
- Develop modern methods of organization and operation in each area of a hotel or other accommodation business (reception management, room management, floor management).
- Organize records for customer accounts, as well as arrivals and departures.
- Compile reports, sustainability studies and interpret data analysis results.
- Recognize how to manage human resources in a hospitality facility as it relates to the assignment of duties, departmental staffing, payroll and evaluation of staff.
- Understand the importance of managing the customer base of a hospitality unit.
- Recognize the general principles of providing quality services to people with disabilities as well as to people with disabilities (e.g. people with special needs, people with reduced abilities, etc.).
- They plan the organization in terms of optimizing staff productivity, effectiveness and efficiency of the accommodation unit they staff.
- They compare and evaluate the key performance indicators of the business, the planning of operations, and the control of processes.
- They organize budget execution, costing and revenue management processes.
- Discover new methods of promotion and distribution of hospitality services.

- Evaluate the use of new technologies in the management of hospitality units. Recognize the social and cultural impacts of tourism development on a destination.
- Use brand identity tools to manage tourism businesses and destinations.
- Develop the skills that will support them in creating a competitive promotion strategy for a place /destination and a tourism business by combining theories of tourism development and marketing

The course is related to the following courses: Tourism Firms Management and Food & Beverage 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?

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	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
X	Respect for difference and multiculturalism
	Respect for the natural environment
X	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. History of the hotel.
- Modern trends in the operation of tourist accommodation.
- Characteristics of the hospitality industry and new forms of tourist accommodation.
- The structure of the hospitality industry. Independent accommodation and hotel chains.
- Forms of hotel ownership and management.
- Hospitality services & customer service (Important points of service, Components of a quality service system, Management tactics for better customer service).
- Accommodation and services provided to people with disabilities and handicapped persons (e.g. disabled persons, persons with reduced abilities, etc.).
- Main departments of hospitality units - Management and operations [Front Office (reservations, arrivals, account management, customer service), Floor Management (Housekeeping), Human Resources

(organization, work allocation, productivity), Commercial Department. (sales of rooms and services, revenue management, promotion of products and services), Finance Department].

- Other departments of the hospitality units [Catering (Food & Beverage - breakfasts, restaurants, à la carte, buffet), Conference and event organization (banquet), Security and Maintenance].
- The distribution of hospitality services.
- New technologies and hospitality.
- Sharing economy and hospitality.

In addition, course lectures include:

- Design and implementation of practical teaching exercises on subject matter topics.
- Case studies.
- Role-playing in service conditions in the hospitality unit.
- Role-playing of role-playing situations in service conditions in the hospitality unit.

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		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)		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 40%
	Multiple choice questionnaires		X 30%
	Mid-term exam		
	Problem solving		X 30%
	Laboratory work		
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		

5. RECOMMENDED LITERATURE

- Theocharis, N. (2016). Hotel Rooms Division Management. Propobos Publication.
- Theocharis, N., (2021). Hotel Front Office Management (3rd ed.). Propobos Publications.

- Rafailidis, A., Tzortzakis, K. (2020). Tourism Firms Management. Rosili Publications.
- Edwards, J.E. (2025). Applied Facilities Management for the Hospitality Industry. Propobos Publications.
- International Journal of Hospitality Management
- Journal of Tourism and Hospitality Management
- International Journal of Contemporary Hospitality Management
- International Journal of Hospitality and Tourism Administration

5.2C. 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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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

The purpose of the course is to present to undergraduate students the framework of operation of air transport. Upon successful completion of the course, students should be able to:

- Understand the role of aviation in tourism activity and development
- Understand the institutional framework surrounding air transport and the operations of European and international organisations concerned with this industry
- Identify the factors influencing the choice of means of transport and individual criteria when making a travel decision

- Interpret developments in air transport, knowing the impact of market liberalization and the industry's sensitivity to the external environment
- Describe the financial figures for airlines, in terms of demand, supply, cost and performance
- Recognise the importance of new technologies in shaping new aviation trends
- Recognize the role of aviation alliances in relation to their members but aviation in general
- Describe the framework of operation and development of airports and the sector of ground handling companies in terms of providing services to airlines

As a study field, it is related to the course: **8.105 Airport and Seaport 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?

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
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
X	Production of free, creative and inductive thinking

3. COURSE CONTENT

- Air transport as a sector of the tourism industry.
- Institutional framework for air transport: International and national associations and organisations. Air passenger rights
- Liberalisation of aviation and its implications for tourism
- Airline business models. Aircraft types and categories
- Airline Finances: Supply and Demand Issues. Fixed and operating costs. The break-even factor.
- Airline alliances and airline competition
- Criteria for choosing the means of transport when organizing the trip. Generalized transportation costs. Theory of distinct choices
- Organization and Operation of Airports
- Aircraft ground handling services
- Airport finances: Sources of revenue, expenditure and regulatory frameworks
- Environmental impact of aviation - Sustainable aviation

- Air safety and security
- Crisis management in aviation

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		43		
	Private study		65		
	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	70%
		Multiple choice questionnaires		X	30%
Mid-term exam					
Problem solving					
Laboratory work					
Written work, essay/ report					
Public presentation					
Oral examination					
Report					

5. RECOMMENDED LITERATURE

- Bilotkach, V. (2023). Economics of Air Carriers, 2nd edition, Athens: Pronominos.
- Polyzakis A. (2023). *Airports, Heliports, Water Aerodromes*. Heat Cool Publications. Frontier.
- Graham, A. (2023). Managing airports: An international perspective. Routledge.
- Fernandes, E., & Pacheco, R. R. (2010). A quality approach to airport management. *Quality & Quantity*, 44(3), 551-564.
- Paraschi, E. P., Georgopoulos, A., & Kaldis, P. (2019). Airport Business Excellence Model: A holistic performance management system. *Tourism Management*, 72, 352-372.
- Paraschi, E. P., Georgopoulos, A., & Papanikou, M. (2022). Safety and security implications of crisis-driven austerity HRM practices in commercial aviation: A structural equation modelling approach. *Safety science*, 147, 105570.
- Paraschi, E. P., Poulaki, I., & Papageorgiou, A. (2024). Sustainability challenges in airlines contemporary environmental management. *Journal of Air Transport Management*, 118, 102616.
- Paraschi, E. P., Panagopoulos, A., & Fragkogianni, M. (2024). COVID-19 crisis management in Greek airlines. *Journal of the Air Transport Research Society*, 3, 100032.

- Paraschi, E. P. (2022). Current aviation challenges and opportunities. *Journal of Airline Operations and Aviation Management*, 1(2), 7-14.
- Paraschi, E. P., & Poulaki, I. (2023). Assessing the performance of Public Service Obligations air routes in Greece: A two-stage DEA approach. *Transport Economics and Management*, 1, 94-103.
- Paraschi, E. P., Georgopoulos, A., Polychroniou, P., & Kalogera, M. (2022). A Critical Assessment of The Public Service Obligations (PSO) in European Air Routes. *Journal of Aviation*, 6(3), 404-410.
- Paraschi, E. P. (2020). Accessibility, tourism and social welfare: Covid19 and a new quality-of-life tourism model for the Greek islands. *International Journal of Cultural and Digital Tourism*, 6(Special Issue), 10-21.
- Paraschi, E. P., Poulaki, I., & Papageorgiou, A. (2022). From Environmental Management Systems to Airport Environmental Performance: A Model Assessment. *Journal of Environmental Management & Tourism*, 13(3), 831-852.
- Poulaki, I., Paraschi, E. P., Marinakos, K., Avramopoulos, A., & Makrygianni, S. (2021). Digital technologies and innovation in airport services: a benefit model approach. *Journal of Air Transport Studies*, 12(2), 41-63.

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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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

Learning outcomes

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

Consult Appendix A

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

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

- Interpret and apply the principles of sampling distributions and confidence intervals.
- Conduct hypothesis testing using appropriate statistical methods (e.g. t-tests, ANOVA).
- Perform and interpret simple and multiple linear regression analyses.
- Evaluate relationships between variables using correlation and contingency tables.
- Analyze non-linear models and apply logistic regression techniques.
- Use statistical software to process and interpret data relevant to tourism management.

Field of study related to: Business Statistics, Forecasting Methods in 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?

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
	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 Statistical Data Analysis: Concepts, Objectives, and Applications in Tourism Management
- Brief Review of Basic Probability and Distribution Concepts (Normal, t, F, χ^2)
- Sampling Distributions and Their Importance in Inferential Statistics
- Estimation: Confidence Intervals for Means, Proportions, and Differences Between Groups
- Hypothesis Testing, Type I & II Errors, Applications
- Analysis of Variance (ANOVA): Theory and Interpretation, Applications in Tourism
- Linear Regression (Simple and Multiple): Interpretation of Coefficients, Model Fit Tests
- Contingency Tables and χ^2 Tests of Independence
- Statistical Quality Control: Control Charts for Tourism Services
- Introduction to Logistic Regression: Use for Binary Decisions and Interpretation of Results
- Applications Using Statistical Software (SPSS and/or R): Data Entry, Analysis, and Conclusion Drawing

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
Multiple choice questionnaires		X		
Mid-term exam		X		
Problem solving		X		
Laboratory work		X	25%	
Written work, essay/ report				
Public presentation				
Oral examination				
Report				

Student assessment consists of a theoretical part (75%) and a laboratory part (25%).

Theoretical Part (75%):

- The final written examination includes essay questions, multiple choice questions, problem solving, and interpretation of statistical outputs.
- A midterm exam may be conducted at the instructor's discretion. When applied, it is mandatory for all enrolled students.
In the resit examination period (September), the midterm is not considered, and the assessment is based solely on the final exam.

Laboratory Part (25%):

- 10%: Based on interpretation of statistical output, assessed within the final examination.
- 15%:
 - For current semester students: assessed through mandatory participation in lab exercises.
 - For students from previous semesters: assessed through a special written or oral lab exam, upon consultation with the instructor.
- Detailed grading criteria and guidelines are available on the course’s e-class platform.

Student assessment consists of a theoretical part (75%) and a laboratory part (25%).

Theoretical Part (75%):

- The final written examination includes essay questions, multiple choice questions, problem solving, and interpretation of statistical outputs.
- A midterm exam may be conducted at the instructor's discretion. When applied, it is mandatory for all enrolled students. In the resit examination period (September), the midterm is not considered, and the assessment is based solely on the final exam.

Laboratory Part (25%):

- 10%: Based on interpretation of statistical output, assessed within the final examination.
- 15%:
 - For current semester students: assessed through mandatory participation in lab exercises.
 - For students from previous semesters: assessed through a special written or oral lab exam, upon consultation with the instructor.
- Detailed grading criteria and guidelines are available on the course's e-class platform.

5. RECOMMENDED LITERATURE

- Crawley M. J., (2013). Statistics: An Introduction Using R, Wiley
- Aczel Amir, (2016). Complete Business Statistics, Richard D Irwin.

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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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

This course introduces students to the fundamental principles and applications of Geographic Information Systems (GIS), with emphasis on the field of tourism. It examines the concepts of spatial information, the forms and structures of geographic data, methods for the collection, processing, and analysis of spatial data, as well as the production of tourism maps. The course includes both theoretical instruction and practical training using GIS software to support the planning, analysis, and presentation of tourism information at different spatial scales. Upon successful completion of the course students will be able to:

- Describe the core components, functions, and structure of Geographic Information Systems.
- Distinguish the main categories of geographic data, their nature (descriptive and spatial), and the different forms of data organization and storage.

- Apply techniques for collecting, importing, managing, and maintaining geographic data.
- Evaluate data quality and identify errors or weaknesses in spatial analysis.
- Perform basic spatial analysis procedures on tourism data and produce multi-thematic tourism maps at different scales.
- Use GIS software for the analysis and visualization of spatial data in tourism planning.

As a field of study, the course is connected with the following courses: Business Statistics, Statistical Data Analysis, Databases, and Information Systems for Tourism 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?

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
	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 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

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		X	40%
		Multiple choice questionnaires			
Mid-term exam					
Problem solving		X	60%		
Laboratory work					
Written work, essay/ report		X			
Public presentation					
Oral examination					
Report					
Other: Students may optionally choose to be assessed through the completion and submission of weekly problem sets (40%) and a final written assignment (60%).					

5. RECOMMENDED LITERATURE**Greek Literature**

- Koutsopoulos, K., & Kyratsakis, A. (2024). QGIS and GIS. Disigma Publications.
- Lafazani N. P. (2024), Statistical Methods in Geography, Ziti Publications.
- Evelpidou, Niki, Tzouxanioti, Maria, & Karkani, Anna (2022). Geographic Information Systems. Tziola Publications.
- Longley, P. A., Goodchild, M. F., Maguire, D. J., & Rhind, D. W. (2021). Geographic Information Systems and Science. Kleidarithmos Publications.
- Kavroudakis, Dimitrios (2020). Spatial Analysis. Disigma Publications.
- Chatzopoulos, I. N., & Chatzopoulou, N. (2020). Geospatial Informatics and Surveying. Tziola Publications.
- Kavouras, M., Darra, A., Kontaxaki, S., & Tomai, E. (2015). Geographic Information Science – Principles and Technologies. Kallipos Open Academic Repository

English Literature

- I.A. Nikas, Spatial Analysis of Tourist Routes Offered by Travel Agencies and Some Overtourism Issues: The Case of Crete., In: Katsoni, V., Cassar, G. (eds) Recent Advancements in Tourism Business, Technology and Social Sciences. IACuDiT 2023. Springer Proceedings in Business and Economics. Springer, Cham, 2024.

- A. Panagopoulos, and I.A. Nikas, Evaluation of Urban Landmarks Based on Primary and Secondary Points of Interest: The Case of Museums in the City of Athens in Greece., In: Katsoni, V., Cassar, G. (eds) Recent Advancements in Tourism Business, Technology and Social Sciences. IACuDiT 2023. Springer Proceedings in Business and Economics. Springer, Cham, 2024.
- I.A. Nikas, A. Koutras, and A. Panagopoulos Dynamic Areas of Interest Inside an Urban Destination Using Visitors' Geolocation, In: Katsoni, V. (eds) Tourism, Travel, and Hospitality in a Smart and Sustainable World. IACuDiT 2022. Springer Proceedings in Business and Economics. Springer, Cham. pp. 291–306, 2023.
- I.A. Nikas, Koutras A., Panagopoulos A., and Vasileiadis A. Exploring Tourists' Food and Beverage Spots in an Urban Destination Using a Spatial-temporal Approach, In: Katsoni V., Andreea Claudia Șerban (eds) Transcending Borders in Tourism Through Innovation and Cultural Heritage. Springer Proceedings in Business and Economics. Springer, Cham. pp. 977–989, 2022.
- A. Koutras, I.A. Nikas, A. Panagopoulos. Towards Developing Smart Cities: Evidence from GIS Analysis on Tourists' Behavior Using Social Network Data in the City of Athens, In: Katsoni V., Segarra-Oña M. (eds) Smart Tourism as a Driver for Culture and Sustainability. Springer Proceedings in Business and Economics. Springer, Cham, pp. 407–8418, 2019.

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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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*

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 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

Connections: draws or provides data and information from/to the Knowledge Areas: 3.3C TOURISM ECONOMICS, 2.1C MACROECONOMICS, 5.8S INTERNATIONAL ECONOMIC RELATIONS, 7.8S BUSINESS ECONOMICS, 4.3C TOURISM DEVELOPMENT STRATEGIES AND POLICIES.

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
☒	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

- 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

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)		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	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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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 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.

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
	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.</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		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	
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		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 Banguie mondiale, PARIS
- BOYER R. (1986). Capitalismes fin de siècle, PUF, PARIS
- Krougman P. Ostefeld M. (2011), International economics, Kritiki, Athens
- Nikolopoulos, I., Spiroiouni, S. (2008). International economics, Pataki, Athens

5.9S. BUSINESS ETHICS, LAW AND LABOUR RELATIONS IN THE TOYRISM SECTOR

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	5.9S	SEMESTER OF STUDIES	E
COURSE TITLE	BUSINESS ETHICS, LAW AND LABOUR RELATIONS IN THE TOYRISM 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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			

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

The aim of the course is to obtain specific scientific knowledge in the sector of business ethics in the workplace. In the context of the course students acquire knowledge about the principles, policies and practices of business ethics, the benefits associated with ethical practices in the workplace and the impact of ethical behavior on the labour relations, the employee development and loyalty and the organization sustainability and growth. Furthermore, in the context of the course students acquire knowledge about the legal framework governing labour relations and the main areas regulated by labour law provisions and the Labour Collective Agreements.

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

- comprehend the main areas covered by labour law
- outline the rights and responsibilities of employers and employees
- understand the peculiarities of employment in the tourism industry
- demonstrate the ability to manage wages and perks issues as well as issues related to hygiene conditions and safety in the workplace
- recognize the benefits of ethical behavior in the workplace
- understand the impact of business ethics on the labour relations, the employee development and loyalty and the organization growth

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	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
	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

- Morality. Definition and historical development.
- Definition of business ethics and its principles. Factors influencing business ethics. Theories, policies and practices
- Impact of business ethics on the labour relations and on the employee development
- Socially responsible labour environment in the tourism sector. Case studies
- Ethical dilemmas and decisions. Selection and hiring criteria. Opportunity parity.
- Labour relations in the tourism sector. Characteristics and job sectors
- Employers and employees rights, duties and responsibilities
- Employment contracts in the tourism sector. Types and content. Hiring compensation issues.
- Labour Collective Agreements
- Working hours, wages and perks, leaves, workers and employers' trade union organizations
- Labour relations in a changing environment. Contact and resolution of conflicts
- Hygiene conditions and safety in the workplace. Legal framework. Security technician. Work doctor. Risk assessment in the workplace. Safety regulations in the workplace. Regular observations of hygiene conditions in the workplace. Injuries in the workplace

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		54
	Private study		54
	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	X	25%
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		

5. RECOMMENDED LITERATURE

- Moira P., - Milonopoulos D., (2014) Labour relations. = Εργασιακές σχέσεις. publisher Νομική Βιβλιοθήκη
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- Haski-LeventhalDebbie, (edited by Manasakis K., Theriou G., Strategic Corporate social responsibility = Στρατηγική Εταιρική Κοινωνική Ευθύνη, Publisher A. TZIOΛA & YIOI A.E., 2018

5.10S. COASTAL TOURISM DEVELOPMENT IN SPACE AND TIME

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	5.10S	SEMESTER OF STUDIES	E
COURSE TITLE	COASTAL TOURISM DEVELOPMENT IN SPACE AND TIME		
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 / ELECTIVE		

<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

Learning outcomes

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

Consult Appendix A

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

This course will introduce students to the dynamic evolution of coastal destinations from the eighteenth century to the present day, examining how historical, cultural, political, environmental and socio-economic forces have shaped coastal destinations over time. My course aims to provide, through an integrated and interdisciplinary perspective, an understanding of the development, transformation and future of coastal destinations taking into account historical, cultural, environmental and political elements. Coastal zones (coastal, coastal and riverside) have always been places of strategic, economic and cultural importance for human beings. From the depths of antiquity to modern times, these areas have been cradles of great civilisations, hubs of trade and communication, and sources of natural resources that have ensured the survival and well-being of people. Today, coastal areas remain centres of human activity, as they are home to major urban centres, ports, industrial, agricultural and tourist activity. Over 40% of the world's population lives within 100 km of the coast, which highlights their importance. Coastal zones attract millions of tourists annually, making tourism one of the most intensive, extensive and spatially concentrated uses of coastal and marine areas. However, these areas are facing increasing pressures: overdevelopment, pollution, biodiversity loss and, most urgently, the accelerating impacts of climate change, including sea-level rise and extreme weather events. These challenges underline the critical importance of integrated approaches to coastal planning and governance. Coastal regions such as the Mediterranean and the Caribbean illustrate this relationship, where tourism not only dominates local economies, but also fundamentally depends on the integrity of fragile coastal ecosystems. Moreover, tourism and the natural environment have a perfectly linked and dual relationship, since tourism always develops in areas with a particular natural and man-made environment, and it is precisely this that it then 'consumes'. Basic conceptual frameworks will guide students in understanding the spatial and temporal evolution of coastal destinations. Miossec's model of tourism destination development will be used to trace how coastal tourism destinations are transformed over time and expanded across the landscape. Butler's Tourism Area Life Cycle (TALC) model provides insight into the growth, stagnation and potential decline or revitalisation of tourist areas, providing a critical lens through which to assess the sustainability of resort development patterns. In response to contemporary environmental and socio-economic challenges, the course also introduces students to Integrated Coastal Zone Management (ICZM-ICZM), a holistic planning approach that seeks to balance tourism development with environmental protection, the inclusion of stakeholders in the planning process (participatory planning) and the long-term sustainability of resources. At the same time, the Blue Economy framework is presented as a sustainable development strategy that focuses on the proper use

of coastal ecosystems and resources for economic development, reducing inequalities, improving the livelihoods of populations and the protection and sustainability of fragile coastal ecosystems - with coastal tourism as a key pillar. Upon successful completion of the course, students will be able to:

- know and critically evaluate the historical evolution of coastal destinations from the 18th century to the present day, identifying the main phases of their development and recognising their importance both at environmental and socio-cultural levels. In addition, they will apply theoretical models, such as Miossec's tourist destination evolution model and Butler's tourist area life cycle (TALC), in order to interpret the spatial and temporal dynamics of coastal tourism development.
- analyse the socio-economic and environmental impacts of tourism on the coastal and marine environment, with particular emphasis on issues such as overdevelopment, degradation of natural resources and ecosystem fragility. At the same time, they will understand the principles and practices of Integrated Coastal Zone Management (ICZM) and assess its role in addressing the pressures associated with coastal tourism, as well as its contribution to the sustainability of coastal ecosystems in the context of global environmental change.
- understand the context of the Blue Economy and assess its potential to support climate-resilient, inclusive and sustainable forms of coastal tourism development.
- assess the impacts of climate change on coastal tourism, including sea level rise, increased frequency and intensity of extreme weather events, water and waste management, coastal erosion, and the need for adaptation and management strategies at different levels.
- understand modern coastal destination planning techniques and synthesize interdisciplinary knowledge from the fields of tourism studies, environmental science, geography and planning. Through this synthesis they will develop a critical vision for the future of coastal destinations, taking into account the rapid climatic, economic and social transformations.

Connections: draws or provides data and information from/to the following Knowledge Areas: 6.2C Management of special and alternative forms of tourism, 5.5S Geographic Information Systems in Tourism, 5.7S Tourism and Regional Development, 6.1C Tourism Destination Planning and Management, 8.3C Tourism and the Environment—Sustainable Tourism 7.5S. Tourism and Spatial Planning, 4.3C Tourism Development Strategies and Policies.

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	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
X	Production of free, creative and inductive thinking

3. COURSE CONTENT

- Introduction to the course. Basic definitions of coastal zones, categories, strategy and historical importance.
- Historical development of coastal destinations (18th century-present). From the first coastal towns to the mass tourism of the 20th century. Highlighting the critical historical transitions.
- Cultural and social dimensions of coastal development. The relationship of societies to water, cultural heritage and social dynamics in coastal destinations.
- The natural environment of coastal areas. Ecosystems, biodiversity, natural resources. The concept of fragile coastal ecosystems using case studies.
- The Miossec model and the spatial evolution of tourist areas. Analysis of the model and applications in real cases using cartographic material
- Analysis of the TALC (Butler) model for the life cycle of the tourism product.
- Contemporary pressures: Overdevelopment, pollution, degradation and loss of resources and ecosystems.
- Climate change and coastal areas. Sea-level rise, extreme weather events, erosion, erosion, impacts on tourism.
- Integrated Coastal Zone Management (ICZM): principles, tools and participatory planning. Analysis of EU and Greek policies. Study of good practices.
- The concept and practices of the Blue Economy. Strategies, links with tourism, examples of policies and interventions.
- Case study: The Mediterranean basin.
- Case study: Caribbean.

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		43
	Study and analysis of bibliography		
	Private study		65
	Final Exam		3
	Total number of hours for the Course		150

	(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	30%
	Multiple choice questionnaires	X	40%
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report	X	30%
	Public presentation		
	Oral examination		
	Report		
	In the case of an optional written assignment, the final grade will be based 60% on the written exam and 40% on the written assignment, instead of 100% based on the written exam.		

5. RECOMMENDED LITERATURE

- Coccosis H., Tsartas P., (2019). Sustainable tourism development and the environment. Athens: Kritiki Publications
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- Davos Declaration (2007). *Climate Change and Tourism: Responding to Global Challenges*. UNWTO/UNEP/WMO.
- Gössling, S., Hall, C. M. & Weaver, D. (2009). *Sustainable Tourism Futures*. Routledge.
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- Ioannides, D., & Debbage, K. (1998). The economic geography of the tourist industry: A supply-side analysis. London: Routledge.
- Ioannides, D., & Petridou, E. (2016). Contingent neoliberalism and urban tourism in the United States. In C. M. Hall & S. Gössling (Eds.), Tourism and sustainability: Development, globalisation and new tourism in the third world (4th ed., pp. 216–234). London: Routledge.
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- UNEP/MAP. (2008). Protocol on Integrated Coastal Zone Management in the Mediterranean. United Nations Environment Programme. <https://iczmplatform.org>
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- United Nations. (2014). Blue economy concept paper. <https://sustainabledevelopment.un.org>
- Annals of Tourism Research
- Journal of Travel Research
- Tourism Geographies
- Tourism Management
- Journal of Tourism and Hospitality
- Journal of Tourism Futures

FOREIGN LANGUAGE FOR BUSINESS (7.7S ENGLISH – 5.11S RUSSIAN)

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	7.7S	SEMESTER OF STUDIES	E
COURSE TITLE	FOREIGN LANGUAGE FOR 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>	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

Learning outcomes

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

Consult Appendix A

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

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

- Identify business administration terminology in the foreign language offered as used in everyday practice.
- Distinguish terminology in the foreign language offered related to economics and business management across all four language skills: reading, writing, listening, and speaking.
- Develop academic texts, reports, and letters related to economics and management.
- Compose business proposals in the foreign language offered.
- Evaluate market research and draw conclusions about consumer profiles.

As a field of study, the course is connected with the following courses: BASIC FOREIGN LANGUAGE FOR THE TOURISM INDUSTRY, and ADVANCED FOREIGN LANGUAGE FOR THE TOURISM INDUSTRY

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
	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 terminology in the foreign language offered across the four language skills: reading, writing, speaking, and listening, in the fields of finance and administration.
- Human resource management and productivity.
- Advertising and product promotion.
- Means of transport and supply chain.
- New technologies and 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

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
Multiple choice questionnaires		X	40%	
Mid-term exam				
Problem solving				
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

SEMESTER F

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

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> <i>Consult Appendix A</i> • Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B • Guidelines for writing Learning Outcomes
This course aims to acquire knowledge related to the administration, organization and operation of travel agencies and travel organizations. Upon successful completion of the course, students will be able to: • recognize the importance of travel organizations and travel agencies for the tourism industry, as well as their connection with its other industries. • distinguish the types of travel organizations and travel agencies • explain the importance of distribution channels and, in particular, digital distribution channels for tourism products and services • understand the importance of new technologies and the internet in promoting and purchasing travel packages for both businesses and consumers • identify the target markets for each tourism product and service they distribute and evaluate the destinations included in their packages

- design and promote travel packages for every type of tourist.
 - cooperate with companies providing tourism products and services (hotels, means of transport, restaurants) but also with tour guides, tour guides and other tourist agencies
- As a field of study, it is related to the course: 5.2C Air Transport 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?

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	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
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

- Organization, structure and functions of a travel agencies (physical and online) and a travel organizations
- Data analysis for destination rating, target market capture, and consumer profiling
- The tourist package: Transportation, accommodation, catering, other services
- Travel package costing and pricing
- Conclusion of agreements with companies providing tourism products and services
- Composition and distribution of a travel package
- Distinctions of tourist packages
- International booking systems. Features and Features
- New technologies and the internet in the composition and distribution of travel packages, tourism products and services
- The marketing of travel agencies
- Digital distribution channels (apps, social media)
- Human Resources Management of a Travel Organization
- Institutional framework and legal issues-consumer protection

- Contemporary trends affecting the management of travel agencies and organizations (sustainability, accessibility, demographic changes)

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		43		
	Private study		65		
	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	70%
		Multiple choice questionnaires		X	30%
Mid-term exam					
Problem solving					
Laboratory work					
Written work, essay/ report					
Public presentation					
Oral examination					
Report					

5. RECOMMENDED LITERATURE

- Holland, J & Leslie D., (2021), Travel Organizations – Development Strategies, Management Functions and Corporate Responsibility, (2021), Prodromos Publications.
- Papageorgiou Athena, (2021). Management of Modern Travel Agencies, BROKEN HILL PUBLISHERS LTD Publications
- Archer, J., & Syrratt, G. (2012). Manual of travel agency practice. Routledge.
- Law, R., Leung, K., & Wong, R. (2004). The impact of the Internet on travel agencies. International journal of contemporary hospitality management, 16(2), 100-107.
- Sharma, A., Sharma, S., & Chaudhary, M. (2020). Are small travel agencies ready for digital marketing? Views of travel agency managers. Tourism Management, 79, 104078.
- Caro, L. M., & Garcia, J. A. M. (2008). Developing a multidimensional and hierarchical service quality model for the travel agency industry. Tourism Management, 29(4), 706-720.
- Fu Tsang, N. K., Lai, M. T., & Law, R. (2010). Measuring e-service quality for online travel agencies. Journal of Travel & Tourism Marketing, 27(3), 306-323.
- Sheldon, P. J. (1986). The tour operator industry: an analysis. Annals of tourism research, 13(3), 349-365.

- Khairat, G., & Maher, A. (2012). Integrating sustainability into tour operator business: An innovative approach in sustainable tourism. *Tourismos*, 7(1), 213-233.

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

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 focuses on the study and analysis of tourist destinations as central units of the tourism phenomenon. It systematically develops the basic concepts and components that shape a tourist destination, as well as the factors that influence its development. Students will explore the different typologies and forms of tourism destinations, and learn about the key management, development and marketing strategies, with an emphasis on promoting sustainable and competitive tourism activity. In addition, the course analyses the contemporary challenges facing tourism destinations, such as managing over-tourism, climate change, green and digital transition, as well as the adoption of smart technologies and participatory processes in governance. Through the study of governance policies, the role of local stakeholders (DMMOs) and the spatial dimension of tourism planning, students will understand the importance of integrated and multi-level planning of tourism destinations. The course combines theoretical knowledge with practical applications, good practices and case studies from Greece and abroad, preparing students for the operation and management of modern tourism destinations. Upon successful completion of the course, students will be able to:

- understand and describe the basic concepts and elements that make up a tourist destination, as well as the factors that influence its development.
- explain the different typologies and forms of tourism destinations, understanding the importance of strategic planning and governance in their sustainable management.
- analyse the current challenges facing tourism destinations, such as the management of over-tourism, the impact of climate change, and the opportunities offered by digital transition and smart technologies. Through the study of governance and spatial planning policies, they will acquire the ability to interpret the multiple dimensions of tourism planning at local and international level.
- apply their knowledge to formulate development, management and marketing strategies in specific tourism destinations, taking into account the specificities of the internal and external environment. Through the study of real case studies, they will develop planning and decision-making skills that meet the needs of modern tourist destinations.
- evaluate the effectiveness of strategies and policies applied in the management of tourism destinations, to identify best practices and to propose innovative solutions to address the challenges posed by the ever-changing environment of tourism. In this way, they will be prepared to actively contribute to the development and management of sustainable, competitive and resilient tourism destinations.

Interconnections: draws on or provides data and information from/to the following fields of study: 6.2C Management of Specialized and Alternative Forms of Tourism, 5.7S Tourism and Regional Development, 6.1C Tourism Destination Planning and Management, 8.3C Tourism and the Environment—Sustainable Tourism, 7.5S Tourism and Spatial Planning, 4.3C Tourism Development Strategies and Policies, 8.7S New Technologies in Smart Tourism Systems.

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

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	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

- Introduction to the concept and importance of tourist destinations as central units of the tourism phenomenon and presentation of their basic components.
- Analysis of the factors influencing the evolution and development of tourist destinations at local, national and international level.
- Overview of the different typologies of tourist destinations and their characteristics, with emphasis on the specificities of each type.
- Study of the strategy, management and governance of tourism destinations, including the roles of local stakeholders (DMMOs) and participatory governance.
- Examination of destination development, management and marketing techniques to increase competitiveness and attractiveness.
- Deepening the contemporary challenges facing tourism destinations, such as hyper-tourism, climate change and the need for green and digital transition.
- Analysis of governance policies implemented at destination level and their relation to sustainable development.
- Introduction to spatial planning of tourist destinations and its importance in managing the spatial dimension of tourism.
- Evaluation of the internal and external environment of tourist destinations as a basis for the formulation of strategies.
- Study of the need for correlation between spatial and development planning, with particular reference to contemporary challenges and the Greek case.
- Examination of the contribution of spatial planning to the creation of attractive and resilient tourist destinations.
- Examination of case studies from the Greek and international experience.

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		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		
	STUDENT ASSESSMENT	Developing questions		X	30%

<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>	Multiple choice questionnaires		40%
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report	X	20%
	Public presentation	X	10%
	Oral examination		
	Report		
	In the case of a written optional assignment, the final grade will be based 70% on the written exam and 30% on the written assignment, rather than 100% on the written exam		

5. RECOMMENDED LITERATURE

- Robinson, P., Luck, M. and Smith, S. (2020) Tourism (2nd Edition). UK: CAB International.
- Sarantakou E., Karachalios N., (2024). Tourism destinations planning and management. Athens:Kritiki.
- Annals of Tourism Research
- Tourism Management
- International Journal of Travel Research
- Current Issues in Tourism
- International Journal of Cultural and Digital Tourism

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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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

The aim of the course is to describe, understand, and apply forecasting methods and computational / programming tools for time series analysis and reliable forecasting of tourism data. Emphasis is placed on both statistical and computational techniques in modern environments. Upon successful completion of the course students will be able to:

- Visualize time series and describe their basic qualitative characteristics.
- Interpret time series patterns and seasonal, scatter, and lag plots, and distinguish correlations, autocorrelations, and white noise in time series.
- Apply the classical decomposition method to isolate the main components of a time series.
- Develop key categories of forecasting methods and their characteristics, and conduct statistical analysis for methodology selection.
- Apply exponential smoothing methods to generate forecasts for tourism data.
- Develop computational skills by understanding and applying modern forecasting techniques for business and economic time series in tourism, using libraries or software packages in contemporary computing environments (e.g., R, Julia, or Matlab).
- Solve forecasting problems for business and economic time series in tourism through exercises and case studies in modern computing environments (e.g., R, Julia, or Matlab), with the goal of estimating future trends and supporting informed decision-making

As a field of study, the course relates to the following courses: Business Statistics, Statistical Data Analysis, Information Systems for Tourism Business, Research Methods and Techniques in 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?

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	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: Forecasting methods and data, Key steps in a forecasting problem, Case studies • Time Series Visualization: Time plots, Time series patterns, Seasonal, scatter, and lag plots, Correlation – Autocorrelation, White noise • Time Series Analysis and Decomposition: Transformations and adjustments, Time series components • Moving Averages for Smoothing Time Series Data • Classical Decomposition Method of Time Series • Introduction to Forecasting Methods: The forecaster's toolbox, Types of forecasts, Forecast horizon, Statistical accuracy analysis • Smoothing Methods – Moving Averages for Forecasting • Exponential Smoothing Methods • Judgmental Forecasting Methods • Time Series Regression Models • Application of ARIMA Models • Computational Packages for Time Series Analysis and Forecasting (R, Julia, or Matlab) • Applications to Tourism Data
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4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	X	Face to face			
	X	Distance learning (asynchronous)			
	X	Others: Learning based on problem solving.			
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>	Developing questions			
		Multiple choice questionnaires		X	30%
Mid-term exam					

<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>	Problem solving	X	45%
	Laboratory work	X	25%
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		
Other: Students may optionally participate in exempt mid-term progress assessments.			

5. RECOMMENDED LITERATURE

Greek Literature

- Hyndman, R. J., & Athanasopoulos, G. (2022). *Forecasting: Principles and Practice*. Edited by I. Nikas & A. Koutras. University of Patras Press.
- Petropoulos, F., & Asimakopoulos, V. (2011). *Business Forecasting*. Symmetria Publications.
- Ayiakoglou, Ch., & Oikonomou, G. (2019). *Forecasting Methods and Decision Analysis*. Eugenia Benou Publications.

English Literature

- Galit Shmueli (2018), *Practical Time Series Forecasting: A Hands-On Guide*, 3rd Edition, Axelrod Schnall Publishers
- 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.
- Chatfield, C., & Xing, H. (2019). *The Analysis of Time Series: An Introduction with R* (7th ed.). Chapman and Hall/CRC.
- Park, E., Park, J., & Hu, M. (2021). Tourism demand forecasting with online news data mining. *Annals of Tourism Research*, 90, 103273.
- Law, R., Li, G., Fong, D. K. C., & Han, X. (2019). Tourism demand forecasting: A deep learning approach. *Annals of Tourism Research*, 75, 410–423.
- Claveria, O., Monte, E., & Torra, S. (2015). Combination forecasts of tourism demand with machine learning models. *Applied Economics Letters*, 1–4.
- Li, X., Wang, Y., Xie, G., Wang, S., & Law, R. (2025). Tourism demand forecasting with an enhanced interpretability framework. *Current Issues in Tourism*, 1–24.

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

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> <i>Consult Appendix A</i> <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>	
The purpose of the course is to equip students with the necessary knowledge, tools and models of sustainable and sustainable tourism development. Upon successful completion of the course students will be able to: - Describe the basic principles and identify the main Sustainable Development Goals - Aknowledge 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 tourist destinations, - Implement models and strategies for the sustainable development of tourist destinations - Select and apply indicators and frameworks for the evaluation of the sustainability of tourist destinations and businesses. - Propose green entrepreneurship actions and applications to tourism businesses. As a field of study, it is related to the courses: 6.2C Management of Special and Alternative Forms of Tourism, 5.7S Tourism and Regional Development, and 4.3C Strategies and Policies for 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>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	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
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

- Basic concepts of Sustainability.
- Sustainability frameworks and objectives. ESG, Triple Bottom Line and 17 SDGs
- International conferences and action plans for sustainability and the environment.
- Types of tourism and sustainability
- Economic impact of tourism in the host area
- Social/cultural impact of tourism in the host area
- Environmental impact of tourism in the host area
- Bearing capacity of receiving area
- Sustainable Development Assessment Frameworks
- Indicators to measure sustainable development
- Models and Strategies for the Sustainable Management of Tourist Destinations
- Green entrepreneurship and sustainable development in tourism
- Case 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.</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		40
	Study and analysis of bibliography		23
	Private study		45
	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	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

- Kokkosis, C., Tsartas, P. (2001) Sustainable Tourism Development and Environment, Athens: Review
- Middleton Victor T. C., Hawkins Rebecca (2004) Tourism Marketing for Sustainable Development, REVIEW
- Kilipiris Fotis (2023). SUSTAINABLE TOURISM AND DEVELOPMENT, DISHIGA
- Edgell Sr, D. L. (2019). Managing sustainable tourism: A legacy for the future. Routledge.
- Lu, J., & Nepal, S. K. (2009). Sustainable tourism research: An analysis of papers published in the Journal of Sustainable Tourism. Journal of sustainable Tourism, 17(1), 5-16.
- Hardy, A., Beeton, R. J., & Pearson, L. (2002). Sustainable tourism: An overview of the concept and its position in relation to conceptualisations of tourism. Journal of sustainable tourism, 10(6), 475-496.
- Angelevska-Najdeska, K., & Rakicevik, G. (2012). Planning of sustainable tourism development. Procedia-Social and Behavioral Sciences, 44, 210-220.
- Bramwell, B., Higham, J., Lane, B., & Miller, G. (2017). Twenty-five years of sustainable tourism and the Journal of Sustainable Tourism: Looking back and moving forward. Journal of Sustainable Tourism, 25(1), 1-9.
- Paraschi, E. P. (2020). Accessibility, tourism and social welfare: Covid19 and a new quality-of-life tourism model for the Greek islands. International Journal of Cultural and Digital Tourism, 6(Special Issue), 10-21.
- Belias, D., Velissariou, E., Kyriakou, D., Vasiliadis, L., Roditis, A., Varsanis, K., & Koustelios, A. (2017, June). The differences on consumer behavior between mass tourism and sustainable tourism in Greece. In 5th International Conference on Contemporary Marketing Issues ICCMI (p. 176).
- Triantafillidou, E., & Tsiaras, S. (2018). Exploring entrepreneurship, innovation and tourism development from a sustainable perspective: Evidence from Greece. Journal for International Business and Entrepreneurship Development, 11(1), 53-64.

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	F
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 / 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 <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> <i>Consult Appendix A</i> <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>		
Upon successful completion of the course, students are expected to be able to: - Understand and apply theoretical approaches from related academic fields, analyzing and interpreting tourist behavior as consumers of products and services, with particular emphasis on the customer experience. - Identify and distinguish the specific characteristics of different theoretical models related to the consumer decision-making process and behavior in the tourism context. - Critically evaluate applicable models of consumer behavior within tourism and meaningfully link the role of the tourist-consumer to the decision-making process. - Systematically analyze the tourist profile and propose appropriate marketing strategies for tourism enterprises, with an emphasis on the marketing mix and the design and management of the customer experience. - Develop skills in collecting, understanding, and analyzing information related to the tourist–business relationship (from the buyer’s perspective), leading to the design of effective, customer-oriented marketing strategies . As a field of study, it is associated with the courses: <i>Introduction to Marketing, Tourism Marketing</i>		
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>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	
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
- Tourists Experience/ Customer Journey
- 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

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

The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS.	Lectures	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 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	50%
	Multiple choice questionnaires	X	50%
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report	X	
	Public presentation		
	Oral examination		
	Report		
	Other: Students have the option to undertake a written assignment, which contributes 25% to the final grade.		

5. RECOMMENDED LITERATURE

- Kozak, M., & Kozak, N. (Eds.). (2016). Tourist behaviour: an international perspective. CABI
- [Σιώμκος, Γ. Ι. \(2024\). Συμπεριφορά καταναλωτή \(6η έκδ.\). Εκδόσεις Κλειδάριθμος.](#)
- [Σιώμκος, Γ. Ι. \(2025\). Διοίκηση εμπειρίας πελάτη. Εκδόσεις Κλειδάριθμος.](#)
- [Hoyer, W. D., MacInnis, D. J., & Pieters, R. \(2023\). Συμπεριφορά καταναλωτή \(Λαζαρίδης, Θ., & Τσουρέλα, Μ., Επιμ.\). Εκδόσεις Κριτική.](#)
- [Μπάλτας, Γ., & Παπασταθοπούλου, Π. \(2021\). Συμπεριφορά καταναλωτή \(3η έκδ.\). Rosili CoreView.](#)
- 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

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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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 aim of the course is to understand the relationship between cultural heritage and tourism development within the context of contemporary regenerative cultural management. The course examines the forms of tangible and intangible cultural heritage and their role in shaping the identity and attractiveness of tourist destinations. Particular emphasis is placed on the principles of conservation, promotion, and sustainable use of cultural resources through cultural tourism. At the same time, issues of authenticity, interpretation of heritage, participation of local communities, and cultural policy are analyzed. Instruction is supported by case studies from Greece and other countries.

Upon successful completion of this course, students should:

- Understand the concepts of civilization, culture, cultural heritage (intangible & tangible), 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.

As a field of study, it is related to the courses: Management of Special and Alternative Forms of Tourism, Tourism and the Environment—Sustainable 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?

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
	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
- Regenerative 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 regenerative 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-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		X		
Public presentation				
Oral examination				
Report				
In the case of written essay, the final evaluation will result in 70% from the written examination and 30% from the written essay.				

5. RECOMMENDED LITERATURE

- P. Smith 2006, Cultural Theory: An Introduction. Wiley.
- Hilary du Cros, Bob Mckercher (2020). Culryral Tourism. Routledge.

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</i>		TEACHING HOURS PER WEEK	ECTS CREDITS

awarded for the whole of the course, give the weekly teaching hours and the total credits		
LECTURES	3	
TOTAL	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.		
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 <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> <i>Consult Appendix A</i> • Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B • Guidelines for writing Learning Outcomes	
Upon successful completion of the course students will be able to: • 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, • highlight the contribution of sectors and structures to the product and income of the Greek economy.	
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>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
	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

- 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

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		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	
	STUDENT ASSESSMENT <i>Description of the evaluation procedure</i>	Developing questions		X
Multiple choice questionnaires		X	25%	
Mid-term exam				

<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>	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

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		
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 provides an introduction to the fundamental issues of education, pedagogy and learning theories across time, and their applications in the field of tourism. The course explores the concepts of tourism education and the evaluation of educational programmes in the tourism sector within a framework utilising Biopedagogical Theory and its essential skills as the basis for lifelong learning. Upon successful completion of the course, students will be able to:

- Describe the concept of learning, with particular reference to lifelong learning.
- Formulate and explain teaching objectives in tourism education within the framework of Biopedagogical learning theory
- Develop the contribution of individual pedagogical factors to the implementation of a tourism programme within the biopedagogical framework, serving as an umbrella for other theoretical models of sustainability and viability.
- Critically explain the role of the wider socio-economic context and its attendant conditions in the design and evaluation of tourism pedagogical programmes.
- Evaluate properly the various stages of implementing tourism pedagogical programmes, compare the data and support 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

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
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

Unit 1. The concept of tourism education and its evolution over time – the principal learning theories and the schools that were established and that have influenced tourism pedagogy:

- The Developmental Theory (Piaget)
- The Social–Behavioural Theory (Vygotsky)
- Transformative Theory of Adult Learning (Freire; Mezirow)
- The Biopedagogical (Evolutionary–Developmental) Theory (Alachiotis & Karatzia-Stavlioti)

Unit 2. Tourism education within the framework of lifelong learning

- Tourism as an educational process: acquiring knowledge and developing skills
- Citizenship education: educating active citizens
- Sustainability objectives and their translation into teaching objectives
- Biopedagogical skills as objectives for achieving sustainability and citizenship through tourism
- Cross-curricular approach to tourism education
- The role of the wider socio-economic context

Unit 3. Tourism education policy

- Tourism education in the countries of the European Union.
- The case of Greece: tourism education providers and curriculum content
- Professional rights, certification and employment.

Unit 4. Evaluation in tourism education and educational tourism programmes

- Forms and techniques of evaluation
- Application of evaluation
- Analysis of evaluation data
- Design and implementation of corrective interventions

Unit 5. Knowledge management infrastructure in the field of tourism education

- Organisation of research and development (R&D) teams within tourism organisations
- Creation of educational materials (print, electronic, websites and blogs)
- Information seminars and workshops for the dissemination of 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)	
	X	Others: GROUP WORK	
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		35
	Essay writing		26
	Study and analysis of bibliography		
	Private study		47
	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
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 40%
	Multiple choice questionnaires	
	Mid-term exam	
	Problem solving	
	Laboratory work	
	Written work, essay/ report	X 30%
	Public presentation	X 30%
	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

6.10S. APPLIED FACILITIES MANAGEMENT FOR THE HOSPITALITY INDUSTRY

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	6.10S	SEMESTER OF STUDIES	F
COURSE TITLE	APPLIED FACILITIES MANAGEMENT FOR THE HOSPITALITY 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>	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

This course aims to provide knowledge related to the operational management of tourism facilities, with emphasis on safety, sustainability, the efficient operation of infrastructure, and the quality of services provided.

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

- Describe and analyze the operational structure of tourism facilities.
- Design and evaluate maintenance strategies.
- Develop modern methods of organization and operation by implementing preventive and corrective maintenance programs.
- Coordinate technical departments and external contractors.
- Assess the operational and energy costs of facilities.
- Apply health, safety, and environmental protection regulations.
- Evaluate the use of new technologies in facility management.
- Identify and address operational problems and emergency situations.
- Integrate principles of sustainable tourism development into the management of tourism facilities.

The course is related to the following courses: Hospitality Management, Tourism Firms Management and Food & Beverage 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?

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

3. COURSE CONTENT

• Introduction to Tourism Facilities Management • Organizational Structure and Administration of Tourism Facilities • Building and Infrastructure Management • Information Management for Facility Operations • Maintenance Planning, Scheduling, and Workforce Management • Management of Mechanical, Electrical, and Plumbing (MEP) Systems • Heating, Ventilation, and Air Conditioning (HVAC) Systems Management • Water Resources and Waste Management • Energy Management and Sustainable Facility Operations • Technology Integration in Facilities Management • Outsourcing Strategies and Maintenance Service Contracts • Occupational Health and Safety in Tourism Facilities • Fire Protection Systems and Emergency Preparedness Planning In addition, course lectures include: • Design and implementation of practical teaching exercises on subject matter topics. • Case studies. • Simulation and analysis of situations under real-life operational conditions

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		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)		150		
	STUDENT ASSESSMENT <i>Description of the evaluation procedure</i>	Developing questions		X	40%
		Multiple choice questionnaires		X	40%

<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>	Mid-term exam		
	Problem solving	X	20%
	Laboratory work		
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		

5. RECOMMENDED LITERATURE

- Edwards, J.E. (2025). Applied Facilities Management for the Hospitality Industry. Athens: Propobos.
- Greek and European Regulatory Framework for Tourism Facilities, including Technical Standards and Guidelines issued by the Hellenic Organization for Standardization (ELOT).
- Atkin, A.K., Bröchner, J., Haugen, T. (2004). Facilities management: innovation and performance. Routledge.
- Ransley, J., Ingram, H. (2012). Developing hospitality properties and facilities. Routledge.
- Stipanuk, D.M. (2015). Hospitality Facilities Management and Design. Educational Institute of the American Hotel Motel Assoc.
- International Journal of Hospitality Management.
- Journal of Tourism and Hospitality Management.
- International Journal of Contemporary Hospitality Management.
- International Journal of Hospitality and Tourism Administration.
- Journal of Tourism and Hospitality Management
- International Journal of Contemporary Hospitality Management
- International Journal of Hospitality and Tourism Administration

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	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 successful completion of the course students will be able to:

- Identify the key components of linear and integer programming problems.
- Formulate real-life decision problems as mathematical models using linear and integer programming.
- Understand and apply the methodology of solving models via the Simplex algorithm and integer programming techniques.
- Interpret solution outputs and explain their relevance to business decision-making.
- Recognize special categories of optimization problems and compare appropriate solving approaches.
- Apply theoretical concepts to analyze realistic or hypothetical business scenarios.

Field of study related to: Mathematics in Management & Economics

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
	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 Operations Research and its role in business decision-making
- Formulating business problems as linear programming (LP) models
- Theoretical foundation and geometric interpretation of linear programming
- Solving LP problems using the Simplex algorithm and interpreting the results
- Sensitivity analysis and its impact on managerial decisions
- Integer linear programming: fundamental concepts, formulation, and solving techniques
- Special cases of integer programming: assignment, transportation, and covering problems
- Applications of linear and integer programming in real-world decision-making scenarios

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		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
	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	
Mid-term exam		X	
Problem solving		X	
Laboratory work			
Written work, essay/ report			
Public presentation			
Oral examination			
Report			
• The course is assessed through a final written examination (100%). • The final exam includes essay questions, multiple-choice questions, and problem solving. • A midterm exam may be conducted at the instructor’s discretion. In the resit examination period (September), the midterm is not considered, and the evaluation is based solely on the final exam. • Detailed assessment criteria are published on the course’s e-class platform.			

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

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

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> <i>Consult Appendix A</i> • Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B • Guidelines for writing Learning Outcomes
In the modern, interconnected and multi-layered media world, crises affecting tourism destinations and organisations are increasingly frequent, complex and diverse. Their ineffective management can have disastrous consequences, making it necessary to be proactive in preparing for them and developing resilient response mechanisms. The course "Crisis Management in Tourism" equips students with strategic, practical and theoretical knowledge on how to prevent, respond to and exploit crises as opportunities for learning and improvement. Through an integrated and interdisciplinary framework, it examines the nature of crises and disasters in tourism and highlights the importance of integrated and targeted management, from planning and response to long-term recovery. The course draws on diverse fields of knowledge, such as natural disaster management, geography, crisis communication, knowledge management and public relations theories, linking them to existing literature in tourism. The synthesis of these often fragmented theoretical approaches contributes to an in-depth understanding of crises and enhances the development of new knowledge in the

field of tourism management. In addition, the course is based on contemporary models of transformational crisis management and emphasizes flexibility, resilience, ethics and proactive leadership. Students will explore how tourism destinations and organisations, regardless of size, can develop capacities to effectively respond to and evolve through crisis situations. The course is aimed at tourism students as well as future managers and professionals who will take on roles in tourism management and promotion at local, national or international level. Upon successful completion of the course students will be able to:

- identify and recall key concepts and terminology related to crisis, disaster and crisis management in the tourism sector. They will also be able to clearly describe the main stages of a crisis management plan, such as prevention, preparation, response and recovery.
- interpret and understand critical theoretical approaches, both from the tourism sector and from related fields such as crisis communication, natural disaster management and geography. They will understand the importance of leadership, stakeholder management and effective communication, especially during the development of a crisis.
- apply basic principles and crisis management tools to case studies and real-life scenarios in the tourism sector. They will be able to use recognised risk assessment models, assessing the preparedness of a tourism destination or organisation against potential threats.
- analyse complex crisis situations, recognising the different types of crises (natural, technological, health, social, communication) and distinguishing the relationships between causes, impacts and response strategies. They will understand the factors affecting the resilience and adaptability of a tourism system.
- critically evaluate the effectiveness of existing crisis management strategies and policies, identify weaknesses and propose improvements, taking into account the principles of sustainability, ethics and social responsibility.
- design and develop integrated crisis management plans tailored to the needs of tourism organisations or destinations. They will propose innovative and feasible solutions for crisis prevention and response, thus contributing to the long-term resilience of the tourism sector.

Interconnections: draws on or provides data and information from/to the following fields of study: 1.3C Organization and Management of Tourism Businesses, 3.2C Human Resource Management, 6.1C Tourism Destination Planning and Management, 7.2C Total Quality Management for Tourism Enterprises, 7.3C Internal Audit of Tourism Enterprises, 4.3C Tourism Development Strategies and Policies, 8.7S New Technologies in Intelligent Tourism Systems.

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	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

- Introduction to the basic concepts of crisis and disaster management with emphasis on the tourism sector.
- Analysis of crisis, disaster and emergency and their importance for the sustainability of tourism destinations.
- Development of typologies of crises affecting tourism, such as natural disasters, political upheavals, health crises, technological failures and reputation crises.
- Development of the three phases of crisis management.
- Present theoretical frameworks and interdisciplinary approaches to crisis management issues, including geography, natural disasters, communication, knowledge management and public relations.
- Analysis of prevention, response and recovery strategies, with a focus on resilience and flexibility of tourism organisations and destinations.
- Training in risk and vulnerability assessment techniques.
- Examination of relationships and cooperation with stakeholders, such as public authorities, tourism businesses, local communities and travellers, with a view to effective crisis management.
- Development of a crisis communication management plan, focusing on appropriate messaging, use of media and social media and reputation management.
- Implementation of emergency plans, with practices for activating response teams, direct coordination and real-time crisis management.
- Designing strategies for recovery, repositioning and promotion of the tourism product after crises or disasters.
- Development of case studies.
- Practical application of knowledge through the drafting and presentation of crisis management plans and communication plans in realistic tourism crisis scenarios.

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

<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>	Tutorials		
	Laboratory practice		
	Project		
	Essay writing		40
	Study and analysis of bibliography		
	Private study		68
	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 30%
	Multiple choice questionnaires		X 40%
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report		X 20%
	Public presentation		X 10%
	Oral examination		
	Report		
	In the case of a written optional assignment, the final grade will be based 70% on the written exam and 70% on the written assignment, rather than 100% on the written exam		

5. RECOMMENDED LITERATURE

- Pforr Christof, Hosie Peter επιμ. (επιστ. επιμ. Στεργίου Δ., Αγιομυργιανάκης Γ., Μενεγάκη Α.). (2022). Διαχείριση κρίσεων στην τουριστική βιομηχανία. Ανατρέποντας τις πιθανότητες. Αθήνα: Gutenberg.
- Κιόχος Π., Παναγόπουλος Α., Κυρμιζόγλου Π., (2018). ΔΙΑΧΕΙΡΙΣΗ ΚΙΝΔΥΝΩΝ ΚΑΙ ΔΙΑΧΕΙΡΙΣΗ ΧΑΡΤΟΦΥΛΑΚΙΟΥ, Εκδόσεις ΕΛΕΝΗ ΚΙΟΧΟΥ
- Konoor-Misra S. (2020). Διαχείριση κρίσεων – Ανθεκτικότητα και Αλλαγή. Αθήνα: Broken Hill Publishers.
- Heath, R., (2004), ΔΙΑΧΕΙΡΙΣΗ ΚΡΙΣΕΩΝ, Εκδόσεις ΓΚΙΟΥΡΔΑΣ.
- Laws E., Prideaux B., & Chon K. (2006), Crisis Management in Tourism, Εκδόσεις CABI PUBLISHING.
- Ritchie B.W. (2009), CRISIS AND DISASTER MANAGEMENT FOR TOURISM, Εκδόσεις 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

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> <i>Consult Appendix A</i> <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>		
This course aims to provide theoretical knowledge and practical skills to improve the quality of tourism services. It examines the principles of Total Quality Management (TQM) and their application in the tourism sector, with the aim of continuously improving customer experience, enhancing the competitiveness of tourism businesses and the sustainable development of the sector. Upon successful completion of this course, students will be able to: - describe the basic principles of Total Quality Management and its importance in the tourism industry. - value the role of leadership and corporate culture in creating an environment that promotes quality and innovation. - recognize quality and certification standards applied to tourism businesses (π.χ. ISO, EFQM, HACCP). - evaluate the methods of measuring and managing quality in tourism services. - apply quality control methods - propose techniques for continuous improvement in the operating procedures of tourism businesses. - develop strategies to improve customer satisfaction with the aim of enhancing the visitor's experience. - incorporate sustainable development and corporate social responsibility practices in the quality management of tourism businesses. As a field of study, it is related to the courses: 1.3C Organization and Management of Tourism Enterprises and 3.2C Human Resource Management.		
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>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	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
	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

• Basic Concepts of Total Quality Management (TQM) • Principles of the TQM. TQM triangle. Value Chain-Value System • The Founders (gurus) of TQM • Quality in Services and Tourism • Statistical Quality Control • Quality Improvement Methods • Total Quality Management in Tourism Businesses • The Functions of Quality Management • TQM in Human Resource Management • Standardization and Quality Assurance Standards • The most important awards of Total Quality • Quality Certification in the Tourism Industry • Case studies-applications of IOP in tourism businesses
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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		43
	Private study		65
	Final Exam		3

directed study according to the principles of the ECTS.	Total number of hours for the Course (25 hours of work-load per ECTS credit)		150
STUDENT 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	X	30%
	Mid-term exam		
	Problem solving		
	Laboratory work		
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		

5. RECOMMENDED LITERATURE

- Katsoni V. and Laloumis D. (2010) Total Quality Management - Application to Tourism, ed. Stamouli
- Sutton C., Williams C., Buswell J., Donne K. (2020). Διοίκηση Ποιοτικών Υπηρεσιών στην Αναψυχή, στα Events, στον Τουρισμό και στα Σπορ. Προπομπός.
- MokC., SparksBetal. (eds.) (2001) Service Quality Management in Hospitality, Tourism and Leisure, Routledge
- Paraschi, E. P., Georgopoulos, A., & Kaldis, P. (2019). Airport Business Excellence Model: A holistic performance management system. Tourism Management, 72, 352-372.
- Paraschi, E. P. (2020). Accessibility, tourism and social welfare: Covid19 and a new quality-of-life tourism model for the Greek islands. International Journal of Cultural and Digital Tourism, 6(Special Issue), 10-21.
- Holjevac, I. A. (2008). Business ethics in tourism—as a dimension of TQM. Total Quality Management & Business Excellence, 19(10), 1029-1041.
- Kapiki, S. (2012). Quality management in tourism and hospitality: An exploratory study among tourism stakeholders. International Journal of Economic Practices and Theories, 2(2).
- Hussain, M., & Khan, J. (2020). Key success factors of Total Quality Management (TQM) for the hospitality sector: A critical review of the literature. European Journal of Hospitality and Tourism Research, 8(2), 1-17.

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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
COURSE TYPE	SKILLS DEVELOPMENT / 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

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, the student will be able to:

- Analyze the role and strategic importance of internal audit within tourism enterprises in the context of governance and regulatory compliance.
- Apply auditing standards and methodologies (e.g., COSO, risk-based auditing) to identify risks and manage audit procedures.
- Design comprehensive internal audit plans tailored to the specific characteristics of tourism businesses.
- Evaluate the effectiveness of control mechanisms in preventing fraud, waste, and non-compliance.
- Prepare and present audit reports with documented findings and actionable recommendations.
- Collaborate with management and other operational units to integrate internal audit into the overall management 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

	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

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

<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>	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)	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	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

- Αλέξανδρος Γαρεφαλάκης, Ανδρέας Κουτούπης, Παναγιώτης Κυριακόγκωνας, Εταιρική διακυβέρνηση, Διαχείριση Κινδύνων και Εσωτερικός Έλεγχος, Εκδόσεις ΑΛΕΞΑΝΔΡΟΣ Σ. Ι.Κ.Ε.
- 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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			

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

The aim of the course is to provide the appropriate knowledge and essential techniques for designing and implementing research methodologies in the field of tourism, which significantly contribute to the effective management of tourism businesses and destinations. The course objectives are for students to acquire knowledge and skills related to the four fundamental stages of developing and conducting research aimed at solving problems in contemporary academic and managerial tourism research: (1) Selecting an appropriate research methodology, (2) Choosing suitable methods/techniques for collecting quantitative and qualitative data, (3) Analyzing quantitative and qualitative data, including the use of relevant software tools, and (4) Presenting research findings and formulating 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.

As a field of study, the course is connected with the following courses: Business Statistics, Statistical Data Analysis, Information Systems for Tourism Business, Geographic Information Systems in Tourism, Forecasting Methods in 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?

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

<i>Working independently</i> <i>Teamwork</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</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	
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	
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

• Introduction to Research • The Research Process • Literature Review • Sources of Secondary Data • Sampling • Measurement • Quantitative Methods • Measurement Instruments – Questionnaire • Qualitative Research Methods • Mixed Research Methods • Quantitative Data Analysis • Qualitative Data Analysis • Writing a Research Report
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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,</i>	Activity		Workload of semester
	Lectures		39
	Tutorials		
	Laboratory practice		26

<i>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>	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	
	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

Greek Literature

- Veal, Anthony J., & Christou, Evangelos (2022). Research Methodologies in Tourism (3rd ed.). Broken Hill Publications.
- Dubarry, Ramesh (2020). Research Methods for Students in the Field of Tourism, Scientific Editors: G. Agyiomyrgianakis & A. Menegaki. Gutenberg Publications.
- Easterby-Smith, Mark, Jaspersen, Lena J., Thorpe, Richard, & Valizade, Danat (2023). Research in Management and Business, Scientific Editor: Ilias Santouridis. Propobos Publications.
- Schindler, Pamela S. (2019). Business Research Methods, Edited by Alexandros Apostolakis & Markos Kourgiantakis. Kritiki Publications.
- Creswell, J. David & Creswell, John W. (2019). Research Design, Scientific Editors: Ilias Santouridis & Jenny Pagge. Propobos Publications.
- Saunders, M., Lewis, P., & Thornhill, A. (2019). Research Methods for Business and Economics. DISIGMA Publications.
- [Prokopis A Christou, Katerina Pericleous, \(2026\). The Research Handbook, Short and Smart, CABI](#)
- Adler, Emily & Clark, Roger (2018). Social Research: A Tour of Methods and Techniques. Tziola Publications.
- Bryman, Alan (2017). Social Research Methods. Gutenberg Publications.
- Stathakopoulos, V. (2017). Market Research Methods. Ath. Stamoulis Publications.

English Literature

- A. J. Veal (2018). Research Methods for Leisure and Tourism. Pearson Publications
- Paul Brunt, Susan Horner, & Natalie Semeley (2017). Research Methods in Tourism, Hospitality & Events Management. SAGE Publications

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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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 will be able to:

- Describe the basic terminology and concepts of food service departments.
- Distinguish the ways of organizing and operating the food service department of a hotel or independent catering or food service business.
- Pre-estimate the costs (costing) of raw materials and operations for a specific period of operation of the catering departments - enterprises as well as forecast/estimate the revenues expected from the corresponding period.
- Organize effectively the operation and attitude of the staff of these departments - enterprises.
- Develop techniques to promote sales of their products.
- Discover new trends in the food service departments of hotels.
- Organize effectively processes related to food and beverage (food & beverage) management in hotel businesses.
- Plan and organize the operation of catering services.

- Describe the production and serving techniques of the products of the catering departments of hotels or independent catering or catering establishments.
- Evaluate the importance of new technologies in the management of catering services.

The course is related to the following courses: Tourism Firms Management and Hospitality 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?

<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
X	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
	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 teaching the subject (theories, learning models, teaching methodology, curricula, teaching objectives, teaching materials, assessment). The development and cultivation of the student's profile will also be done through the design and implementation of practical teaching exercises on the subject area modules. The content of the course is divided into two parts: theoretical and 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

In the laboratory part of the course, lectures include:

- Design and implementation of practical teaching exercises on subject areas of the subject.
- Case studies.
- Role-playing in service conditions in the food service business.

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		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		X	35%	
Mid-term exam				
Problem solving				
Laboratory work		X	35%	
Written work, essay/ report				
Public presentation				
Oral examination				
Report				

5. RECOMMENDED LITERATURE

- Arvanitis, Arvanitis, D. (2016). Restaurant Management. Propobos Publications.
- Arvanitis, Arvanitis, D. (2021). Bar – Oenology. Propobos Publications.
- Cousins, J., Foskett, D., Graham, D., Hollier, A. (2019). Food and Beverage Management: For the Hospitality, Tourism and Event Industries (5th ed.), Goodfellow Pub Ltd.
- Davis B., Lockwood, A., Pantelidis, I.S., Alcott, P. (2018). Food and Beverage Management (6th ed.), Routledge.
- Hayes, D.K., Ninemeier, J.D. (2022). Management of Food and Beverage Operations. Educational Institute of the American Hotel Motel Assoc.
- Food and Beverage Management.

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

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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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 aim of the course is to familiarize the student with the current spatial planning legislation and the spatial planning tools provided by it, aiming at the rational spatial planning and the sustainable development of tourism activities. Upon completion of the course, students will be able to:

- recognise the legal spatial instruments of a strategic and regulatory nature provided by the national spatial planning system
- distinguish between the organised forms of development of tourism activities provided by land-use law
- understand the contribution of rational spatial planning in promoting sustainable tourism development
- explain the role of spatial planning and spatial policies in the creation of tourist destinations and the promotion of specific forms of tourism

- assess the role of spatial planning and spatial policies in promoting tourism entrepreneurship and attracting investment.

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
	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

- Institutional framework and structure of the spatial planning system
- Presentation of the organised forms of development of tourism activities provided by land-use law (Integrated Tourism Development Areas, Special Spatial Development Plans for Public Real Estate with the main spatial destination of tourism - recreation, Special Spatial Development Plans for Strategic Investments in the tourism sector, complex tourist accommodation and small-scale mixed tourist accommodation).
- Means of spatial organisation of tourism in urban and extra-urban areas (island, coastal, mountainous, areas of the national system of protected areas).
- The role of spatial planning and spatial policies in the creation of tourist destinations and in shaping the tourism development pattern of a region - Examples from Greece and Europe
- The role of spatial planning and spatial policies in facilitating tourism entrepreneurship and attracting investment.
- Spatial policies and actions to increase the attractiveness of tourist destinations
- The contribution of spatial planning to achieving sustainable tourism development
- 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)

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES <i>Use of ICT in teaching, laboratory education, communication with students</i>	Others:		
	X	Slides	
	X	Asynchronous training (e-class)	
	X	Email communication	
		Virtual (simulated) laboratory training	
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		54
	Private study		54
	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 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

- Chatzopoulou Ioanna, Tourism spatial planning legal tools» Legal Framework - Practical Applications, ed. Tsotras, Athens, 2024.
- Efthimia Sarantakou, Nikolaos Karachalis, Planning and management of tourist destinations. Strategies and spatial approaches, ed. Kritiki, Athens 2024.
- Kokkosis Harris, Tsartas Parris, (2019), Sustainable tourism development and environment-2nd edition, Kritiki
- Marios Haidarlis, The legal spatial planning tools of strategic character, Theory and Practice, published by Nomiki Vibliothiki, Athens 2017.
- Tsartas P., Lytras P. (eds) (2017), "Tourism, tourism development: contributions of Greek scientists" Papazisis Publications
- Papapetropoulos A., Spatial Planning and Sustainable Development, published by Nomiki Bibliothiki, 2009.
- 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

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

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS
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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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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 <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> <i>Consult Appendix A</i> <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> Upon successful completion of this course, students will be able to: - Comprehend the concept and particularities of entrepreneurship, - Discern ideas from business opportunities and identify the latter, - Understand and nurture characteristics that induce entrepreneurship, - Comprehend and manage change and innovation (product, service, process and organizational), at a personal, business and strategic level, - Correlate market needs with technological and organizational change aimed at improving competitiveness, - Approach business change and innovation in an integrated manner, - Recognize the significance of technology, especially for the tourism sector that is mainly a user and not a producer of technology. As a subject area, the course is related to: “Tourism Business Organization and Management”, “Human Resources Management”, “Hospitality Management”, “Air Transport Management”, “Management of Travel Organizations & Agencies”, “Food & Beverage Businesses Management”, “Strategic Tourism Business Administration”, “Conference and Event Management”, “Decision Making and Business Planning for Tourism Firms”. General Abilities
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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
	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

- The concept of entrepreneurship
- The importance of small to medium sized tourism businesses
- Ideas, business opportunities and how to differentiate and identify these
- Intentions, myths and stereotypes regarding business efforts
- Entrepreneurship in the world and in Hellas
- Characteristics and traits of businessmen and businesswomen
- Definitions and types of innovation
- Innovation and competitive advantage
- Business models
- Forces that shape the competitive environment
- Innovation as a fundamental business process
- What we know about successful innovation management
- Technology 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
		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		15	
	Study and analysis of bibliography			
	Private study		93	
	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			
	Written work, essay/ report			
	Public presentation		X	25%
	Oral examination			
	Report			
	Projects can be assigned on a voluntary basis. When they are, projects constitute 25% of the final grade.			

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., 2020, "Tourism and Innovation", 2nd Ed., Routledge

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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			

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

Learning outcomes

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

Consult Appendix A

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

The main purpose of this object is to reinforce the students with dexterities concerning their ability to combine the economic theory and methodology on the practical field of taking decisions. Furthermore, to be able to use the technical apparatus of the economic analysis, of the management and the decision-making technics, to pursue the optimal solution related to the economic unit perceived as an operational organization. The systematic approach of the market, of the productive organization, of the micro- and macro- inspection of the frame in which the firm's organization functions to be articulated in an operational whole. We make loans from different aspects of the research, beyond the traditional approach business product optimization, making attempts to incorporate traits of strategic marketing and consumer behaviour. The central intention remains to transform the potential product - service according to the consumer expectation, to alternate it in productive achievement.

Having attended the lessons of this scientific domain the student should be in a state:

- to understand the way of using the apparatus of the decision making in the consequence analysis, on attempting to adopt the best alternative actions,
- to use the optimal technics for decision making,
- to interpret the consumer behaviour as far as the firm's concern, estimating the demand functions and forecasting the demand,
- to utilize the consumer behaviour,
- to comprehend the producer's behaviour making use of the productive functions,
- to incorporate in the productive function the results of the market's strategic analysis,
- to search on the alternative ways of the productive amelioration and the effectiveness of a productive unit,
- to perceive the cost theory, to estimate the cost function and understand the way under which the price is forged in the differentiated market editions,
- to perceive and implement the principles concerning the risk analysis of the business decision,
- to know and implement the principles of the decision making under uncertainty especially to investment programming,
- to search systematically in the macro environment of the firm and to transform – alternate intentionally the business activity,

- to comprehend the specificity of the touristic business and the way in which it is incorporated into the general productive division.

Connections: draws or provides data and information from/to the Knowledge Areas: 1.2C

MICROECONOMICS, 3.3C TOURISM ECONOMICS, 2.1C MACROECONOMICS, 5.8S INTERNATIONAL ECONOMIC RELATIONS.

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>

<u>X</u>	Search for, analysis and synthesis of data and information, with the use of the necessary technology
	Adapting to new situations
<u>X</u>	Adapting to new situations
<u>X</u>	Decision-making
X	Working independently
<u>X</u>	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
<u>X</u>	Criticism and self-criticism
<u>X</u>	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

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)		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	50%
		Multiple choice questionnaires		X	50%
Mid-term exam					
Problem solving					
Laboratory work					
Written work, essay/ report		X	%		
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

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

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> <i>Consult Appendix A</i> • Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B • Guidelines for writing Learning Outcomes
The aim of 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. Upon successful completion of the course the student will be able to: • 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

Connections: draws or provides data and information from/to the following Knowledge Areas: 6.2C Management of special and alternative forms of tourism, 5.7S Tourism and regional development, 6.1C Tourism destination planning and management, 8.3C Tourism and the environment – Sustainable tourism 7.5S. Tourism and spatial planning, 4.3C Tourism development strategies and policies 8.7S New technologies in intelligent tourism systems.

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
	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 process of development. The concept and content of tourism development. Theoretical approaches to development and tourism development.
- Analysis of tourism development models (Miossec's model: the structure of tourist areas in space and time, Butler's model: the life cycle of a tourist destination, Gormsen's model: the spatio-temporal development of coastal international tourism, etc.).
- Models of tourism development. Effects of tourism development on host destinations.
- Models of development compatible with the use of tourism resources in host destinations.
- Sustainable/sustainable development and carrying capacity. Principles of sustainable/sustainable tourism development.
- Case studies on the application of tourism development models: analysis and evaluation. Models of tourism policy formulation and implementation at national, regional and local level.
- Local society and its participation in the decision-making process.

- Contemporary tourism reality and the sustainable policy actions of the European Union
- Analysis of the UN Tourism Sustainable Development Strategies (UN Tourism 4SDGs).

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)		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	20%
		Multiple choice questionnaires		X	40%
Mid-term exam					
Problem solving					
Laboratory work					
Written work, essay/ report		X	30%		
Public presentation		X	10%		
Oral examination					
Report					
Other: In the case of a written optional assignment, the final grade will be based 60% on the written exam and 40% on the written assignment, rather than 100% on the written exam					

5. RECOMMENDED LITERATURE

- Okumus, F., Altinay, L., & Chathoth, P. (2010). Strategic Management in the International Hospitality and Tourism Industry (1st ed.). Routledge.
- Dionysopoulou, P. (2023). Tourism Policy at the International, European, and National Levels. Papazisis. Athens (in greek)
- 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.

8.1C. 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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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

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

- acknowledge the main available strategic choices and comprehend the need for taking non-expected actions.
- understand the sources of competitive advantage, traditional and others, as well as the need for unique strategic proposals and solutions
- conduct business external and internal environment analysis
- evaluate and assess conditions of uncertainty
- plan and use competitive and corporate strategies
- conduct benchmarking, using relevant techniques

As a subject area, the course is related to: "Human Resources Management", "Hospitality Management", "Air Transport Management", "Management of Travel Organizations & Agencies", "Total Quality Management for Tourism Businesses", "Food & Beverage Business Management", "Entrepreneurship, Innovation and

Technology in the Tourism Sector”, “Conference and Event Management”, “Decision Making and Business Planning for Tourism Firms”.

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
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

- Strategy and the necessity for a strategic view
- Strategic analysis of the external environment
- Strategic analysis of the internal environment: value chain, implications and concept evolution
- Strategic analysis of the internal environment: resource – based view
- Strategy under conditions of risk and uncertainty
- Competitive strategies: cost leadership
- Competitive strategies: differentiation and relation to innovation
- Competitive strategies: focused cost leadership, focused differentiation and mixed approaches
- Corporate strategy for stability
- Corporate strategy for growth and for development
- Corporate strategy for turning around
- Inter-firm cooperation strategies
- Benchmarking and strategic control

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

Use of ICT in teaching, laboratory education, communication with students	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		15	
	Study and analysis of bibliography			
	Private study		93	
	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			
	Written work, essay/ report			
	Public presentation		X	25%
	Oral examination			
	Report			
	Projects can be assigned on a voluntary basis. When they are, projects constitute 25% of the final grade.			

5. RECOMMENDED LITERATURE

- Okumus, F., Altinay, L., Chathoth, P., 2010, "Strategic Management for Hospitality and Tourism, Butterworth –Heinemann, Elsevier - Evans, N., 2024, "Strategic Management for Tourism, Hospitality and Events", 4th Ed. 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.
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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,</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	
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

Learning outcomes

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

Consult Appendix A

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

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

- 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.

As a field of study, it is associated with the courses: *Introduction to Marketing, Tourism MArketing, Consumer Behavior in Tourism*

General Abilities

Taking into consideration the general competences that the degree-holderMarketinguire (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	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

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)		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	60%
	Multiple choice questionnaires		X	40%
	Mid-term exam			
	Problem solving			
	Laboratory work			
	Written work, essay/ report		X	
	Public presentation			
	Oral examination			
	Report			
	Other: Students have the option to undertake a written assignment, which contributes 25% to the final grade.			

5. RECOMMENDED LITERATURE

- [Smith, P. R., & Chaffey, D. \(2025\). Υπεροχή του ψηφιακού μάρκετινγκ: Σχεδιασμός, βελτιστοποίηση και ενσωμάτωση του διαδικτυακού μάρκετινγκ \(1η έκδ.\). Εκδόσεις Παπαζήση.](#)
- [Τζωρτζάκης, Κ., & Charlesworth, A. \(2020\). Μάρκετινγκ – Περιλαμβάνει και digital μάρκετινγκ. Εκδοτικός Οίκος Rosili.](#)
- [Βλαχοπούλου, Μ. \(2019\). Ψηφιακό μάρκετινγκ: Από τη θεωρία στην πράξη. Εκδοτικός Οίκος Rosili.](#)
- [Hanlon, A. \(2022\). Ψηφιακό μάρκετινγκ: Σχεδιασμός, στρατηγικές και πρακτικές. Broken Hill Publishers Ltd.](#)
- [Kingsnorth, S. \(2022\). Στρατηγική ψηφιακού μάρκετινγκ. Προπομπός.](#)
- [Jobber, D., & Ellis-Chadwick, F. \(2023\). Οι αρχές και η πρακτική του μάρκετινγκ \(1η έκδ.\). Εκδόσεις Παπαζήση.](#)
- 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.

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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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 <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> <i>Consult Appendix A</i> <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>	
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 <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>Adapting to new situations</i> <i>Decision-making</i> <i>Working independently</i> <i>Teamwork</i> <i>Working in an international 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>

Working in an interdisciplinary environment	
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

- 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
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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		26
	Essay writing		
	Study and analysis of bibliography		
	Private study		82
	Final Exam		3
	Total number of hours for the Course		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>	(25 hours of work-load per ECTS credit)		
	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

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 120 Credits.		
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 Internship aims at the direct connection of the theoretical and laboratory studies of the students with the practical application.

In the context of the implementation of the Internship, students are expected to:

- assimilate theoretical academic knowledge through its application in a real work environment,
- be informed about labor market trends and the knowledge - skills required,
- develop outgoing personality and professional conscience,
- get acquainted with the productive and administrative processes, in bodies, organizations and companies of the private and public Tourism sector,
- to familiarize themselves with and apply new specializations and practices in tourism within the employment organizations
- 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.

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	Decision-making
X	Working independently
X	Teamwork
X	Working in an international environment
X	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
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 Internship lasts three (3) calendar months and is set at 35-40 hours/week. It has been defined as full-time in accordance with applicable legislation.

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.

The internship may be conducted in public services, public-law legal entities (N.P.D.D.), first- and second-level local government organizations (O.T.A.), private legal entities (P.L.E.), and companies, hereinafter referred to as "Host Organizations," under the guidance of a supervising officer from the Host Organization and the supervision of a faculty member of the Study Program.

The internship may also be conducted at Host Organizations located abroad.

The Academic Coordinator of the course's internship is a faculty member, appointed by a decision of the Departmental Assembly

For each student, the Academic Internship Committee appoints an Internship Supervisor (faculty member of the Department) who is responsible for the final evaluation and grading of the student. During the Internship, the Internship 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

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-directed study according to the principles of the ECTS.</i>	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)	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>	Developing questions	
	Multiple choice questionnaires	
	Mid-term exam	
	Problem solving	
	Laboratory work	
	Written work, essay/ report	
	Public presentation	
	Oral examination	
	Report	

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

The Internship is evaluated/graded by the Internship Supervisor based on the deliverables submitted by the student after the end of the internship.

5. RECOMMENDED LITERATURE

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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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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 successful completion of the course, students should be able to:

- Describe the types of events.
- Distinguish the structure of the MICE tourism market.
- Explain the specifics of the conference market.
- Recognize the stages of organizing a conference event.
- Plan conference and event events using appropriate promotion and publicity methods.

- Distinguish the role of the conference organizer and the framework for communicating and negotiating with stakeholders and businesses to hold an event.
- Identify the specificities of the different types of events and the stages of their organization.
- Discover new trends in the organization of conferences and events.
- Draw up economic and technical studies relating to the organization of conferences and events, allocate tasks and produce timetables, ensuring that they are adhered to, in collaboration with the partners chosen for the organization of the event.
- Assess the importance of new technologies in the management of conferences and events.

The course is related to the following courses: Tourism Firms Management, Hospitality Management, Food & Beverage Management, Special & Alternative Tourism 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?

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
	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

- The Conference and Event Management course deals with the conception and organization of successful events based on elements of organizational and operations management. The course will be presented through management issues and theories related to event management within the events and convention industry and through the application of these theories to the operations that take place during an event. The course aims to study the methods and processes required to organize an event, their planning, the organization of events of different types and the management of appropriate technologies and strategy.
- MICE tourism - Conceptual approaches.
- The impact of MICE tourism on tourist destinations.

- Corporate meetings, business travel, incentive travel, exhibitions and conferences - Types and characteristics.
- Conference and Exhibition Tourism: market analysis.
- Financing and sponsors of conference events. The role of Convention and Visitor Bureaus (CVB).
- Features of the organization of a scientific conference: Evaluation, negotiation and assignment to a hotel or conference center (venues). Contract of cooperation and conduct of the event.
- The scientific dimension of the conference. Communication with delegates and speakers, management of scientific studies and presentations.
- Modern technological equipment and its installation. Technical support companies.
- Event Tourism - Musical, sporting and social events.
- Strategic management and budgeting of events.
- Legal issues and evaluation of events.
- Case studies.
- Work 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.</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 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

- Papageorgiou, A. (2023). Conference and Events Management. BROKEN HILL PUBLISHERS LTD.
- Vasiliadis, Ch. (2020). Events Marketing and Management. Th. Karagiorgou O.E. Publications.
- Sutton, C., Williams, C., Buswell, J., Donne, K. (2020). Management of quality services in leisure, events, tourism and sports. Propobos Publications.
- 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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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:

- Analyze and interpret financial data using horizontal, vertical, and trend analysis techniques.
- Calculate and interpret key financial ratios related to liquidity, profitability, leverage, and efficiency.
- Evaluate the financial health and solvency of enterprises based on published financial statements.

- Identify patterns and performance trends using historical and comparative data.
- Use financial analysis tools to support investment and managerial decision-making.
- Synthesize financial findings and present well-documented conclusions.

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
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	
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)		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		
	Written work, essay/ report		
	Public presentation		
	Oral examination		
	Report		

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

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**Learning outcomes**

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

Consult Appendix A

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

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

- recognize and utilize new and innovative technologies,

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

General 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)		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	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</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>		
TOTAL		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

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.

Upon completion of the course students should be able to:

- 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).

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

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

Working in an international environment Working in an interdisciplinary environment		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	
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. 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		
	Tutorials		
	Laboratory practice		
	Project		50
	Essay writing		25
	Study and analysis of bibliography		50
	Private study		
	Final Exam		25
	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>	Developing questions		
	Multiple choice questionnaires		

<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>	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 <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> <i>Consult Appendix A</i> • 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:

- 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
- Comprehend the advantages and weaknesses of (a) current forecasting methods and (b) of aids and tools for planning and project management
- Systematically study the repercussions of each alternative decision and strategic choice
- Study a range of potentially applicable business models and develop complete business plans (including budgeting).

As a subject area, the course is related to: “Tourism Business Organization and Management”, “Hospitality Management”, “Air Transport Management”, “Management of Travel Organizations & Agencies”, “Total Quality Management for Tourism Businesses”, “Food & Beverage Business Management”, “Entrepreneurship, Innovation and Technology in the Tourism Sector”, “Strategic Tourism Business Administration”, “Conference and Event 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?

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	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

- The nature of decision – making and decision types
- Decision – making models
- Barriers to effective decision – making
- Team decision – making
- Forecasting methods and advantages and weaknesses

- Planning and project management aids and tools and their advantages and disadvantages
- Notion and use of a business plan
- Business planning software and technical and legal issues
- Analysis of parts and contents of business plans
- The market, value for the customer and demand estimation
- Sales forecasting
- Budgeting
- Business goals and types of organizational plans

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		30		
	Essay writing				
	Study and analysis of bibliography				
	Private study		78		
	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					
Written work, essay/ report					
Public presentation		X	25%		
Oral examination					
Report					
Public presentation of the project undertaken is optional. Is chosen, it accounts for 25% of the total grade.					

5. RECOMMENDED LITERATURE

- Barringer, B. (2015) "Preparing Effective Business Plans: an entrepreneurial approach", Pearson
- McKeever Mike (2019) "How to Write a Business Plan", 14th ed., NOLO
- Clippinger, D. (2019) "Business Report Guides: research reports and business plans", Business Expert Press
- Hill, B. and Power, D. (2013) "Small Business Owner's Guide to Business Plans", Allworth Press
- Kepczynski, R., Jandhyala, R., Sankaran, G. and Dimofte, A. (2018) "Integrated Business Planning", Springer
- Peterson, S., Jaret, P. and Findlay-Schenck, B. (2016) "Business Plans Kit", 5th ed., "for dummies", Wiley

- Sankaran, G., Sasso, F., Kepczynski, R. and Chiaraviglio, A. (2019) "Improving Forecasts with Integrated Business Planning", Springer

8.10S. AIRPORT AND SEAPORT MANAGEMENT

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	8.10S	SEMESTER OF STUDIES	H
COURSE TITLE	AIRPORT AND SEAPORT 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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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

Airports and seaports are the main gateways for tourist flows and shape the first and last impression of visitors. At the same time, their role is crucial for serving the tourist carriers (airlines, shipping and cruise companies). This dual role gives them a central place in the tourist transport pipeline. Moreover, in today's liberalised transport environment, seaports and airports should be able to function not only as effective infrastructures, but as efficient enterprises, too. This course aims to help students to understand the concepts of organization and management of seaport and airport organizations and the ways in which they have evolved, in the context of the international transport and tourism environment, distinguish the range and characteristics of the services offered by airports and seaports, apply concepts and principles of modern entrepreneurship in the context of airport and seaport organizations. Upon completion of this course, students are expected to be able to:

- understand the operational and regulatory framework of airports and seaports.
- analyze the particular financial, organizational and administrative issues related to modern airports and seaports.
- explain the impact of airports and seaports on tourism and regional development.
- implement approaches for the efficient organization and operation of airports and seaports, in order to maximize value for all stakeholders (management, employees, investors, local community, national and international economy).

As a field of study, it is related to the course: 5.2C Air Transport 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?

<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
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

- Organization of airports and seaports
- Operational and regulatory framework
- Passenger and freight transport
- Service Providers
- Liberalisation of airports and seaports
- Financial management
- Performance management
- Safety and security
- Service quality management
- Cruise ports
- Water Airports

- Impact of airports and seaports
- Modern technologies in airports and seaports

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		23		
	Essay writing		40		
	Study and analysis of bibliography				
	Private study		45		
	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	30%
Mid-term exam					
Problem solving					
Laboratory work					
Written work, essay/ report		X	60%		
Public presentation		X	10%		
Oral examination					
Report					

5. RECOMMENDED LITERATURE

- Bilotkach, V. (2023). Economics of Airlines, 2nd edition, Propobos Publications.
- Polyzakis A. (2023). *Airports, Heliports, Water Aerodromes*. Heat Cool Publications. Frontier
- Chlomoudis K. (2011). Trends and developments in the port industry. Papazisis Publications.
- Graham, A. (2023). Managing airports: An international perspective. Routledge.
- Prather, C. D. (2015). Airport management. Aviation Supplies & Academics, Incorporated Alderton, P., & Saieva, G. (2013). Port management and operations. Taylor & Francis.
- Notteboom, T., Pallis, A., & Rodrigue, J. P. (2022). Port economics, management and policy. Routledge.
- Jarach, D. (2001). The evolution of airport management practices: towards a multi-point, multi-service, marketing-driven firm. Journal of air transport management, 7(2), 119-125.
- Fernandes, E., & Pacheco, R. R. (2010). A quality approach to airport management. Quality & Quantity, 44(3), 551-564.

- Paraschi, E. P., Georgopoulos, A., & Kaldis, P. (2019). Airport Business Excellence Model: A holistic performance management system. *Tourism Management*, 72, 352-372.
- Bouyakoub, S., Belkhir, A., Bouyakoub, F. M. H., & Guebli, W. (2017, July). Smart airport: An IoT-based airport management system. In *Proceedings of the International Conference on Future Networks and Distributed Systems* (pp. 1-7).
- Helm, S., Loth, S., & Schultz, M. (2015, July). Advancing total airport management—An introduction of performance based management in the airport context. In *Proceedings of the 19th ATRS World Conference*, Singapore (pp. 2-5).
- Lam, J. S. L., & Notteboom, T. (2014). The greening of ports: a comparison of port management tools used by leading ports in Asia and Europe. *Transport Reviews*, 34(2), 169-189.

8.11S. HOTEL AND SHIPPING ACCOUNTING

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	8.11S	SEMESTER OF STUDIES	H
COURSE TITLE	HOTEL AND SHIPPING 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	
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 <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> <i>Consult Appendix A</i> • 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: • Know the accounting systems and practices applied in hotel and shipping businesses.

- Understand the basic concepts and principles of hotel and shipping accounting.
- Recognize the importance of accounting for the successful operation of a hotel and shipping 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?

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
	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
	Production of free, creative and inductive thinking

3. COURSE CONTENT

- The role of accounting in hotel businesses
- Basic accounting concepts and principles of hotel accounting
- Accounting framework of hotel accounting
- Recording of room and restaurant transactions
- Food and beverage inventory management
- Recording and control of room and restaurant sales
- Main Courante table
- The role of accounting in the shipping industry
- Registration and control of shipping transactions
- Ship and cargo accounting
- Management of shipping costs and revenues
- Accounting of charter agreements and time charters
- Registration and control of shipping claims
- Administration of marine insurance contracts
- Storage and management of fuel, lubricants and spare parts
- Inventory accounting and cost of goods sold
- Stock assessment and safety stocks
- Master Account

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		58		
	Private study		50		
	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		X	25%		
Laboratory work					
Written work, essay/ report					
Public presentation					
Oral examination					
Report					

5. RECOMMENDED LITERATURE

- Λεκαράκου Κ. (2011), «Ξενοδοχειακή Λογιστική», Αθήνα
- Γαρεφαλάς, Λεμονάκης, Πασσάς, Καγιάς (2020), «Ειδικά Θέματα Λογιστικής», Αλέξανδρος ΙΚΕ, Θεσσαλονίκη
- ΛΕΚΑΡΑΚΟΥ ΑΙΚΑΤΕΡΙΝΗ - ΠΑΠΑΣΠΥΡΟΥ ΑΓΓΕΛΟΣ, (2001), Ναυτιλιακή Λογιστική, Εκδόσεις Ιδιωτική Έκδοση
- Mongiello, M., & Harris, P. (2006). Management accounting and corporate management: insights into multinational hotel companies. International Journal of Contemporary Hospitality Management, 18(5), 364-379.
- Saleh, M. M. A., Jawabreh, O., & Abu-Eker, E. F. M. (2023). Factors of applying creative accounting and its impact on the quality of financial statements in Jordanian hotels, sustainable practices. Journal of Sustainable Finance & Investment, 13(1), 499-515.

8.12S. ACCESSIBILITY PLANNING AND MANAGEMENT IN TOURISM**1. GENERAL**

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	8.12S	SEMESTER OF STUDIES	H
COURSE TITLE	ACCESSIBILITY PLANNING AND MANAGEMENT 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	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

This course focuses on the study of accessibility in the tourism sector, highlighting the importance of ensuring equal participation for all individuals in the tourism experience. It examines the principles of universal design, the needs of different visitor groups (persons with disabilities, older adults, and individuals with temporary limitations), as well as practices for adapting infrastructure, services, and digital tools to enhance accessibility. Upon completion of this course, students are expected to be able to:

- Understand the fundamental concepts of accessibility and inclusion.
- Identify barriers to tourism participation, including physical, digital, and social barriers.
- Describe the needs and expectations of different categories of visitors.
- Assess the level of accessibility of tourism businesses and destinations.
- Analyze relevant legislation, regulations, and accessibility standards.
- Develop strategies for creating accessible tourism destinations.
- Apply universal design principles in tourism environments.
- Design and propose accessibility improvement plans and interventions.

- Integrate accessibility principles into the sustainable tourism development of destinations.

The course is related to the following courses: Hospitality Management, Tourism Firms Management and Food & Beverage 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?

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
	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

- Concept and Dimensions of Accessibility in Tourism
- Categories of Disabilities and the Social Dimension of Accessibility
- Visitor Categories and the Tourism Experience
- Universal Design Principles
- Accessible Infrastructure in Hospitality Establishments
- Accessible Public Transportation Infrastructure
- Accessible Infrastructure in Tourist Attractions, Cultural Sites, and Natural Resources
- Digital Accessibility and Assistive Technologies
- Legislation and International Accessibility Standards
- Management and Certification of Accessible Destinations
- Case Studies in Accessible Tourism
- Accessibility and Sustainable Tourism Development
- Emergency Planning and Response Procedures

In addition, course lectures include:

- Design and implementation of practical teaching exercises on subject matter topics.
- Case studies.

- Simulation and analysis of real-life operational and non-operational scenarios

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		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)		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	40%
		Multiple choice questionnaires		X	40%
		Mid-term exam			
Problem solving		X	20%		
Laboratory work					
Written work, essay/ report					
Public presentation					
Oral examination					
Report					

5. RECOMMENDED LITERATURE

- Theocharis, N. (2021). Hotel Front Office Management: Organization–Administration–Applications (3rd ed.). Athens: Propobos.
- Buhalis, D., & Darcy, S. (Eds.) (2011). Accessible tourism: Concepts and issues. Channel View Publications.
- Buhalis, D., Darcy, S., & Ambrose, I. (2012). Best practice in accessible tourism: Inclusion, disability, ageing population and tourism. Channel View Publications.
- Cassia, F., Castellani, P., Rossato, C. (2023). Accessible Tourism in the Digital Ecosystem. Springer.
- Eusebio, C., Teixeira, L., & Carneiro, M. J. (Eds.). (2021). ICT Tools and Applications for Accessible Tourism. IGI Global.
- Halpern, N., Rickly, J., Garrod, B., Hansen, M. (2025). Handbook of Accessible Tourism. Berlin: Walter de Gruyter GmbH.
- Kyritsi, K., & Vlachos, S. (2003). Social Exclusion and Vulnerable Groups. Athens: InFocus Publications.
- Myllyaho, A.H., Jutila, S. (2012). Inclusive Tourism Futures. Channel View Publications.
- Papadopoulos, I. (2015). Accessibility Handbook for Persons with Disabilities. Athens: Parisianos Publications.

- Rerres, K. (2013). Tourism for Older Adults. Athens: ITEP.
- Theocharis, N., Lagos, D., Varvaresos, St. (2020). Research in Innovative Technological Applications Affecting People with Disabilities in Greek Hotel Industry. EAST-WEST Journal of Economics and Business, Vol. XXIII-2020 (2), 33-49.
- Theocharis, N., Leligou, H.C., Tseles, D. (2022). Innovation for People with Disabilities in Hospitality Industry: A Theoretical Approach. HighTech and Innovation Journal, Vol. 3(1), 102-114.
- United Nations World Tourism Organization (UNWTO), (2016). Accessible tourism for all: An opportunity within our reach. UNWTO.
- Zisi, A., & Savvakis, M. (2019). Disability and Society: Contemporary Theoretical Challenges and Research Perspectives. Thessaloniki: Tziola Publications.

8.13S. MARKETING ANALYTICS IN TOURISM

1. GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
DEPARTMENT	TOURISM MANAGEMENT		
LEVEL OF COURSE	UNDERGRADUATE		
COURSE CODE	8.13S	SEMESTER OF STUDIES	H
COURSE TITLE	MARKETING ANALYTICS 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
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.			
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 <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 • 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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The course "Marketing Analytics in Tourism" will focus on the collection and use of data and analytics tools for making strategic and operational decisions in the marketing of tourism businesses, organizations and destinations. Upon completion of this course, students are expected to be able to:

- Explain the basic concepts and principles of marketing analytics and the role of data in decision-making in tourism businesses, organizations and destinations.
- Use Key Performance Indicators (KPIs) and data collected from digital marketing channels to measure, monitor, and evaluate the effectiveness of tourism products, services, and promotional activities.
- Apply basic market segmentation, data visualization and trend forecasting techniques to support marketing decisions.
- Evaluate the effectiveness of marketing activities and interpret analytics results with the aim of improving the customer/ tourist experience.
- Design evidence-based and customer-centered marketing strategies, using data, analytics tools and modern technologies to support decision-making.

The aim of the course is the development of data analysis and utilization skills, with the purpose of designing evidence-based and customer-centered marketing strategies. In this course, eye-tracker and VR equipment may be used.

As a subject area, it is linked to the courses: Introduction to Marketing, Tourism Marketing and Consumer Behavior in 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?

*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
X	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
	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

- Introduction to Marketing Analytics
- Data-driven Marketing
- Sources and Types of Data, Big Data
- Customer Analytics and Tourist Consumer Behavior
- Marketing Performance Indicators (Marketing KPIs)
- Web Analytics
- Social Media Analytics
- Data Visualization for Marketing
- Tourism Market Segmentation Based on Data
- Basic Forecasting Methods (Predictive Analytics in Marketing)
- Customer Experience Analytics (Use of Eye-Tracking and VR)
- Linking Marketing Analytics with Marketing Strategy

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		18	
	Essay writing			
	Study and analysis of bibliography			
	Private study		90	
	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	40%	
Mid-term exam				
Problem solving				
Laboratory work				
Written work, essay/ report		X		
Public presentation				
Oral examination				
Report				
Other: Students have the option to complete an optional written assignment, which contributes 30% to the final grade				

5. RECOMMENDED LITERATURE

- Αργυροπούλου, Μ, Βασιλειάδης, Χ. Α. (2026) και συνάδερφοι. Μεθοδολογίες Έρευνας & Αναλυτική στον Ευφυή Τουρισμό. Αθήνα: Εκδόσεις Κλειδάριθμος.
- Basu, R., Lim, W. M., Kumar, A., & Kumar, S. (2023). Marketing analytics: The bridge between customer psychology and marketing decision-making. *Psychology & Marketing*, 40(12), 2588-2611
- Kaushik, A. (2010). *Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity*. Sybex.
- Provost, F., & Fawcett, T. (2023). *Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking* (2nd ed.). O'Reilly Media.
- Rainy, T. A. (2025). AI-driven marketing analytics for retail strategy: a systematic review of data-backed campaign optimization. *International Journal of Scientific Interdisciplinary Research*, 6(1), 28-59.
- Siegel, E. (2020). *Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die* (Revised and Updated Edition). Wiley.