ΠΑΝΕΠΙΣΤΗΜΙΟ ΔΥΤΙΚΗΣ ΑΤΤΙΚΗΣ
UNIVERSITY OF WEST ATTICA

Α9. ΠΕΡΙΓΡΑΜΜΑΤΑ ΜΑΘΗΜΑΤΩΝ

COURSE OUTLINES

ΔΙΙΔΡΥΜΑΤΙΚΟ ΠΡΟΓΡΑΜΜΑ ΜΕΤΑΠΤΥΧΙΑΚΩΝ ΣΠΟΥΔΩΝ
Καινοτομία και Επιχειρηματικότητα στον Τουρισμό και την Τοπική Ανάπτυξη

MASTER OF SCIENCE in
Innovation and Entrepreneurship in Tourism and Local Development

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ΤΜΗΜΑ ΔΙΟΙΚΗΣΗΣ ΤΟΥΡΙΣΜΟΥ

ΤΜΗΜΑ ΔΙΟΙΚΗΣΗΣ ΕΠΙΧΕΙΡΗΣΕΩΝ ΠΑΝΕΠΙΣΤΗΜΙΟΥ ΑΙΓΑΙΟΥ

ΔΙΙΔΡΥΜΑΤΙΚΟ ΠΡΟΓΡΑΜΜΑ ΜΕΤΑΠΤΥΧΙΑΚΩΝ ΣΠΟΥΔΩΝ

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ΠΕΡΙΓΡΑΜΜΑΤΑ ΜΑΘΗΜΑΤΩΝ

COURSE OUTLINES

ΑΙΓΑΛΕΩ 2024

Table of Contents

FIRST SEMESTER

COURSE OUTLINE

1. GENERAL

SCHOOL	**SCHOOL OF ADMINISTRATIVE, ECONOMIC AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean**
ACADEMIC UNIT	**Dept of Tourism Management & Dept of Business Administration**
LEVEL OF STUDIES	**POSTGRADUATE PROGRAMME**
COURSE CODE	**101** **SEMESTER** **1ST**
COURSE TITLE	**TOURISM BUSINESS ADMINISTRATION**

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
	3	**6**
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	**Special background** **Specialised general knowledge**
COMPULSORY / OPTIONAL	**Compulsory**
PREREQUISITE COURSES:	**-**
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No

COURSE WEBSITE (URL)	

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 tourism enterprises. Upon completion of the learning process, the student will be able to:

- know the basic principles that characterize the management of tourism businesses
- understand the specifics of the nature and operation of tourism services.
- understand the complexity of the tourism industry and the basic characteristics of the businesses involved in the production of tourism products and services.
- identify business functions in the provision of hosting, transportation and agency services.
- understands the importance of human resource management in any type of tourism business.
- recognizes leadership systems in the environment of a tourism business.
- analyzes the factors that affect the quality of operation of tourism businesses.
- recognizes the issues that arise due to the participation of the tourist/customer in the production and consumption of tourist services.
- knows modern techniques and methods in the management of tourism businesses.
- applies modern methods of promotion and distribution of tourism products and services.
- recognizes the importance of new technologies in tourism management.

General Competences

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

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

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

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

3. SYLLABUS

Tourism, as a socio-economic activity, has important particularities that greatly affect the operation and management of tourism enterprises. In particular, the provision of tourism services requires the coexistence of producers and consumers (tourists) with the result that the latter participate and actively influence the production and consumption of tourism services. The aim of the course is to present and analyze the administrative techniques and methods that tourism enterprises must adopt in order to better manage the issues arising from the particular characteristics, the complexity of the nature and production of tourism services, the change of consumption patterns, but also the constantly changing external environment.

Basic Modules

- Scientific approaches to management
- Characteristics of tourist demand and tourist supply
- The environment of the tourism businesses
- Organization, structure and operations of hospitality businesses
- Organization, structure and operations of tourist transport
- Organization, structure and operations of travel organizations and agencies
- Human resource management in tourism businesses
- New technologies and internet in the composition and distribution of tourism products and services
- Digital transformation of tourism businesses
- Revenue management in tourism businesses
- Special topics in tourism entrepreneurship: small and medium-sized enterprises, family enterprises, sharing economy
- Corporate social responsibility of tourism businesses

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of ICT in teaching, communication with students	
TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	*Activity*	*Semester workload*
	Lectures	39
	Elaboration of a study (project)	40
	Independent Study	71
	Course Total *(25 hours of workload per credit)*	**150**
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	The evaluation of the course includes: • final written examination of the entire course material (75% of the final grade). Preparation of a written assignment in a case study (25% of the final grade)	

5. ATTACHED BIBLIOGRAPHY

-*Suggested Bibliography:*

- Holland, J & Leslie D. (2021). Tour Operators & Operations - Development, Management and Responsibility. Propompos Publications.
- Theocharis, N. (2016). HOTEL ROOMS DIVISION MANAGEMENT. PROPOMPOS Publications.
- Szende, P. (2021). Hospitality Revenue Management: Concepts and Practices. Broken Hill Publications.
- Poulaki, I. & Katsoni, V. (2022). Digital Distribution Channels – From Travel Agency to Disintermediation. Greenbooks Publications.

-Additional Bibliography:

- Tourism Management
- Journal of Travel Research
- Journal of Hospitality and Tourism Management
- Journal of Hospitality and Tourism Technology
- Journal of Hospitality and Tourism Insights
- Consumer Behavior in Tourism and Hospitality

102. Business Plans and Budgets (Επιχειρηματικά Σχέδια και Προϋπολογισμοί) (Aegean University)

COURSE OUTLINE

1. **GENERAL**

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMIC AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean
ACADEMIC UNIT	Dept of Tourism Management & Dept of Business Administration
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME

COURSE CODE	102	**SEMESTER**	**1ST**

COURSE TITLE	**Business Plans and Budgets**

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
	3	**6**
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	**Specialized General Knowledge**
COMPULSORY / OPTIONAL	**Compulsory**
PREREQUISITE COURSES:	**-**
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	

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 of Business Plans and Budgets aims at providing graduate students with: a) comprehensive knowledge of the subject areas of the course (analyzed in curriculum program) and b) the ability to apply theoretical knowledge to practice. Specifically, students will be familiarized with the following concepts:

- Management accounting as an information and management system.
- Cost-Volume-Profit Analysis
- Budgeting and Budgetary Control (Master Budgeting, Budgeting Assumptions, Sales Budget, Production Budget, Inventory Purchases, Direct Materials Budget, Direct Labor Budget, Manufacturing Overhead Budget, Ending Finished Goods Inventory, Selling and Administrative Expense Budget, Cash Budget, Budgeted Income Statement, Budgeted Balanced Sheet, Static and Flexible Budgets, Human Factors in Budgeting, Advances and Deficiencies of Budgets, Capital Budgeting)
- Performance Measurement in Decentralized Organizations, Responsibility Accounting, Segment Reporting, Evaluation of Investment Centers
- Decision making based on differential, relevant and opportunity cost
- Variable Costing and Segment Reporting
- Contemporary Budgetary and Costing Systems

General Competences

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

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

Production of new research ideas
Decision making
Production of new research ideas
Production of free, creative, and inductive thinking
Working independently
Respect for difference and multiculturalism
Respect for natural environment
Showing, social, professional, and ethical responsibility and sensitivity to gender issues

3. SYLLABUS

- Presentation of Management Accounting Pillars (Programming, Decision Making, Control, Costing)
- Financial versus Management Accounting-characteristics, differences and interconnections.
- Basic concepts of Budgeting, Use, Concepts and distinctions of Budgeting (Budget periods-short and long term-, Bottom-up, Top-Down, Mixed approach, Zero-based, Incremental Budgets)
- Human Factors in Budgeting
- Flexible Budgets (use, usefulness, examples)
- Variable and Fixed Costs- Cost Behavior and Budgets
- Characteristics and Usefulness of Flexible Budgets Analysis (Activity Variances, Spending Variances, Performance Reports)- Examples
- Capital Budgeting, Decisions and Evaluation Methods
- Segments' Performance Evaluation
- Performance Evaluation-Review Problems
- Responsibility Accounting (Cost, Profit, Investment Centers)
- Transfer Pricing (Applications, Approaches, Negotiated Transfer Prices Range of Acceptable Transfer Prices, Idle capacity, Transfer Prices at Cost, Transfers at Market Price, International Aspects of Transfer Pricing, Transfer Prices and Divisional Performance- Examples and Exercises)
- Full Absorption Costing and Variable Costing (characteristics, structure, implementation, differences, information and usefulness)

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face and distance learning
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	PPT presentations Lectures via online platforms Communicating with students via email and platform

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*		
	Activity	*Semester workload*
	Lectures	30
	Interim projects	50
	Study and analysis of the bibliography	40
	Independent study	30
	Course Total *(25 hours of workload per credit)*	**150**

| **STUDENT PERFORMANCE EVALUATION**

Description of the evaluation procedure

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

Specifically-defined evaluation criteria are given, and if and where they are accessible to students. | Evaluation of students and assessment of learning outcomes takes place in two parts:

In the first part, students prepare one individual project throughout the semester contributing 30% to the final grade. Assignments are presented in the classroom in the last lecture of the semester.

In the second part, students are assessed via written exams at the end of the semester (70% of the grade).

In the framework of written exams and the projects, the students respond to short-answer questions, produce essays, and solve exercises. |

	In special cases of learning difficulties, performance evaluation takes place via oral exams. Performance evaluation rules are written on the module's website.

5. ATTACHED BIBLIOGRAPHY

-Suggested Bibliography :

- Garrison – Noreen, Brewer Διοικητική Λογιστική, εκδ. Κλειδάριθμος, 2018.
- Δημητράς Α., Μπάλλας Α., Διοικητική Λογιστική για προγραμματισμό και έλεγχο, εκδ. Gutenberg
- Καζαντζής Χ., Σώρρος Ι., Προβλήματα και Εφαρμογές Λογισμού και Διοίκησης Κόστους, εκδ. Business Plan A.E.
- Νεγκάκης Χ., Κουσενίδης Δ., 2014 «Διοικητική Λογιστική», Έκδοση: Χ. Νεγκάκης
- Hilton R.W, Managerial Accounting, McGraw-Hill, 1997.
- Drury C., 2011 "Management and Cost Accounting" Cencage Learning
- Kaplan R. Atkinson A., 1998 "Advanced Management Accounting", Prentice Hall International
- Langfield-Smith K., Thorne H., Hilton R., 2012 "Management Accounting: Information for managing and creating value", Mc Graw-Hill International

Journals

1. European Accounting Review
2. Managerial Auditing Journal
3. Management Accounting Research
4. The Accounting Review
5. Journal of Accounting and Economics
6. International Journal of Managerial and Financial Accounting
7. Journal of Management Accounting Research
8. Review of Accounting Studies
9. Accounting, Auditing and Accountability Journal
10. Advances in Management Accounting
11. Financial Accountability and Management
12. International Journal of Accounting, Auditing and Performance Evaluation
13. Accounting, Organizations and Society
14. Accounting and Business Research
15. International Journal of Accounting

103. Business Accounting & Start-up Financing (Επιχειρηματική Λογιστική και Χρηματοδότηση Νεοφυών Επιχειρήσεων) (University of West Attica)

COURSE OUTLINE

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMIC AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Business Administration		
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME		
COURSE CODE	103	**SEMESTER**	1ST
COURSE TITLE	Business Accounting & Start-up Financing		

INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	CREDITS
	3	6

COURSE TYPE	Special Background
COMPULSORY / OPTIONAL	Compulsory
PREREQUISITE COURSES:	-
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	

2. LEARNING OUTCOMES

Learning outcomes

The aim of the course is for students to understand the role, importance and contribution of financial accounting in the organization and management of businesses. The learning outcomes of the course are:

- to analyze and understand the importance of financial reporting and related reporting to any interested party for making efficient business decisions
- to analyze and understand the importance of non-financial reporting and related reporting to any interested party for efficient business decisions
- to analyze and understand the concept of start-ups
- to analyze and understand start-ups funding methods

General Competences

1. Independent study
2. Teamwork
3. Search, analyze and synthesize data and information
4. Adapting to new situations
5. Decision-making
6. Understanding of accounting information, and statements

3. SYLLABUS

Week 1

Accounting and business – Historical development of accounting – accounting information and decision making.

Week 2

Accounting standardization and chart of accounts

Week 3

Principles of accounting

Week 4

Business Transaction Analysis - Accounts - Standardization Systems in Accounting, Transaction Visualization - Types of accounts - Accounting cycle

Week 5

Double-entry system and accounting entries

Week 6

Analysis of financial statements

Week 7

Business viability and bankruptcy provision

Week 8

Non-financial reporting and ESG reporting

Week 9

Integrated reporting

Week 10

Innovation, start-ups and the Greek innovation ecosystem

Week 11

Start-up funding

Week 12

Business evaluation and business plan I

Week 13

Business evaluation and business plan II

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Support Learning process through ICT in teaching and communication with students (Use of communication platform) Attending lectures via Power Point and critical analysis using theoretical views expressed in written work	
TEACHING METHODS	_**Activity**_	_**Semester workload**_
	Lectures	40
	Practice	25
	Group project on a case study	35
	Lectures by market executives - interconnection with businesses and labor market	20
	Independent study	30
	**Course Total** _**(25 hours of workload per credit)**_	**150**
STUDENT PERFORMANCE EVALUATION	I. Written final exam including (60%): - Multiple-choice questions - Open-ended questions of critical thinking - Problems solving II. Teamwork (40%): - Case study	

5. ATTACHED BIBLIOGRAPHY

Zopounidis, K. (2013). Principles of Financial Management. Klidarithmos Publications. (in Greek).

Lassala, C., & Ribeiro-Navarrete, S. (2022). *Financing Startups.* Springer International Publishing.

Powers, M., & Needles, B. (2004). *Financial Accounting.* Houghton Mifflin.

104. Research Methodology (Μεθοδολογία Έρευνας) (University of West Attica)

COURSE OUTLINE

1. GENERAL

SCHOOL	**SCHOOL OF ADMINISTRATIVE, ECONOMIC AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean**
ACADEMIC UNIT	Dept of Tourism Management & Dept of Business Administration
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME

COURSE CODE	104	**SEMESTER**	1ST

COURSE TITLE	**Research Methodology**

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
	3	**6**
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	**Scientific Area** **Specialization**
COMPULSORY / OPTIONAL	**Compulsory**
PREREQUISITE COURSES:	-
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	

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*

At the end of the course the student is expected to be able to understand and to cover important areas in various stages of empirical research, including critical literature review, data collection and organization, data presentation and analysis.

Also, the student is expected to be able to apply different research methods and organize independent research on a current tourism topic and to synthesize the research results and practical applications in a written research report and oral presentation.

General Competences

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

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

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

Working independently

Team work

Working in an interdisciplinary environment

Production of new research ideas	
Project planning and management	

3. SYLLABUS

1. *Definitions-Stages of empirical research*
2. *Types of studies*
3. *Planning studies with applications in Tourism*
4. *Literature review/object delimitation*
5. *Data collection methods*
6. *Sampling methods (R language)*
7. *Data analysis with applications (Jamovi, R)*
8. *Report writing*

4. TEACHING and LEARNING METHODS - EVALUATION

| DELIVERY

Face-to-face, Distance learning, etc.	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY

Use of ICT in teaching, laboratory education, communication with students | Jamovi free software will be taught mainly as well as R Studio in specific modules. | |
| **TEACHING METHODS**

The manner and methods of teaching are described in detail.

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

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS | *Activity* | *Semester workload* |
	Lectures	50
	Laboratory Exercises	40
	Literature study & analysis	30
	Elaboration of a study (project),	30
	Course Total

(25 hours of workload per credit) | **150** |

STUDENT PERFORMANCE EVALUATION	Language of evaluation: Greek
Description of the evaluation procedure	*Evaluation methods*
	- Written final exam (50%) (Conclusive) which includes:
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	*- Multiple choice or true-false questions*
	- Short Answer Questions
	- Laboratory work
	- Written work
Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	

5. ATTACHED BIBLIOGRAPHY

-Suggested Bibliography :

1. Walliman, N. (2021). Research methods: The basics. Routledge.

2. Kiochos P., Anthropolos M., Karagiannis V. (2023), Statistics for Economic and Administrative Sciences (in Greek) , ELENI KIOCHOU Publications

105. Tourism Economics and Local Development (Οικονομική του Τουρισμού και Τοπική Ανάπτυξη) (Aegean University)

COURSE OUTLINE

1.   **GENERAL**

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMIC AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean
ACADEMIC UNIT	Dept of Tourism Management & Dept of Business Administration
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME

COURSE CODE	105	**SEMESTER**	**1ST**

COURSE TITLE	**Tourism Economics and Local Development**

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
	3	**6**
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Scientific Area Specialization
COMPULSORY / OPTIONAL	Compulsory
PREREQUISITE COURSES:	-
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek

IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	

2. LEARNING OUTCOMES

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

Upon completion of the course students should have the skills needed to:

- Know the notions related to the developmental process (growth, development, etc)
- Understand the socio-economic changes caused by tourism activities at a local level,
- Interpret, in a systematic and scientifically substantiated way, the tourism impacts in the development reality at national and regional level, based on international trends at a theoretical and empirical level
- Know the basic planning framework of the Greek tourism policy
- Critically analyse planning and policymaking outcomes in different situations
- Participate in project teams regarding the preparation of regional and local development studies, emphasizing in tourism development

Especially the research of case studies (through the written essays) from various Greek and European places, enable students to fruitfully apply the theoretical concepts in real world situations, to synthesise the derived conclusions from a managerial perspective and to propose a number of meaningful initiatives in regional and local development and policymaking.

General Competences

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

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

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

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Working independently
- Team work
- Working in an international environment
- Working in an interdisciplinary environment
- Project planning and management
- Respect for the natural environment
- Criticism and self-criticism
- Production of free, creative and inductive thinking

3. **SYLLABUS**

In this specific course, the functional and empirical interconnection of tourism, as a modern economic and social activity, with regional and local development is carried out.

In this context, an analysis of the importance of tourism in the economy, in the recent development environment and in the new conditions of the world economy, is initially made. The basic theoretical approaches, the different categories of effects caused by tourism and the potential negative effects that modern economies are called to face, are outlined.

Then, the dominant spatial patterns and development strategies (the pattern of concentration-diffusion and the pattern of integrated-local-endogenous development), are presented, with reference to specific case studies (case studies) of areas which promote regional and local development plans with an emphasis on tourism, according to the European and Greek experience. The analysis focuses on the importance of tourism in diversifying local economies, retaining the population, boosting employment and improving quality of life.

This is followed by the presentation of the basic methods of investigating the economic effects of tourism at the various scales of space (national, regional, local), with relevant empirical applications.

Finally, the tourism planning at national, regional and local level is outlined.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of ICT in teaching • presentations with the use of Microsoft PowerPoint • e-class education platform Communication with students via: • e-class education platform • e-mail	
TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.*	*Activity*	*Semester workload*
	Lectures	40
	Study and analysis of bibliography and independent study	60
	Essay writing	*50*

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	Course Total (25 hours of workload per credit)	150

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Language of evaluation: Greek Methods of evaluation: - Evaluation through an optional (individual or team-work, up to 2 students) essay (project on a subject related to regional development and policy): 50% of the final grade. - Evaluation by written final examination: 50% of the final grade (100% for those who are not involved in the previous procedure)

5. **ATTACHED BIBLIOGRAPHY**

Suggested Bibliography (in Greek language):

- Βαρβαρέσος Σ., 2013, Οικονομική του Τουρισμού, β΄ έκδοση, Προπομπός, Αθήνα.
- Κορρές Γ., Κουρλιούρος Η., Τσομπάνογλου Γ., 2017, Χωρική και Τοπική Κοινωνικό-Οικονομική Ανάπτυξη-Θεωρία, Μέθοδοι και Πολιτικές, UNIBOOKS IKE, Αθήνα.
- Λαγός Δ., 2018, Τουριστική Οικονομική, β΄ έκδοση, Κριτική, Αθήνα.
- Λαγός Δ., 2023, Τουριστικός Σχεδιασμός και Πολιτική, Κριτική, Αθήνα.
- Παπαδασκαλόπουλος Δ. Α., Χριστοφάκης Σ. Μ., Περιφερειακός Προγραμματισμός και Αναπτυξιακός Σχεδιασμός, εκδόσεις Παπαζήση, Αθήνα, 2016.
- Χριστοφάκης Σ. Μ., Τοπική Ανάπτυξη και Περιφερειακή Πολιτική, εκδόσεις Παπαζήση, Αθήνα, 2001.

SECOND SEMESTER

201. Business Analytics and Decision Making in Tourism Services (Επιχειρησιακή Αναλυτική και Λήψη Αποφάσεων στις Τουριστικές Υπηρεσίες) (University of West Attica)

COURSE OUTLINE

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMIC AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean
ACADEMIC UNIT	Dept of Tourism Management & Dept of Business Administration
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME

COURSE CODE	201	**SEMESTER**		2ND

COURSE TITLE	Business Analytics and Decision Making in Tourism Services

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	WEEKLY TEACHING HOURS	CREDITS
	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Scientific Area Specialization
COMPULSORY / OPTIONAL	Compulsory
PREREQUISITE COURSES:	-
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek

IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	

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 well-established quantitative and qualitative decision-making methods and makes use of modern software data analysis tools. It discusses statistical analysis, multi-criteria analysis, fuzzy logic and data mining methods and makes use of appropriate software tools to facilitate data analysis and decision making in tourism related problems. The course content is reviewed continuously by adopting recent development in the decision-making domain. The course is delivered in lab sessions. Individual and group coursework are assigned thus providing the students the opportunity to comprehend the course material by analyzing real life, large data sets.   Students upon successful completion of the module will be able to: • Understand the role of cognitive phycology in decision making. • Select the how to use data analysis method(s) in decision making. • Use and evaluate modern decision-making technologies. • Justify their decisions.

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

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
	Respect for difference and multiculturalism
Adapting to new situations	

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

Students upon successful completion of the module students are expected to develop the following skills:

➢ Information search, analysis, and synthesis with the utilization of modern appropriate technologies,
➢ Development of independent, creative, and inductive way of thinking,
➢ Decision making,
➢ Group work,
➢ Ability to adopt to changing situations.

3. SYLLABUS

The module provides students with the necessary tools and skills to comprehend issues pertaining to decision making, for tackling complex business problems related to tourism services with a structured way by using modern quantitative and qualitative approaches based on decision making technologies.

- Introduction to decision making.
- Knowledge, Biases and Judgment in managerial decision-making.
- Contribution of cognitive phycology, rationalism, and biases to decision making.
- Statistical methods
    o (descriptives, graphs, OLAP,
    o hypothesis testing,
    o factor analysis).
- Multi-criteria analysis.
- Machine Learning applications
    o Sentiment Analysis
    o Clustering
- Applications using SPSS and Microsoft Excel.
- The emphasis of the course is on business decisions making, so it focuses on data analysis cases drawn from the tourism sector.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face and distance learning
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Using computer systems, ppt presentations and software tools for data analysis. The course is delivered through a series of lectures, lab sessions and coursework assignments.

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	*Activity*	*Semester workload*
	Lectures	60
	Lab sessions	40
	Coursework assignments	25
	Course Total *(25 hours of workload per credit)*	**125**

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	The course assessment is based on written exams which account for 100% of the module marking scheme. Marking criteria are discussed with the students in the beginning of the first lecture. Students need to demonstrate their ability to: ▪ Apply data analysis methods. ▪ Use modern data analysis tools. ▪ Justify their decisions. ▪ Analyse data sets and identify the problem dimensions.

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

- ➢ Γεωργούλη, Α. (2015). Μηχανική Μάθηση [Κεφάλαιο]. Στο Γεωργούλη, Α. 2015. Τεχνητή νοημοσύνη. Κάλλιπος, Ανοικτές Ακαδημαϊκές Εκδόσεις. https://hdl.handle.net/11419/3382.
- ➢ Στατιστική Μέθοδοι Ανάλυσης για Επιχειρηματικές Αποφάσεις (4η Έκδοση), Χαλικιάς Ιωάννης, ISBN: 978-618-5131-20-3.

Related scientific journals::

- ➢ Expert Systems with Applications
- ➢ Tourism Management
- ➢ Journal of Hospitality and Tourism Management
- ➢ Decision Support Systems

202. Operations Research – Applications in Tourism Businesses (Επιχειρησιακή Έρευνα – Εφαρμογές στις Τουριστικές Επιχειρήσεις) (Aegean University)

COURSE OUTLINE

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMIC AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Business Administration		
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME		
COURSE CODE	202	**SEMESTER**	**2ND**
COURSE TITLE	**Operations Research – Applications in Tourism Businesses**		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
	3	**5**
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	**Empowering knowledge**
COMPULSORY / OPTIONAL	**Compulsory**
PREREQUISITE COURSES:	**-**
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek

IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	

2. LEARNING OUTCOMES

The subject of the course is the introduction to operational research. The goal is to familiarize students with the principles of linear programming, the modeling of linear problems, their graphical solution, the Simplex algorithm, the dual problem, and special cases of linear programming problems, the transportation problem, queue theory, and game theory.

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

- understand the concept of linear programming model
- understand the importance of models and techniques in Operational Research
- understand techniques for solving linear programming problems
- process alternative production scenarios
- understand the relationship between a proposed optimal solution and the profit of a business
- distinguish situations of uncertainty and competition
- use decision-making techniques under conditions of uncertainty
- use decision-making techniques under conditions where competitors have similar goals

General Competences

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

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

- Decision-making

- Working in an international environment

- Working in an interdisciplinary environment

- Project planning and management

3. SYLLABUS

➢ Introduction to Linear Programming
- Linear Programming Models
- Formulation of Problems as Linear Programming Models
- Maximization Problem
- Minimization Problem

➢ Graphical Solution of Linear Programming Problems

- Solution Methodology
- Solution Exploration
- Special Cases
- Sensitivity Analysis of the Solution

➢ Solving Linear Programming Problems with the Simplex Method

- Standard and Canonical Form of the Model
- Solution Methodology
- Special Cases
- Sensitivity Analysis of the Solution

- ➢ The Dual Problem

    - Creating the Dual from the Primal when it is in Canonical Form
    - Constructing the Dual from the Primal when it is in Standard Form
    - Economic Interpretation of the Dual
    - Primal-Dual Relationships

- ➢ The Transportation Problem

    - The Transportation Problem
    - The Transformation Problem
    - The Assignment Problem

- ➢ Game Theory

    - Maximin Strategy
    - Equilibrium Point
    - Maximax Strategy
    - Mixed Strategy
    - Graphical Solution of Games

- ➢ Queueing Theory

    - Basic Elements of Service Points
    - Basic Single-Server Queueing System
    - Basic Multi-Server Queueing System

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face and distance learning
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	• Use of ICT in teaching (presentations in PowerPoint) • Communication with students through the eclass platform and email. • Posting slides and course materials on the eclass platform.

TEACHING METHODS	Activity	Semester workload
The manner and methods of teaching are described in detail.	Lectures	27
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.	Practice Exercises	42
	Independent study	56
The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	**Course Total** **(25 hours of workload per credit)**	**125**
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	• Evaluation of students takes place via written exams • In special cases, for students with disabilities, evaluation takes place via oral exams • Language of evaluation: Greek	

5. ATTACHED BIBLIOGRAPHY

-*Suggested Bibliography :*

1. Anderson, D. R., Sweeney, D. J., Thomas, W. A., Kipp, M., (2014). "Διοικητική Επιστήμη", Εκδόσεις Κριτική

2. Dantzig, G.B. and. Thapa, M., (1997). «Linear Programming 2, Theory and Implementation», Spinger – Verlag, New York.

3. Hillier F.S. and G.J. Lieberman, (1995). "Introduction to Operations Research», 6th edition, International Editions, McGraw-Hill.

4. Georgiou A.K., Oikonomou, Tsiotras, G.D, Case Studies Operations Research,

Benou Publications, 2006

5. Bronson, R. and Naadimuthu, G., (2010). Schaum's Επιχειρησιακή Έρευνα, Εκδόσεις Κλειδάριθμος

6. Oikonomou, G., Georgiou, A., 2008. Quantitative methods for Decision Making"

Benou Publications

7. Prastakos, G., Managemnet Science, Decision Making in Information Society,

Stamoulis Publications, 2000

9. Hamdy Taha (2011/9η Εκδοση). Operations Research, Tziola's Publications

9. Tsantas, N.D., Vassileiou, P., Introduction to Operations Research, Ziti

Publications, 2000

10. Ypsilantis, P., Operations Research: Application in industry, Propobos Publications, 2006.

11. Fragkos, C., Introduction in Operations Research: Decision Making, Stamoulis

Publications, 2006.

12. Winston L.W. Operations Research, Applications and Algorithms, 3rd ed., Duxbury Press, 1994

203. Innovative Forms of Entrepreneurship in Tourism (Καινοτόμες Μορφές Επιχειρηματικότητας στον Τουρισμό) (University of West Attica)

COURSE OUTLINE

1. **GENERAL**

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMIC AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean
ACADEMIC UNIT	Dept of Tourism Management & Dept of Business Administration
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME
COURSE CODE	203 **SEMESTER** **2ND**
COURSE TITLE	Innovative Forms of Entrepreneurship in Tourism

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	WEEKLY TEACHING HOURS	CREDITS
	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Scientific Area Specialization
COMPULSORY / OPTIONAL	Compulsory
PREREQUISITE COURSES:	-
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No

COURSE WEBSITE (URL)	

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 modern, constantly changing, economic, social and technological environment, new opportunities for development are created and, at the same time, new risks are presented. The aim of the course is to understand the concepts of innovation and entrepreneurship and to investigate their role in the effective operation of tourism businesses.

General Competences

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

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

- ✓ Information on general matters of business organization and operation.
- ✓ Information on issues related to the technical and financial support of businesses.
- ✓ Acquiring knowledge in matters related to the technical and financial situation of the tourism industry.

- ✓ Enhancing creativity by implementing business plans.

- ✓ Development of research capacity in a business environment.

- ✓ Development of skills to undertake entrepreneurial action.

3. SYLLABUS

Conceptual approach and further analysis of innovation and entrepreneurship. Investigation of the position of entrepreneurship in the modern economic development and the impact of innovation both on tourism businesses in general and, in particular, on hotel businesses. Creating a new business. Development of a business plan of action (description of the business, market and competition, determination of the operational organization, financing needs, controls and ways of evaluating the business and the entrepreneur).

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	**Electronic classroom management software to support the learning process (eClass).**	
TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	*Activity*	*Semester workload*
	Lectures	35
	Practice Exercises	15
	Individual written work	25
	Teamwork	10
	Lectures by market executives	10
	Independent Study	30
	Course Total	**125**

	(25 hours of workload per credit)	
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	I. Written final exam (70%), which includes: ✓ multiple choice questions ✓ critical questions. Assessment purpose: checking understanding of the basic elements of the course. Evaluation criteria: correctness and clarity of answers, critical evaluation. II. Individual work (20%). III. Group work (10%).	

5. ATTACHED BIBLIOGRAPHY

-Suggested Bibliography :

1. Entrepreneurship – From Theory to Practice (In Greek)
Edition: 1st/2018
Author: Kuratko, F. Donald. Editor: Fafaliou Irini
ISBN: 9789925563050
Publisher: BROKEN HILL PUBLISHERS LTD

2. Innovation and Entrepreneurship (In Greek)
Edition 3rd/2016
Authors: Bessant, J. and Tidd, J. Editor: Dimitris Koulouriotis
ISBN: 978-960-418-603-7
Publisher: EDITIONS A. GIOLA & SONS S.A.

3. Entrepreneurship and innovation – Basic concepts and current trends (In Greek)
Edition: 1st/2017
Author: Vasiliadis, L.
ISBN: 978-618-5066-95-6
Publisher: TSOTRAS AN. ATHANASIOS

204. Marketing of Tourism Businesses and Destinations (Μάρκετινγκ Τουριστικών Επιχειρήσεων και Προορισμών) (University of West Attica)

COURSE OUTLINE

1. **GENERAL**

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMIC AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean
ACADEMIC UNIT	Dept of Tourism Management & Dept of Business Administration
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME

COURSE CODE	204	**SEMESTER**	**2ND**
COURSE TITLE	Marketing of Tourism Businesses and Destinations		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Scientific Area Specialization
COMPULSORY / OPTIONAL	Compulsory
PREREQUISITE COURSES:	-
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek

IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	

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 help the postgraduate student to delve into the principles and philosophy of Marketing of tourism businesses and destinations.

After successfully attending this course, the student will be able to:

• Describe the structure and characteristics of tourism demand and supply in relation to marketing philosophy.

• Analyze the characteristics of tourism businesses, hospitality, tourism organizations and destinations.

• Describe the content of marketing and digital marketing in the operating contexts of tourism businesses, organizations and tourist destinations.

• Describe and analyze the impact of digital marketing and all its content on the operation of tourism businesses, organizations and destinations.

• Analyze the content and utility of tourism market research at both business and destination levels.

• Describe the segmentation process of the tourist market at the Greek and international level as well as the targeting and positioning of tourist businesses and destinations.

• Analyze the content of the tourism marketing mix.

• Analyze strategic planning and planning in the context of tourism marketing.

• Analyze the process of planning marketing strategies in tourism businesses and organizations.

• Analyze the process of planning marketing strategies in tourist destinations.

• Analyze brands but also branding businesses and tourist destinations.

General Competences

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

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

• Search, analysis and synthesis of data and information, using the necessary technologies

•   Decision making

• Promotion of free, creative and inductive thinking

• Work in an international environment

• Generation of new research ideas

3. SYLLABUS

• Marketing of tourism businesses and destinations-Concepts-Definitions.

• Tourism, hospitality businesses. Tourist organizations and destinations.

• Tourist destinations at national and international level

• DMOs. Greek and international reality

• Segmentation-Targeting the tourist market.

• Placement

• Tourism market research.

• Product: brand name, differentiation, product analysis.

• New product development, product life cycle, product and service specificities.

• Life cycle of tourist destinations.

• Promotion and communication mix in the context of tourism businesses and organizations and destinations: communication models, objectives and strategies.

• Distribution channels, intermediary policy.

• Price in the tourist market: factors shaping the price, types of pricing.

• Marketing and digital marketing strategies in tourism. E-marketing in the context of organization and operation of tourist businesses, organizations and destinations.

• Internal marketing and tourism businesses.

• Tourism organizations, destination management agencies and internal marketing.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face and distance learning
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	• Use of ICT in teaching (power point presentations) • Communication with students via e-class and e-mail.

TEACHING METHODS	Activity	Semester workload
The manner and methods of teaching are described in detail. *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	25
	Practical exercises focusing on the application of methodologies and analysis of case studies in smaller groups of students and research work	25
	Field Exercise Presentation of special exercises with real data of the Marketing of tourism businesses and organizations	25
	Interactive teaching Presentation of special topics through the inductive and deductive approach and detailed discussion of possible issues of applied nature.	25
	Independent Study	25
	Course Total *(25 hours of workload per credit)*	**125**
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure*	Written exam on all the course material and constitutes 100% of the final grade. The final written exam is in the Greek language.	

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.	

5. ATTACHED BIBLIOGRAPHY

-Suggested Bibliography :

- Kotler, P., Bowen, J.R. & Makens, J.C. and Baloglou, S. (2019) Marketing for Hospitality and Tourism (7th edition), Broken Hill Publishers LTD.
- Morrison, A. (2001) Tourism and Travel Marketing. 2nd ed. Athens: Hellenic Publications.
- Kotler, P. (2011) Marketing Management: Analysis, Planning, Implementation and Control (12th ed.). Athens: EMI Publications – Interbooks.
- Holloway, R. (2003) Tourism Marketing. Athens: Keydarithmos Publications.
- Middleton, V.T.C. & Clarke, J.R. (2000) Marketing in Travel and Tourism. London: Butterworth-Heinemann.
- Middleton V. & Hawkins R. (2004), Tourism Marketing for Sustainable Development, Athens: KRITIKI.

Related scientific journals:

Journal of Hospitality Marketing and Management

Journal of Travel and Tourism Marketing

Journal of Travel Research

Journal of Vacation Marketing

Tourismos: An International Multidisciplinary Journal

Tourism Recreation Research

Tourism Research JournalTourism Review International

Journal of Tourism, Heritage & Services Marketing (JTHSM)

205. Strategic Management of Hotels (Στρατηγικό Μάνατζμεντ Ξενοδοχειακών Επιχειρήσεων) (University of West Attica)

COURSE OUTLINE

1. GENERAL

SCHOOL	**SCHOOL OF ADMINISTRATIVE, ECONOMIC AND SOCIAL SCIENCES** UniWA & **SCHOOL OF BUSINESS** University of the Aegean
ACADEMIC UNIT	**Dept of Tourism Management & Dept of Business Administration**
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME

COURSE CODE	205	**SEMESTER**	2ND

COURSE TITLE	**Strategic Management of Hotels**

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Scientific Area Specialization
COMPULSORY / OPTIONAL	Compulsory
PREREQUISITE COURSES:	-
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	

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*

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

-To know the hotel organizational framework.

-To know the operation and the special charachteristics of the international hotel brands.

-To understand the hotel terminology

-To be able to handle agreements with Tour Operators, Bed Banks, DMC's etc.

-To recognize the special charachteristics of hotel clientele.

-To know how to promote the hotel and to maximize profit.

-To understand the aim and the usefulness of hotel information systems.

-Understand the theories and research activities of Business Policy & Strategy in Tourism Enterprises and Organizations.

-To understand the external environment of tourism businesses and organizations.

-To understand the areas of competitive advantage creation by tourism enterprises.

-Examine the uncertain environment in which tourism businesses and organizations operate.

-Identify key issues and problems in complex situations, and propose appropriate strategies.

General Competences

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

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

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

Adapting to new situations

Decision-making

Working independently

Team work

Project planning and management

Production of free, creative and inductive thinking

3. SYLLABUS

1. Features of hotel product. Hotel departments.
2. International Hotel Brands
3. Sales Department. Agreements, Contracts.
4. Rooms Division
5. Food and Beverage
6. Customer Relationship Management
7. Hotel Management Software (PMS, CRS, CRM, RMS, POS)
8. Strategic Management for tourism businesses and organisations.
9. Strategic Competitive Advantage for tourism businesses and organisations.
10. Analysis and Selection of Strategies for tourism businesses and organisations.
11. Tourism Organizations in the modern environment.
12. Strategy for Destination Management Organizations (DMO)
13. Contemporary issues in the management of Destination Management Organisations (DMOs)

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face and distance learning
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Support of the learning process through powerpoint presendations - Use of the internet to demonstrate case studies - Use of videos and articles in the learning process

TEACHING METHODS	*Activity*	*Semester workload*
The manner and methods of teaching are described in detail. *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	40
	Educational visit	20
	study and analysis of bibliography	35
	essay writing	30
	Course Total *(25 hours of workload per credit)*	**125**

STUDENT PERFORMANCE EVALUATION	Language of evaluation: Greek
Description of the evaluation procedure	Method of evaluation: multiple choise and open-ended questions.
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.	

5. ATTACHED BIBLIOGRAPHY

-Suggested Bibliography :

Laloumis D., (2022), Tourism business management (in Greek). Papazisi Publications.

D.Laloumis, K.Sergopoulos (2017), Rooms Division Management (in Greek), Unibooks Publications

Papageorgiou A., Organization of Conferences and Events, MICE Tourism (in Greek), Faidimos publications.

Georgopoulos N., Strategic Management (In Greek), G. Benou publications, 2013

Ram Gupta., (2019), Managing Hotels. Notion Press Media Pvt Ltd

Academic Articles:

Buhalis, D., and Sinarta, Y., 2019, Real-time co-creation and nowness service: lessons from tourism and hospitality, Journal of Travel and Tourism Marketing, 36(5), pp.563-582 https://doi.org/10.1080/10548408.2019.1592059

Buhalis, D., Harwood, T., Bogicevic, V., Viglia, G., Beldona, S., Hofacker, C., 2019, Technological disruptions in Services: lessons from Tourism and Hospitality, Journal of Service Management, Vol. 30(4), pp. 484-506 https://doi.org/10.1108/JOSM-12-2018-0398

Buhalis, D., 2001, Tourism in Greece: Strategic Analysis and Challenges, Current Issues in Tourism, Vol.4(5), pp.440-480 https://doi.org/10.1080/13683500108667898

Buhalis, D., 2000, Marketing the competitive destination of the future, Tourism Management, Vol.21(1), pp.97-116. https://doi.org/10.1016/S0261-5177(99)00095-3

Sergopoulos.K, Poulaki.I, (2019). «Cooperation Agreements and Customer Portfolio in Hotel Industry: The Airline Market Segment», Journal of Tourism and Management Research, Vol 4, Issue 3, DOI:10.26465/ojtmr.2018339527,pp 548 – 561, http://ottomanjournal.com/issue/2019/2019Vol4Issue3.html

Sergopoulos.K,Karagianni.M (2018), "Crm as a Tool for Rewarding Customers in Hotels and Banks. A first survey in Greece", *Archives of Economic History Journal*, Volume XXX, No 1, January - June 2018, pp 53-62 http://archivesofeconomichistory.com/webdata/magaz/Volume%20XXX_No1_2018.pdf

Sergopoulos.K, Karagianni.M, (2018). «Customer relationship Management in the Service Sector», *Journal of Soccio – Economic Issues*, Vol.8, Issue 3, September 2018, pp 16-25,   http://www.jrsei.yolasite.com/resources/Journal__Volume--VIII__Issue--3__September__2018__Online.pdf

Varelas, S. & Apostolopoulos, N. (2020). The implementation of strategic management in Greek hospitality businesses and organizations during the economic crisis. Strategic Planning and Management of Tourist Destinations, MDPI Sustainability (ISSN 2071-1050).

Varelas, S. & Anucin- Vrionis, I. (2020). Disruptive Technologies and Hospitality Entrepreneurs perception's - Strategic approach of a Greek Destination. SPOUDAI - Journal of Economics and Business , SPOUDAI Journal of Economics and Business, 70 (1-2), pp. 106-116.

Varelas, S., Kopanaki, E. & Georgopoulos, N. (2020). A Strategic Tourism Knowledge Base for Socio-Economic and Environmental Data analytics – The role of Big Data Analysis. The Małopolska School of Economics in Tarnów Research Papers Collection, ISSN 1506-2635, e-ISSN 2658- 1817c2020, 45(1), pp. 69–76, DOI: 10.25944/znmwse.2020.01.6976

Varelas S., Georgitseas P. (2019), Strategic Innovations in Tourism Enterprises through Blockchain Technology, Strategic Innovative Marketing, Springer.

Varelas, S. & Georgopoulos, N. (2017), Competition as a Critical Factor of the Strategic Planning of Hotel Businesses, Journal of Hotel & Business Management, Volume 6: Issue 167.

Varelas, S. & Georgopoulos, N. (2017), Strategy Research and Education in the Critical Sector of Tourism - Comparative Assessment at International and Greek Level, Journal of Hotel & Business Management, Volume 06: Issue 01.

Varelas, S. & Georgopoulos, N. (2017), Porter's Competitive Forces in the Modern Globalized Hospitality Sector - The case of a Greek Tourism Destination, Journal of Tourism Research, Review of Tourism Science, Volume 18, pp. 121-131.

Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. Journal of Business Research, 312–321. https://doi.org/10.1016/j.jbusres.2020.06.015

- Related scientific journals::

Tourism Review

Annals of Tourism Research,

The Cornell Hotel and Restaurant Administration Quarterly,

Hospitality and Tourism Educator,

 Hospitality Research Journal,

Hotel and Motel Management,

The Hotel Valuation Journal,

International Journal of Hospitality Management,

Journal of Hospitality and Leisure

Journal of Tourism and Hospitality

Tourism Annals

Annals of Tourism Research

Journal of Hotel and Business Management

Journal of Tourism Research and Hospitality

Journal of Sustainable Tourism

Tourism Management

TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism

206. Consumer Behavior and Customer Experience Management in Tourism (Συμπεριφορά Καταναλωτή και Διοίκηση Εμπειρίας Πελάτη στον Τουρισμό) (Aegean University)

COURSE OUTLINE

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMIC AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean
ACADEMIC UNIT	Dept of Tourism Management & Dept of Business Administration
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME
COURSE CODE	206 **SEMESTER** 2ND
COURSE TITLE	**Consumer Behavior and Customer Experience Management (in Tourism)**

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	WEEKLY TEACHING HOURS	CREDITS
	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Scientific Area Specialization
COMPULSORY / OPTIONAL	Compulsory
PREREQUISITE COURSES:	-
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	

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 module aims to help the postgraduate student to understand and explain the concept of Consumer Behavior, in the context of the Marketing of Hospitality and Tourism Services. In addition, the concept of Customer Experience Management in Tourism is examined, both at a macro-level (tourism destinations level) and at a micro-level (tourism enterprises).

After successfully attending the module, the student will be able to:

- Explain the importance of the analysis and use of marketing information about the tourism market and customers, by tourism businesses.
- Assess the key cultural, social, personal and psychological factors that influence consumer behavior in the tourism industry.
- Explain the decision-making process in tourism.
- Plan and explain the process of market segmentation and targeting, and tourism product positioning in different target groups.
- Link Consumer Behavior to the process of building successful tourism marketing plans.
- Develop the concept of Customer Experience and Experiential Marketing in Tourism.
- Explain the contribution of the human factor, as a marketing mix element, to Customer Experience in Tourism.
- Describe the Customer Journey and Customer Experience in the digital environment, in Tourism.

General Competences

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

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

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

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Decision-making
- Working independently
- Team work
- Production of free, creative and inductive thinking
- Working in an international environment
- Production of new research ideas and complex marketing issues handling
- Project planning and management
- Production of free, creative and inductive thinking.

3. SYLLABUS

- Introduction to Hospitality and Travel Marketing
- Marketing Information Management in Tourism
- Factors affecting Consumer Behavior in Tourism
- Decision Making Process in Tourism
- Market Segmentation and Targeting and Product Positioning in Tourism
- Consumer Behavior and Development of successful tourism marketing plans
- The concept of Customer Experience and Experiential Marketing in Tourism
- The experiential marketing mix in Tourism
- The contribution of the human factor as a marketing mix element, to Customer Experience in Tourism.
- The Customer Journey and Experience in the digital environment in Tourism

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face and distance learning
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	• Use of ICT in teaching (PowerPoint presentations delivered over a web-based synchronous-learning platform) • Communication with students on the platform and by email • PowerPoint slides and related learning material are uploaded on the platform to facilitate the learning process.

TEACHING METHODS	Activity	Semester workload
The manner and methods of teaching are described in detail. *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Lectures	25
	Case studies' analysis	10
	Study of exercises that emphasize on the implementation of methodologies	10
	Study of special issues that have been approached through analytical discussion with students in the frame of interactive teaching	10
	Team Project	30
	Self-directed Study	*40*
	Course Total *(25 hours of workload per credit)*	**125**
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	• Assessment methods comprise a project and/or final exams. • Students are assessed in Greek. • Oral examination for SLD.	

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

a) Principal References:

- Batat W. (2019), *Experiential Marketing: Consumer Behavior, Customer Experience and The 7Es*. London, Routledge.
- Fyall, A. et. al (2020), *Marketing for Hospitality and Tourism*, Athens: Rosili (in Greek).
- Kotler P. et. al (2019), *Marketing for Hospitality and tourism*, Athens: Paschalidis (in Greek).
- Kotler, P. et. al (2017), *Marketing for Hospitality and Tourism* (7th edition). England: Pearson.

b) Additional References:

- Avlonitis, G. & Papastathopoulou, P. (2010), *Marketing Plans: How to create effective marketing plans*, Athens: Stamoulis (in Greek).
- Kavoura A. (2021), Communication, Advertising and Marketing in the Digital Environment and the role of Social Media, Athens: Dardanos G.-Dardanos K. (in Greek).
- Kotler, P. & Keller, K.L. (2017), *Marketing Management,* 15th ed. Athens: Kleidarithmos (in Greek).
- Middleton, V.T.C. et al. (2009), *Marketing in Travel and Tourism*, 4th ed. London: Routledge.
- Middleton V. & Hawkins R. (2004), *Tourism Marketing for Sustainable Development*, Athens: Kritiki (in Greek).
- Siomkos, G. (2018), *Consumer Behavior*, 5th ed., Nicosia: Broken Hill Publishers (in Greek).
- Siomkos, G. & Veros, A. (2022), Customer Experience Management*: Methodology and Practical Tools*, Nicosia: Broken Hill Publishers (in Greek).
- Solomon, M. et. al (2021), *Marketing: real people, real choices,* 10th ed., Alexandros Apostolakis, Markos Kourgiantakis, Maria Salamoura (eds.) Athens: Tziola (in Greek).
- Veal, A. & Χρήστου, E. (2022), *Research Methods for Leisure and Tourism*, 3rd ed., Athens: Broken Hill (in Greek).
- Wirtz, J. & Lovelock, C. (2018), *Services Marketing: People, Technology, Strategy,* Thessaloniki: DISIGMA (in Greek).
- Vlachopoulou, M. (2020), Digital Marketing, Athens: Rosili (in Greek).

- Related scientific journals::

- Journal of Hospitality Marketing & Management
- Journal of Travel and Tourism Marketing
- Journal of Vacation Marketing
- Journal of Travel & Tourism Research
- Progress in Tourism and Hospitality Research
- Tourism Recreation Research

- Tourism Research Journal
- Tourism Review International
- TOURISMOS: An International Interdisciplinary Journal
- Journal of Air Transport Studies
- Journal of Tourism, Heritage & Services Marketing

THIRD SEMESTER

301. Events and Congress Management: Digital Transformation and Sustainability (Διοργάνωση Συνεδρίων και Εκδηλώσεων: Ψηφιακός Μετασχηματισμός και Βιωσιμότητα) (University of West Attica)

COURSE OUTLINE

1. **GENERAL**

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMIC AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean
ACADEMIC UNIT	Dept of Tourism Management & Dept of Business Administration
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME

COURSE CODE	301	**SEMESTER**	**3RD**

COURSE TITLE	**Events and Congress Management: Digital Transformation and Sustainability**

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
	3	**5**
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Scientific Area Specialization
COMPULSORY / OPTIONAL	Compulsory
PREREQUISITE COURSES:	-

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

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 the acquisition of knowledge by postgraduate students with the main goal of creating executives capable of applying knowledge and practices regarding the modern organization, overall management, control and crisis management of conference events as well as other types of events.

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

• Distinguishes all types of events (Events)

• Identifies and analyzes the market structure of business events (MICE tourism)

• Recognizes and analyzes the structure of the conference market

• Manages the components of a conference event

• Recognizes the methods of providing conference services.

• Performs all required actions at all stages of organizing a conference event

• Handles modern conference organizing programs and platforms

• Uses digital transformation to organize modern conferences and events (Hybrid, Virtual)

• Organizes conferences of all types: Hybrid, Virtual, In Person, Green

• Organizes modern ecological, sustainable conferences

• Selects the most appropriate forms of presentation and promotion of a conference.

• Effectively manages crises that may arise, before or during a conference event (crisis management).

General Competences

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

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

• Autonomous Work

• Teamwork

• Respect for diversity and multiculturalism

• Exercise criticism and self-criticism

• Adaptation to new situations

• Promotion of free, creative and inductive thinking

3. SYLLABUS

Theoretical approach to the concepts of events, business events and mice tourism.

The effects and impacts of MICE tourism and in particular conference tourism on the destination. Statistics and Greece's position on the world conference map.

Types and characteristics of corporate meetings and business trips, incentive trips, exhibitions and conferences. Market analysis of professional events with an emphasis on market analysis of conference and exhibition tourism. The organizational process of incentive and exhibition tourism.

The process of undertaking an international conference event (Bidding) and the role of Convention and Visitors Bureaus (CVB). Marketing of the conference event, funding sources and sponsors.

Organization of modern conferences and events: Hybrid, Virtual, In person.

Organization of Sustainable Conferences and Events - Green Meetings & Events

The process of complete organization, conduct and reporting of a scientific conference: Evaluation and selection of the professional conference organizer (PCO) by the organizing body, organizational structure of the PCO, services provided by the PCO and the cooperation contract between them.

The conference organizer's cooperation with the hotels: the hotel selection process, the negotiation policy, the assignment of the event and the cooperation contract. Conducting and debriefing the conference event

Cooperation of the conference organizer with all cooperating Suppliers: Transport and movement companies for delegates, Conference Centers and Spaces (Venues), Modern Technological Equipment and technical specifications of facilities and equipment and way of cooperation with technical support companies.

The organizational process of the conference in stages and schedule of actions.

Management of the scientific part of the conference: Communication with delegates, invited speakers-coordinators-presidents of roundtables. Actions during the conference.

Crisis Management - Crisis Management. Actions before, during and after the end of the conference.

4. TEACHING and LEARNING METHODS - EVALUATION

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

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	***Activity***	***Semester workload***
	Lectures	25
	Interactive teaching	25
	Literature study & analysis	25
	Individual work	50
	Course Total *(25 hours of workload per credit)*	**125**

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

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

- Papageorgiou, A. (2023). Conference & Event Management, Hybrid, Virtual, In Person (in Greek), Athens, Broken Hill
- Papageorgiou, A. (2018). Organization of Conferences & Events, MICE Tourism (In Greek), Athens, Faidimos
- Papageorgiou, A. (2017), "Increasing Conference Attractiveness: Ways of Attracting Large Conference Events in Greece" (In Greek), in Chartas P., Lytras P. (eds), (2017), Collected Volume "TOURISM, TOURISM DEVELOPMENT: Contributions of Greeks Scientists" of the "Tourist Science Library" series, Papazisis, Athens.
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- Berridge, G. (2007). *Event Design and Experience*, Amsterdam, Butterworth-Heinemann.
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- Butcher, P. (2018), *Corporate Travel Survey 2018*, AlphaWise, Morgan Stanley Research
- Chalkia, A., Papageorgiou, A. (2022). The Management of Conferences and Business Events in Periods of Crisis. The New Digital Paradigm. In: Katsoni, V., Şerban, A.C. (eds) Transcending Borders in Tourism Through Innovation and Cultural Heritage. Springer Proceedings in Business and Economics. Springer, Cham. https://doi.org/10.1007/978-3-030-92491-1_28
- Chaturvedi, A., (2009). *Event Management: A Professional and Development Approach*, New Delhi, Global Indian Publications.
- Davidson, R. & Cope, B. (2003). *Business Travel: conferences, incentive travel, exhibitions, corporate hospitality and corporate travel*, Harlow, UK, FT Prentice Hall, Pearson Educations.
- Davidson, R. (2013) *The Future of the meetings industry.* http://www.iccaworld.com/cnt/progmdocs/Rob%20ICCA%20S&M.pdf
- Events Industry Council, (2018), State of Sustainability in the Events Industry, GMIC, Green Meeting Industry Council, available at http://www.eicsustainability.org/
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- Related scientific journals::

- Festival Management and Event Tourism
- Event Management
- Journal of Convention and Exhibition Management - Journal of Convention and Event Tourism
- Annals of Tourism Research
- Journal of Policy Research in Tourism, Leisure and Events
- Tourism Management

302. Entrepreneurship in Alternative Tourism (Επιχειρείν στον Εναλλακτικό Τουρισμό) (University of West Attica)

COURSE OUTLINE

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMIC AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean
ACADEMIC UNIT	Dept of Tourism Management & Dept of Business Administration
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME

COURSE CODE	302	**SEMESTER**	3RD
COURSE TITLE	**Entrepreneurship in Alternative Tourism**		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Scientific Area Specialization
COMPULSORY / OPTIONAL	Compulsory
PREREQUISITE COURSES:	-
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	

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 special and alternative forms of tourism and their content.

- ✓ Recognize the differences between mass and alternative tourism.

- ✓ Identify the relationship between alternative forms of tourism and sustainable development.

- ✓ Recognize the role and contribution of national, regional and local bodies and organizations in the development of alternative forms of tourism.

- ✓ Familiarize with the tools for planning activities of alternative forms of tourism.

- ✓ Recognize business opportunities to develop alternative tourism activities as freelancers.

- ✓ Seek and recognize the financial framework for creating alternative tourism businesses.

- ✓ They evaluate the use of new information and communication technologies in the organization and operation of alternative tourism businesses.

- ✓ Apply the principles of the Sustainable Development Goals (SDGs) in the organization, operation and management of alternative tourism businesses and activities.

General Competences

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

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

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

All the above

3. SYLLABUS

- ✓ Tourism and alternative tourism
- ✓ Special interest and alternative forms of tourism (Discriminations, motivations, needs, attitudes)
- ✓ Religious tourism, marine tourism, eco-tourism, agro-tourism, fishing tourism, cultural tourism, sports tourism, etc.
- ✓ Alternative forms of tourism and Sustainable Development Goals (SDGs) of the United Nations
- ✓ Planning of alternative tourism activities
- ✓ International, National, regional and local alternative tourism agencies
- ✓ Financing of alternative tourism activities
- ✓ Administration and management of alternative forms of tourism
- ✓ Advertising and promotion of alternative tourism

4. TEACHING and LEARNING METHODS - EVALUATION

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

TEACHING METHODS	Activity	Semester workload
The manner and methods of teaching are described in detail.	Lectures	40
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.	Exercise	5
	Individual essay writing	50
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	Independent study	30
	Course Total *(25 hours of workload per credit)*	**125**
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Individual Written Assignment Public Presentation	

5. **ATTACHED BIBLIOGRAPHY**

-Suggested Bibliography :

Books

1. Moira, P. (2022). *Tourism. History – evolution – perspectives*, Tziola Publications, Thessaloniki.
2. Moira, P. - Mylonopoulos, D. – (2020). *Marine Tourism*, ed. Phaedimos, Athens.
3. Moira P. (2019). *Religious Tourism and Pilgrimage. Policies-Management-Sustainability*, ed. Phaedimos, Athens.
4. Moira, P. & Parthenis, Sp. (2011). *Industrial Heritage Tourism*, ed. Open Library, Athens.

Academic Journals

1. Annals of Tourism Research
2. Journal of Sustainable Tourism
3. Tourist Studies
4. Journal of Heritage Tourism
5. Journal of Ecotourism
6. International Journal of Religious Tourism and Pilgrimage

303. Culture and Sustainable Local Development (Πολιτισμός και Βιώσιμη Τοπική Ανάπτυξη) (University of West Attica)

COURSE OUTLINE

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE,ECONOMICS AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean
ACADEMIC UNIT	Dept of Tourism Management & Dept of Business Administration
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME

COURSE CODE	303	SEMESTER	3RD

COURSE TITLE	**Culture and Sustainable Local Development**

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	WEEKLY TEACHING HOURS	CREDITS
	3	**5**
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	**Scientific Area** **Specialization**
COMPULSORY / OPTIONAL	**Compulsory**
PREREQUISITE COURSES:	-
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	

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*

By the end of the course students will be able to:

- Understand the concepts of culture and cultural heritage

- Be aware of the scope of culture and cultural elements of Greece

- Understand the concept of cultural tourism

- Know the relationship and interaction between culture and tourism

-Be aware of the characteristics of the forms of tourism of the specific product group

- Understand the concept of tangible and intangible cultural heritage

- Distinguish the concept of culture from the term civilisation

- Understand the tourism demand for this group of products

- Distinguish cultural tourism from other specific alternative forms of tourism

- Understand cultural events and other cultural activities

- Understand the relationship and interaction between cultural tourism and other specific alternative forms of tourism

- be familiar with the positive effects, as well as the impacts of Cultural Tourism on the destination and the local population

- Understand the contribution of the cultural tourism product to sustainable local development

- Organise the promotion of Cultural Products and Events that will contribute to sustainable tourism development

- Promoting free, creative and deductive thinking to develop original ideas

- Searching, analysing and synthesising data and information, using modern scientific tools to solve problems in specialised applications

- Autonomous work

- Group work

- Working in an interdisciplinary environment

- Generating new research ideas and dealing with complex issues

- Design and originality in the development of programmes and projects

- Respect for the natural environment

- Working in an international environment

- Respect for diversity and multiculturalism

- Demonstrate social, professional and ethical responsibility and gender sensitivity

- Exercise of critical and self-critical thinking and judgement

- Developing capacities to disseminate original scientific and research work in order to increase the human resources that will apply the new scientific added value

3. SYLLABUS

- The concept of culture and its importance at national and local level
- The connection between culture and heritage
- The concept of cultural heritage (tangible and intangible)
- The concept of tourism and its importance
- The concept of cultural tourism
- Sustainability and cultural tourism
- Group of products with culture as the dominant motive
- Historical development, characteristics and dimensions of cultural tourism
- Sub-categories of Cultural Tourism
- World Heritage Protection Bodies
- Case Studies of Cultural Tourism destinations and products
- The Charter of Cultural Tourism
- International Bodies for Cultural Tourism
- Modern forms of sustainable cultural tourism
- The contribution of cultural tourism to local development

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Teams, eclass	
TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	*Activity*	*Semester workload*
	Literature study and analysis	25
	Interactive Teaching	25
	Preparation of Study	25
	Written work	50
	Course Total *(25 hours of workload per credit)*	**125**

STUDENT PERFORMANCE EVALUATION	Written work
Description of the evaluation procedure	Oral exam
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.	

5.   ATTACHED BIBLIOGRAPHY

-*Suggested Bibliography :*

Greek:

- Smith M., Κικίλια Κ. Ειδικά θέματα Μελετών Πολιτιστικού Τουρισμού, εκδ. Broken Hill Publishers LTD.

- Μοίρα Π. Θρησκευτικός Τουρισμός &Προσκύνημα, εκδ. Φαίδιμος

- Κοκκώσης Χ., Τσάρτας Π., Γκρίμπα Ε. Ειδικές και Εναλλακτικές Μορφές Τουρισμού, εκδ. Κριτική

- Ανδριώτης Κ., Αειφορία και Εναλλακτικός Τουρισμός, εκδ. Σταμούλης Αθ.

International:

- B. Mc Kercher, H. Du Cros, Cultural Tourism: The Partnership Between Tourism and Cultural Heritage

- G. Richards, Cultural Tourism: Global and Local Perspectives

- Cultural Tourism, H Du Cros, B McKercher

- Related scientific journals::

- G Richards, Cultural tourism: A review of recent research and trends, Journal of Hospitality and Tourism Management, 2018 – Elsevier

- NB Salazar - Community-based cultural tourism: issues, threats and opportunities Journal of Sustainable Tourism, 2012 - Taylor & Francis
- H Zeppel, CM Hall, Selling art and history: Cultural heritage and tourism. Journal of Tourism Studies, 1991 - cabdirect.org
- Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty H Chen, I Rahman – Tourism Management Perspectives, 2018 - Elsevier
- Gazing from home: Cultural tourismand art museums T Stylianou-Lambert- Annals of Tourism Research, 2011 - Elsevier

304. Planning and Sustainability of Tourism Destinations (Σχεδιασμός Βιώσιμων Τουριστικών Προορισμών) (University of West Attica)

COURSE OUTLINE

1. GENERAL

SCHOOL	**SCHOOL OF ADMINISTRATIVE, ECONOMIC AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean**
ACADEMIC UNIT	**Dept of Tourism Management & Dept of Business Administration**
LEVEL OF STUDIES	**POSTGRADUATE PROGRAMME**

COURSE CODE	304	**SEMESTER**		**3RD**

COURSE TITLE	**Planning and Sustainability in Tourism Destinations**

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	WEEKLY TEACHING HOURS	CREDITS
	3	**5**
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	**Scientific Area** **Specialization**
COMPULSORY / OPTIONAL	**Compulsory**
PREREQUISITE COURSES:	**-**
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No

COURSE WEBSITE (URL)	

2. LEARNING OUTCOMES

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

The aim of the course is to impart knowledge and understanding of the necessity for planning and managing tourist destinations at different stages of their lifecycle, in order to mitigate identified impacts and achieve sustainable tourism development. The theoretical framework and practical applications are examined through case studies from Greece and other countries. Upon completion of the course, students will be able to:

- Understand the theoretical approaches to the tourism planning of tourist destinations.
- Be familiar with the empirical context of tourism management in tourist destinations.
- Handle methodological tools for tourism planning.
- Know and apply the institutional and regulatory framework of tourism planning.
- Be familiar with the unique characteristics of Greek destinations, within the context of European destinations.
- Understand key issues for integrating sustainability into the planning and management of tourist destinations.
- Know and apply strategies for destination planning and management, illustrated through international and European examples.

General Competences

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

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

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

Upon successful completion of the course, graduates will have acquired a broader range of skills that will provide them with a competitive edge in either tourism research or in the management of tourist destinations and businesses. Specifically, the graduate will have developed the following abilities:

- Approaching and managing complex and intricate issues.
- Promoting free, creative, and inductive thinking for the development of original ideas.
- Researching, analyzing, and synthesizing data and information, using modern scientific tools for problem-solving in specialized applications.
- Working independently.
- Collaborating effectively in team settings.
- Functioning in an interdisciplinary environment.
- Generating new research ideas.
- Designing and demonstrating originality in the development of programs and projects.

3. SYLLABUS

1. Developments and trends highlighting the importance of planning and managing tourist destinations.
2. The concept of the Tourist Destination.
3. The life cycle and factors shaping the stages of development of a tourist destination.
4. Typologies of tourist destinations.
5. Introduction of sustainable development principles in the planning and management of tourist destinations.
6. The concept of planning tourist destinations.
7. Planning Stages. The process of analyzing the existing situation. The process of developing policies, plans, and proposals. The process of implementation and monitoring/control of the project.
8. The concept of Sustainable Management of the tourist destination.
9. Local governance and participatory processes.
10. Management Organizations of Tourist Destinations and Tourism Observatories.
11. Innovation, technology, and sustainability in destination management ("Smart", "Green", "Accessible" and "Resilient" tourist destinations).
12. Good examples of destination planning and management from international literature

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Dynamic PowerPoint presentations, posting of educational material on the e-class platform, and the use of multimedia such as videos to enhance dialogue and discussion. Additionally, the use of tools such as interactive activities, role-playing games, and virtual tours	
TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	*Activity*	*Semester workload*
	Lectures	30
	Practical exercises that focus on applying methodologies and analyzing case studies in smaller student groups	10
	Field Exercise presentation of specialized exercises with real data in the planning of tourist destinations.	20
	Interactive teaching, presentation of special topics through inductive and deductive approaches, and detailed discussion of possible issues of applied nature	10

	Individual or group work on case studies.	30
	Small individual practice tasks.	5
	Independent Study.	20
	Course Total *(25 hours of workload per credit)*	**125**

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	I. Exemptive Written Research Assignment (60%) on the topic: Comparative evaluation of 2 recent cases of planning or management of tourist destinations from Greece and abroad. II. Public Presentation of Individual Written Research Work (40%)

5. **ATTACHED BIBLIOGRAPHY**

-*Suggested Bibliography :*

- Amore, A., Prayag, G. and Hall, C.M. (2018), 'Conceptualizing destination resilience from a multilevel perspective', Tourism Review International, 22(3–4), 235–250.
- Bornhorst, T., Ritchie, B. & Sheehan, L., (2010), Determinants of tourism success for DMOs & destinations: An empirical examination of stakeholders' perspectives, Tourism Management, 31(5):572-589.
- Cimbaljević M., Stankov U. Pavluković V. (2019) Going beyond the traditional destination competitiveness – reflections on a smart destination in the current research, Current Issues Coccossis, H., & Koutsopoulou, A. (2021). Measuring and monitoring sustainability of coastal tourism destinations in the mediterranean. Tourism, 68(4). https://doi.org/10.37741/T.68.4.8

- Coccossis, H., & Mexa, A. (2020). Sustainable Tourism and Carrying Capacity: A New Context. In The Challenge of Tourism Carrying Capacity Assessment. https://doi.org/10.4324/9781315240817-10
- Destinations International (2021) DestinationNEXT: A strategic road map for the NEXT generation of global destination organizations, 2021 futures study.
- Estêvão, J. Maria João Carneiro M.J. & Teixeira L. (2020) Destination management systems' adoption and management model: proposal of a framework, Journal of Organizational Computing and Electronic Commerce, 30:2, 89-110, DOI: 10.1080/10919392.2020.1724765
- Gretzel, U. (2022). The Smart DMO: A new step in the digital transformation of destination management organizations. European Journal of Tourism Research 30, 3002.
- Hall, C.M., Prayag, G. and Amore, A. (2017), Tourism and Resilience: Individual, Organisational and Destination Perspectives, Bristol: Channel View Publications.
- Kokkosis, H., Tsartas, P., (2019) Sustainable Tourism Development and Environment, Kritiki Publishing.
- Roxas, F. M. Y., Rivera, J. P. R., & Gutierrez, E. L. M. (2020). Mapping stakeholders' roles in governing sustainable tourism destinations. *Journal of Hospitality and Tourism Management*, 45, 387-398.
- Sarantakou, E. (2017). Mechanisms for the Formation of Tourism Organization Models in Greece Through a Comparative Analysis of Ten Greek Destinations' Development. In G. M. Korres, E. Kourliouros, & M. P. Michailidis (Eds.), *Handbook of Research on Policies and Practices for Sustainable Economic Growth and Regional Development* (pp. 330–342). IGI Global. https://doi.org/10.4018/978-1-5225-2458-8.ch028
- Sarantakou, E. (2023). Contemporary Challenges in Destination Planning: A Geographical Typology Approach. *Geographies*, 3(4), 687–708. https://doi.org/10.3390/geographies3040036
- Steinecke, A., & Herntrei, M. (2017). Destinations-management, Munich, UTB.
- UNWTO (2013), Recommendations on Accesible Tourism, UNWTO, Madrid
- UNWTO (2018), 'Overtourism'? – Understanding and Managing Urban Tourism Growth beyond Perceptions, Executive Summary, UNWTO, Madrid, doi: 10.18111/9789284420070
- World Bank Group (2022) Destination Management Handbook, A Guide to the Planning and Implementation of Destination Management, Washington: World Bank Group/International Finance Cooperation.

305. Tourist Ports. Entrepreneurship and Innovation (Τουριστικοί Λιμένες. Επιχειρηματικότητα και Καινοτομία) (University of West Attica)

COURSE OUTLINE

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMIC AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean
ACADEMIC UNIT	Dept of Tourism Management & Dept of Business Administration
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME

COURSE CODE	305	**SEMESTER**	3RD
COURSE TITLE	**Tourist Ports. Entrepreneurship and Innovation**		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Scientific Area Specialization
COMPULSORY / OPTIONAL	Compulsory
PREREQUISITE COURSES:	-
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek

IS THE COURSE OFFERED TO ERASMUS STUDENTS	No
COURSE WEBSITE (URL)	

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 distinctions of tourist ports.

- ✓ Recognize the infrastructure of a tourist port.

- ✓ Acquire knowledge about the spatial planning, licensing, and operation of a tourist port.

- ✓ Be aware of the necessary facilities in a tourist port.

- ✓ Understand the responsibilities of workers in both the land and sea areas of a tourist port.

- ✓ Be familiar with the specific employment conditions in a tourist port.

- ✓ Identify the entities involved in the operation of a tourist port.

- ✓ Understand the Regulations for the Operation of a Tourist Port.

- ✓ Apply the principles of Sustainable Development Goals (SDGs) in the organization, operation, and management of a tourist port.

- ✓ Understand the necessary skills for staffing a tourist port, both on land and in the marine area.

- ✓ Understand the technological changes affecting the operation of a tourist port.

General Competences

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

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

Adapting to new situations

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

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

All the above

3. SYLLABUS

- ✓ Tourism. Meaning and Content.
- ✓ Special and Alternative Forms of Tourism, Marine Tourism.
- ✓ Marine tourism infrastructure
- ✓ Institutional Framework of Tourist Ports.
- ✓ Tourist Ports Categories: Marinas, Shelters, Moorings.
- ✓ Tourist Ports Management bodies.
- ✓ Spatial Planning and Operation of Tourist Ports.
- ✓ Location and Operating Tourist Ports in Greece.
- ✓ Tourist Ports Facilities.
- ✓ Regulation of Tourist Port Operation (General & Special Regulations).
- ✓ Tourist Ports and Sustainable Development Goals of the United Nations.
- ✓ International, National, Regional, and Local Entities of Tourist Ports.
- ✓ The Role of Tourist Ports in the Development of Marine Tourism.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face and distance learning

USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Teams, eclass	
Use of ICT in teaching, laboratory education, communication with students		
TEACHING METHODS	*Activity*	*Semester workload*
The manner and methods of teaching are described in detail.	Lectures	40
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.	Exercise	5
	Individual essay writing	50
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	Independent study	30
	Course Total *(25 hours of workload per credit)*	**125**
STUDENT PERFORMANCE EVALUATION	Individual Written Assignment Public Presentation	
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.		

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

BOOKS

1. Moira, P. (2022). *Tourism. History - development - perspectives*, Tziola publications, Thessaloniki.

2. Mylonopoulos, D. (2021). *Tourist Law*, 3rd edition, published by the Law Library, Athens

3. Moira, P. - Mylonopoulos, D. (2020). *Sea Tourism*, published by Faidimos, Athens.

4. Mylonopoulos, D. & Moira, P. (2023). *European Union and Tourism*, 2nd ed. Law Library, Athens.

5. Mylonopoulos, D. (2012). *Maritime Law, Public and Private*, 2nd edition, Stamoulis SA, Athens

6. Mylonopoulos, D. (2012). *Law of the Sea*, Law Library, Athens.

SCIENTIFIC JOURNALS

1. Environment and Law [in Greek]

2. Tourism in Marine Environments

3. Sustainability

306. Digital Transformation in Tourism and Local Development (Ψηφιακός Μετασχηματισμός στον Τουρισμό και την Τοπική Ανάπτυξη) (University of West Attica)

COURSE OUTLINE

1. **GENERAL**

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMIC AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean
ACADEMIC UNIT	Dept of Tourism Management & Dept of Business Administration
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME
COURSE CODE	306 · SEMESTER 3RD
COURSE TITLE	DIGITAL TRANSFORMATION IN TOURISM AND LOCAL DEVELOPMENT

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

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

2. LEARNING OUTCOMES

The IT Governance relates to the development and the use of models and methods so that the businesses and the organizations ensure that their investments in IT technologies are aligned with the operational strategy but also contribute to the specification of new development abilities. The Digital Transformation refers to the strategic development of the corporate abilities on the digital technologies and their application on procedures, products, etc. so that the operation performance is improved, the perceived from the customers value and experience is expanded, danger management is done but also new opportunities for the creation of value from innovative services and products to be examined. The course emphasized on the international IT Governance frameworks, such as COBIT, CMMI, ITIL, etc., in the analysis of the current status of a business in the tourism sector from the point of view of its technological abilities, the philosophy of management, the operational procedures, and in the way with which the digital transformation is attempted, the development of innovative services and systems and the re-engineering of the business process.

- To comprehend the spectrum and the importance of modern information and communication technologies (ICT) their future developments and importance in the tourism sector.
- To suggest innovative use of ICT with a focus on tourism businesses.
- To evaluate the digital maturity of a firm in the tourism sector.
- To design and evaluate the information systems plan.
- To design and evaluate the performance of business processes, with a focus on effectiveness and entrepreneurship in the tourism sector.

Students upon successful completion of the module students are expected to develop the following skills:

- ➢ Development of independent, creative, and inductive way of thinking,
- ➢ Decision making,
- ➢ Group work,
- ➢ Ability to adopt to changing situations.

3. SYLLABUS

The module equips student with the necessary tools and skills to comprehend issues pertaining to IT governance and digital transformation and to be able to apply models and methods appropriately.

- Introduction to digital transformation (DT), with a focus on the tourism sector.
- International IT Governance Frameworks.
- Models for information systems planning.
- Information and Communication Technologies contribution to business growth and competitive advantage for tourism businesses.
- DT and business process modelling and redesign.
- Business process performance measurement.
- The use of multi-criteria methods in managing business processes.
- Culture change program.
- Use of software tools for business processes modeling and simulation.
- Case studies in the tourism sector.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	**Face to face lectures in the lecture theatre.**
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Using computer systems, ppt presentations and software tools for business process modelling and simulation. The module is delivered through a series of lectures, lab sessions and coursework assignments.
TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	<table><tr><th>Activity</th><th>Semester workload</th></tr><tr><td>Lectures</td><td>50</td></tr><tr><td>Lab sessions</td><td>50</td></tr><tr><td>Coursework assignments</td><td>50</td></tr><tr><td>Course total</td><td>150</td></tr></table>
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	The module assessment is based on written exams which account for 100% of the module marking scheme. Marking criteria are discussed with the students in the beginning of the first lecture. Students need to demonstrate their ability to: - Justify technological solutions in the context of digital transformation. - Critically analyse the factors that affect digital transformation. - Design and evaluate innovative solutions.

	• Design business processes.
	• Apply models and methods to develop information systems plan for a given context.
	• Apply an holistic view to digital transformation by integrating the technological, business processes and change management perspectives.

5. ATTACHED BIBLIOGRAPHY

Suggested bibliography:

- Books:
  - Βασικές Αρχές της Διαχείρισης Επιχειρήσεων Διαδικασιών, Dumas, Rosa, Mendling, Rejers, 978-9963-258-91-8, Broken Hill Publishers Ltd, 2017.
  - Strategic Planning for Information Systems, 3rd Edition, John Ward, Joe Peppard, Wiley, ISBN: 978-1-118-58525-2 March 2013 604 Pages.

- Related academic journals:
  - Information & Management
  - Tourism Management
  - International Journal of Information and Management
  - International Journal of Global Information Management

Master's Thesis

Master's Thesis not applicable.

Internship

Internship not applicable.